

**Contact for media**

Ms. Dinh Doan Sao Kim – Public Relations Manager

Phone: (84-28) 3828 7900 – Ext: 266

Email: [saokim@shinhan.com](mailto:saokim@shinhan.com)[kimdin.shb@gmail.com](mailto:kimdin.shb@gmail.com)**PRESS RELEASE****SHINHAN BANK VIETNAM LAUNCHES SHINHAN BE-SAFE DEBIT CARD INTEGRATED TRANSACTION INSURANCE**

*Ho Chi Minh City, May 31, 2022* – Shinhan Bank Vietnam Limited (“Shinhan Bank”) collaborates with Mastercard to launch a line of Shinhan Be-SAFE debit card with features that accumulate attractive unlimited reward points, bring customers experiences of convenience and diversity in incentive programs, and contribute to improving customers' quality of life. Shinhan Be-SAFE is the first international debit card line with integrated transaction insurance, and it is the first international card launch in collaboration between Shinhan Bank and Mastercard.

Shinhan Be-SAFE debit cardholders can earn up to 1% Shinhan reward points on every eligible card spending transaction. Points earned will be turned into cash. Shinhan Be-SAFE debit cardholders have insurance rights with online shopping insurance and ATM insurance, in addition to preferred benefits of up to 50% at more than 200 merchants in the Shinhan Zone ecosystem. With online shopping insurance, cardholders will be protected for products damaged by accident or theft that occur within 180 days of the date of purchase when shopping on e-commerce sites, which applies to all online transactions. Simultaneously, cardholders receive insurance up to VND 2,250,000 per occurrence in the event of theft when withdrawing cash from ATMs within 30 minutes.

Mr. Kang GewWon, Chief Executive Officer of Shinhan Bank Vietnam, stated on the Shinhan Be-SAFE card line: *“In order to promote the trend of cashless payment and improve the convenience payment experience of customers, the Bank always strives to expand its network of cooperation with the world's leading reputable card development partners to optimize our card payment ecosystem, aiming for the following criteria: simple, convenience, fast, and secure. Mastercard is an important partner of Shinhan Bank, and their partnership led in the launch of the first foreign card line as part of our joint commitment to providing clients with a complete payment environment. Customers' fears about card risks are expected to be eased by Shinhan Be-SAFE, allowing them to live their lives with peace of mind. Hopefully, Shinhan Bank and Mastercard's effective collaboration will be promoted in the future to provide users with more creative and user-friendly payment options.”*

Ms. Winnie Wong, Country Head of Vietnam, Laos and Cambodia – Mastercard representative, further stated: *"This collaboration between Mastercard and Shinhan Bank is the foundation for creative solutions in card issuance and payment services. One of the key motivations for this type of payment is the growing demand for online payment among Vietnamese people, notably Shinhan Bank customers, especially in light of the pandemic's impact. Hopefully, in the near future, we will work together to develop more new card lines with outstanding features in order to provide customers with a comprehensive payment environment."*

Shinhan Bank affirms its development plan of being a "Friendly Bank" by expanding its network of cooperation with respectable partners and offering a varied range of financial products/services with the "friendly" customer experience criterion as a high priority.

#### **ABOUT MASTERCARD**

Mastercard is a global pioneer in payment innovation and connection technology of a billion customers, issuers, businessmen, governments and enterprises in the world.

Mastercard works to connect and power an inclusive digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential.

Website: <https://www.mastercard.us/en-us/>

## **ABOUT SHINHAN BANK**

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 over 29 years, Shinhan Bank has 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.

Shinhan Bank was awarded the “Best Retail Foreign Bank in Vietnam 2020”, the “Best Foreign Bank in Vietnam 2021 and 2022”, and the “Best Company To Work For In Asia” for three consecutive years by HR Asia publication.

For more information about Shinhan Bank Vietnam, please visit

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

Facebook: [www.facebook.com/Shinhanbankvn/](http://www.facebook.com/Shinhanbankvn/)