



17 March 2021 | Media Note

## livi bank searching for Hong Kong’s online shopping gurus

Just days after launching Hong Kong’s most outstanding cashback offer for its new virtual debit card, **livi bank** is upping the ante with an exciting challenge to find the city’s next shopping gurus. The lifestyle driven virtual bank in Hong Kong is looking for 1,000 online spending experts in the city, giving the top eight winners an HKD8,000 cash rebate prize each, with prizes also for other shoppers buying online from both local stores and merchants from around the world.

The banner features the livi bank logo and Mastercard logo at the top left. It includes a QR code and the text '立即開戶' (Open account now) with the website 'livi.bank.com'. The main headline reads '網購買餸直送到家 賺埋回贈一條龍!' (Online grocery shopping delivered to home, earn and get rewards all in one!). Below this, it says '全新 livi Debit Mastercard® 網購最強選擇 本地及海外 網購' (New livi Debit Mastercard®, the best choice for online shopping locally and overseas). A large '8%' is displayed with '現金回贈' (Cashback) next to it. A yellow box on the right says '搜尋全港 1,000位 網購達人' (Search across Hong Kong for 1,000 online shopping experts). Below that, it says '再賺高達 HK\$8,000 現金獎' (Win up to HK\$8,000 cash prize). At the bottom right, it says '詳情請到 livi Bank Facebook 專頁' (For details, please go to the livi Bank Facebook page). The background of the banner shows a woman and a child looking at avocados in a basket.

From 1 March, **livi’s** customers have been able to earn 8%<sup>†\*</sup> cashback on online spending with their new **livi Debit Mastercard** through the end of May. **livi’s** exciting new promotion will also give cash rewards to 1,000 customers who have the highest accumulated transaction amounts of online purchases\* via **livi Debit Mastercard** during that period. Customers who use **livi Debit Mastercard** during the promotion period will be automatically enrolled to join this challenge.

“In these unusual times, we have seen that online purchases have become the trend for Hong Kong people, not only for special purchases, but also for their daily needs,” said Michelle Chan, Director, Marketing, Business Development & Innovation, of **livi**. “In support of this trend, we are providing an extra reason for people spending online by offering an exceptional reward for those using our new virtual debit card.”

“What better way to delight our customers and get them excited about their new virtual debit card than rewarding them for using it for online shopping? This is the perfect reason to try the new card,



a great addition for an already exceptional promotion for our cashback on online purchases,” she added.

Promotion details:

- **Period: 1 March to 31 May 2021**
- **Prizes:**
  - **HKD8,000 cash rebate for the top eight highest spenders**
  - **HKD1,800 cash rebate for the 9th-16th highest spenders**
  - **HKD800 cash rebate for the 17th-100th highest spenders**
  - **HKD80 cash rebate for the 101st-1,000th highest spenders**

Winners will be announced on or before 30 June on the **livi** website and by email, with the reward deposited into winners’ accounts within 14 calendar days after the announcement.

<sup>†</sup>8% super cashback represents 1% instant cashback and 7% rebated by the end of the next calendar month.

\*Certain non-eligible transactions are excluded from the promotion. Terms & Conditions apply to the above promotion and offer.

- ENDS -

### **About livi bank [www.livibank.com](http://www.livibank.com)**

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.

**livi**’s outstanding service to its customers has received widespread industry recognition. The bank earned a ‘Gold Certificate’ at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; won the ‘Outstanding Customer Reward Programme in Virtual Banking’ from ET Net’s FinTech Awards 2020; and was named ‘Excellent Brand of Fintech (Virtual Bank)’ by Metro Finance’s Hong Kong Leaders’ Choice Brand Awards 2021.

For more information, please contact:

#### **FleishmanHillard Hong Kong**

Sunny Ng / Austine Chan

+852 2586 7854 / +852 2586 7837

[sunny.ng@fleishman.com](mailto:sunny.ng@fleishman.com) / [austine.chan@fleishman.com](mailto:austine.chan@fleishman.com)