



01 March 2021 | Press Release

livi bank partners with Mastercard for exciting new virtual debit card

- Get a virtual card within a click
- Worldwide acceptance of Mastercard card and convenience of contactless payments
- The most outstanding promotional offer in town with a total cashback of 8% for online purchases

livi bank and **Mastercard** unveiled today the benefits of **livi's** new virtual debit card. The new card makes it easier, faster and way more rewarding for **livi's** digitally-savvy customers to shop online from both local stores and merchants from around the world. The lifestyle driven virtual bank in Hong Kong is enhancing the experience with the most outstanding cashback offer in town to promote this significant partnership.

livi bank
隨你生活 live your way

Mastercard

Shop Online with the Truly Exceptional

A rewarding Lifestyle and Beyond

New **livi Debit Mastercard**[®]

Everything else **1%** cash back

8%

Cash Back

Up to **HK\$2,400** cash back

For local & global online purchases

Apply now
livibank.com

#OnlineShopping
#Online Boutique
#HappyUnboxer#
#Food Delivery

Terms and conditions apply.
*This offer is applicable to eligible online purchases only. It comprises the 7% cash back on all purchases with up to \$20 HKD per month. And additional 1% for eligible online purchases with up to \$20 HKD per month will be deducted within next calendar month. Promotion period from 1 March to 31 May 2021.

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livi's customers have been able to use the virtual debit card since February with the benefit of a 1% instant cashback, and starting today this will increase to 8% for online purchases



until the end of May. The virtual debit card expands **livi's** product line with a goal to support customers' everyday living anytime, anywhere, especially under the "new normal" where customers are now shopping more online.

Details of the offer:

- **Super cashback promotional period from 1 March to 31 May** (3 months)
- **Total 8% super cashback on online spending***, up to HKD2,400 during the promotional period, comprising:
 - **7% cashback on online spending**, with HKD300 monthly cap, plus
 - **1% ongoing instant cashback on all spending**, with HKD500 monthly cap.

livi's new virtual debit card allows customers to enjoy the digital convenience of contactless payments that comes with the worldwide acceptance of **Mastercard** card. **livi** customers will be able to get instant access to their digital **Mastercard** debit card after signing up through their **liviSave** account. It gives them the card information necessary to make secure online transactions right away, and a one-tap option also enables them to add their new virtual card to their mobile wallets.

"**livi's** new virtual debit card with **Mastercard** will provide customers a very attractive online shopping offer of 8% super cashback to suit their needs. We have seen today's consumers moving away from using physical cards to the more convenient, hygienic and flexible digital cards," said Michelle Chan, Director, Marketing, Business Development & Innovation, of **livi**. "Our recent consumer survey has shown a rise in digital adoption over the past year, with more than half of the consumers saying their online shopping increased, and 85% saying that they will maintain this shopping trend going forward."

"As the pandemic pushes a rapid and lasting shift to e-commerce and contactless payments, consumers are looking for faster, safer, more convenient and now cleaner solutions while shopping. As a global leader of the payments industry, **Mastercard** has been spearheading the transition to digital payments," said Helena Chen, Managing Director, Hong Kong and Macau, **Mastercard**. "**Mastercard** continues to drive the development of e-commerce by collaborating with **livi**, a virtual bank that shares the same vision of bringing extraordinary online shopping experience to Hong Kong consumers' everyday lives through fast, seamless, safe and secure digital payments."



“We are very excited with our new partnership with **Mastercard**, which provides easy access to one of the most widely used and recognized payments tools in the world,” said Michelle Chan. “We’re sure our customers will enjoy this new facility and the additional benefit that it will bring them.”

* 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 offer, and Terms & Conditions apply.

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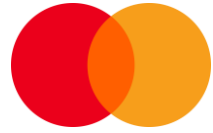
About livi bank www.livibank.com

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 fintech 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 that complement their everyday lives.

About Mastercard (NYSE: MA) www.mastercard.com

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.



Distributed on behalf of **livi bank** by FleishmanHillard.

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