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livi bank - Hong Kong's lifestyle-driven virtual bank - reveals major benefits boost as it teams up with yuu

livi becomes yuu's exclusive virtual banking partner, unlocking a universe of offers and rewards

New and current customers of **livi bank** are to get a more rewarding banking experience, as the lifestyle-driven virtual bank launches exciting new incentives and benefits during its latest promotional campaign.

This includes **livi** teaming-up with yuu from Dairy Farm, Hong Kong's biggest rewards club, to become yuu's virtual banking partner. This long-term partnership brings together livi's refreshing virtual banking experience with the city's biggest rewards club – whose network includes Wellcome, Mannings, 7-Eleven, IKEA, KFC, Pizza Hut and more.

David Sun, CEO of livi, said "We have been encouraged by the response to livi since our launch. During these unique times, we believe that our current and future customers in Hong Kong deserve an everyday boost - and there's no better way than to introduce some of our best offers yet to the community."

"Our new partnership with yuu is an important step forward as we expand our business ecosystem. It harnesses our shareholders' advantages and, in particular, Jardine's retail offerings across Hong Kong. It represents an important milestone in our journey to delivering an easy, rewarding and lifestyle-driven banking experience."

The new promotional campaign will run from today until 31 December 2020 and, will see **livi** put forward its most attractive incentives and offers yet to the people of Hong Kong.

Up to 200,000 yuu Points in Welcome and Referral Offers

To celebrate our long-term partnership with yuu, from today new **livi** customers will receive a 20,000 yuu Points Welcome Offer. Plus, customers that introduce friends to **livi** can earn 18,000 yuu Points for each of their first ten successful referrals.

In total, these offers are equivalent to HK\$1,000 in vouchers at any yuu retail and dining partners. With a variety of offers and rewards through yuu, customers can benefit from even greater value from their points.

New and existing livi customers can easily link their yuu account with livi using the invitation code provided through the livi app. This will allow customers to have a seamless payment



experience at yuu retail and dining partners where they can first display their yuu ID and easily switch to **livi's** UnionPay QR Payment with one tap to earn yuu Points. Upon linking their yuu account with **livi**, yuu Points earned via **livi** promotions will also be credited automatically in the future.

On top of the new incentives through its partnership with yuu, **livi** also unveils more rewards, available to both new and existing customers.

“Shake Shake” For Minimum 10% Cash Reward

Following positive feedback on its popular flagship feature, “Shake Shake”, **livi** is upgrading the cash reward to **a minimum of 10%** (up to HK\$100 per transaction), up to HK\$500 for each customer during the campaign period. Through “Shake Shake”, customers receive cash reward to put against their next purchase, up to three times a day, when they shake their phone after they use **livi's** UnionPay QR Payment on purchases. This fun feature aims to make shopping a little bit more rewarding.

Widely accepted by tens of thousands of outlets across the city, UnionPay QR Payment also gives **livi** customers access to special offers at selected merchants.

Spend to Unlock a Boosted 3% Savings Interest Rate

The **livi** account is the ultimate wallet, offering 0.5% per annum interest on deposits up to HK\$500,000, while at the same time giving the flexibility to spend using **livi's** UnionPay QR Payment. During the promotional campaign period, customers making a purchase using **livi's** UnionPay QR Payment will automatically unlock a 3% per annum savings interest rate in the following month on deposits up to HK\$50,000.

And for those KFC-loving customers, they can also get a treat of a free piece of chicken when they spend HK\$20 or above at KFC using **livi's** UnionPay QR Payment.

With top rewards, access to offers and an interest rate booster, there is ample reason to give **livi's** UnionPay QR Payment a try.

“We hope this brings a delightful and rewarding experience to the people of Hong Kong and provides our customers with a new banking experience which is in tune with their lifestyle,” David Sun concluded.

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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.