



24 January 2022 | Press Release

livi bank Wishes Hong Kong Good Fortune in the Year of the Tiger with Special Offers to add Delights

May Good Luck and Prosperity follow you everywhere you go on this New Year and years after it. We wish you a Happy Chinese New Year of the Tiger 2022.



All of us at **livi bank** wish everyone good luck and prosperity for the Year of the Tiger. The people of Hong Kong have shown great strength and resolve over the past year, and we very much hope that the coming year brings better fortune and great harmony.

A New Year and a New Chinese Name

In an exciting move for **livi**, we are also entering this new year with the addition of a Chinese name 理慧銀行有限公司 alongside our English name. We believe 理慧 will bring us closer to our community in Hong Kong and reflect a key element at the heart of the **livi** promise. 理 brings

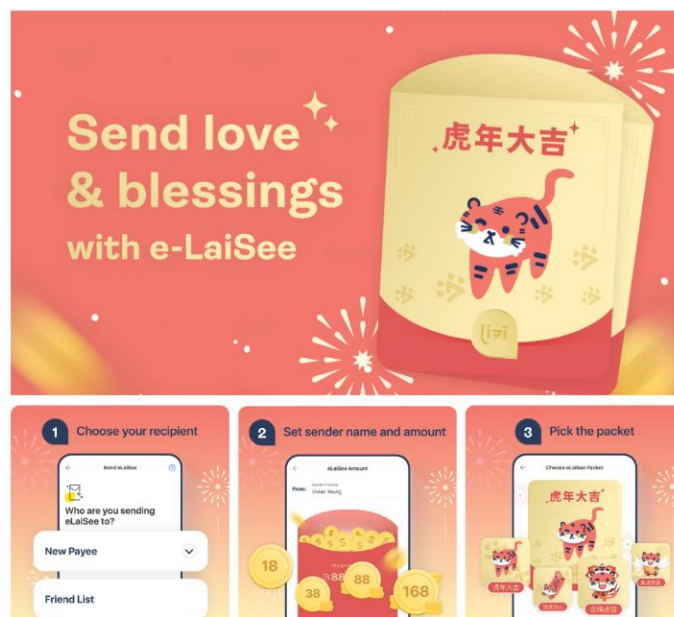


together the concepts of putting in order and caring, with 慧 meaning wisdom and intelligence. Combined they can be seen as 理財智慧, or 'financial wisdom'.

At **livi**, we want to empower people to manage their finances intelligently, grow their wealth, and ultimately realize their life goals. **livi's** Chinese name reflects this vision. It will be introduced in our App and across our product range in the coming weeks.

Sustainable E-Laisee

Good fortune also comes through the **livi** App, where you can again celebrate the New Year and share good fortune with your friends and family by giving them an e-laisee, while supporting sustainable development principles. Simply select the recipient from your 'Friends List' or input their mobile number, enter your nickname and the desired amount, select your e-laisee cover and write your message – then delight is on its way.



So download the **livi** App and spread New Year cheer anytime, anywhere during the holidays to your **livi** community or FPS users.



Special livi New Year Offers

Home Pleasures

livi understands that you are likely to be spending your precious holidays home, so we want to help make it memorable with our New Year Offers:

- Enjoy rebates¹ on online purchases at the city's top 10 online grocery and food delivery platforms² - and host your friends or surprise your better half with a candle-lit dinner. Simply pay with **livi Mastercard®** for all local online grocery, food delivery and takeaway platforms to enjoy 8% cashback with **livi PayLater Mastercard** and 3% cashback with **livi Debit Mastercard**; and
- Experience an exclusive **livimoment** with a 20% cashback³ on major video and music-streaming platforms, plus up to 30% cashback³ for other entertainment experiences, with both **livi Debit Mastercard** and **livi PayLater Mastercard**.

livi MGM Lucky Wheel

Share your blessings while introducing the delights of **livi** with our 'MGM lucky wheel'⁴ that gives you and your new **livi** friends a chance to win cash prizes or yuu points. While you wish your friends and loved ones' health and prosperity over the New Year, send them your **livi** invitation code so they can open a **liviSave** account and join the **livi** family. Then both you and your friends who open an account with your code can spin the MGM lucky wheel on the **livi** App for a cash prize worth up to HK\$1,000 or a whopping 200,000 yuu Points per spin⁵!





Special Baby Tiger Stickers

And to increase the joy and spread the New Year cheer far and wide, **livi** has created a series of adorable baby tiger WhatsApp and Signal stickers paired with auspicious New Year greetings for more festive pizzaz. Check out the **livi** App or **livi's** website to download them.



Notes for editors**:

1. This offer comprises the 1% cash back on all purchases (Maximum HK\$400, shared by both cards). An additional 7% cash back for eligible online purchases with **livi PayLater Mastercard** or an additional 2% cash back for eligible online purchases with **livi Debit Mastercard** will be deposited within the next calendar month, with a maximum of HK\$200 per card. Full details can be found on our livi App or our website www.livibank.com.
2. The local online grocery and food delivery platforms include: AEONCITY AEON, APITA UNY eShop, HKTVMall, Market Place by Jasons, Marks & Spencer, panda mart/foodpanda mall, ParknSHOP.com, YATA eshop, Zstore, Deliveroo, foodpanda, Openrice and more.
3. This offer comprises the 1% cash back on all purchases. An additional 19% or 29% eligible cashback, as applicable, earned in a calendar month will be deposited within 30 working days.



Each Eligible Customer can earn up to HK\$100 in a calendar month. Full details can be found on our livi App or our website www.livibank.com.

4. For each successful referral, the referrer and the referee will each have one chance to take part in the lucky draw. The lucky draw will be available for 7 days from the account opening date. Each referrer will be rewarded one extra lucky draw upon three successful referrals with a maximum of 10 additional lucky draws. Each referrer can enter into the lucky draw for a maximum of 510 times during the promotional period.
5. From a minimum of HK\$100 or 20,000 yuu Points up to a maximum of HK\$1,000 or 200,000 yuu Points will be awarded for each lucky draw. Participants can choose between cash or yuu Points.

**Terms and conditions apply.*

#To borrow or not to borrow? Borrow only if you can repay! (for livi PayLater)

- ENDS -

About livi bank 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 ranked second in Hong Kong and third in Asia in the 2021 Mobile Banking Benchmark by Sia Partners; was voted as 'Best Virtual Bank' at the Hong Kong Living Awards 2021 by Hong Kong Living; earned a 'Gold Certificate' at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; received the 'Financial Technology Banking Services



Award of Excellence' at the Leadership Business Award organised by Now Business News Channel; earned the '01 Fintech Awards 2021 (Banking and Insurance Services Category)' from HK01; awarded 'Excellent Payment Experience in Virtual Bank' at the iMoney Brand Award 2021; won the 'Hong Kong Business Technology Excellence Awards 2021 (Fintech – Banking)' from Hong Kong Business Magazine; was named 'Excellent Brand of Fintech (Virtual Bank)' by Metro Finance's Hong Kong Leaders' Choice Brand Awards 2021; and received the 'Outstanding Flexible Payment Product in Virtual Banking' at the FinTech Awards 2021 by ET Net.

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