



Aim Higher and Creatively Pioneering Ahead

Shinhan Financial Group



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- 1-2 Vision, Strategy & Core Capability
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- 1-4 Financial Highlights

02 Companies in the Group

- 2-1 Shinhan Bank
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- 2-3 Shinhan Investment Corp.
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- 2-5 Shinhan BNP Paribas Asset Management
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- 2-7 Jeju Bank
- 2-8 Shinhan Savings Bank
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Korea's Leading Financial Institution

Sustainable Net Income growth driven by solid core earnings and consistent ROE enhancing business strategy (4th consecutive years)



Global Expansion and Diversification

Established the foundation for the sustainable growth through steady and consistent global expansion and business diversification



Thorough Risk Management

Maintaining sound asset qualities through preemptive and proactive risk management



Growth through Corporate Social Responsibility

Implementing the "Compassionate Finance" to build a virtuous cycle of shared prosperity for the company and society





About SFG - SFG at a Glance

Overview

(As of Dec. 31, 2017)

Net Income: KRW 2.92 trillion

Total Consolidated Assets: KRW 426 trillion

Total Market Cap: KRW 23.4 trillion

ROA: 0.71%

ROE: 9.19%

14 direct subsidiaries, 25 indirect subsidiaries

Number of Employees: 26,443

Major Shareholders

- Korea National Pension Service 9.55%

- BlackRock Fund Advisors 6.13%1)

- SFG ESOP 4.71%

- BNP Paribas 3.55%

- Citi Bank [ADR Dept.] 3.06%

1) Based on the Large equity ownership disclosure by BlackRock Fund Advisors with the Financial Supervisory Service on Sep. 27, 2018





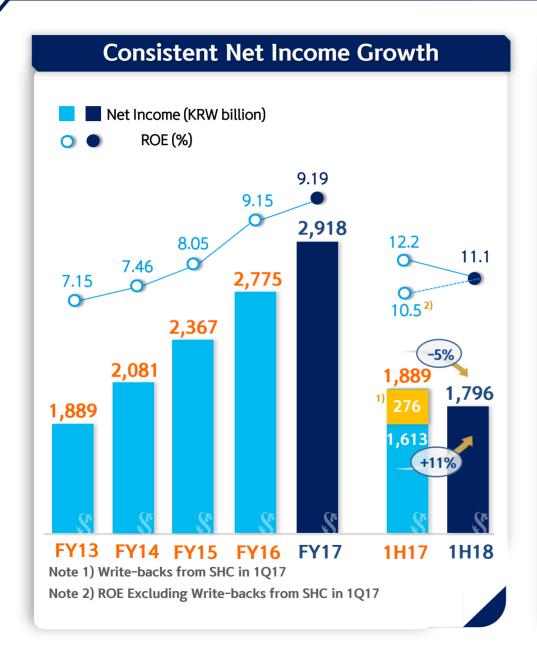
Top 500 Banking Brand

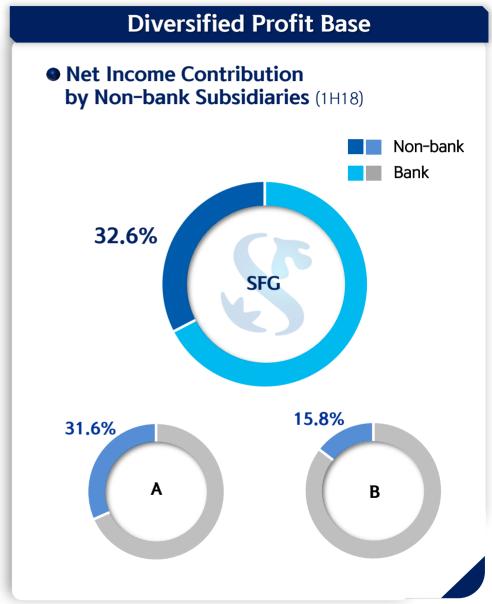
Ranking	Company	Nationality
1	ICBC	China
3	Wells Fargo	US
9	HSBC	UK
40	DBS Group	Singapore
52	Mizuho Financial Group	Japan
67	Shinhan Financial Group	Korea
	:	

^{*} Source: The Banker (Feb. 2018)



About SFG - Performance and Portfolio



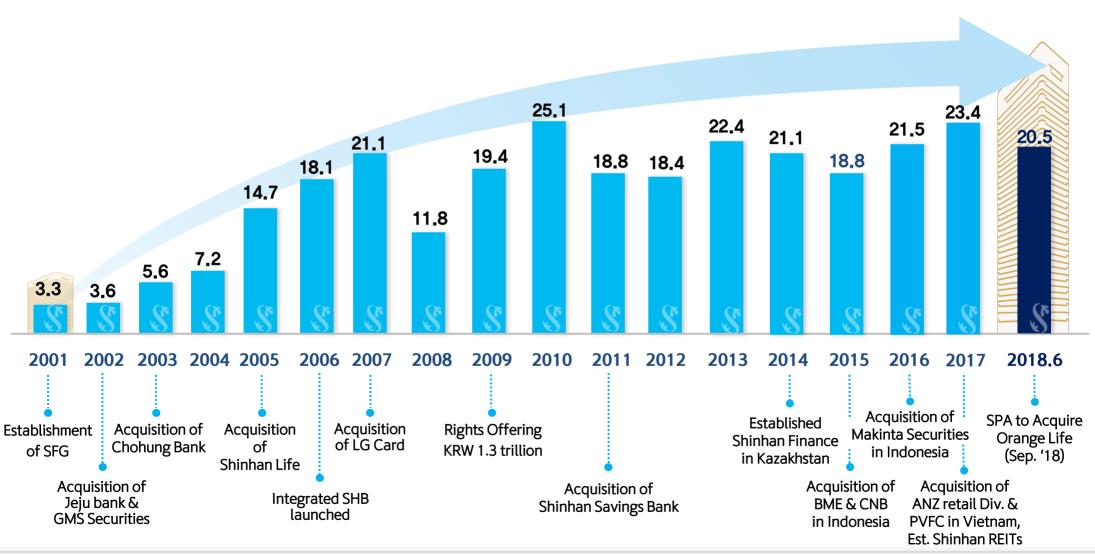




About SFG – Consistent Inorganic Growth Strategy

Market Capitalization

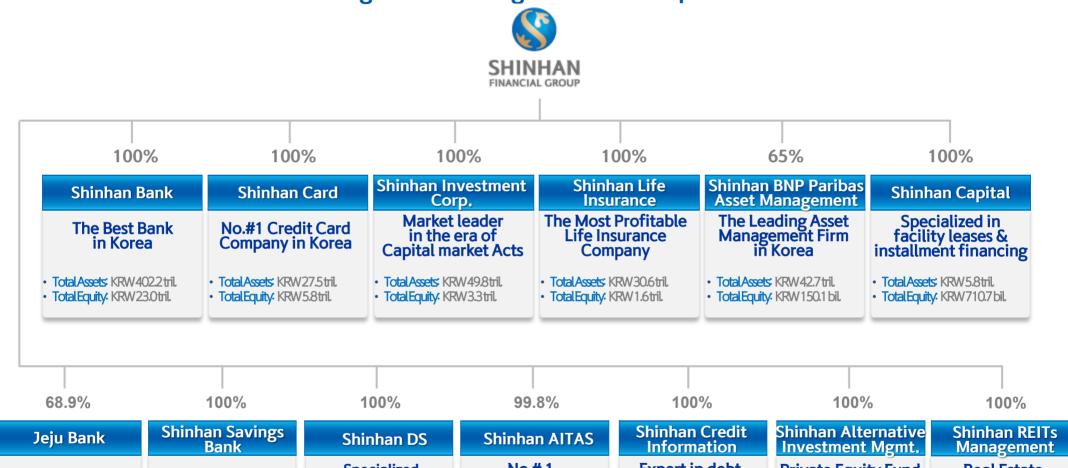
(KRW trillion)





About SFG - Group Organization

Well-organized Leading Financial Group in Korea



The Leading Local Bank in Jeju

- Total Assets: KRW 5.6 tril.
- Total Equity: KRW 4102 bil.

Market Leader in **Consumer Finance**

- Total Assets: KRW 1.3 tril.
- Total Equity: KRW 152.1 bil

Specialized IT Service Provider for Financial Corp.

- Total Assets: KRW 37.0 bil.
- Total Equity: KRW 16.2 bil.

No.# 1 **Fund Service** Company in Korea

- Total Assets: KRW 59.6 bil.
- Total Equity: KRW 53.5 bil

Expert in debt collection & credit research

- Total Assets: KRW 23.2 bil.
- Total Equity: KRW 16.0 bil.

Private Equity Fund & Alternative Investment

- Total Assets: KRW 106.0 bil.
- Total Equity: KRW 11.8 bil.

Real Estate Investment Management Firm

- Total Assets: KRW 29.7 bil.
- Total Equity: KRW 29.2bil

Note) Based on Consolidated Financial Statements, Trust A/C and AUM are included in Total Assets.

(As of June 30, 2018)

About SFG – Customers and Networks

Customers SFG Serves 19* million **Active Customers** * Excluding overlapping customers (As of June 30, 2018) (million people) 19 10 Shinhan Shinhan Shinhan Shinhan Total Bank Card Investment Life

Branch Networks

Domestic

Company	# of Branches
Shinhan Bank	865
Shinhan Life Insurance	180
Shinhan Investment Corp.	114
Shinhan Card	22
Jeju Bank / Others	74
Total	1,255

Hybrid Branch

Company	# of Branches
PWM Center	27
PWM Lounge	24
Creative Finance Plaza	14
Total	63

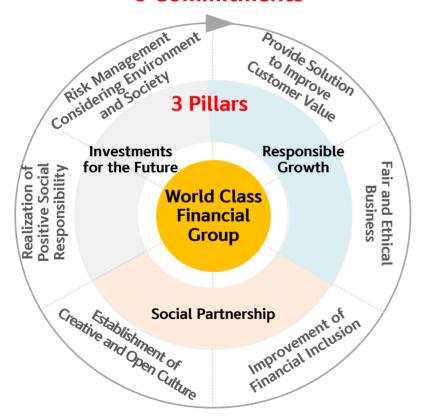
^{*} As of June 30, 2018

About SFG – Group CSR Strategy

In order to carry out sustainable management under more systematic framework, SFG established a new direction for 'Responsible Growth' 'Social Partnerships' and 'Investments for the future' and suggested the 6 strategic directions (Commitments) spanning products, services, and management.

Shinhan Financial Group CSR Strategies

6 Commitments



- **Responsible Growth**
 - I. Provide solution to improve customer value
 - II. Fair and ethical business
- Social Partnership
 - III. Improvement of financial inclusion
 - IV. Establishment of creative and open culture
- Improvements for the Future
 - V. Realization of positive social responsibility
 - VI. Risk management considering environment and society



About SFG – Corporate Social Responsibility History

Since its establishment, Shinhan Financial Group has recognized the importance of social responsibility and has been actively engaged in various CSR activities to seek a shared growth of the Group and the society.





About SFG – Recognition of SFG's CSR

SFG is included in global CSR initiatives, as well as composed of Socially Responsible Investment funds following ESG indices. Due to continuous CSR activities, SFG is recognized as a role model that fits the global CSR standard by global investment and research firms. The evaluation is above the industrial average.

	Milestones in the CSR Journey				
Index		Grade/Score	Benchmark Index	Award/Certification	
	Dow Jones Sustainability Indices In Collaboration with RobecoSAM ••	DJSI	Score: 81	DJSI World DJSI Asia-Pacific DJSI Korea	Included in DJSI World index for the first time among Korean financial groups for six consecutive years
	GLOBAL100	Global 100	Rank: 46th Score: 67.00	Global 100	Selected Global 100 Most Sustainable Corporations in the Davos Forum for six consecutive years
	DRIVING SUSTAINABLE ECONOMIES	CDP	Leadership A	-	First financial group in Korea to be included in the Honors Club for four consecutive years
	Governance QuickScore 3.0	ISS Quality Score	Grade: 1 (Highest: 1)	-	-
Domestic	Corporate Governance Service 한국기업지배구조원	Korea Corporate Governace Service (CGS)	Grade: A+ (Governance: S ('17), sole recipient in Korea)	KRX ESG SRI Index KRX ESG Leaders 150 KRX Governance Leaders 100 KRX Eco Leaders 100	Awarded the Grand Prize in the Korea Corporate Governance Service for two consecutive years
	대신지배구조연구소 Daishin Corporate Governance Institute	Daeshin Corporate Goverance Inst.	The Best Company among Korean financial groups	_	_
	산업통상자원부 MINISTRY OF TRADE, INDUSTRY & ENERGY MOTIE	Ministry of Trade, Industry and Energy	President's Commendation for Korea's Most Loved company		Awarded the Grand Prize for Sustainable Management

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SFG's Value Management System

SHINHAN WAY

"Shinhan Way" is the value system and guiding principle for all Shinhan employees' thoughts and actions.



A Better World through Finance









Respect







Excellence

Ownership



World Class Financial Group

14

Compassionate Finance, Your Companion for Future

"Promote a virtuous cycle of shared prosperity with creative financial services"

Methodology 'Through the Power of Finance'

Help customers reach their goals with timely financial services

The Core of **Financial Business**

Enhance the value of our customers' assets

Innovate the way we deliver products and services and manage our customers' assets in changing markets

Creative Finance

Ultimate Goal 'Building a Better World'

Shinhan's **Values**

Value for our **Customers**

Value for Society

Grow value for customers, businesses and society leading to shared prosperity

> **Virtuous Cycle of Shared Prosperity**

Group Vision "World Class Financial Group" New Initiatives Set Mid-term Goal 2020 SIMIAIRIT PROJECT (2017~2020) Leap to the Asia's leading financial group Since the establishment of the financial - Balanced Growth holding company in 2001, Shinhan - Glocalization Financial Group has strived to become - Digital Transformation Korea's world-class financial group - Uphold the Shinhan Culture **Qualitative Growth** (2011~2016) Solidifying Sustainable Growth Declaration of Group Mission **Overcoming Crisis** "Compassionate Finance. (2008~2010) Established "CIB/WM" business model Global Financial Crisis Enhanced capicity to overcome financial meltdown Innovating the group-wide business management system **Ouantitative Growth** $(2002 \sim 2007)$ Switched to a Financial Holding Company Strengthening banking & non-banking operations through a series of successful M&As (bank, credit card, brokerage, Conpetency Building asset management and life insurance) (1982~2001) Early stages Establishment of Shinhan Bank Consistent organic growth through innovated products and services

SFG's Core Capabilities – Stable Corporate Governance



(As of Dec. 31, 2017)



Major Shareholders

Shareholder	Ownership(%)
National Pension Fund of Korea	9.55
BlackRock Fund Advisors ¹⁾	6.13
SFG ESOP	4.71
BNP Paribas	3.55
Citibank N.A.(ADR dept.)	3.06
The Government of Singapore	2.26
Norges Bank	1.34
Vanguard Total International Stock Index	1.10
Samsung Asset Management	1.10
First State Investment ICVC-Stewart INV	1.04
Stichting Depository APG Emerging Market	1.02

Note 1) Large equity ownership disclosure by BlackRock Fund Advisors with FSS on Sep. 27, 2018

CEO & Subsidiary Management



Cho Yong-byoung

- · Chairman & CEO, Shinhan Financial Group (incumbent)
- Work Experiences
- 2015 President & CEO, Shinhan Bank
- 2013 CEO, Shinhan BNP Paribas **Asset Management**
- 2009 Deputy President, Shinhan Bank

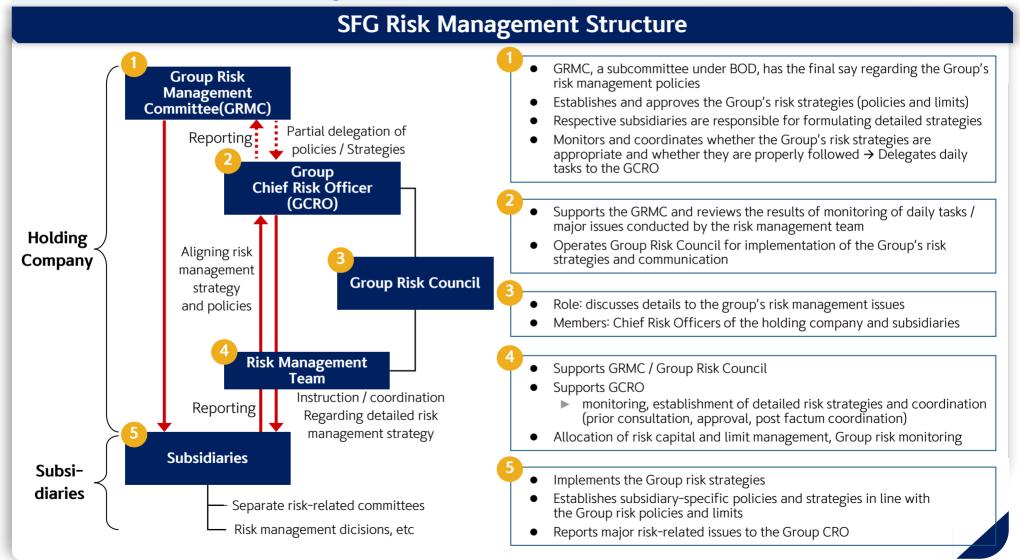
Subsidiaries Management

- 1. Shinhan Bank: Wi Sung-ho, CEO
- 2. Shinhan Card: Lim Young-jin, CEO
- 3. Shinhan Investment: Kim Hyung-jin, CEO
- 4. Shinhan Life Insurance: Lee Byung-chan, CEO
- 5. Shinhan BNPP Asset Management: Min Jung-kee, CEO
- 6. Shinhan Capital: Seol Young-oh, CEO
- 7. Jeju Bank: Seo Hyun-joo, CEO
- 8. Shinhan Savings Bank: Kim Young-pyo, CEO
- 9. Shinhan DS: Yu Dong Uk, CEO
- 10. Shinhan AITAS: Lee Shin-kee, CEO
- 11. Shinhan Credit Information: Yoon Seung-woog, CEO
- 12. Shinhan Alternative Investment: Kim Hee-song, CEO
- 13. Shinhan REITs Management: Nam Koong Hun, CEO



SFG's Core Capabilities - Thorough Risk Management

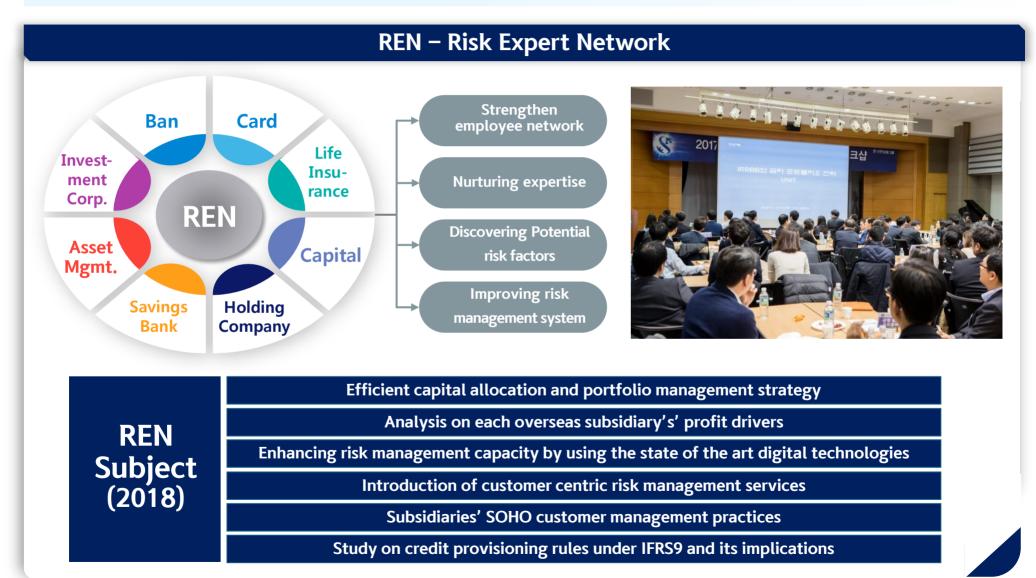
The Group's risk management policies are established by the Risk Management Committee (comprised of directors appointed by the BOD) and the Group Risk Council (comprised of Group & Subsidiaries CROs) implements / monitors detailed strategies.





SFG's Core Capabilities - Differentiated Caliber | REN (Risk Expert Network)

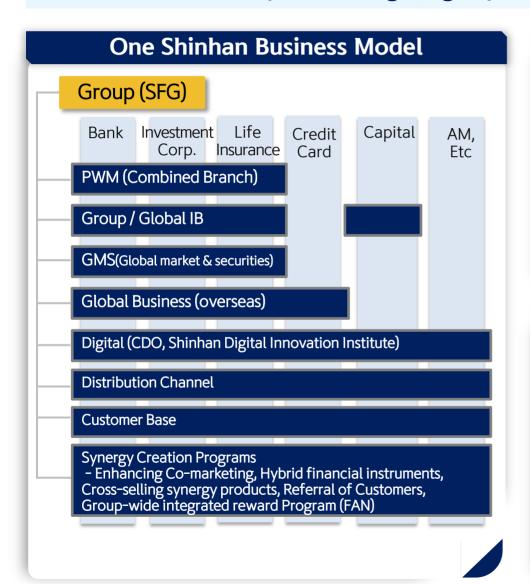
In an effort to expand the depth and width of our risk management capacity, a group of experts in SFG is formed to share their insight and expertise, foster experts through regular meetings.



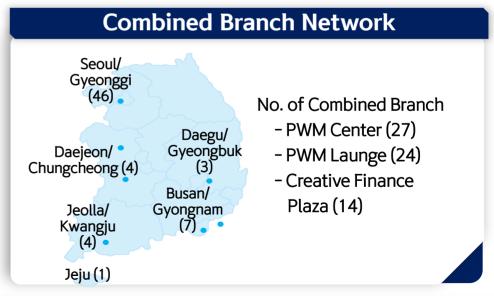


SFG's Core Capabilities - Group Synergy Creation | One Shinhan

SFG pushes forward 'One Shinhan' strategy which focuses on providing the very best products and services to clients by establishing the group-wide customer-centered business structure.









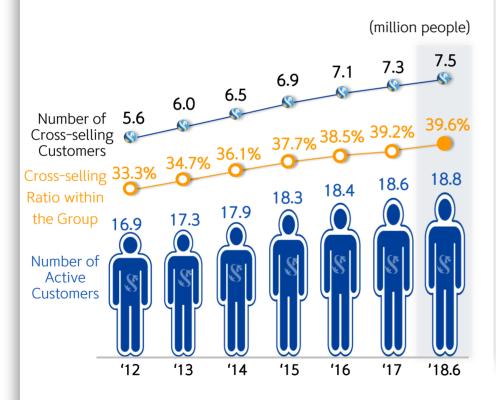
SFG's Core Capabilities - Group Synergy Creation | One Shinhan

Group Synergy Business Model

[Synergy]

Enhance co-marketing among subsidiaries to increase cross-selling customers

Increasing Active Customers



Synergy Creation Activities and Programs

Increasing Cross-selling Customers

- Among 18.8 mil. Group active customers, 7.5 mil. Customers are cross-selling customers as of Jun. 30, 2018
- Operating Group royalty program to enhance customer value though cross sales (Tops Club Program)

Enhancing Co-marketing

- Co-marketing investment products such as Alpha REITs, Credit Cards
- Established online group co-marketing platforms such as Shinhan Plus, Smarket Loan Market, and Jeju Gini

Hybrid Financial Instruments

• Co-developing and selling hybrid financial products such as Deep Dream, FNA/S-lite (Bank account linked with investment account) etc.

Cross-selling Synergy Products

• Promoting of cross-selling non-bank products such as credit card, mutual fund, bancassurance and FNA via various subsidiaries channel (bank, Inssurance, Brokerage, etc)

Referral of Customers

 Introducing customers from one subsidiary to another to provide various cross-subsidiary financial products such as investment products, loans, leases, credit card, PI, mezzanine etc

Shinhan Financial Group

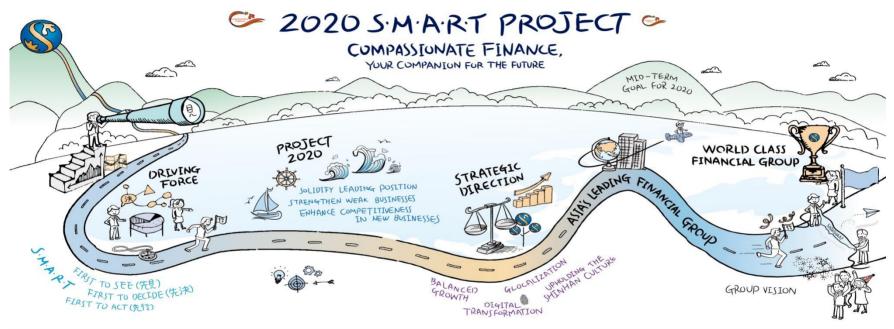
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SFG Mid-term Goal - 2020 S·M·A·R·T Project

SFG launched 2020 SMART Project to give Shinhan a practical means of making the leap forward into 'Asia's Leading Financial Group,' which is our mid-term goal.



2020 SMART Project

Driving Force - Leadership First to See, First to Decide, First to Act

Strategic Direction

- 1. Balanced Growth
- 2. Glocalization
- 3. Digital Transformation
- 4. Uphold the Shinhan Culture

- **Way of Work**
- **Specific / Segmentation**
- Measurable
- **Action-oriented**
- Realistic
- Time-based



2020 SMART Project - Balanced Growth

Based on the stable source of income, SFG implements balanced growth strategy for banks and non-bank subsidiaries by finding new growth drivers to maximize the value.

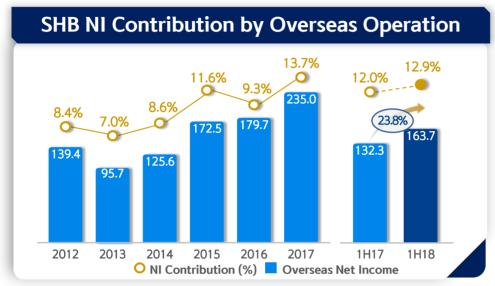


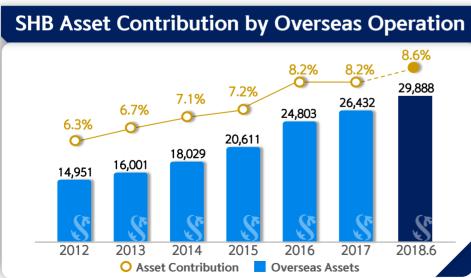


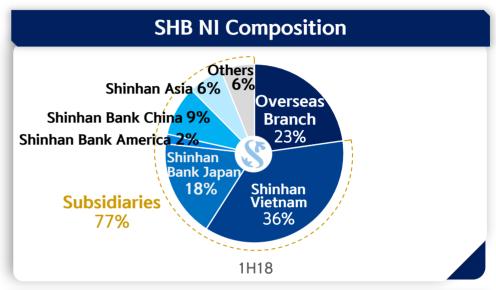


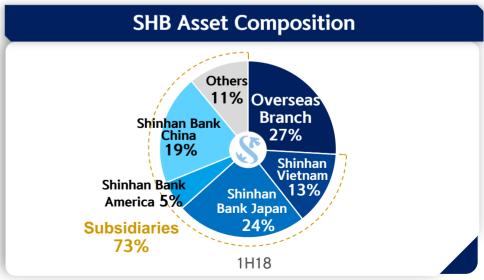
2020 SMART Project - Glocalization

SFG has been consistently putting a lot of effort into the global business operations not only to secure the long-term future growth driver but to diversify the profit base as well.



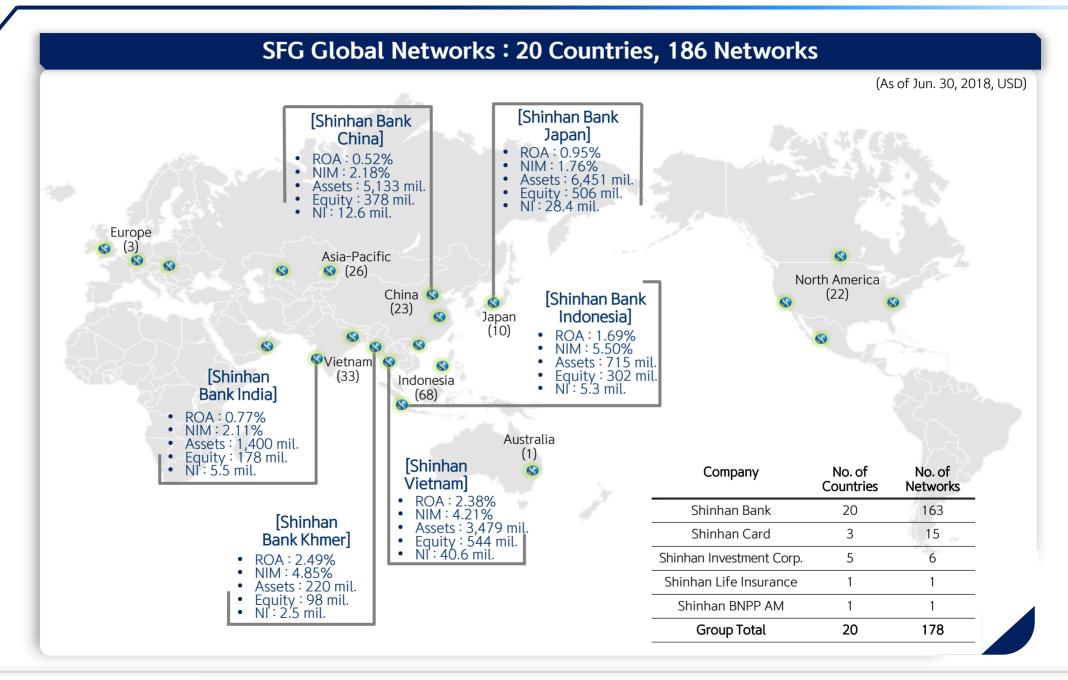








2020 SMART Project – Glocalization

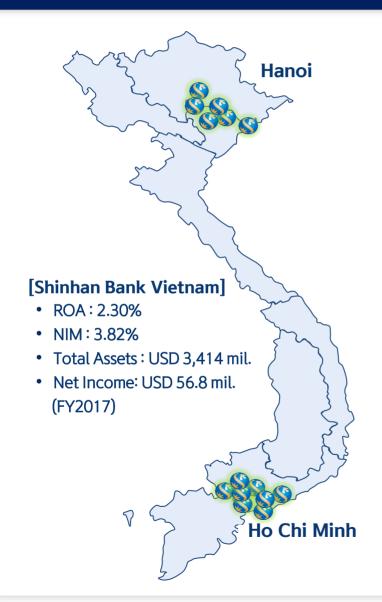


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2020 SMART Project – Glocalization | Success Story

Shinhan's Presence in Vietnam



· 2nd Largest foreign Bank in Vietnam

(in terms of Net Profit & Loans)

Largest network base among foreign banks

(29 Networks: Bank 26, Card 1, Investment 1, Life Insurance 1)

 Experiences over 20 years in Vietnam 1993 2015

Established Presence (Multi-block Strategy)

- JV with Local Bank (Vietcom Bank, 50:50)
- Rep. office→ Branch → Subsidiary

Achieved economy of scale

 Acquired 50% stake of JV & merged with Subsidiary

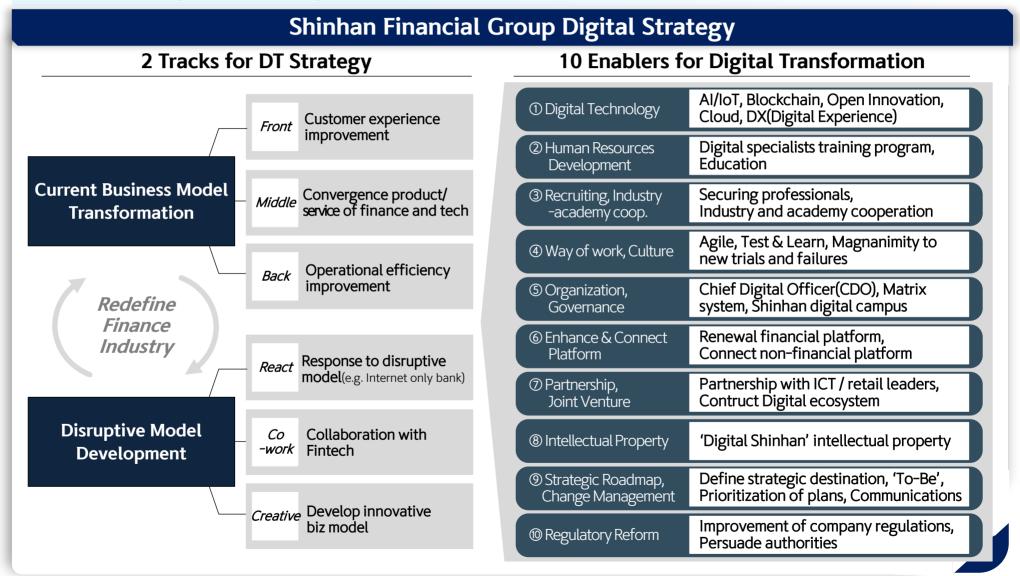
Localization & Synergy Creation

- Joint expansion with Group subsidiaries
- Acquisition of ANZ Vietnam Retail Division (2017)
- Acquisition of Prudential Vietnam Financial Company (2018)
- Joint expansion with group subsidiaries
 - 1) Credit Card: 11th out of 32 credit card companies
 - 2) Brokerage: Acquired local Brokerage company, Launched Shinhan Securities Vietnam(2016)
 - 3) Life Insurance: Established Representative office(2015)
 - 4) Consumer Finance: Acquired ANZ Retail Division(2017), PVFC(2018)



2020 SMART Project - Digital Transformation

In order to perfect 2020 SMART Project and take the Group business model to a next level. SFG established "Digital Shinhan" upgrade plan: 2 Tracks + 10 Enablers.



2020 SMART Project - DT Strategy: Track 1

Current Business Model Transformation

01

Customer Experience Improvement

- Understanding and communicating with customers as individuals
- Providing excellent customer experience in digital (Single View, Seamless Omni Channel)



SOI Bank - Shinhan Bank



FAN - Shinhan Card

02

Convergence Products / Services

• Digitally specialized, mobile, convergence products and services



Geo Fencing Card Linked Offer Service - Shinhan Card



Bigdata-based **Affiliate** Marketing Platform(MyShop) - Shinhan

Card

Operational Efficiency Improvement

03

- · Achieving high efficiency in channel and operation via digital technology
- Optimization of channel, risk management, FDS¹⁾, RPA¹⁾, chatbot



Building and expanding private and public Cloud



Chatbot - Shinhan Bank

Note 1) FDS: Fraud Detection System / RPA: Robot Process Automation

2020 SMART Project - DT Strategy: Track 2

Disruptive Model Development

01

Response to Disruptive Model

- Providing Extreme customer convenience and substantial benefit
- Enhancing product/service/platform competitiveness



Launching preemptive services: Auto loan. digital deposit



Maximize convenience of existing products / services

02

Collaboration with Fintech

- Developing collaborative models through the creation of fintech ecosystem in Shinhan
- Building open innovation platform



Shinhan Future's Lab 2.0 (61 startups) Expanding globally



Open Innovation - Advancement in group API platform & building digital ecosystem

03

Innovative Biz Model Development

- Shinhan's unique digital business model development
- Connecting life platform via digital technology.



Non-financial platform - New biz service in Travel (Jeju-jini)



Participation in the third internet banking business

2020 SMART Project – Internalization of Digital Technologies

Business Areas with Key Digital Technologies

Block-chain

Focusing on cost-efficiency

- SFG integrated authentication service
- Internal process efficiency project (trade finance, remittance, card coupon etc)

Cloud

Use of Public Cloud & Establishment of

Preemptive response system

- AWS's cloud conversion fitness model
- Building cloud COE, training for specialists

UX (User Experience)

Reinforcing UX Capability based on Increased UX Awareness

- Launching new platforms (SOL, Jeju Gini etc)
- Provide Stat-based optimal visit-time Service

Al

Launched Al based services (Chatbot, Robo-advisor)

- Use of IBM Watson Al Tech
- AI Credit-Scoring Model Advancement
- Introduction of RPA(Robotic Process Automation)

Big-data

Reinforcing Organization System and Strengthening capacity at the group level

- Optimal merchant-customer Matching
- Real-time location based marketing using Geo-fencing tech

Open-innovation

Group Standard Open API Infra

- Group integration API platform (Shinhan Open API Market)
- Partner API service creation by alliance with Fintech, O2O, etc



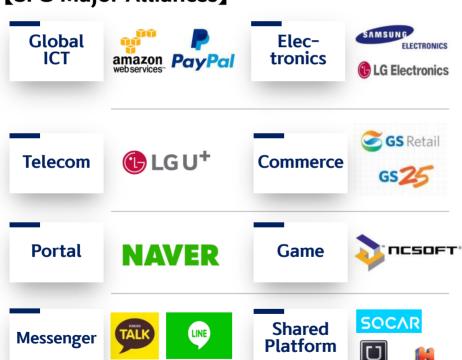


2020 SMART Project - Digital Transformation | 3rd Party Collaboration

External Partnership

Need for Collaboration with Competitors Collaboration/alliance with other industry leaders is an essential capability under the regulation of 'separation of industrial and financial capital'

(SFG Major Alliances)



Creating Fintech Ecosystem

Shinhan Future's Lab

"Shinhan Future's Lab, is an Industry-first Fintech support program and Shinhan reinforces its alliances by nurturing and investing in promising start-ups

Country	Order	No. of Companies	Related Fields	Co-work Companies
Korea	1st(2015)	7	P2P, Block Chain, etc	5
	2nd(2016)	16	Al, Robo-Advisor, etc	9
	3rd(2017)	17	Platform Contents, etc	10
	4th(2018)	21	VR/AR, Insurance Tech, Security, etc	3
Vietnam	1st(2017)	5	Payment, e-Wallet, etc	-

- Shinhan Future's Lab Development
- Investment of KRW 8.1 bil, in 21 Future's Lab companies
 - Current Market Valuation: KRW 200 bil.
- Investment of KRW 51 bil, in promising start-ups
- Direct investment KRW 14 bil., indirect Investment KRW 37bil.
- Case: Balance Hero (Financial Service APP in India)
- KRW 3.8 bil. Investment in global Fintech Co.
- 40 million current customers in India

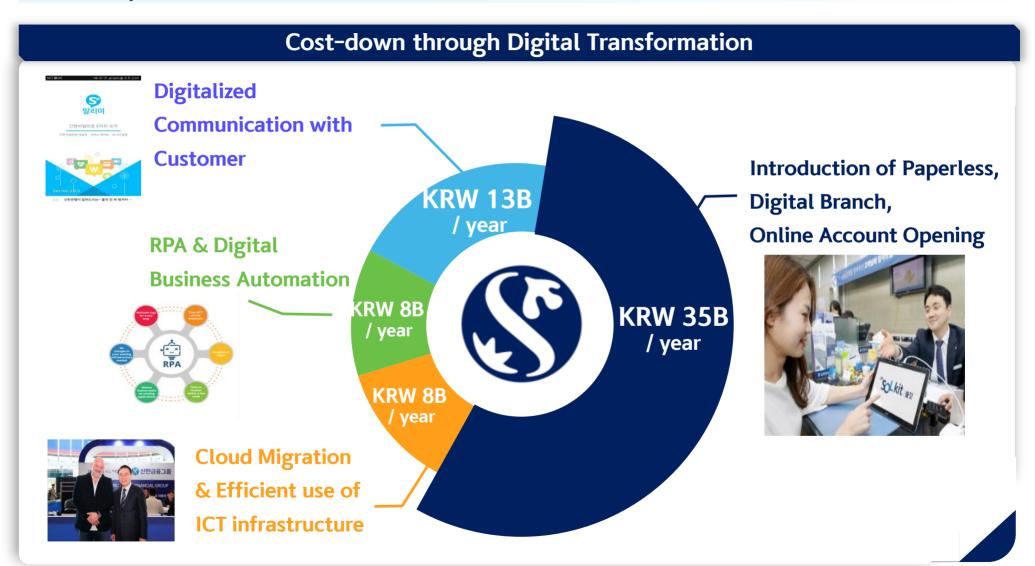


UBFR Hotels.com



2020 SMART Project - Digital Transformation | Cost Saving

SFG promotes efficiency of ICT infrastructure through various projects using new digital technologies and the expected cost reduction is estimated to be KRW 64 bil. in 2018 and KRW 100 bil. in 2020.



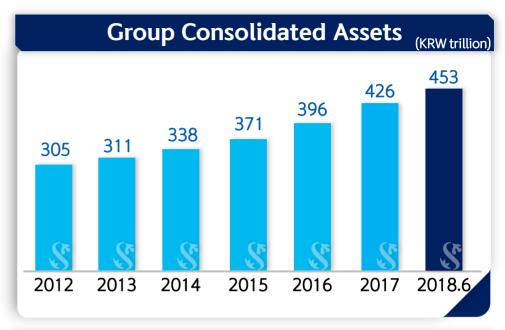
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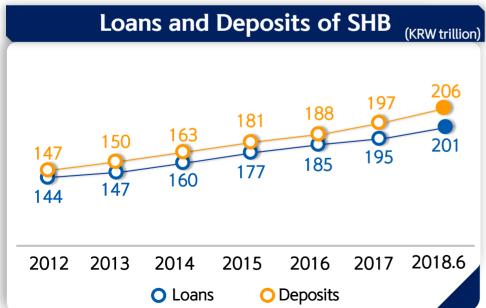
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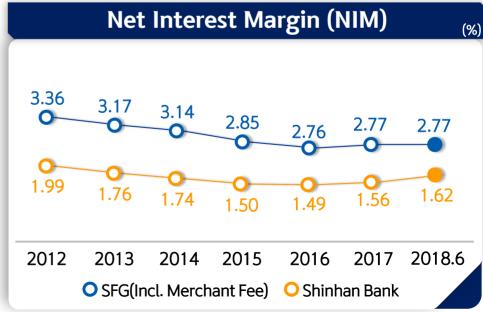


Shinhan Financial Group - Financial Highlights



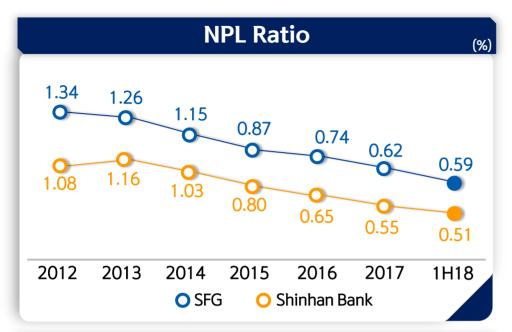


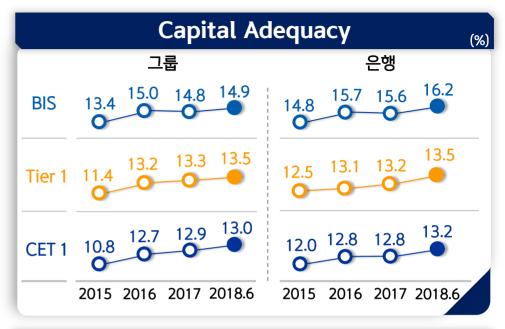


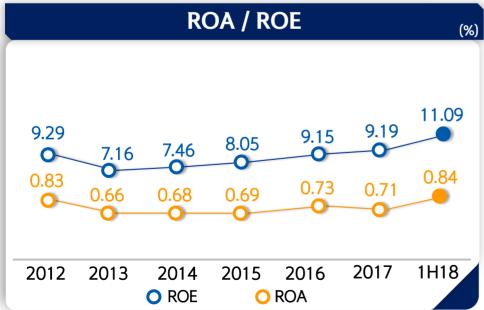


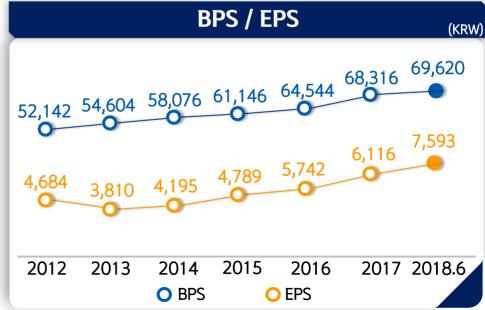


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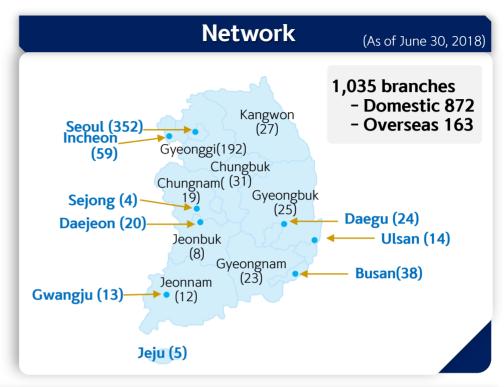
Shinhan Bank - Company Overview

Corporate Profile (As of June 30, 2018)

Shinhan Bank is the flagship company of SFG.

- * Total Asset KRW 382.8 trillion¹⁾
- * 1H2018 Net Income: 1,271.8 billion (Consolidated)
- 1) Total Asset: Banking Account (Separate) + Merchant Banking Account + Trust Account

Rating Agency	F/C LT Debt Rating	
MOODY'S	Aa3	
S&P	A+	
FITCH RATINGS	Α	

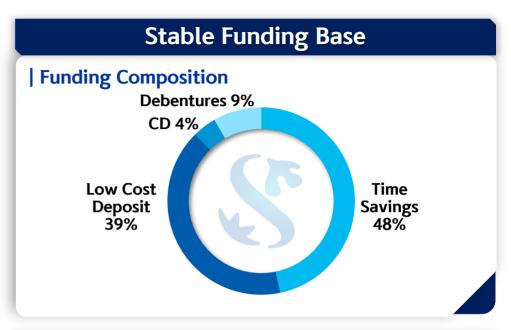




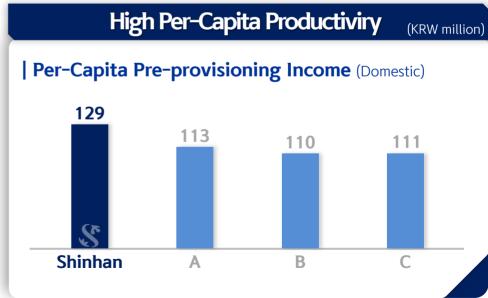


Shinhan Bank - Competitive Edge (As of June 30, 2018)



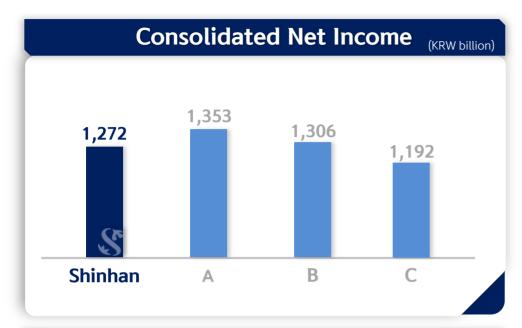


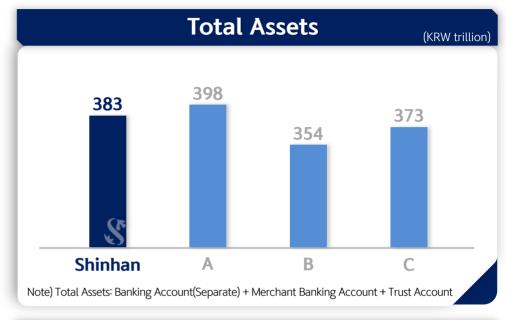




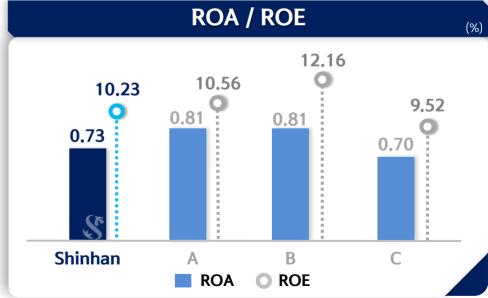


Shinhan Bank - Market Position (As of June 30, 2018)



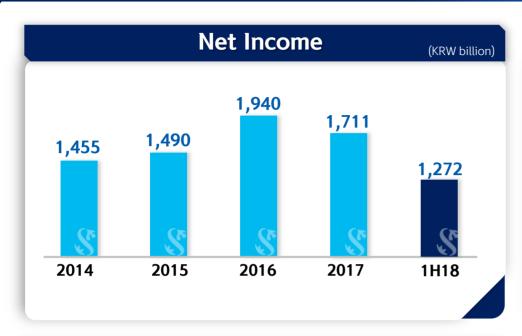


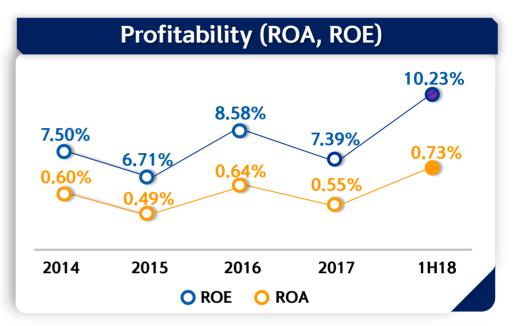


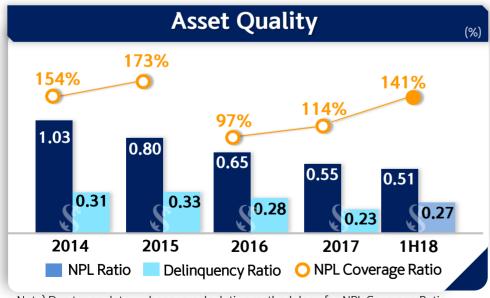


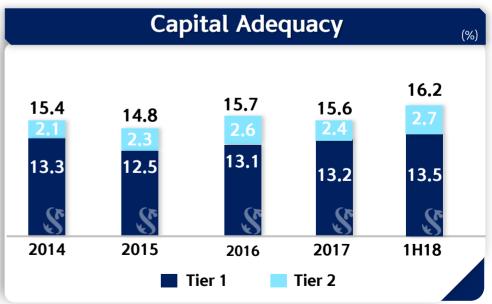


Shinhan Bank - Financial Highlights (As of June 30, 2018)









Note) Due to regulatory changes, calculation methodology for NPL Coverage Ratio has been revised since FY2016

2-1	Shinhan Bank	2-7 Jeju Bank
2-2	Shinhan Card	2-8 Shinhan Savings Bank
2-3	Shinhan Investment Corp.	2-9 Shinhan Data System
2-4	Shinhan Life Insurance	2-10 Shinhan AITAS
2-5	Shinhan BNP Paribas	2-11 Shinhan Credit Information
	Asset Management	2-12 Shinhan Private Equity
2-6	Shinhan Capital	2-13 Shinhan REITs Management



Shinhan Card - Company Overview

Number 1 Credit Card Company in Korea

The No. 1 credit card company in Korea which encompasses the strengths of both the credit card division of a bank as well as an independent credit card company.

Merits of **Credit Card** Division under Bank

- Attract new customers through the bank's channel
- Secure diversified funding sources and stable liquidity management under holding company



Shinhan Card

- Retains efficient decision making process, marketing expertise
- Benefits from the high credit rating of SFG and Shinhan Bank as well as direct liquidity access
- · Utilize Shinhan Bank's distribution channels to attract new customers
- Ability to focus on the card business only with greater expertise
- Efficient decision-making process
- Active marketing activities

Merits of mono-line Credit Card **Company**

회사 연혁

1987 Received

credit card

business

2002.6

Former SHC approval for spun-off from Shinhan Bank

2006.4

Chohung Card merged with former SHC

2007.10

Integration of LG Card and former SHC

2008.8

IT integration Open

Next Generation IT System

2012.10 • 2014.5

Launching Code9 Product based on Big-Data

2015.12

Established PT Shinhan Indo Finance in Indonesia

2016.11

Exceeded KRW 5 tril. in settlement amt via the mobile platform "FAN"

2017,12

Exceeded 1 mil. issuance of 'Deep Dream' card in the shortest period of time

Incorporation of LG Card and former Shinhan Card

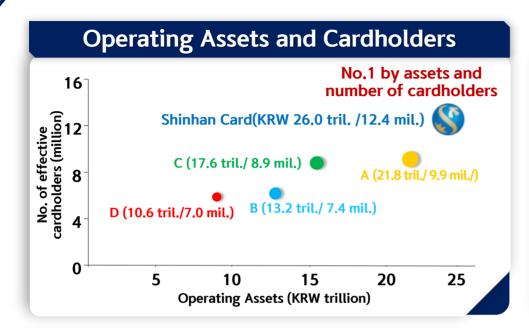
Launched new (Integrated) **Shinhan Card**

Established One System Platform

Leap to "Significant Only 1" Beyond no.1 of scale



Shinhan Card - Market Position (As of June 30, 2018)





M/S by Credit Purchase Volume 20.3% 16.7% 14.4% 14.1% 8.2% **Shinhan** Α C D B

Bona fide No.1 Credit Card Company in Korea









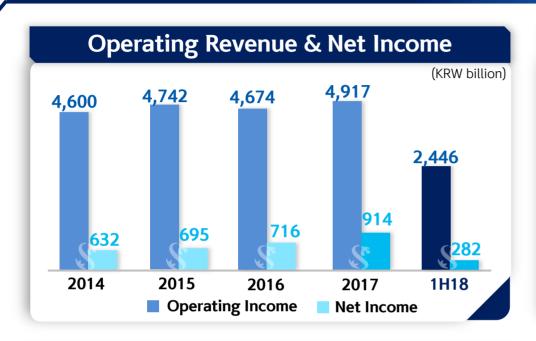


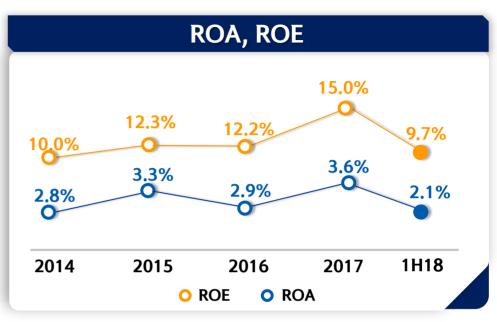
2018.03 Korea Brand Power Index(K-BPI), No. 1 brand for 7 consecutive years 2018.02 Awarded the "Most Admired Company in Korea" for 11 consecutive years

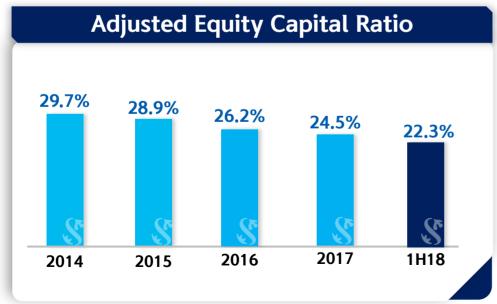
2017.11 Awarded the Grand Prize for 9 consecutive years by GPTW Institute 2017.07 Premium Brand Index (KS-PBI), 1st for 8 consecutive years

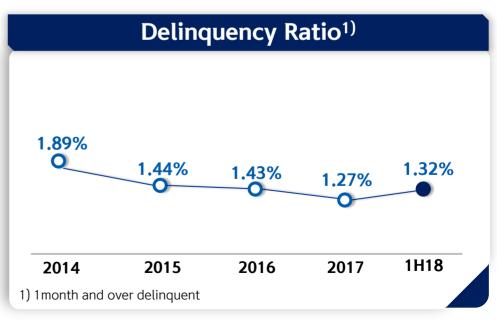


Shinhan Card - Financial Highlights (As of June 30, 2018)









2-1	Shinhan Bank	2-7 Jeju Bank
2-2	Shinhan Card	2-8 Shinhan Savings Bank
2-3	Shinhan Investment Corp.	2-9 Shinhan Data System
2-4	Shinhan Life Insurance	2-10 Shinhan AITAS
2-5	Shinhan BNP Paribas	2-11 Shinhan Credit Information
	Asset Management	2-12 Shinhan Private Equity
2-6	Shinhan Capital	2-13 Shinhan REITs Management



Shinhan Investment Corp. – Company Overview

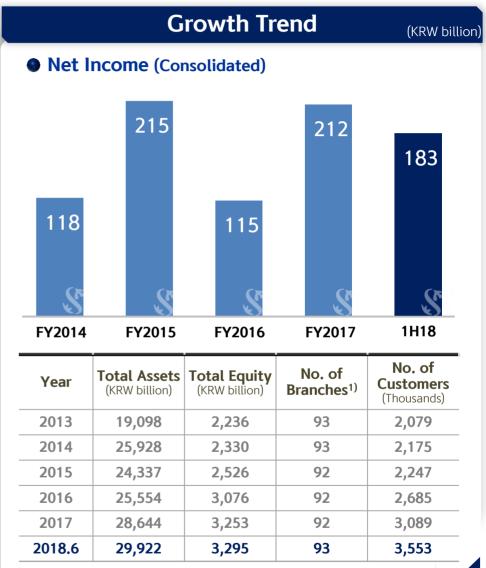
Overview

Company Overview

Shinhan Investment Corporation is an integrated Financial Investment Company to respond to the changes in the financial market incurred by the enactment of the Financial Investment **Services and Capital Market Act.**

Key Milestones

1973.	Incorporation of Hyosung Securities
1983.	Renamed to Ssangyoung Securities
1999.	Renamed to Good Morning Securities
2002.04	SFG acquired a 31.7% share of Good Morning Securities
2002.07	Good Morning Securities was merged with Shinhan Sec.
2002.08	Renamed to Good Morning Shinhan Securities ("GMSH")
2004.12	SFG acquired the remaining shares of GMSH
2007.05	Overseas subsidiary in Hong Kong incorporated
2009.08	Changed the company's name to 'Shinhan Investment Corp.
2015.07	Acquired a Vietnamese securities services firm
2016.07	Acquired an Indonesian investment banking firm
2017.03	Received approval for 'Integrated Investment Management Services'
2018.06	Received highest credit ratings (Moody's A3, S&P A-)
2018.07	Service Quality Index(KS-SQI), 1st within the industry



¹⁾ Excluding branches collocated within Shinhan Bank branches and PWM branches are included



Shinhan Investment Corp. – Industry Overview & Market Position



Market Position

Market Share in Brokerage

	2016	2017	2018.6
Equities	5.6%	5.1%	5.6%
Futures	5.9%	6.7%	8.0%
Options	6.9%	6.7%	6.9%

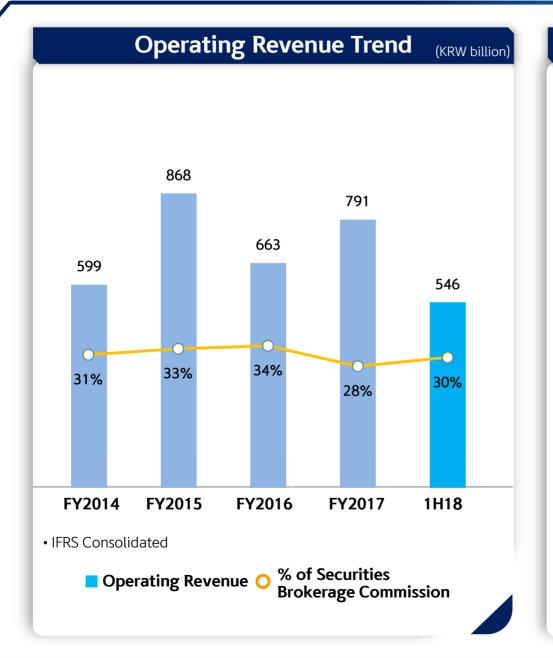
Ranking of IB Business

	2016	2017	2018.6
ABS	(5)	(5)	(2)
Corp. Bonds	(7)	(6)	(5)
IPO	(7)	(8)	(8)

^{*} Source) The Bell



Shinhan Investment Corp. – Operation & Strategies



Management Strategy Strategic Objective : No. 1 Investment company in ASIA "The best solution provider in the equity market" Expand customer base through co-marketing Digital platform and process innovation Expansion of overseas business with tangible results Strengthening GIB's competitiveness **Provide Differentiated Investment Products** Nurture new businesses for future growth (PBS, HF, etc) Advancement in asset management capabilities Upgrade the management system for customer assets Reinforce competencies of employees

02

2-1	Shinhan Bank	2-7 Jeju Bank
2-2	Shinhan Card	2-8 Shinhan Savings Bank
2-3	Shinhan Investment Corp.	2-9 Shinhan Data System
2-4	Shinhan Life Insurance	2-10 Shinhan AITAS
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	Asset Management	2-12 Shinhan Private Equity
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Shinhan Life Insurance – Company Overview

Overview

Company Overview (As of 1H 2018)

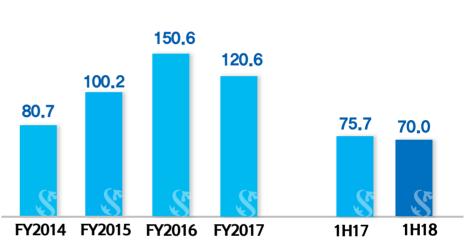
Shinhan Life Insurance provides sophisticated and customized insurance and financial services through diversified channels to meet customer needs.

Key Milestones

1990.01	Shinhan Life Insurance established
1997.01	Started Tele-Marketing Sales
2003.09	Launched Bancassurance products
2005.12	Joined SFG as a subsidiary
2006.07	Launched Financial Full-service named as "Tops Club" for the first time in the industry
2008.11	Established new internal insurance management system
2013.10	Awarded the Excellence Prize in the Knowledge Category by Prime Minister (Ministry of Security & Public Administration)
2013.11	Awarded Harmonious Labor-Management Prize (Ministry of Employment and Labor)
2015.06	Established the overseas office in Hanoi, Vietnam
2015.12	Consumer Centered Management certification acquired from Korea Consumer Agency
2018.05	Acquired AAA, top rating for Insurance solvency for 10 consecutive years

Net Income and Financial Positions (KRW billion)





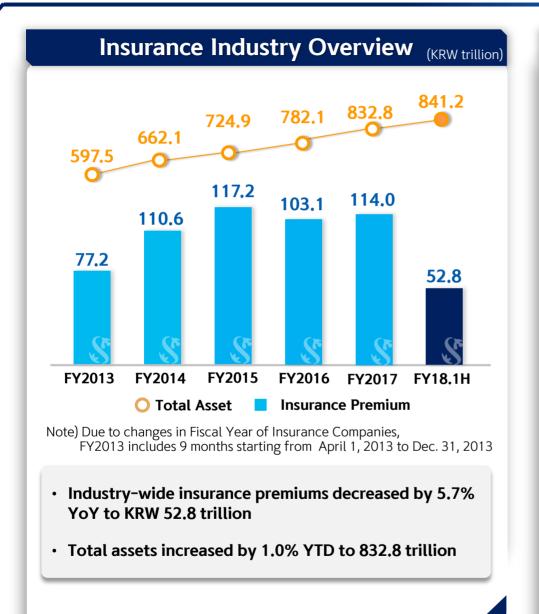
	(KRW billion)	FY2015	FY2016	FY2017	2018.6
Dist	tributors	10,884	8,983	8,579	8,073
	YTD(%)	5.5	-17.5	-4.5	-5.9
Prei	mium	4,788	4,871	4,825	2,329
	YoY(%)	3.9	1.7	-1.0	-4.3
Tota	al Assets*	24,545	27,501	29,719	30,564
	YTD(%)	11.9	12.0	8.1	2.8

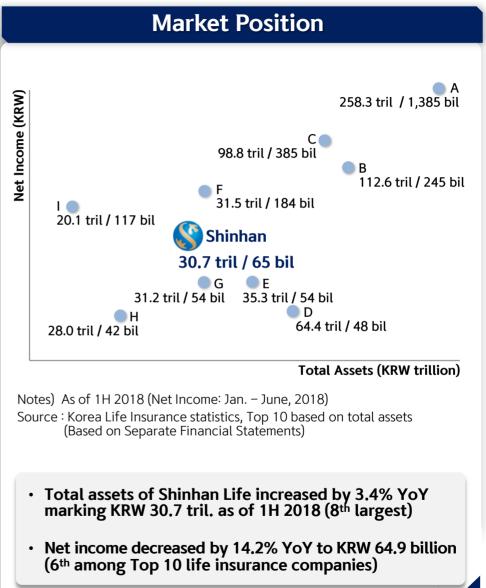
^{*} Consolidated





Shinhan Life Insurance – Industry Overview & Market Position







Shinhan Life Insurance – Financial Highlights (As of June 30, 2018)

Condensed Income Statements

KRW	billion, %	FY2015	FY2016	FY2017	FY18.1H
- JCe	Insurance Margin	1,584.9	1,618.3	1,402.9	508.5
Insurance	Premium Income	4,426.6	4,566.2	4,562.0	2,210.6
lns	Claims Paid	2,841.8	2,947.9	3,159.1	1,702.0
Net I	nvestment Income	769.7	811.4	833.0	414.7
Poli	cy Reserve (△)	2,277.5	2,325.0	2,147.1	894.9
Ope	rating Income	77.0	104.7	88.7	28.4
Non-	operating Income	53.6	48.2	73.9	61.1
Net I	ncome before tax	130.6	152.9	162.6	89.4
Net	Income	98.7	150.1	121.2	64.9

Condensed Balance Sheets

KRW billi	on, %	FY2015	FY2016	FY2017	FY18.1H
- s	Cash & Equivalent	1,828	1,454	1,165	1,128
General Accounts	Securities	13,362	16,252	18,150	19,017
Gel	Loans	5,297	5,541	5,780	6,159
	Others	1,583	1,516	1,590	1,433
Separate	ed Account	2,474	2,738	3,041	2,997
Total Assets		24,543	27,501	29,725	30,735

Policies in Force NOTE)

KRW billion, %		FY2017	(%)	FY18.1H	(%)
General Accounts	Individual Insurance	113,587	98.5	114,348	98.6
	Pure Endowment	13,156	11.4	12,514	10.8
	Against Death	89,512	77.6	91,446	78.8
	Endowment	10,920	9.5	10,389	9.0
	Group Insurance	577	0.5	537	0.5
	Sub total	114,164	99.0	114,885	99.0
Separated Account		1,135	1.0	1,107	1.0
Total		115,299	100.0	115,992	100.0

Note) based on subscription amount of an insurance contracts

Key Financials

%	FY2015	FY2016	FY2017	FY18.1H
RBC	204.2	178.3	175.4	199.6
ROA	0.42	0.58	0.42	0.43
ROE	6.45	9.17	7.06	7.41

2-1	Shinhan Bank	2-7 Jeju Bank
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	Asset Management	2-12 Shinhan Private Equity
2-6	Shinhan Capital	2-13 Shinhan REITs Management



Shinhan BNP Paribas AM - Company Overview

Your Investment Partner, Shinhan BNP Paribas AM

Shinhan BNP Paribas Asset Management was launched in January 2009 through an integration of two outstanding asset management companies; SH Asset Management, specialized in investment in domestic equities and bonds, and Shinhan BNP Paribas Trust Investment, whose specialty was foreign equity funds.

Shinhan BNP Paribas Asset Management has provided trustworthy asset management services to our clients for several years and showed fundamentally solid management skills and performance. Beloved 50 million people in Korea, We will strive to be recognized as the best asset management company in Korea.

Overview

(As of 1H 2018)

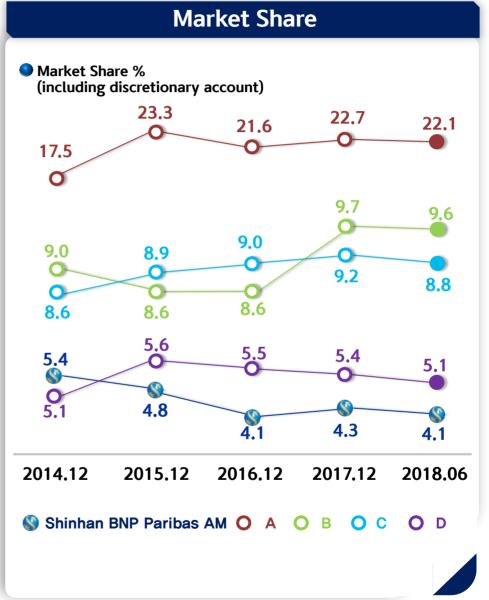
- Incorporation: August 26, 1996
- Total Equity: KRW 150.1 billion
- Employees: 204
- Major Shareholders: Shinhan Financial Group (65%).
 - BNP PARIBAS Asset Management Holding (35%)
- AUM: KRW 42.5 trillion (including discretionary accounts)





Shinhan BNP Paribas AM - Financial Highlights & Market Position





2-6	Shinhan Capital	2-13 Shinhan REITs Management
	Asset Management	2-12 Shinhan Private Equity
2-5	Shinhan BNP Paribas	2-11 Shinhan Credit Information
2-4	Shinhan Life Insurance	2-10 Shinhan AITAS
2-3	Shinhan Investment Corp.	2-9 Shinhan Data System
2-2	Shinhan Card	2-8 Shinhan Savings Bank
2-1	Shinhan Bank	2-7 Jeju Bank



Shinhan Capital - Company Overview

Overview

Overview

Incorporation Date: April 19, 1991

Total Equity: KRW 710.7 billion

(Paid in Capital: KRW 180 billion)

Total Assets: KRW 5.8 trillion

 Networks: Headquarter (Seoul), Branches (Gangnam, Yeouido, Busan, Ansan, Daejeon)

Key Milestones

1991.04	Incorporation of Shinhan Capital
1994.10	Listed in KOSDAQ
1999.05	Renamed to Shinhan Capital, registered and started Installment Finance Business
2001.09	Joined SFG as a subsidiary
2002.09	Registered on Corporate Restructuring Financing business
2004.04	Rating upgrade (A \rightarrow A+)
2006.11	Rating upgrade (A+ → AA-)
2007.11	Paid in capital increase by KRW 100 billion
2014.05	Implementation of Next-generation IT system "WINK"
2018.06	Launched Online mobile system

Main Business

- Leasing in relation to autos, medical instruments, and other PP&Es
- Installment Financing / Venture Capital / Corporate restructuring financing
- Real Estate PF / Loans / Factoring, etc.

Vision & Strategy

Leading credit-specialized financial company in Korea

Shinhan Capital has set out its vision of emerging as Korea's benchmark credit specialized company and playing a major role in achieving Shinhan Financial Group's goal of becoming a 'World Class Financial Group'

For 2018, in line with its strategic initiative of "No.1 Shinhan Capital through differentiated growth," Shinhan Capital set out the following three core principles and deliver tangible results;

1) materialize diversified growth strategy 2) qualitative growth based on enhanced internal system 3) secure dynamic corporate culture and competent employee capacity

Strategic Goal



Strategic direction and initiatives

Strategic Direction	Diversified Growth Strategy	Qualitative Growth	Dynamic Corporate Culture
Strategic initiatives	✓ Differentiated Income base ✓ Strengthen Corporate Finance ✓ Expand Global Business ✓ Commission & Fee Income ✓ Efficient Retail Business ✓ Promote Synergy	Risk Management ✓ Improve Loan Operation ✓ Sophisticate Marketing Strategy ✓ Enhance Stability of Funding and Investment	✓ Proactive Employee Engagement✓ Enrich



Shinhan Capital - Financial Highlights & Market Position

(KRW billion)					
	FY2014	FY2015	FY2016	FY2017	1H18
Condensed B/S					
Total Assets	3,939.5	4,076.6	4,506.8	5,315.4	5,807.2
Total Liabilities	3,369.1	3,458.4	3,862.4	4,603.8	5,096.5
Total Equity	570.4	618.1	644.4	711.6	710.7
(Paid in Capital)	180.0	180.0	180.0	180.0	180.0
Condensed I/S					
Operating Revenue	321.8	374.7	302.6	351.8	228.7
Operating Income	64.2	56.2	40.9	110.7	88.7
Net Income	51.9	46.1	33.9	87.6	63.8
Key Financial Indicate	ors				
ROE	9.6%	7.7%	5.4%	13.0%	18.6%
ROA	1.4%	1.2%	0.8%	1.8%	2.3%
Capital Adequacy Rat	io 15.6%	16.8%	14.9%	14.1%	13.2%
NPL Ratio	2.9%	3.1%	2.6%	1.4%	1.6%
• Total Assets	(KRW 5.8		Net Inc	ome ^{(k}	(RW bil.)
3.9 4.1	5.3	51.9	46.1	87. 33.9	63.8
2014 2015 2016 2	S S O 17 1H1	(9)	2015 2	2016 201	7 1H18



2-1 Shinh	an Bank	2-7	Jeju Bank
2-2 Shinh	an Card	2-8	Shinhan Savings Bank
2-3 Shinh	an Investment Corp.	2-9	Shinhan Data System
2-4 Shinh	an Life Insurance	2-10	Shinhan AITAS
2-5 Shinh	an BNP Paribas	2-11	Shinhan Credit Information
Asset	Management	2-12	Shinhan Private Equity
2-6 Shinh	an Capital	2-13	Shinhan REITs Management



Jeju Bank – Company Overview

Profile

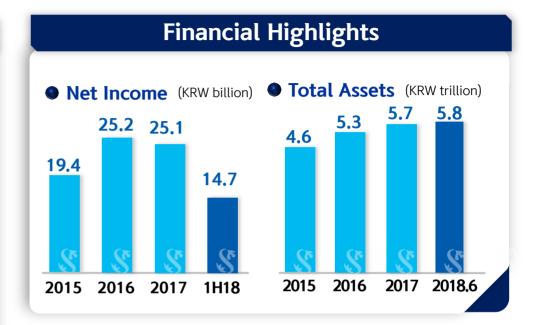
Overview (As of 1H 2018)

Incorporated in Jeju Island in 1969, Jeju Bank had been posting healthy growth amid strong support of the Jeju residents, playing a central role in the development of the Island's local economy.

- Major Shareholders: SFG (68.88%), NPS (10.71%), DB Asset Management (8.04%)
- Total Equity / Total Assets: KRW 410.2 billion, KRW 5.8 trillion
- Networks: 38 branches and sub-branches (35 in Jeju)
- Market share in Jeju: 35.45% of deposits and 25.93% of loans (As of May 2018)

Kev Milestones

1107 111100	ite y mitosionios				
1969.03	Jeju Bank (Ltd) founded				
1972.12	Shares listed on the Korean Stock Exchange				
2002.05	Became subsidiary of Shinhan Financial Group				
2012.12	12.12 Launched smartphone banking service				
2013.11	Awarded the CSR prize by Minister of Public Administration				
2014.03	Awarded the Korea Nanum Prize by the Minister of Health & Welfare				
2014.07	2014.07 Launched tax-deductible long-term mutual funds				
2014.11	2014.11 Launched a special desk for Chinese				
2015.12 Launched barcode payment system on Bank wallet Kakao					
2016.03 Contracted with Jeju Techno Park for Venture & SME support					
2016.07	Launched new mobile platform 'J-BANK'				
2016.11	Partnering with mobile payment system provider				
2017.02	017.02 Business Agreement for Jeju Transportation Card Service				
2017.10	Launched new mobile banking app 'JBANK Plus"				
2018.01	2018.01 Launched "Innovation Pioneer Division" for new businesses				



Vision & Strategy

Create customer value to grow as the "Local Best Bank" by enhancing value for customers and for Jeju and enshrined them in in basic business guidelines

Vision

Quality based Local Top Bank

Strategic Goal

Solidifying Customer Base as Local Best Bank



Shinhan Savings Bank – Company Overview

Profile

Company Overview (As of 1H 2018)

Shinhan Savings Bank was launched on April 1, 2013 following the merger of Shinhan Savings Bank(established December 2011) and Yehanbyeol Savings Bank(established November 2012)

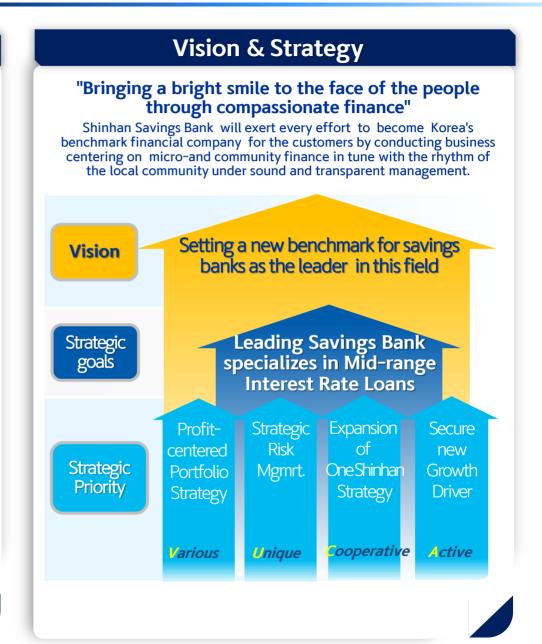
Total Equity: KRW 152.1 billion

Total Assets: KRW 1.3 trillion

Networks: 8 branches (Seoul metropolitan area)

Key Milestones

2011.12	Acquired a savings bank licenses and changed its name to Shinhan Savings Bank upon joining Shinhan Financial Group
2012.01	Launched business operations
2013.01	Yehanbyeol Savings Bank joined Shinhan Financial Group
2013.04	The former Shinhan Savings Bank and Yehanbyeol Savings Bank were merged and new Shinhan Savings Bank was launched





Shinhan DS – Company Overview

Profile

Company Overview (As of 1H 2018)

Shinhan DS is Korea's no. 1 digital solution creator that leads SFG's digital transformation.

Incorporation Date: May 13, 1991

Total Equity: KRW 16.2 billion

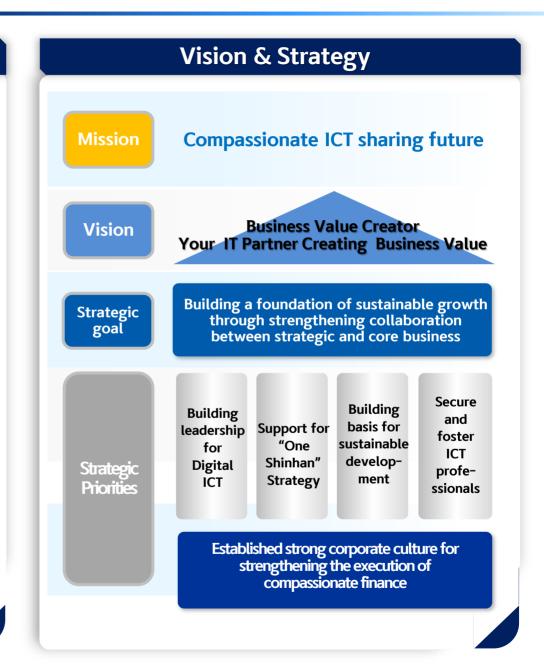
Total Assets: KRW 36.9 billion

Key Milestones

1991.05	Shinhan System(Ltd.) established		
2003.10	Changed its name to Shinhan Data System (Ltd.)		
2009.10 Operation of Shared Service Center providing SFG's grou IT infrastructure			
2010.01	Joined SFG as a subsidiary		
2012.11 ISO/IEC 20000(services management), BS 100012 (individual information protection) certification acquire			
2014.06	2014.06 Implementation of Next-generation IT system "WINK"		
2016.01	Implementation of main bank system in SEMAS		
2017.02	Implementation of main bank system		
2018.02 Developed Shinhan Bank SOL App			
2018.04	Certified Information Security Service Professional (First in Financial ICT)		
2018.05	Renamed to Shinhan DS		

Business Scope

- Digital Financial Services (cyber Security, ICT R&D, etc)
- System Integration(SI), System Management
- IT Outsourcing(ITO), IT Consulting





Shinhan AITAS - Company Overview

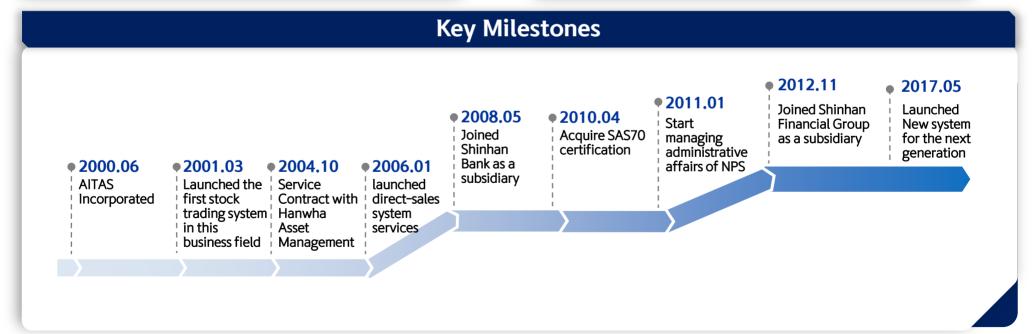
Number 1, Fund Service Company In Korea

Shinhan AITAS, founded in June 2000, is the best fund service specialty provider with unparalleled market competitiveness and the largest domestic market share. It provides general fund related administrative services as well as comprehensive system for asset management, including Accounting System, Trading System, and Asset Management System. Shinhan AITAS will provide the best differentiated services to its customers based on know-how accrued from supporting them in system, consulting, and solutions for various securities businesses, and its in-house specialists.

Overview

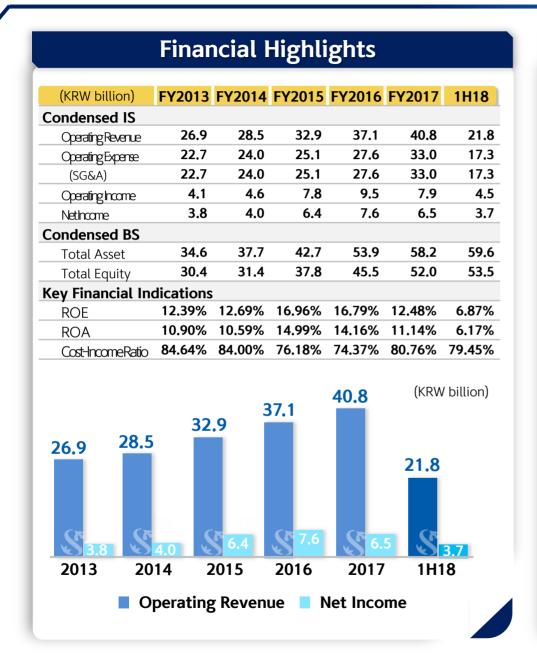
(As of June 30, 2018)

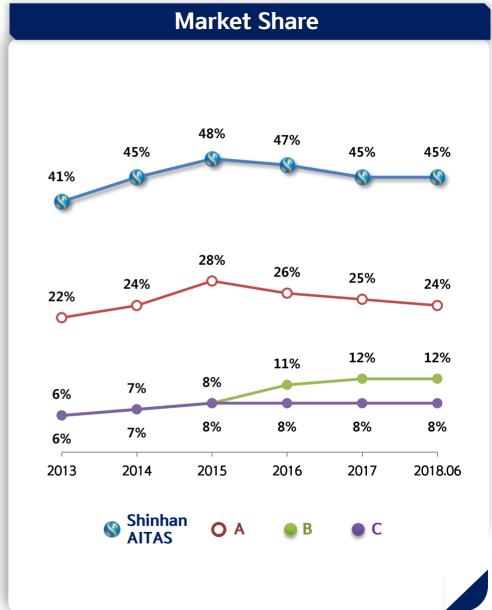
- Incorporation: June 15, 2000
- CEO: Lee Shin-kee
- Total Equity: KRW 53.5 billion
- No. of Employees: 222
- Major Shareholders: SFG (99.79%), Others (0.21%)





Shinhan AITAS - Financial Highlights & Market Position







Shinhan Credit Information – Company Overview

Profile

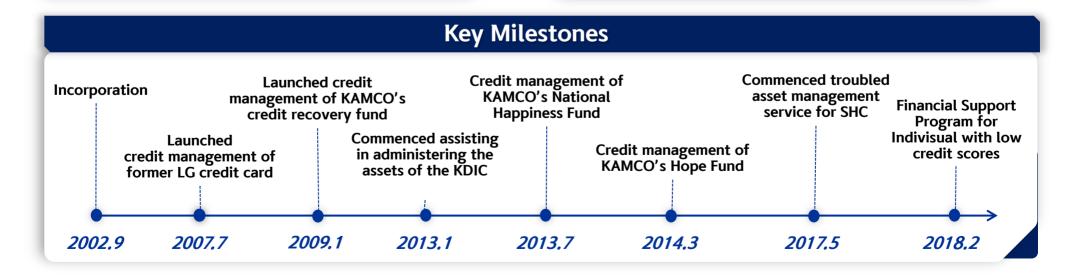
Shinhan Credit Information, a wholly-owned subsidiary of SFG, is a specialist in credit information business. With integrated management of non-performing assets, the company allows synergy creation amongst the Group's subsidiaries and robust asset quality.

- Sales revenue: KRW 32.5 billion (FY2017)
- Customers under management: 460,000
- Debt Collection: KRW92 billion
- Credit Rating : A-

Business Scope

(As of June 30, 2018)

- Debt collection and credit reporting
- Civil application/petition services, Receiving documents as an agent and CRM operation
- Operations in support of the National Happiness Fund
- Credit under management
- for Group Companies: KRW 3.5 trillion
- Public Credit: KRW 1.7 billion
- No. of credit research: 140,000
- Current Beneficiaries of Financial Support Program: 950





Shinhan Credit Information – Market Position & Network



Global Certification (Information Security)

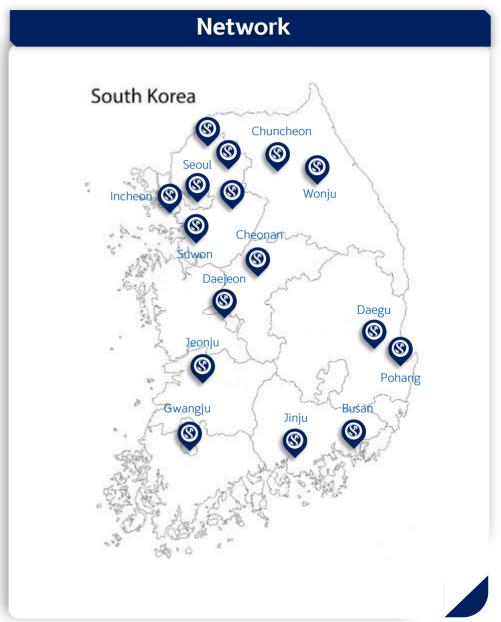


ISO 27001

ISO 27001 Certified (Global certificate for Information Security Management System)

BS 10012

Attained global certification to BS 10012 (Information Security Standards) from BSI (British Standards Institution)





Shinhan Alternative Investment - Company Overview

Profile

- Company Overview (As of June 30, 2018)
- √ The first local private equity company in Korea established in Dec. 2004 with a 100% capital contribution by Shinhan Financial Group.
- √ Shinhan AI obtained a license for hedge fund business and changed its name
- Incorporation Date: December 8, 2004
- Total Equity: KRW 7.8 billion
- AUM: KRW 2.9 trillion
- Key Milestones

2004.12	Shinhan Private Equity Established
2004.12	Joined Shinhan Financial Group as a subsidiary
2005.08 Established Shinhan NPS Private Equity Fund 1st	
2008.06	Established Shinhan Private Equity Fund 2 nd
2008.12	KOREA Capital Market the bell League Table Awards – Best M&A Deal by PEF
2011.11 Changed its name to Shinhan Private Equity Investment Management	
2012.12	Established Shinhan Stonebridge Petro Equity Fund
2014.02	Changed its name to Shinhan Private Equity
2015.02	Relocated its HQ to Yeongdeungpo-gu
2017.11	Changed its name to Shinhan Alternative Investment with Additional Mandate

Operation Overview (1)

Private Equity Funds

Shinhan **Private Equity** Fund 2nd

- Investment Amount : KRW 460 billion
- Independently managed by Shinhan PE
- Liquidated in June, 2017 and currently in process of selling the remaining assets to 'Jeonju paper'

Shinhan Stonebridge Petro **Equity Fund**

- Investment Amount : KRW 818.2 billion
- Jointly invested and operated by Shinhan PE & Stonebridge
- Invested KRW 800 billion in SK Incheon **Petrochem**



Shinhan Alternative Investment - Company Overview

Operation Overview (2)

Real Estate Funds

Shinhan AIM **Real Estate Private Equity** 1st

- Investment Amount: KRW 206 billion
- Invested in Senior Mezzanine Loan ABS backed by Worldwide Tower based in NYC

Shinhan AIM **Real Estate Private Equity** 2nd

- Investment Amount: KRW 111 billion
- Invested in Senior Mezzanine Loan ABS backed by 29 hotels based in the US

Shinhan AIM **Real Estate Private Equity** 3rd

- Investment Amount : KRW 716 billion
- Asset Facility(Senior Secured Delayed Draw Note) for Goldman Sachs' Broad Street Real Estate Credit Partners III, LP.

Shinhan AIM Real Estate **Private Equity** 4th

- Investment Amount : KRW 65 billion
- Invested in B Note ABS backed by Aliso **Creek Apartments in Orange County**

Operation Overview (3)

Infrastructure, Fund of Funds (FOF)

Shinhan AIM **Private Equity** Fund of Funds 1st

- Investment Amount: KRW 302 billion
- Invested in North American Middle **Market Corporate Senior Loans**

Shinhan AIM **Private Equity Fund of Funds** 1st (A)

- Investment Amount : KRW 43 billion
- Invested in North American Middle **Market Corporate Senior Loans**

Shinhan AIM Infrastructure **Private Equity** 1st

- Investment Amount : KRW 173 billion
- Invested in SOC projects based in Europe, North America (Equity Investment in Private-Public Partnership(PPP) in countries with high credit ratings (above AA-))



Shinhan REITs Management – Company Overview

Profile

Company Overview (As of June 30, 2018)

Shinhan REITs Management is Real Estate Asset Management Company established in Oct. 2017 with a 100% capital contribution by Shinhan Financial Group.

Incorporated Date: Oct. 18, 2017

Total Equity: KRW 30 billion

AUM: approx. KRW 600 billion

Key Milestones

2017.10	- Shinhan REITs Management Established - Joined SFG as a subsidiary
2017.12	- Selected as a preferred bidder for project of Pangyo Alpha dome(6-4BL)
2017.12	- Launched 1st REITs (Shinhan Alpha REITs)
2018.04	- Shinhan Alpha REITs Acquired underlying assets (Pangyo Alpha dome 6-4BL, The Prime Tower equity)
2018.08	- Went Public (Publicly Traded on KOSPI)

Operation Overview

REITs under Management



- Incorporated on Dec. 18, 2017
- Investment Assets:
 - Alpha Dome 6-4BL (Pangyo)
 - The Prime Tower (Wonhyo-ro)
- Real Estate AUM: KRW 595.5 billion
 - Public Offering: KRW 114 billion
 - Listed Amount: KRW 189 billion
 - Wholly managed by Shinhan **REITs Management**

Forward-Looking Statements

Shinhan Financial Group's 1H2018 e-Brochure may contain forward-looking statements to provide value-added account of Shinhan Financial Group's businesses and results of operations.

These forward-looking statements reflect our current views with respect to future events and performance, and are generally identified by the use of forward-looking terminology, such as "expect", "plan", "intend", and similar expressions.

You are cautioned not to place undue reliance in these forward-looking statements, which reflect management's current analysis of future events.

We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.









