

Press Release

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Shinhan Bank awarded Best Private Wealth Bank in Korea at The Asian Banker Private Wealth Awards 2017, Korea

- **Shinhan Bank uses creative ways to enhance Korean investment culture**
- **The bank grows private banking by attracting more customers**
- **The bank uses more efficient ways to grow private banking services**

Korea 28th November 2017—Shinhan Bank received Best Private Wealth Bank in Korea at The Asian Banker Private Wealth Awards Programme 2017, Korea.

Shinhan Bank uses creative ways to enhance Korean investment culture

Shinhan Bank created the first mobile robo-advisor service “Shinhan M-Folio” in order to expand investment sales culture from individual investment product to broader portfolio to cater for more customer-oriented service under the restricted circumstances. It also established a task force team to commercialise its robo-advisor service in February 2016.

The bank grows private banking by attracting more customers.

The bank had a 14% growth in private banking accounts from the previous year. This is because most of new customers are acquired through introduction of bank’s employee or existing customers. In addition, the real estate seminars, which are frequently held for various customers, has become a new channel to attract new customers, and therefore, improved the bank’s performance.

The bank uses more efficient ways to grow private banking services.

The bank has expanded private banking services to cash management consulting for companies, as well as individuals by strengthening its corporate consulting capabilities through corporate-only products and family-business-succession support. It operates a customised-solution team at its headquarter consisting of experts in financial products, tax, real estate and asset allocation. The bank continuously provides training concerning related subjects to increase consulting competence of private banking leaders.

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