



7 July 2021 | Press Release

## livi bank's passion for helping people to live life their way has now attracted over 100,000 customers...and counting!

- livi's customer-centric philosophy showing increasing popularity
- livi's range of payment products and services making a difference in customers' everyday living
- The addition of innovative livi PayLater offering creating a stir, with the promise of more products and services to come

**livi bank** has reached yet another milestone as customer numbers surpassed the 100,000 mark, bringing delights to even more Hong Kong people with its unique offerings that complement customers' everyday lives.

"We are pleased to have attracted over 100,000 customers to **livi** as it represents the recognition by Hong Kong customers that **livi** supports their everyday needs through our simple, delightful and rewarding digital financial services," said **David Sun, CEO of livi**.



*livi colleagues celebrate customer count reaching 100,000*



“This milestone clearly shows the accelerated growth trajectory **livi** is now on and reaffirms **livi’s** strategy of looking to the future and our long-term commitment to our customers,” David Sun said. “It is important that we build a meaningful relationship with individual customers, both through our exciting offers and ecosystem partnerships, and through the innovative and trusted products we tailor to their lifestyle.”

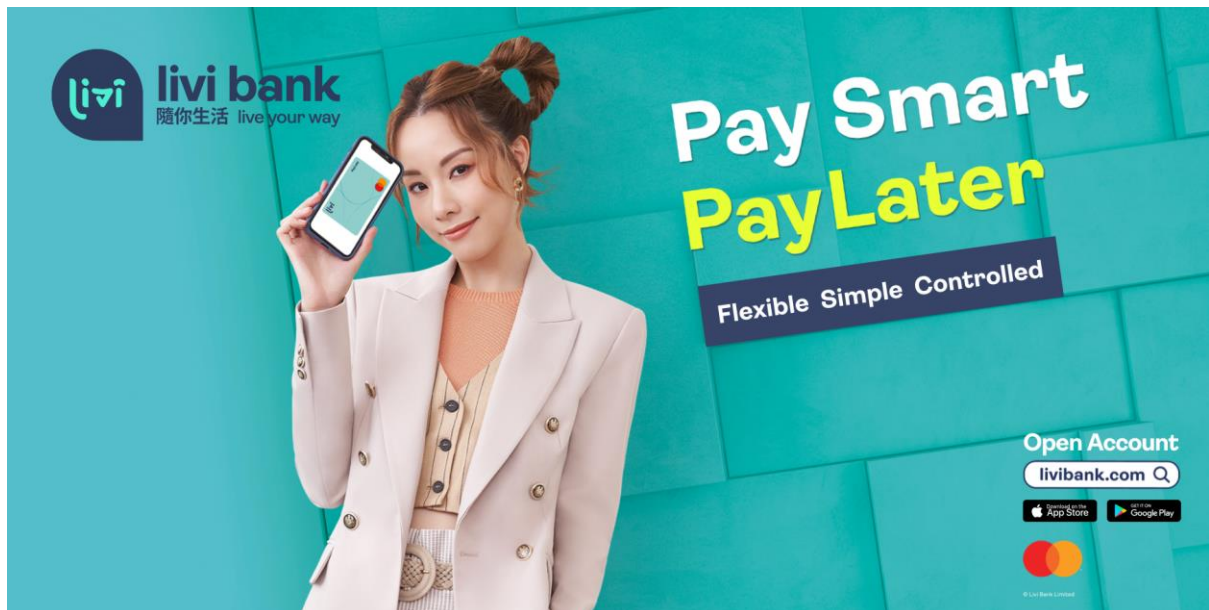
### **Engaging range of payment products**

**livi’s** range of payment products are being actively used. About 60% of the bank’s customers are already **livi** Debit Mastercard holders. While the seamless integration of the **livi** app with the yuu reward programme, which more than 50% of **livi’s** customers have now linked together, allows for almost instantaneous payment with **livi’s** UnionPay QR Code payment after scanning their yuu ID.

**livi** is the first virtual bank to introduce the UnionPay QR code payment in Hong Kong. This has attracted some 70% of **livi’s** customers to activate this convenient feature, and 96% of users are adding a bit of fun to their shopping experience with the ‘Shake Shake’ reward function after their QR code payment.

### **livi Paylater and more**

The recent launch of **livi** PayLater prompted a great market response and has provided a further boost for **livi’s** customer base, highlighted by a campaign featuring actress Stephy Tang. As the first bank to introduce the “buy now pay later” (BNPL) concept in Hong Kong, **livi** is offering its customers a new and smarter way to spend and manage their finances.



*livi PayLater campaign featuring actress Stephy Tang*

Since mid-May, **livi** PayLater has attracted more than 11,000 applications, with customers benefiting from the less than three minutes it can take to successfully access to the service. Customers clearly like the product features and are making transactions with individual instalments ranging from HKD100 to over HKD10,000 for periods from three to 36 months. Purchases range from fashion to electronics, and from furniture to hotels and leisure, with two-thirds of the transactions taking place online, both locally and internationally. **livi** is now offering an exclusive interest-free 12-month PayLater plan with IKEA, which is being well-received.

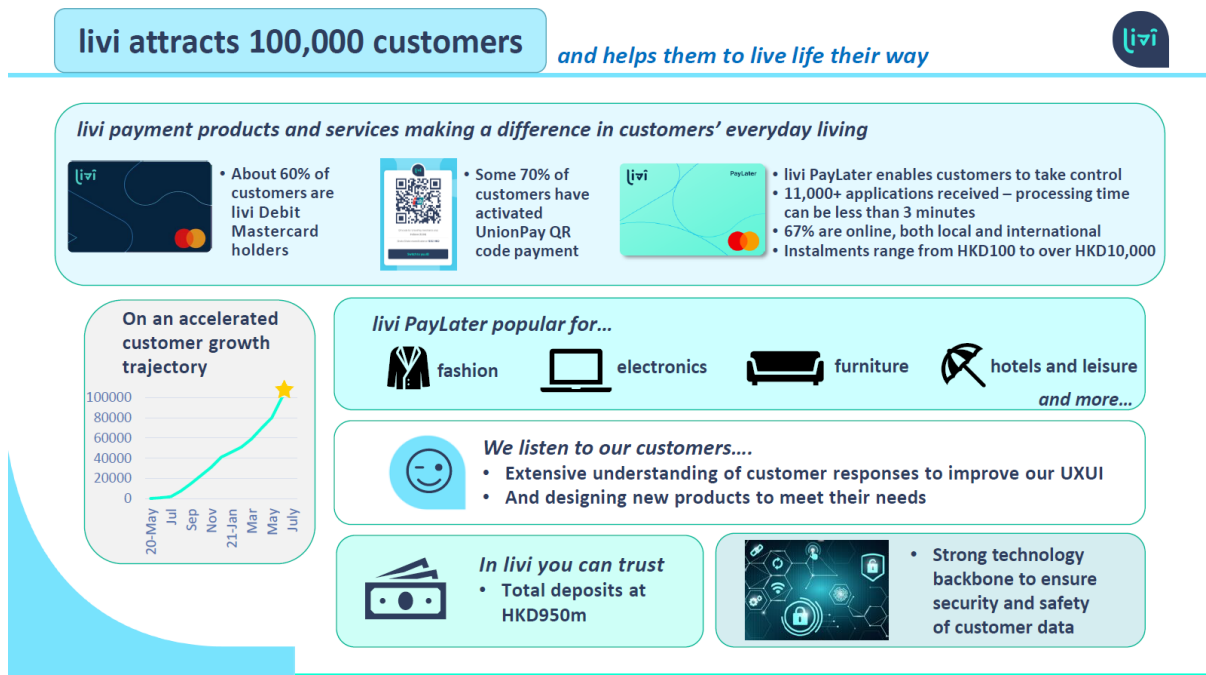
Many customers also see the financial benefit of keeping their hard-earned money with **livi**. It allows them the freedom to take advantage of the range of **livi's** digital offerings, while benefiting from enhanced deposit rates in a secure account. As of 5 July, **livi's** total deposits amounted to more than HKD950 million.

**livi** is the first bank in Hong Kong to launch Mastercard Token Connect, which integrates tokenization technology with **livi's** debit card line-up to provide a more seamless and secure online payment experience for customers, and further innovative payment features will be announced soon. **livi** also has tailored lending and wealth management offerings in the pipeline.



Integral to all our products is the work **livi** is doing to improve its customer interface and customer experience. This requires an extensive understanding of our customers’ responses to our products and how we can improve them constantly. And behind the customer interface is a strong technology backbone that has security and the safety of customer data at its core.

“It is important that many of our new customers come from personal recommendations from friends, while the responses at recent promotional activities in shopping centres across Hong Kong have been overwhelming”, David Sun added. “And with our expanding range of innovative offerings, **livi** will become increasingly integrated into every aspect of our customers’ lives in Hong Kong, enabling them to live their own way with ease.”



*Infographics of livi's latest business and product figures*

Terms and conditions apply.

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

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

- ENDS -



**About livi bank [www.livibank.com](http://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 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; won the 'Outstanding Customer Reward Programme in Virtual Banking' from ET Net's FinTech Awards 2020; and was named 'Excellent Brand of Fintech (Virtual Bank)' by Metro Finance's Hong Kong Leaders' Choice Brand Awards 2021.

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