

**The Mett Building**

15 Tran Bach Dang St., Thu Thiem Ward,

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# PRESS RELEASES

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## SHINHAN BANK VIETNAM OFFICALLY OPENED LONG AN BRANCH

Ho Chi Minh City, 10th of September 2024 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) opened Long An Branch at No. 261 – 263 Hung Vuong Street, Ward 6, Tan An City, Long An Province. The grand opening of Long An Branch is part of network expansion strategy of Shinhan Bank in 2024, increasing total number of branches/transaction offices of the Bank to 52 nationwide.

This is the first branch of Shinhan Bank in Long An, marking a new stride of the Bank in implementing “Localization Strategy”, in order to approach and bring outstanding portfolio of financial products/services to local customers.

Long An is a part of Mekong River Delta, located in the Southern key economic region, just about 45 km from Ho Chi Minh City and is the gateway connecting the Southeast Region with the Mekong River Delta. Moreover, Long An's transportation systems, which connect the province to other regions, are relatively complete, including highways, rivers and it is consider to be the largest consumer market for agricultural products in the region.

From the beginning of 2024 to now, Long An has received FDI capital from over 40 countries for 1,282 projects with a total registered capital of more than USD 11.1 million, indicating a bright spot in attracting FDI investment. As a result, Shinhan Bank - Long An Branch can leverage its current strengths to serve as a bridge between FDI and local firms, thereby enhancing investment collaboration opportunities through professional banking-financial services.

The new branch centrally located in Tan An city, provides customers with a full range of financial products and solutions, including capital mobilization, credit activities, payment services, and treasury, as well as digital banking services for individual and corporate customers.

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Mr. Kang GewWon, CEO and General Director of Shinhan Bank Vietnam, stated, *"We are proud to be one of the foreign banks present in Long An. The Bank's localization strategy aims to contribute to the province's socio-economic development through meaningful activities, with the objective of making it a dynamic and sustainable economic hub in the Southern area.*

*Moreover, we hope to bring other superior financial products/services from the Shinhan financial ecosystem in Vietnam closer to local customers in the future, in order to optimally support customers in making financial plans, managing and protecting assets effectively."*

As part of the celebration of the Long An Branch's grand opening, Shinhan Bank is awarding 50 scholarships through the National Fund for Vietnamese Children to underprivileged students in the province, with a total value of VND 50 million.

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## **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). Both SFG and SHBKOR have been named domestic systemically important banks (D-SIBs) by the Financial Services Commission for 2025.

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, 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/>

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

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



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