

Fair Advertisement Policy/Procedure in Shinhan Financial Group

Shinhan Financial Group is delivering business data to all subsidiaries in terms of internal control policy of "the regulation and compliance of financial advertisement", which compliance and related departments use for training to executives and employees.

Shinhan Bank has prepared 'Guidelines for Disclosure of Financial Transaction Terms and Advertising Business' and 'Preliminary Review Manual for Financial Products Advertisement' as internal regulation, in order to internalize a legal compliance system for fair advertisement. It also establishes internal control procedures such as establishing a policy of systematic advertisement and conducting periodic monitoring.

The compliance department is conducting a preliminary review to confirm compliance with laws and regulations for advertisements, product manuals, and disclosures of financial products.

Consumer protection department conducts a preliminary consultation procedure to examine whether to use misleading phrases and expressions, easy-to-understand words and expressions, false/exaggerated content, and slandering other banks.

Customer protection department separately produces and distributes "the manual of review request for advertisements at branches" to systematize the management of advertisements at branches, and registers it as business manuals on the bank's website.

Shinhan Bank provides training program for fair advertisement to executives and employees through the following educational system.

1. Monthly compliance letters

2. "Hello" compliance training program (to all employees)

- Guidelines on Precautions for Branch Advertisement (Apr. 2023)
- Guidelines for Compliance in Advertising Deposit Products (Nov. 2023)
- Guidance on Precautions when sending text messages for collective loan with the purpose of 'contract management' (Dec. 2023)
- Guidelines on Precautions for sending text messages with the purpose of 'contract management' (Dec. 2023)

3. Employee training program

- Conducting training program including fair advertisement when bank provides training course to PB employees and/or promoted employees

Shinhan Card conducts a pre-compliance review of all advertisements and product manuals in accordance with the regulatory compliance policy for advertising deliberation (In the case of financial products, further deliberation by the Credit Finance Association is conducted). For deliberation advertisements, post-appropriate operation is being monitored.

Shinhan Card operates training program of advertising deliberation and core competency enhancement for all executives and employees early every year to support preventive internal control operations in the field.

※ Website publishing location: [Social | ESG Management | ESG | SHINHAN FINANCIAL GROUP \(shinhangroup.com\)](#)