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livi Bank Achieved Strong Revenue Growth in 2024 Supports the Development of SMEs and Promoting Hong Kong's Fintech through Continuous Innovation

- In 2024, livi continued to focus on developing and expanding digital financial services and achieve profitability and sustainable growth by providing customers with an innovative and accessible banking experience.
- Customer deposits reached HK\$2.917 billion by the end of 2024, grew by 33% compared to the end of 2023. The loan balance increased by 23% compared to the previous year to HK\$1.943 billion.

livi Bank focused on innovation in financial services for small and medium enterprises ('SMEs') in 2024, enhancing operational efficiency. Total operating income during the period reached HK\$220 million, an increase of 76%. Losses narrowed by 54% to HK\$259 million. Total operating expenses decreased by 41% to HK\$353 million. Net interest income nearly doubled, reaching HK\$214 million. Customer deposits reached HK\$2.917 billion, grew by 33% compared to the end of 2023. The loan balance increased by 23% compared to the previous year to HK\$1.943 billion.

SME business plays a vital role in driving **livi's** continued growth. Since the launch of **livi Business** in 2023, **livi** provides various commercial banking products, including 80% and 90% Guarantee Product under the SME Financing Guarantee Scheme, as well as Invoice Financing, **livi Business** Instalment Loan, to meet different customers' financing needs.

livi fully supports the development of fintech in Hong Kong and enhancing the overall customer experience through innovation. As a digital bank that is committed to addressing challenges of the industry through innovative solutions, **livi** participates in the first cohort of the Generative Artificial Intelligence ('GenA.I.') Sandbox in collaboration with the Hong Kong Monetary Authority and Cyberport, focusing on the development of pioneering anti-fraud solutions to detect and prevent scams.



Looking into 2025, we will further drive the growth of SME business by enhancing our offerings of lending and insurance services, as well as expanding our fintech solutions. We are confident that by strengthening our strategic business partnerships, and driving technological innovation, we will make a greater contribution to financial inclusion in Hong Kong.

For the full **livi bank** 2024 Annual Report, please visit **livi's** website at the [Financial Reports](#) section.

Notes:

*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!

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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**.

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

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