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PRESS RELEASE

SHINHAN BANK VIETNAM PARTICIPATED “VIETNAM-KOREA FRIENDSHIP CULTURE ROAD” EVENT

Ho Chi Minh City, 6th of December 2023 - Shinhan Bank Vietnam Limited (“Shinhan Bank Vietnam”) participated in the event "Vietnam - Korea Friendship Cultural Road" hosted by the Korean Association in Hanoi, which took place over two days from December 2 to March 3, 2023, at My Dinh Urban Area, Hanoi. The event commemorated the 30th anniversary of the diplomatic relations between Vietnam and South Korea, with numerous cultural, artistic, culinary, and entertainment activities.

This event attracted over 150 thousand people, with approximately 100 booths from Korean government organizations and companies showing products, promoting images, and linking cultural interactions between Vietnamese and Koreans. The “Vietnam-Korea Cultural Friendship Culture Road 2023” represented an exchange connection between Vietnam and Korea, with the people of the two countries accompanying each other on the path of friendly cooperation and contributing to the advancement of the two countries' relationship.

Shinhan Bank also established up a booth in the cultural street space, with the goal of displaying and introducing customers to the bank's superior financial products/services, as well as providing consulting support and answering customer questions about financial products/services quickly and effectively. Simultaneously, the Bank provided gifts and cute mascots from the Shinhan Friends collection to many customers who interact with the products at the booth.

Throughout its 30-year journey in Vietnam, Shinhan Bank has strived to serve as a bridge to assist Korean businesses in effectively investing in Vietnam, as well as to share prosperity with the Vietnamese community through practical values. Previously, on November 29, 2023, Shinhan Bank gave 5 scholarships to the Korean Chamber of Commerce and Industry in Vietnam (KOCHAM) totaling VND 50,000,000 to students from disadvantaged backgrounds during the annual event "Korean CSR Day" at the Korean Embassy in Hanoi. Thereby, we can witness Shinhan Bank's long-term commitment to the Vietnamese market, which aids in the development of cordial relations between Vietnam and Korea.

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, 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.

In 2023, Shinhan Bank was received four consecutive awards from the prestigious international organizations, including: Best Foreign Retail Bank Vietnam 2023 granted by Global Business Review Magazine, Best Foreign Digital Bank Vietnam 2023 granted by International Business Magazine and Best Foreign Bank Vietnam 2023 granted by World Economic Magazine, Fast Growing Corporate Bank Vietnam 2023 by Global Banking and Finance Review Magazine.

For more information about Shinhan Bank Vietnam, please visit:

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

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