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PRESS RELEASE

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SHINHAN ECOSYSTEM ENTERS THE ACCELERATION PHASE OF GLOBAL SHINHAN INNOBOOST 2025

Ho Chi Minh City, July 11, 2025 – After a rigorous selection process with over 200 proposals submitted by startups from around the world, the Global Shinhan InnoBoost 2025 Open Innovation Program has identified the 6 most promising startups to enter the acceleration phase. This is a critical phase, opening opportunities for technology solutions to be validated in real-world settings and co-developed directly with businesses, aiming toward long-term applications in the finance and banking sector.

The list of 6 standout startups this year demonstrates both diversity and high practicality, spanning across fields such as Artificial Intelligence (AI), digital banking, insurance, data security, and customer experience enhancement. Specifically:

1. **Fineksi** – A Software-as-a-Service (SaaS) solution helping financial institutions with digital transformation and AI integration, particularly in automating bank statement analysis and supporting credit decision-making.
2. **Sobanhang (Finan)** – A comprehensive business and financial management platform for micro, small, and medium-sized enterprises in Vietnam, currently serving over 600,000 users.
3. **Metsakuur** – A facial recognition AI software startup from South Korea, previously partnered with and funded by Hana Bank (Korea).
4. **bTaskee** – An app that creates a comprehensive utility service ecosystem for families, best known for its home cleaning services.
5. **Borra (Fles Corp)** – An all-in-one social media marketing solution helping brands better engage with Gen Z audiences.

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6. **AgenticFlow AI** – A no-code platform for creating AI agents that automate sales, marketing, and operations.

In the upcoming phase, these startups will work directly with one or even multiple member companies in the Shinhan Financial ecosystem in Vietnam, including Shinhan Bank, Shinhan Finance, Shinhan Securities, and Shinhan Life. The goal is to co-develop and validate their solutions in real-world environments. This is not only an opportunity for pilot testing but also a launchpad for startups to rapidly scale, leveraging Shinhan's broad customer network, industry data, and experienced expert teams.

The Meet-up Day marks an important milestone before the startups enter the trial and integration phase with member companies of the Shinhan Financial ecosystem in Vietnam. In the near future, the teams will receive in-depth support on technology, operations, and market strategy from relevant experts.

Speaking at the event, Mr. Kang Gew Won, General Director of Shinhan Bank Vietnam, emphasized: “We highly value the potential of startups in delivering innovative and groundbreaking digital solutions, contributing to a comprehensive and effective digital transformation process. Therefore, InnoBoost 2025 is organized to connect startups with companies in the Shinhan Financial ecosystem in Vietnam, thereby fostering their future development. At the same time, this is also an opportunity for the parties to establish effective collaborations and co-create sustainable innovative values, supporting business development and contributing to the broader economic and social development of Vietnam.”

Shinhan Future’s Lab Vietnam is the annual host of the Global Shinhan InnoBoost Program. The initiative is also endorsed by the National Innovation Center (NIC) and jointly implemented with several reputable partners: Seoul Business Agency**,** Seoul Startup Hub, and the innovation platform BambuUP**.**

ABOUT GLOBAL SHINHAN INNOBOOST 2025

Unlike typical fundraising or competition programs, Global Shinhan InnoBoost 2025 is designed based on the Open Innovation model – creating a real-world testing environment where startups and large enterprises co-create solutions together.

Over the next 16 weeks, the 6 selected startups will enter the Proof of Concept (PoC) phase – a period of testing and refining their solutions in real operational environments. This is a distinctive feature of the program, which introduces an "open sandbox" mechanism – a flexible testing

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environment for new technologies. It enables startups to access real data, systems, users, and practical challenges in the fields of banking, finance, insurance, and security. This setting helps enhance the startups' ability to commercialize and scale their solutions in the future.

In November 2025, the startups are expected to return for Demo Day to summarize and present the outcomes of their co-creation journey with Shinhan companies. This will be an opportunity to evaluate the practical application potential, expand deeper collaborations, and connect startups with investors and partners both domestically and internationally**.**