



7 July 2022 | Press Release

livi bank's exclusive limited edition NFT artwork collectibles lucky draw attracted strong response

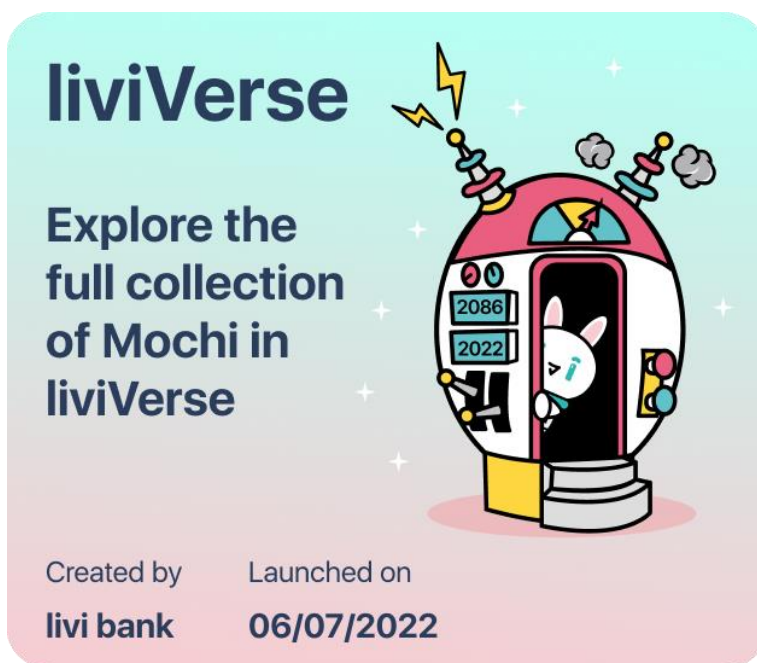
- livi is leading Hong Kong's banking apps with the introduction of its NFT
- Marking livi's second anniversary, the launch of "Mochi", a delightful quirky rabbit character from the future, is highly recognized by livi customers
- Limited edition Mochi NFT artwork collectible lucky draw has attracted some 18,000 participants
- New mochi owners will receive the unique NFT artwork secure in a digital wallet in the livi App and will have exclusive access to future services in the liviVerse





livi bank, Hong Kong’s leading lifestyle-driven virtual bank, announced Mochi NFT artwork collectibles lucky draw results on 6 July 2022, giving out 1,888 Mochi NFT artworks to thank customers for their support in **livi’s** start-up journey. “Mochi”, a delightful quirky rabbit character representing **livi’s** creativity, adventurous heart and community spirit, was introduced last month as part of the Bank’s second anniversary celebrations.

David Sun, livi bank Chief Executive Officer, said, “We are excited to see the strong response from our customers to the Mochi NFT lucky draw. It shows that we are making something that our customers want, and this is what **livi** has set out to do. We want to make life more delightful and rewarding for our customers. To do that our **livi** team is seeking to offer more than banking to our customers – we are also adding imagination and fun to our unique customer experience.”



The new mochi owners will receive the unique NFT artwork secure in a digital wallet in the **livi** App. Each Mochi NFT artwork is unique, with distinctive characteristics in its body parts, outfits, accessories, and backgrounds. It is exclusive and eternal for the lucky recipient – being non-exchangeable, non-tradable and non-transferable. The new owners can check the traits and the rarity of their Mochi NFT in the **liviVerse**. They can download, share and display their unique “Mochi” NFT artwork in the social media platforms.



“At **livi bank**, we believe that secure and innovative technologies and earning customer trust come hand-in-hand. Making use of our best-in-class emerging Web3.0 technology, such as using distributed ledger technologies like Blockchain to create our ‘Mochi’ NFT artwork collection, we have demonstrated **livi’s** agile digital capabilities that exceed our customers’ expectations.

“Our secure, reliable and future-proof technology has played a major role in setting us apart from others in the market. We will continue to provide an unrivalled banking experience to our customers with personalized products that are simple and easy to use and meet customer needs,” said **livi Chief Technology Officer Gary Lam**.

- ENDS -

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**.

Capitalizing on our customer-centric business model, agile development process and quick go-to-market strategies, in 2022 we are ramping up **livi’s** innovative product development and expanding into new customer segments. We are introducing new financing and insurance products that serve our customers’ needs both in their personal and business lives; and providing financial options for Hong Kong’s small entrepreneurs.

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



livi's outstanding service to its customers has received widespread industry recognition, which includes being voted as 'Best Virtual Bank' at the Hong Kong Living Awards 2021 by Hong Kong Living; earning a 'Gold Certificate' at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; being named 'Excellent Brand of Fintech (Virtual Bank)' by Metro Finance's Hong Kong Leaders' Choice Brand Awards 2021; and receiving the 'Outstanding Flexible Payment Product in Virtual Banking' at the FinTech Awards 2021 by ET Net.

For more information, please contact:

FleishmanHillard Hong Kong

Austine Chan / Queenie Wong

+852 2586 7837 / +852 2586 7854

austine.chan@fleishman.com / queenie.wong@fleishman.com