

The Mett Building

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PRESS RELEASE

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SHINHAN BANK VIETNAM ORGANIZED THE FIRST CUSTOMER APPRECIATION WEEK IN 2025

Ho Chi Minh City, on 17th March 2025 – Shinhan Bank Vietnam Limited (“Shinhan Bank”) has just organized the program the first “Customer Appreciation Week” in 2025. The program was held from 10th March 2025 until 14th March 2025 with many meaningful activities, in order to bring unique and interesting experiences to customers when visiting 54 branches and transaction offices of Shinhan Bank nationwide. The program is quarterly organized to express gratitude to customers, who have accompanied Shinhan Bank, simultaneously show the Shinhan Bank’s “Customer-Centric” motto and efforts to bring differentiated values to customers.

The series of “Customer Appreciation Week” program has been organized by Shinhan Bank from 2020 and leave an impression on customers about a “Friendly foreign bank”. This series of events is not only an occasion for customers to feel the thoughtful care from the Bank, but also an evidence for commitments on constant innovations in services. Each program always brings unique experiences, which are subtly combined between Vietnamese and Korean cultural elements.

Entering 2025, the “Customer Appreciation Week” program continues to be flexibly and creatively built up by Shinhan Bank with various attractive topics. Each day of the week is a differentiated story, expressing sophistication in Shinhan Bank’s service.

For “**Appreciation Day**”, customers will be welcomed with surprising gifts and served with cozy tea break. On “**Challenge Day**”, customers will be challenged themselves with many activities designed to bring interesting experiences to customers. Customers will also receive “Pli Bear with conical hat” – a familiar symbol of Vietnamese culture. Coming to “**Experience Day**”, customers will be experienced to open a

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SOL Travel credit card – a new card launched by Shinhan Bank and received attractive fashion gifts. **“Recycle Day”** – where customers can exchange their old items to receive body care combos from a nature cosmetic brand, contributing to protect the environment.

“Special Offer Day” is a final highlight of the week, customers not only receive attractive cashback incentives when opening credit cards, but also have opportunities to experience interesting exchange activities at branches/transaction offices.

“Customer Appreciation Week” program will continue to be organized periodically at all branches/transaction offices of Shinhan Bank nationwide in the next quarters of 2025 with many attractive topics and experiences for customers.

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 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/>

Facebook: www.facebook.com/Shinhanbankvn/



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