



11 August 2020 | Press Release

livi bank opens its virtual doors to customers

Live life your way and get a HK\$100 instant welcome offer, “Shake Shake” rewards and more!

livi bank is opening its virtual doors on 12 August and inviting the community to join a refreshing banking experience designed to meet the everyday needs of people in Hong Kong.

livi is not just any bank. **livi** is an easy, rewarding and lifestyle-driven banking experience, delivered through our simple and stylish mobile app. Getting started with **livi** is as quick as making a coffee – a Hong Kong mobile phone number and a HKID card are all that’s needed to register.*

livi is a bank for everyone in Hong Kong. **livi’s** relationship is with its customers and customers don’t have to maintain any “relationship balances”, nor charged any fees to keep their account open. Naturally, the **livi** app has a mobile payment solution through UnionPay QR Payment, Faster Payment System (FPS) for making and receiving real-time transfers, as well as Electronic Direct Debit Authorisation (eDDA) so customers can pull funds from their existing bank accounts.

“Our debut offering is just the start and there is more to come,” said **David Sun, Chief Executive of livi**. “We are building our ecosystem amongst popular brands in Hong Kong to bring more amazing offers to our customers. We look forward to giving people in Hong Kong an everyday boost to their lives, with a lifestyle-driven banking experience they will enjoy.”

Beyond the essentials, **livi** has also packed some attractive rewards and unique features.

HK\$100 from us, to you. No strings attached.

livi’s goal is to help customers bank smarter and live life their way. How better to kick-start the relationship than an instant HK\$100 on becoming a **livi** customer? Plus, introduce friends to **livi** and for the first ten who join, **livi** will give the referrer a HK\$100 reward for each successful referral.



The digital account where your money works for you

Your money is for you to live your life. With **livi's** dual benefits, the **livi** account automatically earns 0.5% per annum interest on deposits up to HK\$500,000, while at the same time giving the flexibility to spend at any time with our digital payment function, UnionPay QR Payment.

Probably the most exciting way to unlock everyday monetary rewards in Hong Kong

UnionPay QR Payment is widely accepted by tens of thousands of outlets across the city and gives our customers access to special offers at selected merchants. As an added benefit during the promotional period, customers can instantly get monetary rewards to put towards their next purchase up to three times a day by simply shaking their phones after using UnionPay QR Payment on purchases. This fun and innovative "Shake Shake" feature is a first in the banking world in Hong Kong, which we hope will make shopping that little bit more rewarding.

Multi-layered security and protection

Of course, customers expect their deposits to be safe and data kept private. This is why **livi** has a 24/7 Security Operation Centre, in-app encryption, biometric authentication, and mobile notifications when a payment is made, to give customers peace of mind. **livi** is a licensed bank in Hong Kong, and eligible customer deposits at **livi** are protected under the Deposit Protection Scheme up to HK\$500,000 per depositor.

Talk to a real person when you need to

Since May 2020, employees from our shareholder companies have been diligently testing the **livi** app and services in our 'Sandbox' review to help us perfect the **livi** experience. If there are any areas where customers need assistance, **livi's** Hong Kong-based customer support team is here 24/7 to help over live chat and phone.

*After first registering on the **livi** website (www.livibank.com), applicants will receive an email providing an invitation code in due course. Applicants should then download the **livi** App from their phone's respective app store and then enter the invitation code to begin the account opening process.

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About livi bank

Hong Kong based, **livi bank** is backed by BOC Hong Kong (Holdings), Jingdong Digits 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 fintech 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 that complement their everyday lives.

For high-resolution images, please download from the link below:

<https://bit.ly/2PJRkOI>

Distributed on behalf of **livi bank** by Edelman Public Relations Worldwide (HK) Limited.

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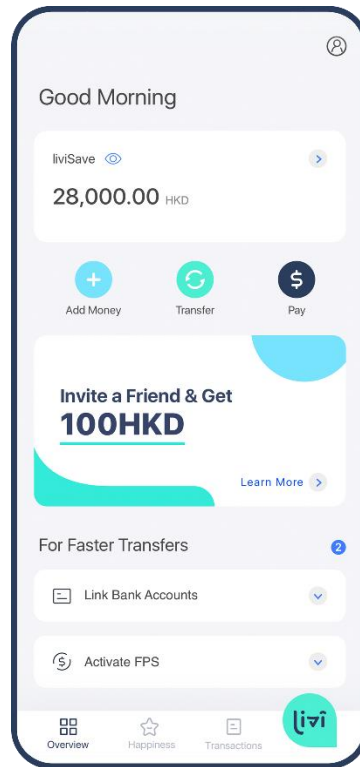
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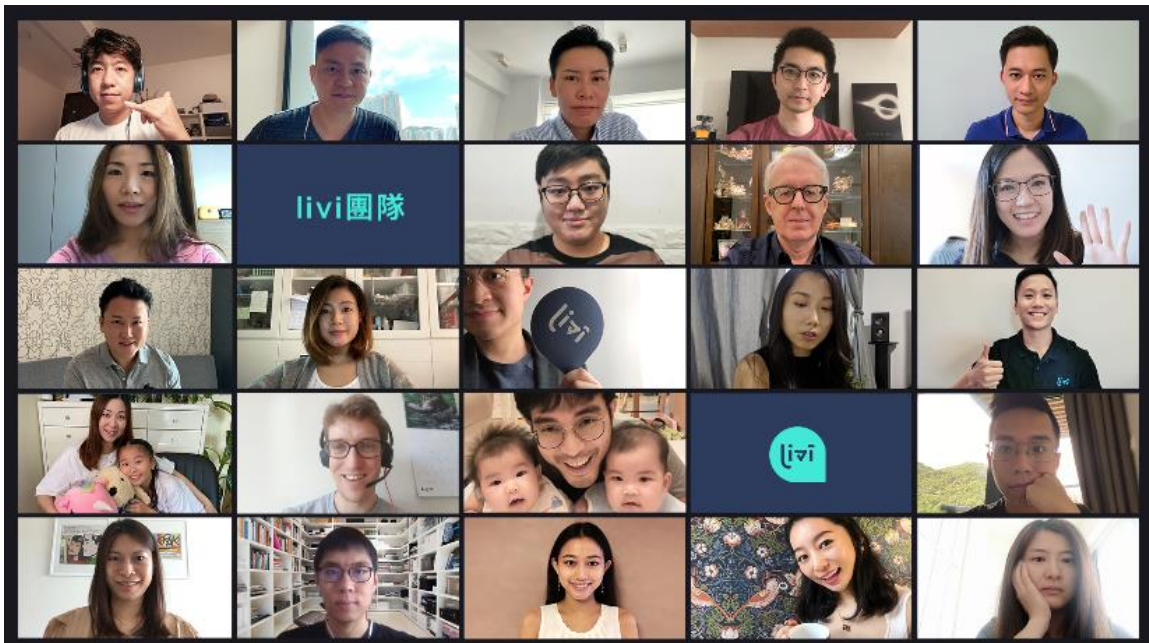
David Sun, CEO of livi today announced the livi app will be available for download on 12 August.



livi bank announced it is opening its virtual doors on 12 August with a refreshing banking experience designed to meet the everyday needs of people in Hong Kong. [Left to right] Ambrose Wong, Marketing Services Representative; David Sun, CEO of livi; Anthony Wong, Marketing Director of livi



The livi app is designed to be stylish and easy to use.



The team behind livi come from diverse backgrounds and experiences



Everyday
"Shake Shake"
rewards



HKD 100
welcome reward
when account opened



Receive 0.5% p.a.
on deposits
up to first HKD 500k



Up to
HKD 1,000
in referral rewards



First VB in HK
using UnionPay
QR Payment

Terms and conditions apply to all offers



livi has packed some attractive rewards and unique features