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Email: [caobaovy@shinhan.com](mailto:caobaovy@shinhan.com) | [caobaovy@gmail.com](mailto:caobaovy@gmail.com)**PRESS RELEASE****SHINHAN BANK LAUNCHES VISA HI-POINT CREDIT CARD**

*Ho Chi Minh City, November 07, 2017* - Shinhan Bank Vietnam (“Shinhan Bank”) officially launches its Visa Hi-point Card, which is a brand new credit card, offering you with high point reward, up to 5% points on spending at various merchants in daily life. “Hi” in “Hi-point” stands for “Hi” to say hello and also for “High” and “Point” is the point reward. “Hi-point” name symbolizes user-friendly and customer-centric value while reminds customers of high reward and great redeemed value offered by this card class.

Typically, if using Visa Hi-point Card to make payments at Alliance Merchants of Shinhan Bank (\*), you will get 5% point reward over the payment value. You also may get point reward from 0.3% to 2% over the payment value for other purchase transactions, depending on your card grade (\*). You will immediately get up to 1,100,000 points reward for your first transaction made with your visa card. Each of your 1,000 points can be redeemed to VND 1,000 in cash back. In addition, your point rewards also can be redeemed into Lotte Mart membership points or LotusMiles of Vietnam Airlines (\*).

There are three grades of Shinhan Bank’s Visa Hi-point Card, including Classic, Gold and Platinum, available for you. Especially, Platinum Cardholders can enjoy more exclusive privileges, including exemption from financial proof formalities when applying for visitor Visa to Korea; privileges of applying for multiple visas to Korea; great experiences at the leading shopping malls, duty free shops, entertainment centers or splendid performances in Korea; discount up to 50% at six leading golf clubs in Vietnam; travel insurance coverage up to VND 10.5 billion (USD 500,000) (\*).

“Credit card is one of our priority services in retail banking segment. We are expecting to achieve 400,000 credit cardholders as our customers and to reach the 5th banker in credit card business in Vietnam. To accommodate this, our Shinhan Bank is making enduring efforts to introduce new credit card classes that provide you with more options. With Visa Hi-point and other Shinhan’s credit cards, we are providing customers high point reward and flexible redemption, enabling cardholders to enjoy maximum benefits from their cards”, Mr. Shin Dong Min – CEO of Shinhan Bank in Vietnam, shared.

In addition to Visa Hi-point, Shinhan Bank is also going to introduce a new visa card called Shinhan Travel Platinum soon, which targets travelers. This visa card grade will offer exclusive privilege of getting Shinhan miles for any local and international transactions using this card. Each of payment from VND 25,000 in Vietnam, cardholder will get one Shinhan mile. This rate will triple if cardholders make international payment at weekend and increase five times for payments made by cardholders through Agoda. Customers may redeem their Shinhan miles to mile rewards from Vietnam Airlines, Singapore Airlines and Cathay Pacific. Following card activation, cardholders will immediately get 2,000 Shinhan

miles. Customers can also have opportunities to get other benefits, free lounge service at 850 airports; travel insurance coverage up to USD 500,000; privilege at golf clubs and cuisine provided by Visa merchant list; exemption from financial proof formalities and applying for multiple visitor visas to Korea, etc. (\*)

With our newly launched card products offering various benefits, Shinhan Bank has step by step earned its firm position in card product business in particular and retail banking in general, in Vietnam.

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(\*) For detail information, please kindly visit: [www.shinhan.com.vn](http://www.shinhan.com.vn)

## **ABOUT SHINHAN BANK**

*Shinhan Bank Vietnam Ltd. (“Shinhan Bank Vietnam”) is a part of Shinhan Bank, which is under Shinhan Financial Group (SFG). SFG, as the first civilian-controlled financial holding company in Korea, was established on the basis of Shinhan Bank, Shinhan Capital and Shinhan Investment Management.*

*SFG has been equipped with over 24,000 well-trained employees in 21 countries offering a diversified financial products and services, such as Banking, Consumer Finance, Insurance, Asset Management, Brokerage and others. SFG is also listed to both Korea Exchange (KRX) and New York Stock Exchange (NYSE). Being a part of SFG, Shinhan Bank is considered as the flagship of the group with headquarters in 17 countries. In 2016, Shinhan Bank’s net profit ranked first in Korea’s banking industry.*

*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 last 25 years, Shinhan Bank has built a broad network covering many cities and provinces with 18 branches and transaction offices. Shinhan Bank offers a diversified portfolio of tailored corporate and consumer banking products and solutions. With a wide network of branches and ATMs across Vietnam and modern e-banking service, we are serving millions of corporate and consumer clients.*

*Additional information may be found at*

*Website: [www.shinhan.com.vn](http://www.shinhan.com.vn) / Facebook: [www.facebook.com/NganhangShinhanbank/](http://www.facebook.com/NganhangShinhanbank/)*

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