



21 April 2022 | Press Release

livi bank's livi Flexi Loan Redefines the Way People Borrow with a Reusable Facility that Offers Simplicity, Control and a Competitive APR

- **livi Flexi Loan is a refreshing way of getting personal loans in a simple, controlled and speedy manner**
- **APR as low as 1.2%# with loan amounts from HK\$10,000 up to HK\$1 million**
- **Once the Flexi Loan is in place, customers have the control to reborrow based on their loan limit without needing to re-apply**
- **Customers can set up several loans over time, and name them to identify the loan purposes to better manage their finances**

livi bank, Hong Kong's leading lifestyle-driven virtual bank, has unveiled **livi Flexi Loan**, an innovative personal loan that offers simplicity, control and a competitive APR, breaking new ground in Hong Kong's lending market. The launch represents another new product added to **livi's** market-leading offerings. With **livi Flexi Loan**, we will help our customers to invest in their future and achieve life aspirations.

livi bank

livi Flexi Loan **GO Anytime!**
Enjoy Flexible Loan Your Way

Reborrow without Reapproval

\$0 Fee for Early Repayment

As Quickly As **2 Minutes**
Instant Approval and Disbursement

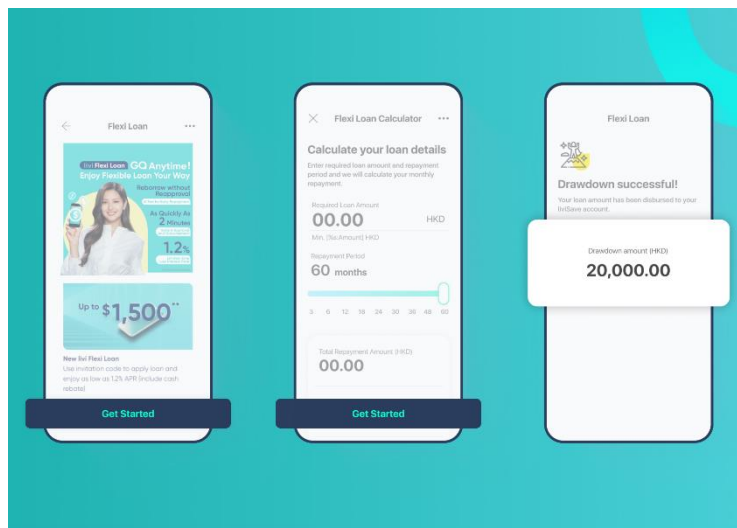
1.2%
Limited-time Low Interest Rate

Terms and Conditions apply



“**livi Flexi Loan** is uniquely designed to combine the best features of installment loans and revolving facilities. Customers enjoy the more competitive rates that are usually provided by installment loans, while having the control of a revolving facility to reborrow within a standby loan limit without being made to apply again,” said **livi’s Chief Product Officer Carol Hung**. “We are offering our customers a seamless journey that will set us apart from others in the market.”

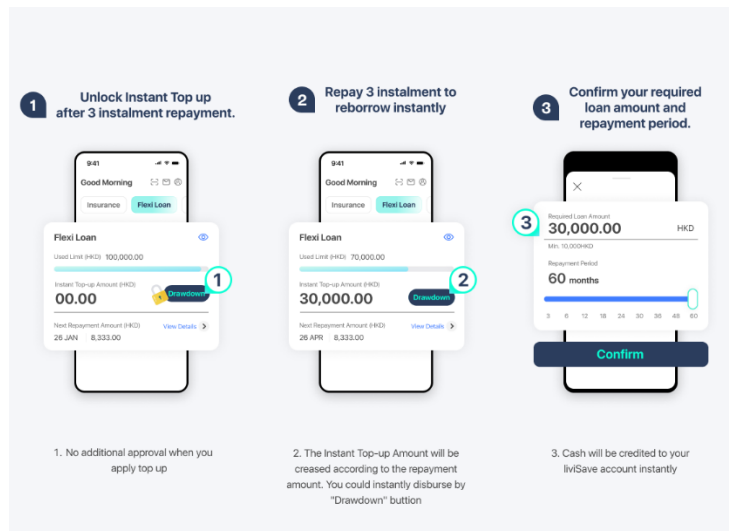
livi Flexi Loan sets out to do away with the painpoints that burden many traditional loan applications. Fully automated and seamless with approval in as fast as 2 minutes, the initial loan will be deposited immediately into the customer’s **liviSave** account. By its design, our simple application will expand the access to financial services through a friendly customer journey. No documents are needed for loans below HK\$250,000*. Easy and quick – just how our customers like it.



*Application of **livi Flexi Loan** is simple and quick. 24/7 fully automated and seamless with approval in as fast as 2 minutes, the loan will be deposited immediately into the customer’s **liviSave** account.*

Our customers can set their loan periods from three to 60 months, and repayments will be automatically deducted from their **liviSave** accounts so they won’t have to worry about missing the payment dates.

Financial flexibility is key in today’s fast-moving world, and at any time customers can draw further loans within their already approved loan limit through the **livi** App without the need to even make a phone call or re-apply. This means that customers can have several loans in their **livi Flexi Loan** accounts with different tenors and repayment schedules, and they can put a name to each loan so that they can designate them for specific purposes, in a clear and controlled manner.



Customers can draw further loans within their already approved loan limit through the **livi** App without the need to even make a phone call or re-apply.

With competitive APR as low as 1.2%[#] and zero handling fees, **livi Flexi Loan** offers one of the best rates in town. Powered by **livi's** cutting-edge data-driven technology, **livi Flexi Loan** is able to offer customers a personalized credit assessment model that is sympathetically tailored to customers' individual circumstances. What's more, if customers want to repay early, they won't be charged for a fee. They can also see the repayment schedules clearly at any time on their **livi** App.

"We have made use of our best-in-class technology to create **livi Flexi Loan**, which combines tailor-made features that are unique in the market and are what our customers have told us they want," said **Carol Hung**. "**livi Flexi Loan** can help you get money to buy a car, invest in filming equipment to be a Youtuber, pay tuition fees to pursue a professional diploma, or to renovate your home. We aim to support our Hong Kong customers to pursue their dreams and create a better quality of life."

What you need to know about **livi Flexi Loan**:

- Personalized interest rate, with APR as low as 1.2% (including HK\$1,500 cash rebate)[#] and zero handling fee
- Loan amounts from HK\$10,000 up to HK\$1,000,000
- 24/7 fully automated in-App application leveraging data-driven technology to offer approvals in as fast as 2 minutes
- Instant cash that goes straight into the **liviSave** account once approved
- After repayment, customers can reborrow multiple loans within their approved loan limit, anytime, without the need to re-apply
- In most cases there is no need for income/address proof for loans below HK\$250,000*
- Fixed loan tenors between three and 60 months



- Scheduled repayments in instalments to ensure the loan is well managed
- Repayment schedules clearly presented in the **livi** App
- If customers want to repay early, they can and won't be charged with a fee

In the cluttered loan market, our APR – annualized percentage rate – allows you to compare **livi Flexi Loan** with other loan products in a clear and fair manner. APR is the yearly rate charged for a loan and it is a common way of presenting annual interest rates. Different loan amounts and tenors may produce different APRs.

“When it comes to money matters – whether it is saving money in a bank, using the payment tools, or borrowing money – we found that customers want a real relationship with a bank that they can trust. Even with a digital bank. And with **livi**, they can do just that,” **Carol Hung** added.

Please remember - To borrow or not to borrow? Borrow only if you can repay!

Notes:

Terms and conditions apply.

Please refer to Key Facts Statement and Conditions for Services available at our website and our app for details.

#APR of 1.2% includes HK\$1,500 cash rebate (1.39% excluding cash rebate) and is based on a HK\$800,000 livi Flexi Loan with a 24-month repayment period.

**Customers may be asked to provide additional supporting documents for the loan application if needed. The actual time for loan approval and loan payout may vary depending on the information provided by the customer and are subject to the credit assessment result.*

- 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.

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