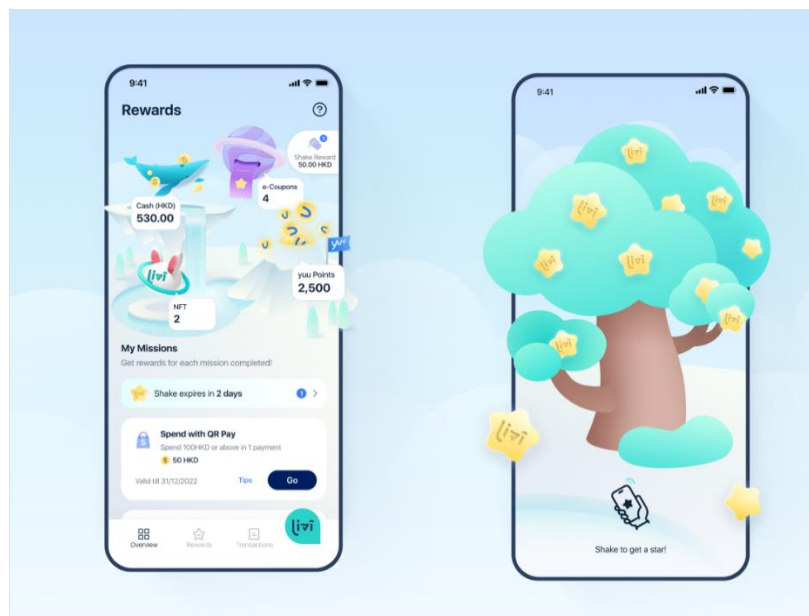




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livi bank launches livi Rewards – a customer-centric reward initiative with personalized offers – as part of its refreshed livi App look and feel

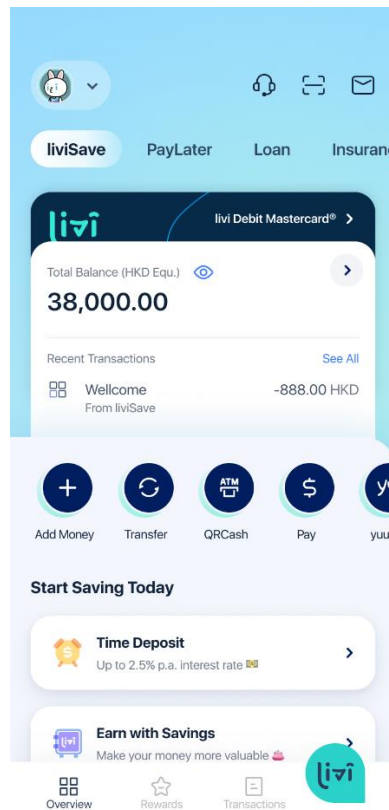
- Revamped livi App digital experience is responding to customer feedback seeking more gamified and customized features
- The new “livi Rewards” introduces a gamified in-app feature that rewards customers with personalized offers with fun and excitement, making life more delightful and rewarding for customers
- Customers can unlock rewards - such as cash, yuu points, extra deposit rate coupons, limited-edition dynamic NFTs - by completing missions
- Missions completed before the end of the year can earn exclusive NFTs and enter a lucky draw to win limited-time rewards



livi introduces “livi Rewards”, a gamified in-app feature that rewards customers with personalized offers with fun and excitement.



livi bank, Hong Kong's leading lifestyle-driven virtual bank, is today launching a refreshed **livi** App interface with personalized features, bringing a more seamless experience to customers. The futuristic feel expressed through a vibrant and colourful design aligns with the Bank's technology-enabled positioning and is designed to increase engagement with customers and allow for better navigation of its app features. The new look and feel is part of a major enhancement of **livi bank's** digital banking experience providing more exciting and customized features in response to customer feedback, making life more delightful and rewarding for customers.



*The revamped **livi app** interface is a response to customer feedback seeking more customized features.*

livi Rewards is the newly added feature in the form of a fun and interactive game centre that sets personalized monthly missions for customers. Upon completion of these missions, customers can be awarded (1) exclusive offers including cash, extra deposit rate coupons, (2) a limited-edition dynamic NFT, and (3) have the opportunity to enter into a lucky draw.



On the “Rewards” screen, customers can view and check their various cash rewards, e-coupons, NFTs and yuu points, all in one place. Designated missions will be set and customers who complete these missions will have the chance to shake a “Wishing Tree” and get up to 100% cash rewards.

The strong response to the Mochi NFT artwork collectibles collection lucky draw launched in June this year proves that **livi’s** customer-centric strategy is resonating with its customers. **livi Rewards** will take the Mochi NFT artwork collectibles collection to the next level that will be dynamic and engaging – when customers complete specific missions, the Mochi artwork will transform into another form, thus making the experience more gamified and fun.

In addition, by completing any mission from now till 31 December 2022, customers can enter a lucky draw with a chance to win limited-time rewards, including Hokkaido round-trip air tickets and all-inclusive stay in Club Med Hokkaido Resorts for two, Hong Kong WM Hotel Superior Room stay for two, KKday HK\$500 E-Gift Card and more. The lucky draw results will be announced by 31 January 2023.

The missions may include simple tasks such as spending with **livi UnionPay QR**, creating a saving goal with **livi Saving Space**, or invite a friend to open **liviSave**.

“At **livi**, customer-centricity is at the heart of what we do and the revamped app interface reflects our response to our customers’ feedback and our drive to provide a more simple and personalized experience for our customers,” said **livi Chief Marketing Officer Eric Lin**.

“**livi Rewards** underpins our ongoing commitment to rewarding customers for being a part of our development journey. Through this, we are looking to build a closer and more meaningful relationship with customers through fun games, and for customers to be rewarded with a memorable holiday or a family dinner at a special dining venue by interacting with us. We build our ecosystem around lifestyle offers that our customers want, so that we can deliver a unique customer experience that goes beyond banking and is enjoyable and rewarding”, explained **Eric Lin**.

- 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 earning a 'Gold Certificate' at the Privacy-Friendly Awards 2021 from the Office of the Privacy Commissioner for Personal Data; receiving the 'Outstanding Flexible Payment Product in Virtual Banking' at the FinTech Awards 2021 by ET Net; being voted as 'Best Virtual Bank in Consumer Experience' by EDigest Brand Awards 2022; receiving '2022 Best SME's Partner Award' by The Hong Kong General Chamber of Small and Medium Business; and earning 'Financial Technology Banking Services Award of Excellence' from the Now Business News Channel's Leadership Business Award.



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