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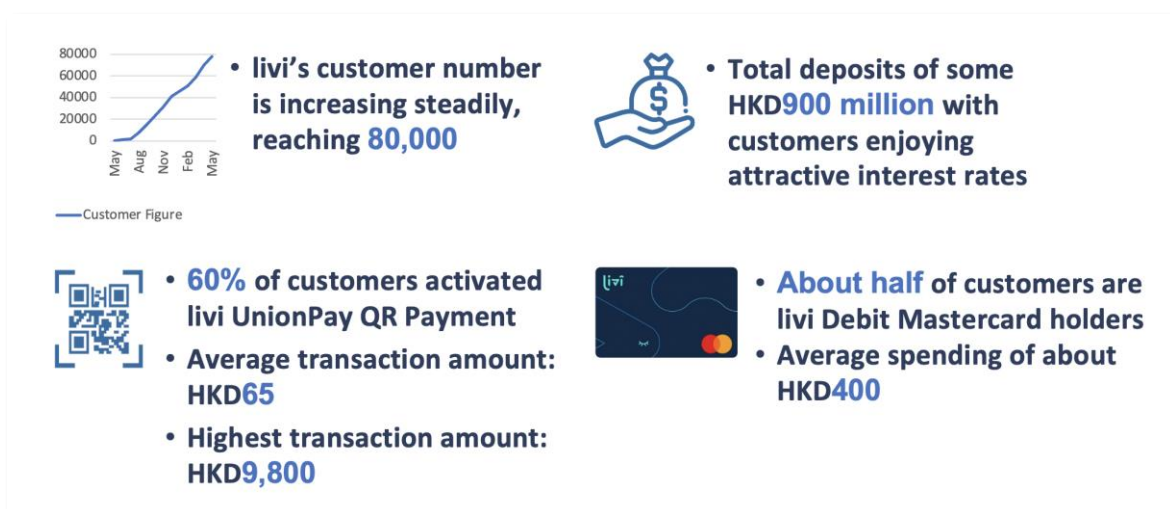
livi bank celebrates successful first year in Hong Kong by underscoring its long-term commitment and social purpose

- livi launched with a philosophy of helping its Hong Kong customers lead more rewarding lives
- Built on a robust and secure platform, livi rolled out a range of user-friendly products and services – most recently the innovative livi Paylater flexible instalment service*
- Further exciting products in the pipeline, including wealth management
- Support for Food Angel with additional anniversary donation features

livi bank is celebrating its first anniversary with Hong Kong, as the lifestyle-driven virtual bank emphasised its long-term commitment to the community with a business philosophy offering innovative and secure banking services designed to help bring more rewarding lives to its customers.

“**livi** has achieved remarkable results in a unique first year of trading, thanks to our strategic positioning of looking to the future and delivering an innovative, secure banking experience. We have succeeded in building a steady growth trajectory, while offering delights to our customers,” said **David Sun, CEO of livi**. “We are seeing a growing customer base and increasing usage of our innovative product base.”

Looking forward, David Sun emphasised the prospect of more exciting products and an ever-growing ecosystem with a goal of pushing for greater financial inclusion in Hong Kong.



livi's latest business figures



Part of the new wave of digital customer-centric banking

livi is set to benefit from the rapid acceptance of virtual banks and their ability to focus on customers' needs. The past year has clearly recognised the merits of virtual banking as the pandemic catalysed the integration of technology with people's way of living.

This was demonstrated by the growing appetite for virtual banking in Hong Kong, according to a survey commissioned by **livi** – 92% of Hong Kong adults were aware of virtual banks, while 43% of non-virtual bank customers would consider using them, up from 37% in August 2020¹. 65% agreed that virtual banking is the future of banking.

Cultivating meaningful customer relationships

During its first year, **livi** rolled out an initial array of digital products and ecosystem offers that were well received by customers. From **liviSave**, UnionPay QR code payment, its partnership with yuu, to the virtual **livi Debit Mastercard**, **livi** offers convenience, simplicity and flexibility, showcasing a unique value proposition to customers looking for innovative solutions tailored to their everyday needs.

This month, **livi** became the first bank to introduce a new “buy now pay later” concept in Hong Kong with the launch of **livi PayLater**, enabling customers to take control of their spending and better manage their finances, and in a very cost effective way.

liviSave
Annual interest rate remains at 1% for the first HKD50,000
Accepts highest number of banks in Hong Kong for eDDA transfer

livi UnionPay QR Payment

livi x yuu
Over half of customers linked their yuu accounts

livi Debit Mastercard
About 50% of customers are card holders
Average spending: HKD400
Highest spending: HKD50,000

livi PayLater Mastercard
First bank in Hong Kong to launch “Buy Now Pay Later” service

livi's products and services

¹ Nielsen Personal Finance Monitor 2020, <https://en.prnasia.com/releases/apac/nielsen-virtual-banks-to-become-a-real-game-changer-to-banking-industry-landscape-286754.shtml>



“What we believe in goes beyond simple offers and rewards,” said **Carol Hung, Chief Product Officer of livi**. “It is about building long-term, meaningful relationships with our customers by helping them in important aspects of their daily lives.”

Carol added that there is “more to come” in the product pipeline, including wealth management offerings that will help customers on their journey to achieve their financial goals in areas such as education, property and well-being.

livi’s long-term philosophy can also be seen in the technology arena where significant investment has gone into creating a secure backbone to **livi**’s service to its customers. Gary Lam, **livi**’s Chief Technology Officer, said, “We put emphasis on technology, reliability and security as we built our tech stack from the ground-up. Our goal is to deliver a far more efficient, reliable and safe experience to our customers.”

“And we are also going further to offer our customers a broader range of products with the introduction of Open API that allows for greater integration across the financial service providers in Hong Kong, which is very much the way of the future” Gary added.

And to celebrate...

To celebrate its anniversary, **livi** is launching a series of special offers to bring even more delight to its customers:

- YOHO online store – up to 90% off for Apple items
- Klook – up to 90% off and HKD50 discount for local activities
- KFC – HKD15 cashback for spending of HKD40 or above with UnionPay QR code payment
- A moment of delight with free ice creams in **livi**-truck travelling roadshows

Beyond business – Bank with a social purpose

livi has been actively giving back to the Hong Kong community, bringing happiness to not only customers but also those in need in society.

In collaboration with Hong Kong’s food rescue organisation, Food Angel, **livi** has introduced a new feature where customers can donate to this meaningful cause via FPS in-app, while unused ‘Shake Shake’ rewards will also be automatically donated. In addition, **livi** organised an employee volunteering programme with Food Angel and donations to further support the underprivileged in the community.

“**livi** is a bank with a social purpose that runs through our business philosophy, our customer relationships, and the products we offer. We are increasingly becoming an integral part of Hong Kong and will strive to benefit the community in years to come.” David Sun concluded.



The livi team visited Food Angel's kitchen in Sham Shui Po on 14 May and prepared 1,600 meal boxes for people in need of food assistance



The livi team shares a bonding moment with social workers from Food Angel

*To borrow or not to borrow? Borrow only if you can repay! Please refer to Key Facts Statement and relevant terms and conditions available at our website and our app for details of livi PayLater.

- ENDS -



About the survey

The survey was commissioned by **livi bank** to gain insights to the Hong Kong public's awareness and perceptions of virtual banking. The study surveyed 1,000 Hong Kong adults aged 18-64 and was conducted by NielsenIQ in May 2021.

About livi bank www.livibank.com

Hong Kong based, **livi bank** is backed by BOC Hong Kong (Holdings), JD Technology and the Jardine Matheson Group, which together bring to **livi** a unique range of benefits in terms of financial strength, technological expertise and marketing excellence.

With the goal to foster digital innovation, promote financial inclusion and enhance customer experiences, **livi** brings a unique, brand-new and different banking experience to Hong Kong. Taking an innovative approach, **livi** provides customers with flexible solutions anytime and anywhere and the benefits of ecosystem partnerships that complement their everyday lives.

livi's outstanding service to its customers has received widespread industry recognition. The bank was voted as 'Best Virtual Bank' at the Hong Kong Living Awards 2021 by Hong Kong Living; earned a 'Gold Certificate' at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; won the 'Outstanding Customer Reward Programme in Virtual Banking' from ET Net's FinTech Awards 2020; and was named 'Excellent Brand of Fintech (Virtual Bank)' by Metro Finance's Hong Kong Leaders' Choice Brand Awards 2021.

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