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livi bank's initiatives to help community, employees and customers as pandemic deepens

- **livi supports voluntary taxi service helping medical workers by donating Mannings coupons, face masks and hand sanitizers**
- **livi leveraging the benefits of being a virtual bank with nearly all employees working from home – while ensuring security and operational efficiency**
- **livi customers enjoying special offers in groceries and home entertainment**

livi bank, Hong Kong's leading lifestyle-driven virtual bank, today announced it is stepping up its COVID support initiatives for the needy in the community, its employees and its customers amid the recent surge in the number of COVID-19 cases in Hong Kong.

livi is providing practical support for the local community by sponsoring the voluntary taxi service of 200 taxi drivers, organized by Taxi Drivers & Operators Association, that helps to deliver COVID-related supplies along with transporting medical professionals and Hospital Authority workers to work. **livi** is providing a support pack to each driver containing HK\$100 Mannings coupons, two boxes of 50 individually wrapped face masks, and five bottles of hand sanitizers. These supplies have been procured with the help of JD.com, an associate of **livi**'s shareholder JD Technology, as COVID-related materials are at risk of being in short supply in these times.



livi bank CEO David Sun gives COVID-19 support packs to Wong Yat Fung, Chairman of Taxi Drivers & Operators Association (second left), Wong Tai Hoi, Secretary General (second right), and taxi drivers joining the voluntary service to help drive medical workers to work.



***livi** is supporting 200 voluntary taxi drivers who render help to medical workers by donating Mannings coupons, face masks and hand sanitizers to create a safer work environment for them.*



In addition, **livi's** collaboration continues with Food Angel, Hong Kong's food rescue organisation, whose services are in even greater demand in the current environment, including **livi** automatically donating unused 'Shake Shake' rewards to the organization.

To maintain the health and safety of colleagues, **livi** has arranged almost all employees to work from home – taking full advantage of being a virtual bank to operate digitally – while ensuring security and operational efficiency. In addition, colleagues taking COVID-19 tests in clinics are having the costs covered in full by the Bank, and where needed **livi** is also providing COVID-19 test kits.

As most Hong Kong people are adapting to the 'new normal' of staying home and social distancing, **livi** has been offering delights to customers to help them keep a positive outlook. These include rebates on online purchases, exclusive **livimoment** and cashback opportunities – all of which are available with **livi Mastercard***:

- purchases using local online grocery, food delivery and takeaway platforms, can enjoy 8% cashback with **livi PayLater Mastercard** and 1% cashback with **livi Debit Mastercard**.
- exclusive 'livimoment' offers a 20% cashback on major online video and music-streaming platforms, plus on all local telecommunication services to ensure a smooth home entertainment experience with **livi Debit Mastercard** and **livi PayLater Mastercard between 1 and 31 March 2022**.

"All of us at **livi** are keen to see how we can contribute to the community as the pandemic intensifies," said **David Sun, Chief Executive Officer of livi**. "We believe that supporting people in need in society aligns with our vision of changing people's lives for the better. We admire the taxi drivers operating the voluntary taxi service for their inspiring act in giving free rides to medical workers. In turn, we hope that our small donations can help to create a safer environment for them.

"**livi** is a bank with a social purpose that runs through our business philosophy, our customer relationships, and the products we offer. We are an integral part of Hong Kong and will strive to benefit the community by promoting a sustainable, inclusive and socially responsible agenda," David Sun concluded.



*Terms and conditions apply.

Please remember - To borrow or not to borrow? Borrow only if you can repay! Please refer to our website for details (<https://www.livibank.com>).

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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 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; was 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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