

The Mett Building

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PRESS RELEASE

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SHINHAN BANK VIETNAM LAUNCHES MULTI-CHANNEL NOTIFICATION SERVICE (ZALO & SMS)

Ho Chi Minh City, April 14th, 2025 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) officially launches the **Multi-Channel Notification Service (Zalo & SMS)** – a new milestone in its digital transformation journey, bringing customers a more modern, cost-effective, and optimized experience in receiving transaction notifications.

A superior financial notification solution for every customer

With the Multi-Channel Notification Service, customers will receive notifications about account balance changes, international card transactions, and other important financial updates from the Bank via Zalo, presented in a visually intuitive and easy-to-use format. Notably, if a Zalo message cannot be delivered, the system will automatically switch to SMS, ensuring that customers never miss an important update.

The service is currently available to all individual customers and private businesses/business households of the Bank.

Cost-Optimized – Experience Maximized

The Multi-Channel Notification Service (Zalo & SMS) offers outstanding benefits, helping customers save up to 50% compared to traditional SMS notification services (*). Notifications are prioritized to be sent via Zalo, featuring an easy-to-read interface with images and quick action buttons, allowing customers to interact and respond to the bank more conveniently. At the same time, notifications will also be automatically sent via SMS if delivery via Zalo fails.

To provide customers with the best experience of the Multi-Channel Notification Service (Zalo & SMS), those who register for the service during April 2025 will receive the first month free of charge.

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For more details about the Multi-Channel Notification Service (via Zalo & SMS), please visit:
<https://shinhan.com.vn/en/personal/multi-channel-notification-service-zalo-sms.html> .

Flexible Registration Options

Customers can choose from two registration methods:

1. Register online via the Shinhan SOL Vietnam App (“SOL App”):

If customers already have the SOL App, please:

- Visit the App Store (iOS) or Google Play (Android) to update to the latest version of the SOL App;
- Log in to the SOL App, go to “**Settings**,” select “**Notification Channel**,” then choose “**Multi-Channel (Zalo & SMS)**” and click “**Continue**”;
- Fill in the registration details and complete Zalo account verification to activate the service

For customers who have not yet downloaded the SOL App, please download it now at:
<https://vnsol.onelink.me/ipGX/MultiChannelNotiService> to experience the outstanding benefits of the Multi-Channel Notification Service (Zalo & SMS).

2. Register in person at any Shinhan branch/transaction office nationwide.

Please refer to the list of branches at: <https://shinhan.com.vn/vi/branches>.

Reinforcing Commitment to Customer-Centric Digital Transformation

The Multi-Channel Notification Service (Zalo & SMS) is one of Shinhan Bank’s key new solutions in 2025, designed to optimize costs, enhance user experience, and ensure continuous delivery of financial updates to customers.

(*) Service fees may vary from time to time.

ABOUT SHINHAN BANK VIETNAM

Shinhan Bank Vietnam Limited (“Shinhan Bank”) is a subsidiary of Shinhan Bank Korea, a member of Shinhan Financial Group (SFG). SFG is a leading financial group in South Korea, founded on the foundation of Shinhan Bank Korea, Shinhan Investment Corporation, and Shinhan Asset Management. SFG is listed on both the Korea Exchange (KRX) and the New York Stock Exchange (NYSE). SFG and Shinhan Bank Korea are among the top 10 Domestic Systemically Important Banks (D-SIBs) in the South Korean banking system.

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 32 years, we have built a broad network expanding from the North, the Central and the South of Vietnam. Currently, Shinhan Bank has been offering

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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 88 billion to social activities from 2007 until the end of 2024. Particularly in 2024, the Bank contributed the amount of over VND 6 billion, with 592 hours for social activities and 10,684 of employee’s participation times.

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

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

Facebook: www.facebook.com/Shinhanbankvn/

Instagram: <https://www.instagram.com/nganhangshinhan/>