



Dear Editors and Journalists,

livi bank announced today that it is collaborating with UnionPay to introduce u•plan offers to the **livi** app. By adding u•plan offers in-app, the lifestyle-driven virtual bank helps customers easily unlock the latest shopping and dining privileges at UnionPay merchants, making their everyday spending easier and more rewarding.

“**livi** customers now have convenient access to the latest u•plan e-coupons in the **livi** app’s “Happiness” section, enabling them to enjoy delights and offers at their fingertips,” said **Carol Hung, Chief Product Officer of livi**.

“We’re excited to strengthen our partnership with UnionPay by featuring the attractive u•plan offers on the **livi** app. This highlights our strong ecosystem network, which supports our goal of making customers’ everyday lives easier,” Carol added.

By simply presenting the saved e-coupon QR codes at designated physical stores of UnionPay QR Code merchants, **livi** customers can redeem exclusive offers provided by their favourite brands and make payments at the same time, without having to take extra steps for checkout. The payments will be deducted from their **liviSave** accounts instantly, bringing a fast, seamless and pleasant shopping and dining experience. The “Shake Shake” feature is also available after the payments, delivering extra rewards to customers.

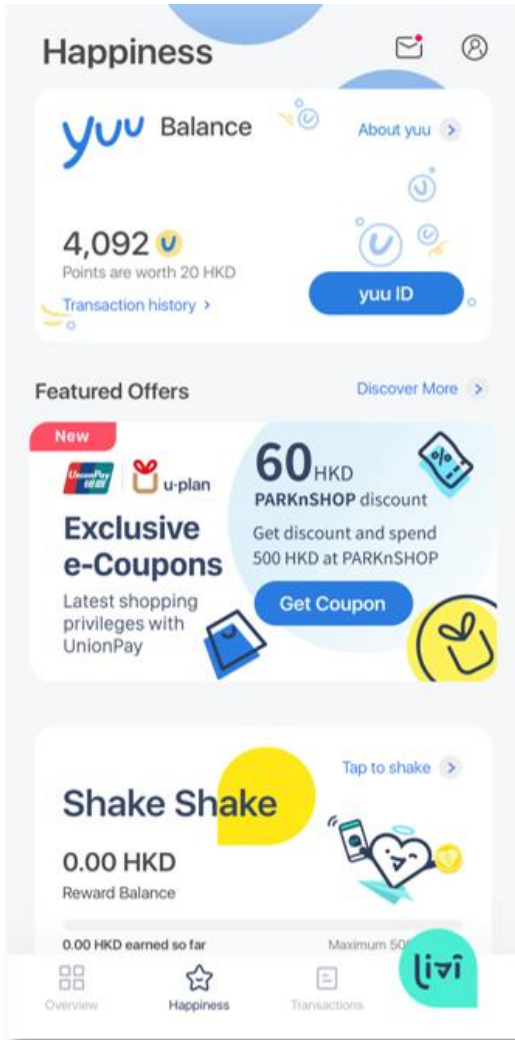
“This new and easy-to-use feature is just one of many examples of **livi**’s initiatives to improve and enhance customer experience,” Carol added. “We are constantly seeking out ways to bring our customers more rewards and greater convenience.”

u•plan offers available on the **livi** app include:

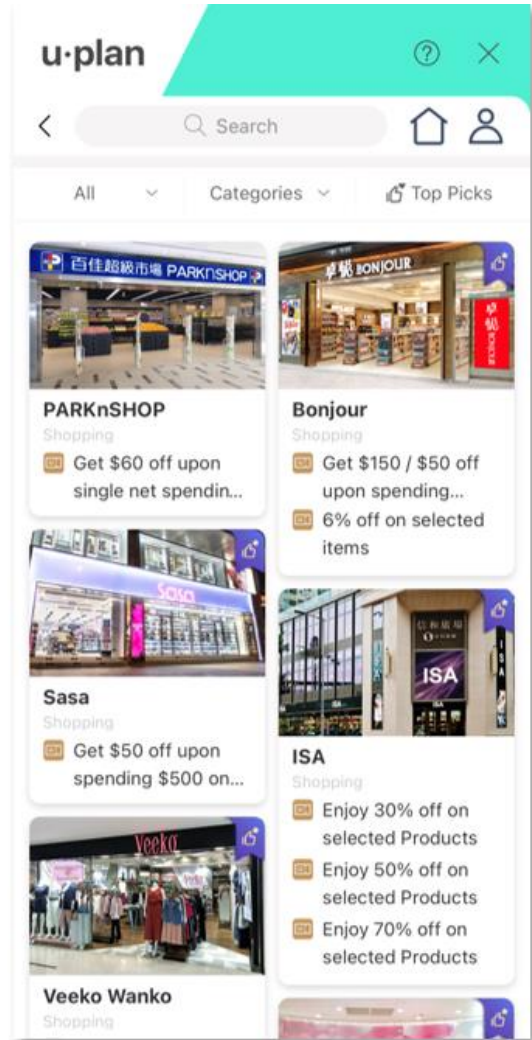
- ParknShop – From 1 July to 31 July, customers can enjoy HKD60 off for a single purchase of at least HKD500
- Wing On Department Stores – From 6 July to 5 September, customers can enjoy HKD20 off upon single net spending of HKD200 on items of the Kitchen Department or ON LIVING

In addition, an array of attractive offers will be available in cosmetics stores, jewellery chains and more. Please visit the “Happiness” section of the **livi** app for more details.

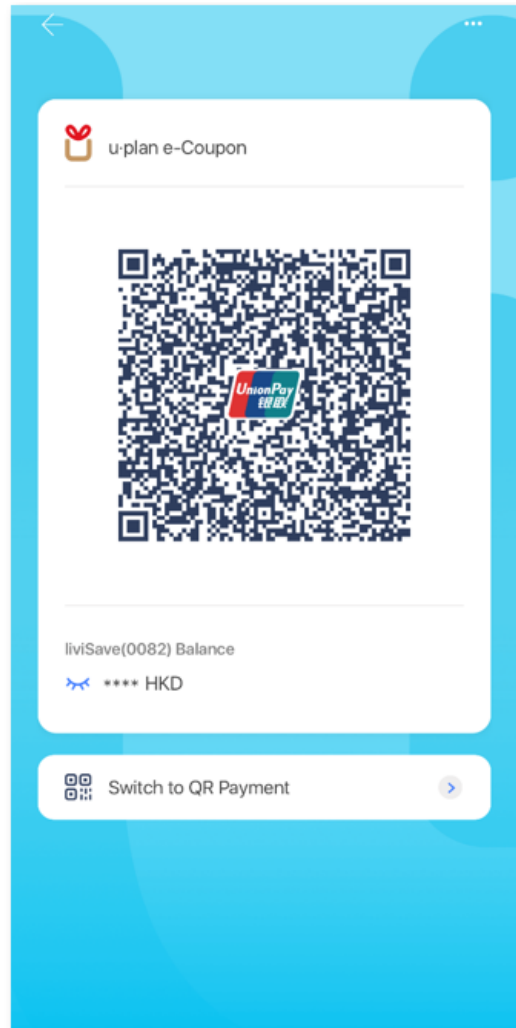
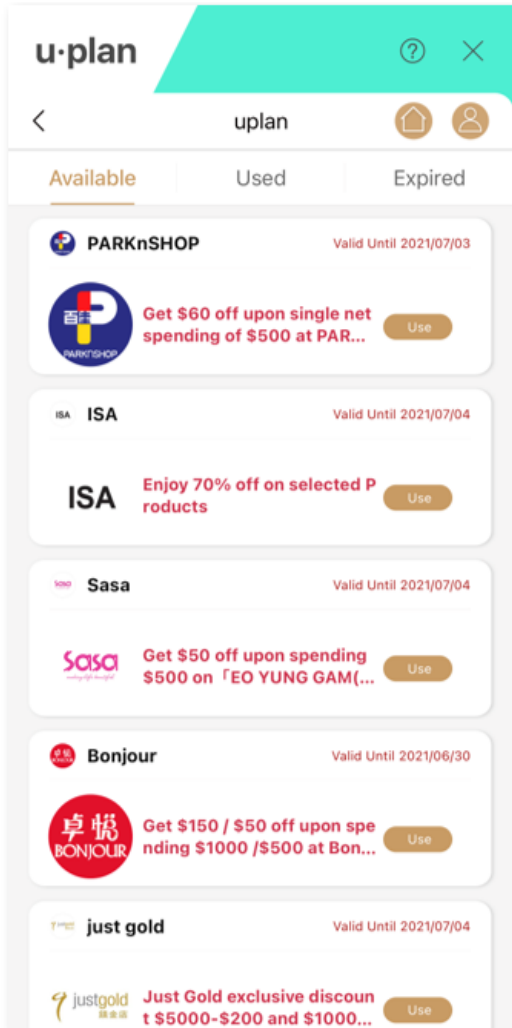
Terms and conditions apply, for details please refer to livi website or livi app.



livi app's "Happiness" section shows the u•plan section



All current u•plan offers can be seen on this page



Customers only need to click 'use' in the "My coupons" section, and then switch to the u-plan e-coupon QR code for payment

For more information, please contact:

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