

28 April 2023 | Press Release

livi bank saw accelerated growth in 2022 in pursuit of a balanced strategy focused on developing revenue generating offerings in retail banking, SME banking and GBA

- **livi bank recorded an accelerated growth in 2022 as its operating income turned positive, driven by the successful launch of livi FlexiLoan.**
- **Total loan balance reached HK\$1.3 billion, and deposit balance remained stable at HK\$3 billion at the year end.**
- **Newly launched livi Business gained some 1,200 customers by the end of April 2023, with a total approved loan amount from livi Business Instalment Loan of some HK\$70 million.**
- **Invoice Financing has also been introduced, leveraging livi's shareholder networks to address customers' financing needs.**

livi bank made great progress in 2022 in paving the way for expansion and eventual profitability with an increase in revenue demonstrating that having the right strategies and a strong team of talent is starting to pay off. Set out in its 2022 Annual Report published today, total operating income turned positive in 2022 and achieved HK\$17 million, benefiting from the Bank's growing portfolio of loan products.

livi FlexiLoan and the Bank's other loan products achieved a loan balance of over HK\$1.3 billion by the year end. Deposit balance did well to remain stable at HK\$3 billion in the competitive interest rate environment. The loan-to-deposit ratio increased 14 times during the year, showing that the Bank is on a positive growth trajectory.

As the Bank remains in its investment and development phase, a loss of HK\$715 million was recorded for the year.

livi bank Chief Executive Officer, David Sun, said, “As we progress the growth of our business, following the successful development of our comprehensive digital infrastructure and our foundation in products and services, we are increasing our emphasis on innovative revenue generating offerings. To facilitate this, we are focused on making breakthroughs in three key segments – Retail banking, SME business banking and GBA financial offerings.

“With our customer-focused Retail banking platform well established, in 2023, our development focus is on rolling out our empowering SME banking offerings with a targeted range of services supported by our technological edge to facilitate entrepreneurial growth. Meanwhile, the exciting GBA market holds the promise of many opportunities ahead.”



In our Retail offerings:

In 2022, **livi** launched further attractive product and service offerings designed to meet the needs of its customers in Hong Kong. These included the **3-Year Insurance Savings Plan, Time Deposit, Travel Now Insurance Plan, HomeCare Insurance Plan, livi Rewards, livi**

Saving Space, and the market-first “**Mochi**” **NFT Collectible Artworks**. In many cases these products are offered alongside **livi’s** ecosystem partners with exclusive ranges of lifestyle brands.

Of particular interest is **livi FlexiLoan**, which was launched in April 2022 providing a unique, flexible and controlled customer experience. It generated a loan book of over HK\$1 billion by the end of April 2023, an over ten-fold increase from May 2022.

Another of **livi’s** innovative offerings, **livi PayLater**, became the Bank’s flagship product. By the end of 2022, applications for facility approvals had reached over 130,000, and **livi PayLater** card sales volume increased threefold in 2022 compared with the prior year, with particular good performance during the holiday season as spending doubled in the last quarter compared with 2021. **livi** customers enjoy the flexibility of instalment payments to manage their spending, based on individually assessed pre-approved credit limits, while benefiting from a more competitive cost structure than traditional credit card products.

In the SME market:

livi Business is changing the banking experience in Hong Kong’s SME sector with its fully-digital process, data-driven capabilities and use of open architecture. **livi** is offering a market-first, fully-digital account opening process 24/7 on the **livi App** without the need for documents in most cases*. With a simple 20-minute application process, SME customers can open a new **livi Business** account in as little as one working day^.

With its initial launch in January 2023, **livi Business** has gained some 1,200 customers by the end of April 2023, with a total approved loan amount from **livi Business Instalment Loan** of some HK\$70 million.

The Bank’s business offerings also include **Franchise Financing** and **Invoice Financing** which serve customers’ different needs. **Invoice Financing** is leveraging **livi’s** shareholder Jardines’ network, providing highly competitive offers addressing the needs of SME customers in the construction and engineering sector in the initial phase.

On the Mainland:

livi remains positive on the potential the Mainland market offers, and in particular the GBA. **livi** will be ready to provide services for the GBA customers leveraging its existing Retail product ranges and technology platform.

“From our foundation, **livi bank** has built from scratch a digital bank that is aligned to the needs of the customers. We have established a strong foundation by developing the talent with the right mindset, creating excellent technology capabilities, introducing sophisticated risk and security capabilities, and differentiating our products through innovative delivery and personalization.

“We also benefit from ongoing support of our shareholders – BOCHK, JD Technologies and Jardine Matheson. We believe that **livi** is adopting the right strategy on the path to profitability. We will continue to introduce innovative products to help local entrepreneurs seeking responsive support to grow their businesses as the economy regains its momentum,” concluded **David Sun**.

For the full **livi bank** 2022 Annual Report, please visit **livi’s** website at the [Financial Reports](#) section.

Notes:

**Depending on the circumstances of individual applications, in certain cases livi might require applicants to provide additional documents for approval.*

^Working days only. The turnaround time may vary depending on the actual circumstances of individual applications.

*Terms and conditions apply. Please refer to the Conditions for Services available at the livi bank website www.livibank.com and the **livi app** for details.*

Please remember – To borrow or not to borrow? Borrow only if you can repay!

- ENDS -

About livi bank www.livibank.com

livi has brought a unique, fresh and different banking experience to Hong Kong since 2020 with its goal to foster digital innovation, promote financial inclusion and enhance customer experiences. We aim to provide our customers with secure flexible solutions anytime and anywhere coupled with the benefits of ecosystem partnerships that complement their everyday lives. Connecting with our customers, understanding their needs and earning their trust is core to the way we work at **livi**.

Capitalizing on our customer-centric business model, agile development process and quick go-to-market strategies, in 2022 we ramped up **livi**'s innovative product development and expanded into new customer segments. In 2023, we are introducing further new financing and insurance products that serve our customers' needs both in their personal and business lives; and providing financial options for Hong Kong's small entrepreneurs.

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

livi's outstanding service to its customers has received widespread industry recognition, which includes earning a 'Gold Certificate' at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; receiving the 'Outstanding Flexible Payment Product in Virtual Banking' at the FinTech Awards 2021 by ET Net; being voted as 'Best Virtual Bank in Consumer Experience' by EDigest Brand Awards 2022; receiving the '2022 Best SME's Partner Award' by The Hong Kong General Chamber of Small and Medium Business; earning 'Financial Technology Banking Services Award of Excellence' from the Now Business News Channel's Leadership Business Award; and receiving the 'Outstanding SME Banking Service Award (Virtual Bank)' in the Ming Pao Awards for Excellence in Finance.



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