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livi bank's Development Continues with Pilot Launch of Wealth Management Service

Dear media friends,

livi bank, Hong Kong's leading lifestyle-driven virtual bank, is continuing its development with the pilot launch of its wealth management service, which follows closely on **livi's** launch of its first offering to Hong Kong's SME business community.

livi is now able to distribute funds managed by third-party fund managers to its customers as part of its wealth management offering as a registered institution, following approval for registration to carry out Type 1 Regulated Activity (Dealing in Securities) under the Securities and Futures Ordinance. **livi** will begin its pilot launch of this service shortly, with its full public launch targeted later in the first half of the year.

With a vision of helping customers seamlessly manage their wealth, **livi bank** is committed to leveraging its technological expertise to provide a simple, convenient and secure digital platform for accessing wealth management solutions.

David Sun, livi bank Chief Executive Officer, said "We are excited to further expand our financial footprint with innovative offerings with many industry firsts already introduced, including **livi PayLater**, our NFT collections, and our market-first fully-automated business account opening.

"Our wealth management solutions will address the underserved needs in the market with simple and transparent digital solutions for customers to grow their wealth. Wealth management will be an important business driver for **livi** and we will continue expanding our digital wealth capabilities to empower our customers to achieve their financial goals," **David Sun** added.



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