



11 August 2020

## Press Release

### **livi bank teams up with UnionPay International to “shake up” payments in Hong Kong**

#### **livi customers to benefit from fun and exclusive ‘Shake Shake’ rewards**

**livi bank** and **UnionPay International** announced today an exciting new partnership which integrates UnionPay QR Payment into **livi’s** virtual banking app, which will be available for download tomorrow.

**livi** is an easy, rewarding and lifestyle-driven banking experience, delivered through a simple and stylish mobile app. Through the partnership, **livi** customers can use the banking app’s digital payment function, the widely accepted UnionPay QR Payment, across 40,000 acceptance points in Hong Kong and gain access to lots of special offers at selected merchants.

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

During the promotional period, **livi** customers can get instant monetary rewards to put towards their next purchase 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 and aims to make shopping that little bit more rewarding.

“We’re thrilled to be joining hands with UnionPay International to offer a fun and innovative payment experience for our customers.” said **David Sun, Chief Executive of livi**. “Our mission is to give people in Hong Kong an everyday boost to their lives, with a banking experience they will enjoy. Our collaboration strives to achieve this by bringing attractive benefits designed around our customers’ everyday needs.”

“UnionPay International is honoured to partner with **livi** to pioneer the very first QR Payment function in virtual banking in Hong Kong, by issuing the first UnionPay virtual debit cards for **livi** customers. This is a new milestone for the bankcard industry in the region and the history



of UnionPay International's innovation in Hong Kong," says **Michelle Shao, Deputy General Manager, UnionPay International Hong Kong Branch**. "Leveraging our advantages in payment technology and network, UnionPay is willing to join hands with more industry players to provide more high-quality and innovative services for more customers in Hong Kong."

### **UnionPay QR Payment – safe, popular and convenient**

Since the launch of UnionPay QR Payment at the end of 2017, it has been widely welcomed by cardholders and merchants, with over 300 million users worldwide. **livi** customers will be able to use UnionPay QR Payment in a wide variety of accepting merchants across Hong Kong including convenience stores, food, public transit, entertainment, and public utilities outlets. Without the need for physical contact, UnionPay QR Payment also makes payment safer and more convenient during the COVID-19 pandemic.

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.

### **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 using UnionPay QR Payment.

### **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 **livi**'s shareholder companies have been diligently testing the **livi** app and services in our 'Sandbox' review to help 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.

### **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.

### **About UnionPay International**

UnionPay International (UPI) is a subsidiary of China UnionPay focused on the growth and support of UnionPay's global business. In partnership with more than 2,300 institutions worldwide, UnionPay International has enabled card acceptance in 179 countries and regions with issuance in 61 countries and regions. UnionPay International provides high quality, cost effective and secure cross-border payment services to the world's largest cardholder base and ensures convenient local services to a growing number of global UnionPay cardholders and merchants.

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

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

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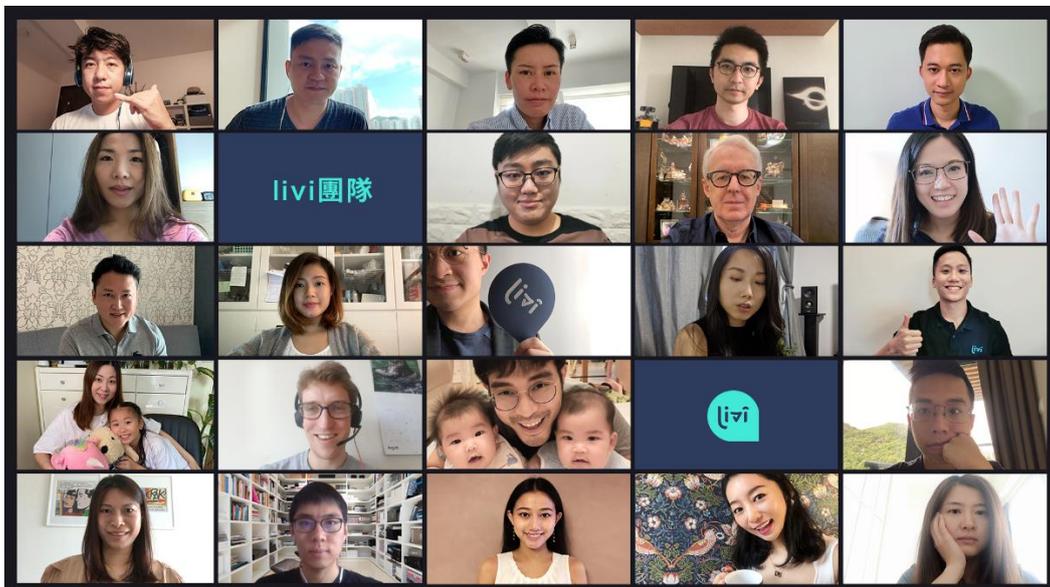
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David Sun, CEO of Livi today announced the Livi app will be available for download on 12 August.



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. Meet the Livi team behind the bank.