

**The Mett Building**

15 Tran Bach Dang St, Thu Thiem, Thu

Duc City, Ho Chi Minh City

Tel. (84-28) 3829 1581

Fax: (84 – 28) 3829 1583

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# PRESS RELEASE

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**For media inquiry, please contact**

**Ms. Đinh Đoan Sao Kim**

Phone: (84) 28 3828 7900 – Ext 266

Email: [saokim@shinhan.com](mailto:saokim@shinhan.com)

[kimdinh.shb@gmail.com](mailto:kimdinh.shb@gmail.com)

## **ACTOR KIM SOO HYUN IS A NEW BRAND AMBASSADOR OF SHINHAN BANK VIETNAM**

Ho Chi Minh City, 06<sup>th</sup> of August, 2024 - Shinhan Bank Vietnam Limited (“Shinhan Bank”) officially announced that actor Kim Soo Hyun will become the bank’s brand ambassador from 1<sup>st</sup> of August. By selecting Kim Soo Hyun as new brand ambassador along with Shinhan Friend characters, the Bank believes to convey the image of a trustworthy, professional, and friendly bank that is ready to assist Vietnamese customers with their financial plans.

Shinhan Financial Group of Korea previously stated that actor Kim Soo Hyun would be the group’s representative face, marking a new milestone in SFG’s brand strategy.

Kim Soo Hyun is one of Korea’s well-known actors, his accolades include five Baeksang Arts Awards, two Grand Bell Awards and one Blue Dragon Film Award. From 2012 to 2016, in 2021 and 2022, he has appeared in Forbes Korea Power Celebrity 40 list. He went on establishing himself with starting roles in the television dramas like Dream High (2011), Moon Embracing the Sun (2012) to became a top Hallyu star in My Love from The Star (2013), and most recently the series Queen of Tears (2024), which is making a great global impact, attracting more than 3.4 million viewers, including the Vietnamese market. Kim Soo Hyun’s popularity and prestige come from a successful career film and television, as well as a youthful, energetic appearance, confident personality, and professional style.

Representative of Shinhan Bank Vietnam, stated: *“By choosing actor Kim Soo Hyun as the new brand ambassador represents the consistency of Shinhan Financial Group’s brand strategy, as well as the overall strength of our bank in building the image of “More friendly, more secure, and more creative financial ecosystem”. Furthermore, we hope that Kim Soo Hyun’s positive image in the community over the years will build great values, consequently increasing the brand recognition of Shinhan Bank in the Vietnamese market, particularly among young customers.”*

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## **ABOUT SHINHAN FINANCIAL GROUP**

Shinhan Financial Group - SFG is one the leading financial group in Korea, founded by Shinhan Bank, Shinhan Capital and Shinhan Investment Management. SFG is now listed on Korea Stock Exchange (KRX) and New York Stock Exchange (NYSE).

SFG's business strategy is to provide customers with a variety of convenient and satisfying services via specialized and efficient distribution. Furthermore, the group is constantly striving to broaden its business scope and keep up with the latest financial innovations in order to become a global leader in finance.

SFG ecosystem in Vietnam has five subsidiaries, including: Shinhan Bank Vietnam, Shinhan Finance Vietnam, Shinhan Securities Vietnam, Shinhan Life Vietnam and Shinhan DS. With One Shinhan Spirit, SFG want to build up a diversified financial ecosystem, aim to the mission through the overall strength of its member companies, thereby fulfilling the purpose of “A better world through finance”.

## **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. 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, kindly visit:

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

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