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livi bank unveils tie-up with JD.com and special features ahead of Chinese New Year

- livi introduces JD.com as its latest ecosystem partner with exclusive launch discounts ahead of Chinese New Year to give Hong Kong consumers access to a wide array of quality brand-name online stores
- Other CNY attractions with livi also include digital lai-sees, a sustainable and fun way to share happiness and prosperity

To welcome the Year of the Ox, **livi bank** announced today an exclusive tie-up and discounts with JD.com. The partnership with JD.com will give **livi's** customers access to the ecommerce giant's wide array of quality brand-name online stores, with a special offer to celebrate Chinese New Year. The moves expand **livi's** ecosystem partnerships and strengthen its goal to make its customers' everyday living a pleasant, seamless and worry-free experience.



“Partnering with innovators like JD.com, whose leading products and services are second to none, underscores our focus on making our customers' everyday living as easy as possible,” said Michelle Chan, Director, Marketing, Business Development & Innovation, of **livi**. “After a challenging year in Hong Kong, it is all the more important to delight our customers and improve their day-to-day experiences.”

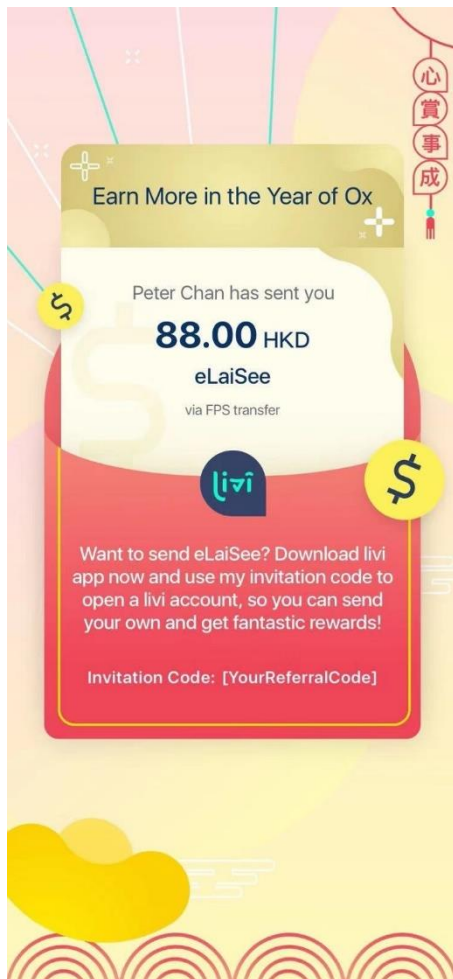
Customers will be able to make online purchases at JD.com with a new **livi** debit card that is available through the **livi** app.



“We’re very excited for 2021, with our growing number of ecosystem partners and lots more offerings in the coming weeks as we look to improve our customers’ well-being with new tools, benefits, services and products,” Michelle Chan added. “There’s a lot of innovation happening right now in financial services in Hong Kong, and **livi** aims to be at the forefront and become a part of our customers’ daily lives.”

Chinese New Year Happiness

Continuing on the New Year theme, **livi** is providing a new and fun way to send loved ones and friends digital lai-see during the festive period, as well as other promotions and a lucky draw for up to 1,000,000 yuu Points to make the holiday season even more special.



livi's special offers during Chinese New Year include:

- Double lai-see rewards at JD.com, with a JD e-Coupon worth RMB38 and an instant discount of RMB38 for the first online purchase worth RMB200 or more with **livi** debit card until 28 February.
- 1% cashback on all purchases using the **livi** debit card, earning up to HKD500 cashback each calendar month until 30 April.
- HKD100 lai-see for each successful customer referral, with another HKD100 for referees until 30 April.

Giving lai-see as we welcome the Year of the Ox has its unique challenges in 2021, so **livi** is here to help. **livi's** new digital lai-see feature is a fast and fun way to give and receive red packets in a sustainable way, while safeguarding people's health during the pandemic. Customers using **livi's** digital lai-see feature will be able to choose pre-selected amounts of HKD18, HKD38,

HKD88, and HKD168 or fill in any amount they want. They can then pick a message to go with their digital red packets and send them to friends and family in Hong Kong via their



mobile phone numbers. They will then be able to share an e-card with the lucky recipients and post it to social media.

To make the festive season even more rewarding with yuu Points, customers who choose to use the FPS for one or more fund transfers from **livi** before the end of February will be entered into a lucky draw with a chance to win up to 1,000,000 yuu Points. There will be eight lucky winners for the big prize, with another 10 prizes for 500,000 yuu Points and 80 more prizes worth 8,000 yuu Points.

Since launch, **livi** has focused on offering a series of ecosystem benefits and promotions, which include joining yuu from Dairy Farm, Hong Kong's largest rewards club, as yuu's exclusive virtual banking partner. The yuu digital-first rewards club connects over 10 brands and 2,000 shops and restaurants across the city. **livi** customers can link their **livi** and yuu accounts enabling a yuu Points balance check, and can access their yuu ID to earn points with ease and benefit from associated **livi** offers.

"All of us at **livi** hope that the Year of the Ox will usher in good fortune for the whole community in Hong Kong and that all our customers can enjoy the CNY offers that we are making available," concluded Michelle Chan.

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About livi bank

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.



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