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PRESS RELEASES

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SHINHAN BANK VIETNAM CONTINUES TO PARTICIPATE IN “VIETNAM – KOREA CULTURAL FRIENDSHIP ROAD 2024”

Ho Chi Minh City, on 09th December 2024 – Shinhan Bank Vietnam Ltd. (“Shinhan Bank”) continues to participate in “Vietnam – Korea cultural friendship road 2024” organized by Korean Association on December 17th and December 18th, 2024 at Korean Cultural Road, My Dinh, Hanoi with various special art activities. The event is organized to celebrate sustainable friendship between Korea and Vietnam, simultaneously, strengthen exchanging culture between two countries. This is the second time that Shinhan Bank participated in this special cultural event.

2024 event has brought many unique and interesting experiences to people in Hanoi with booths, and activities to explore Korean culture, tourism advertising, etc., enjoy Korean cuisine, interesting Kimchi making activity, product introduction at kiosk, thereby introducing the image of Korea to Vietnamese people, as well as connecting and exchanging Vietnam – Korea culture in a unique way.

At this event, Shinhan Bank also arranged a booth in the cultural friendship road in order to introduce outstanding financial products/services of the Bank to customers, simultaneously consult and answer questions of customers related financial products/services, supporting customers get information accurately, quickly and experience products effectively. Specially, Shinhan Bank also arranged a separated mini-game area with interesting games, as well as photo booth area with brand ambassador Kim Soo Hyun with unique design, in order to enhance interaction and bring to customers interesting experiences.

During over 30 years of development in Vietnam’s market, Shinhan Bank has been effectively playing the role of a bridge to support Korea FDI enterprises to invest in Vietnam through providing outstanding financial products/services, as well as effective support policies. Not only in terms of business, in the educational aspect, Shinhan Bank has proactively supported for training activities for students of Korean language departments/majors, as well as sponsored for Korean-Vietnamese cultural exchange programs at

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universities such as Hageul Festival, etc. in order to enhance opportunities of studying, Vietnam – Korea cultural exchange between young generations. Simultaneously, the Bank has also launched K-Study product for students, who have demand of Korea studying abroad, in order to support students in the financial proof process easily and effectively.

ABOUT SHINHAN BANK VIETNAM

Shinhan Bank Vietnam Limited (“Shinhan Bank”) is a subsidiary of Shinhan Bank Korea, an affiliate of Shinhan Financial Group (SFG). SFG is the leading financial holding company in Korea and listed to both Korea Exchange (KRX) and New York Stock Exchange (NYSE).

In Vietnam, Shinhan Bank’s history can be traced back to 1993 when Shinhan Bank first opened the representative office in Ho Chi Minh City. Over the history of 30 years, we have built a broad network expanding from the North, the Central and the South of Vietnam. Currently, Shinhan Bank has been offering a diversified portfolio of tailored corporate and consumer banking products and solutions. Simultaneously, the Bank has also strengthened digital transformation process by applying advanced technologies to products/services, in order to bring “More friendly, More secured and More creative” financial solutions to customers, towards the target of “Becoming the leading digital bank in Vietnam in 2030”.

With the mission of “A better world through finance”, Shinhan Bank has constantly contributed to Vietnam’s socioeconomic development not only in terms of business operation, but also through meaningful social activities carrying profound humanity value. Shinhan Bank contributed more than VND 81 billion to social activities from 2007 until the end of 2023. Particularly in 2023, the Bank contributed the amount of over VND 4.8 billion, with 492 hours for social activities and 5,563 of employee’s participation times.

For more information about Shinhan Bank Vietnam, please kindly visit:

Website: <https://shinhan.com.vn/>

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