

# “Shinhan Bank” & “KT” Channel Convergence Opens Innovative Stores for the First Time in the Financial Sector

- New attempt to combine offline channels for financial and telecommunications convergence.
- Providing new digital financial experiences to SME with one-stop services from finance to telecommunications.

Shinhan Bank operates "Shinhan Bank & KT Innovation Stores" at two KT Plaza West anyang Branch and Uijeongbu Branch as part of financial and telecommunications convergence.



The "Shinhan Bank & KT Innovation Store" will install a Shinhan Bank digital desk in KT Plaza so that customers can conduct financial counseling and business processing such as ▲ Loan ▲ Deposit ▲ Electronic finance ▲ Incidental work through video consultation with employees.

In addition, high-function smart kiosks that can be traded, such as bankbooks, cards, and OTPs, can be installed to handle more than 80 tasks such as filing various reports and paying utility bills.

In particular, this innovative store has implemented the future channel that customers want through the combination of Shinhan Bank's differentiated financial services and KT's innovative communication services.

For example, SME customers can experience a new customer experience by using financial counseling services such as Shinhan Bank's business loans and KT's communication services such as 'CEO's Success Pack' consisting of fixed-line telephones, POS, Internet, and CCTV, which are essential for business operation, at the same time.

Meanwhile, Shinhan Bank and KT exchanged shares for strategic collaboration in January and established a strategic alliance. Based on this, 23 joint projects, including AI, metaverse-based convergence services, and authorized electronic document businesses, are underway to innovate beyond the limits of the business, not just financial and technological cooperation.