



17 January 2023 | Press Release

livi introduces livi QR Payment, its UnionPay option that allows customers to pay at over 29 million merchants in Mainland China, becoming the first Hong Kong virtual bank to enable QR payment

- **livi QR Payment addresses the needs of customers for simple, fast and seamless cross-border payment solutions as Hong Kong's border re-opens, sparing the need to create other local e-wallets during travel**
- **livi QR Payment enables cashless cross-border travel in mainland China and other popular travel destinations such as Japan, South Korea and Thailand, without a handling fee**
- **Customers can enjoy 'Shake Shake' rewards to earn up to a 100% cash rebate**

livi bank, Hong Kong's leading lifestyle-driven virtual bank, announced today the launch of **livi QR Payment** for the Mainland market, allowing its customers to make cross-border payments in mainland China and other popular travel destinations such as Japan, South Korea and Thailand. In mainland China, **livi** enables customers to make QR payments through one single platform, its **livi App**, at over 29 million QR-code enabled merchants, bringing a hassle-free experience for customers who are welcoming the border re-opening following the easing of pandemic-related measures.

As the first cross-border QR Payment solution launched by a Hong Kong virtual bank, **livi QR Payment** seamlessly integrates with UnionPay's payment and merchant network. It allows customers to pay securely at QR code-enabled merchant outlets through the **livi App**. In this seamless customer journey, payments are automatically settled in Hong Kong Dollars (HKD) at UnionPay's market-leading exchange rates, with no handling fee incurred and no charge on currency exchange.



“With the easing of border restrictions, our customers are keen on going to the Mainland to visit their families and friends, conduct their business or go on an adventure. **livi QR Payment** is simple, fast and seamless – customers can simply present or scan their QR code to complete the payment,” said **livi Chief Product Officer Carol Hung**.

“**livi QR Payment** addresses customer concerns about handling fees and the trouble of managing cross-border payments on multiple platforms or e-wallets. We are delighted to introduce another secure payment experience together with UnionPay as we advance our payment offerings.” **Carol Hung** added.

livi QR Payment offers a simple and convenient way of taking care of customers’ travel needs for leisure or work trips through the simplicity of the **livi App**:

- **Convenient:** A few simple steps to activate Mainland QR Payment: (1) Log into **livi App** and click “Pay”; (2) Tap “Mainland China” at the top; (3) Tap “Activate now” to enable “Outside Hong Kong QR Payment”; and (4) Tap “Confirm”. Once on the Mainland, make payments by simply clicking ‘Pay’ in the **livi App**, and the Mainland QR code will automatically be presented for payment.
- **Hassle-free:** All spending with **livi QR Payment** is settled in Hong Kong Dollars at UnionPay’s market-leading exchange rates and deducted from **liviSave**, with no handling fee incurred and no charge on currency exchange.
- **Secure and Flexible:** Customers can set a valid period for using the service, and can turn it off at any time.
- **Transparent:** All transactions can be tracked, and customers will receive instant notifications.
- **Rewarding:** Customers can enjoy ‘Shake Shake’ rewards after paying with **livi QR Payment**.

From now until 31 March 2023, **livi** customers who pay via **livi QR payment** will be entitled to shake and earn up to 100% Shake Shake Rewards. Rewards can be redeemed on the next spending and customers can enjoy rewards up to HK\$500 per calendar month.



livi QR Payment is widely accepted in mainland China, Macau, and the Asia Pacific, wherever the UnionPay QR label is presented. It covers an extensive range of industries including food and beverage, hospitality, entertainment and retail, meeting customers' different lifestyle needs.

- 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 ramped up **livi**'s innovative product development and expanded into new customer segments. In 2023, we are introducing further 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 the '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.

For more information, please contact:

FleishmanHillard Hong Kong

Austine Chan / Queenie Wong

+852 2586 7837 / +852 2586 7854

austine.chan@fleishman.com / queenie.wong@fleishman.com