



Aim Higher and Creatively Pioneering Ahead

Shinhan Financial Group



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Shinhan Financial Group FY2018

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Korea's Leading Financial Institution

Sustainable Net Income growth driven by solid core earnings and consistent ROE enhancing business strategy (5th 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



Overview

(As of Dec. 31, 2018)

Net Income: KRW 3.16 trillion

Total Consolidated Assets: KRW 460 trillion

Total Market Cap: KRW 18.8 trillion

ROA: 0.72%

ROE: 9.37%

14 direct subsidiaries, 26 indirect subsidiaries

Number of Employees: approx. 28 thousand

Major Shareholders

- Korea National Pension Service 9.38%

- BlackRock Fund Advisors 6.13%1)

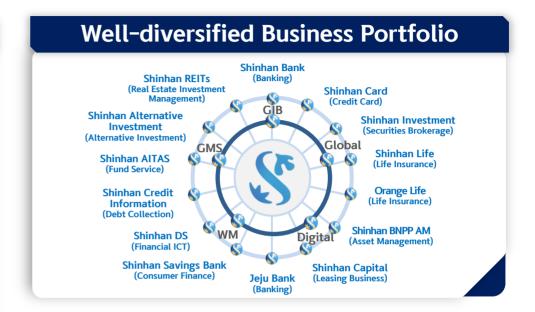
- SFG ESOP 4.68%

- BNP Paribas 3.55%

- Citi Bank [ADR Dept.] 3.00%

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

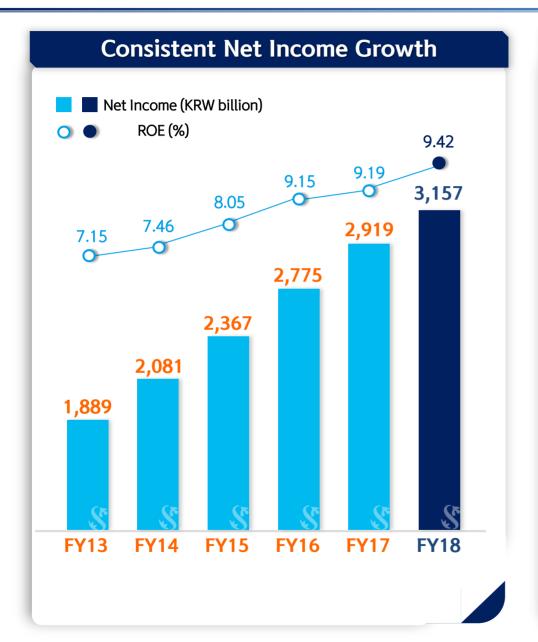


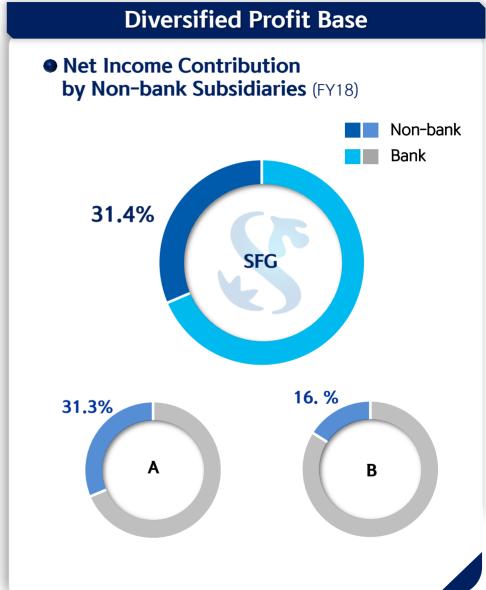


Top 500 Banking Brand

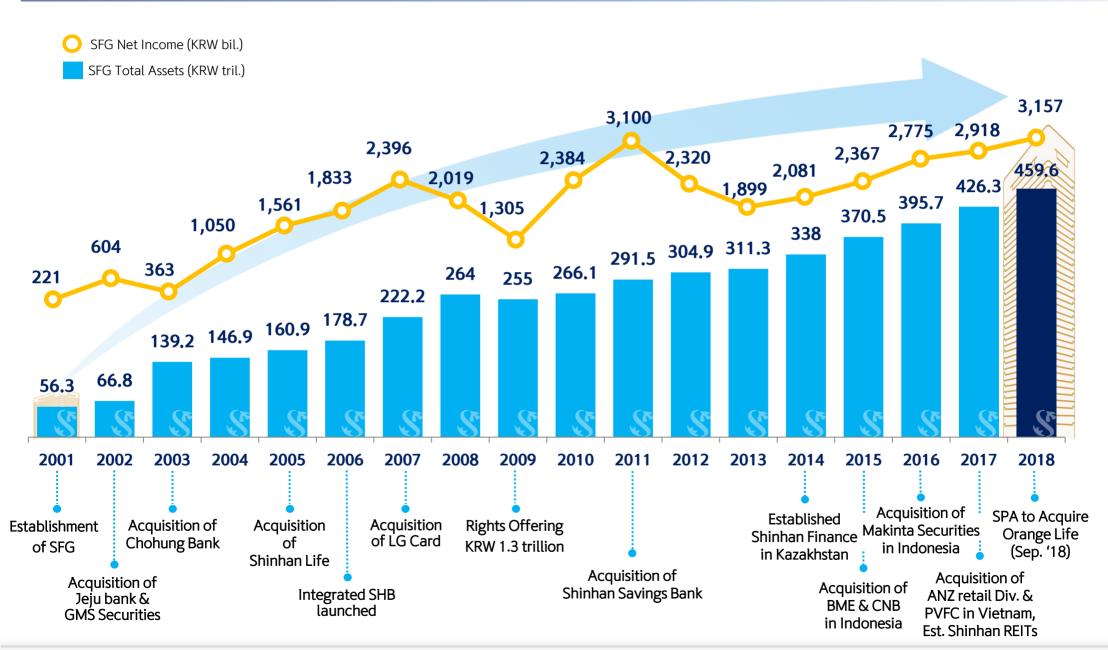
Ranking	Company	Nationality
1	ICBC	China
5	Wells Fargo	US
10	HSBC	UK
34	DBS Group	Singapore
51	Mizuho Financial Group	Japan
67	Shinhan Financial Group	Korea

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

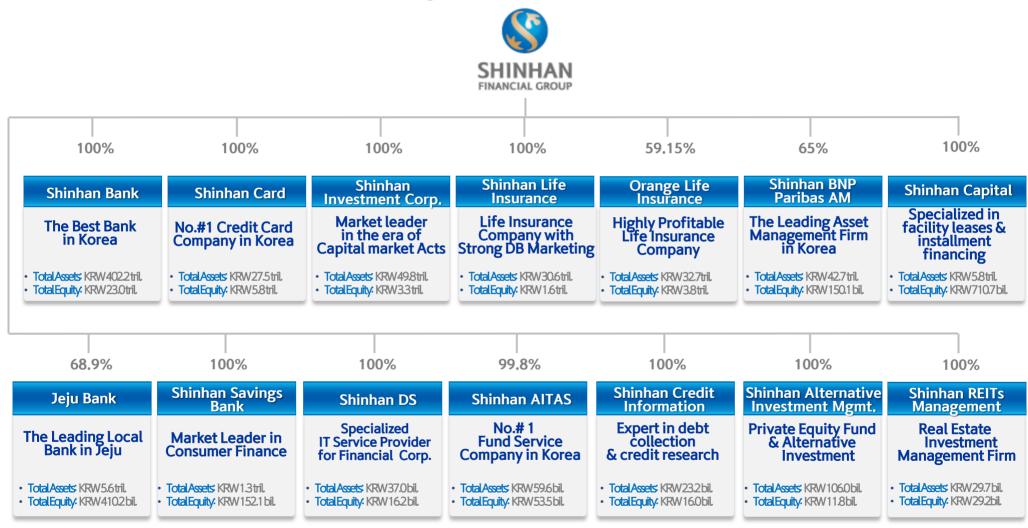




Continuous Growth Through Business Diversification



Leading Financial Group in Korea



(As of FY2018)

Note 1) Based on Consolidated Financial Statements, Trust A/C and AUM are included in Total Assets. Note 2) Orange Life Insurance joined SFG on Feb. 1. 2019

Customers SFG Serves 18.8* million **Active Customers** * Excluding overlapping customers (As of Dec. 31, 2018) (million people) 18.816 13.549 10.063 2.945 0.914 Total Shinhan Shinhan Shinhan Shinhan Bank Card Investment Life

Branch Networks

Domestic

Company	# of Branches	
Shinhan Bank	876	
Shinhan Life Insurance	161	
Shinhan Investment Corp.	118	
Shinhan Card	24	
Jeju Bank / Others	87	
Total	1,266	

Hybrid Branch

Company	# of Branches	
PWM Center	27	
PWM Lounge	26	
Creative Finance Plaza	14	
Total	67	

^{*} As of Dec. 31, 2018

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Shinhan WAY

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



A Better World through Finance



















World Class Financial Group

Compassionate Finance, Your Companion for Future

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

Methodology 'Through 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



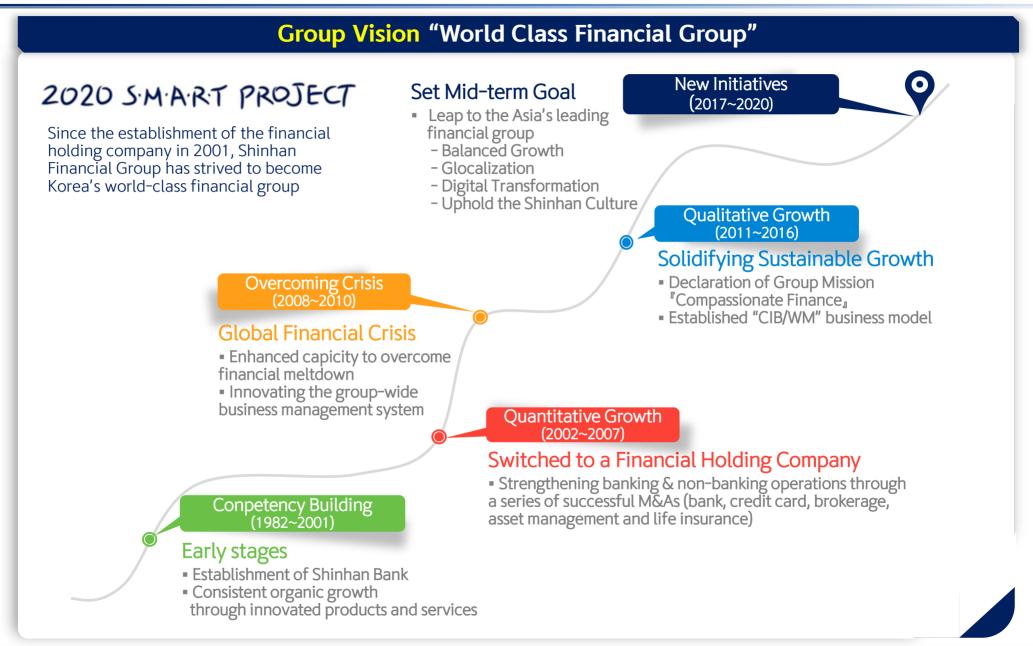
Ultimate Goal 'Building a Better World'

Shinhan's **Values**

Value for our **Customers** Value for Society

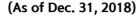
Grow value for customers, businesses and society leading to shared prosperity

> **Virtuous Cycle of Shared Prosperity**



Stable Corporate Governance







Major Shareholders

Shareholder	Ownership(%)
National Pension Fund of Korea	9.38
BlackRock Fund Advisors 주1)	6.13
SFG ESOP	4.68
BNP Paribas	3.55
Citibank N.A. (ADR dept.)	3.00
The Government of Singapore	2.52
Norges Bank Investment Management	1.70
Vanguard Total Int'l Stock Index	1.32
Peoples Bank of China	1.07
Lazard Ltd.	1.06

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

CEO & Subsidiary Management



Cho, Yong-byoung

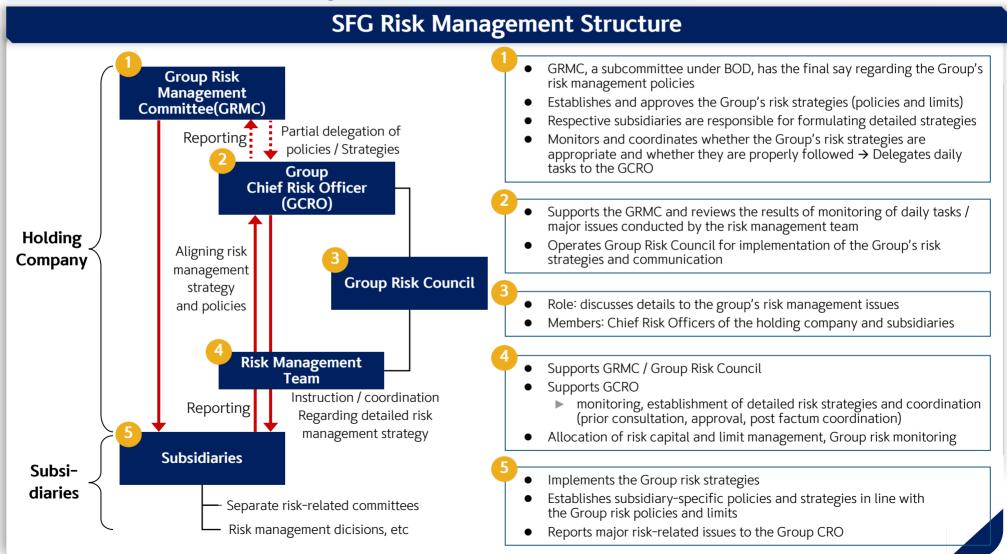
- · Chairman & CEO, Shinhan Financial Group (incumbent)
- Work Experiences
 - 2015 President & CEO, Shinhan Bank
- 2013 CEO, Shinhan BNP Paribas **Asset Management**
- 2009 Deputy President, Shinhan Bank

Subsidiaries Management

- 1. Shinhan Bank: Jin, Ok-dong, CEO
- 2. Shinhan Card: Lim, Young-jin, CEO
- 3. Shinhan Investment: Kim Byeong Cheol, CEO
- 4. Shinhan Life Insurance: Sung, Dai Gou, CEO
- 5. Orange Life Insurance: Cheong, Munkuk, CEO
- 6. Shinhan BNPP Asset Management: Lee, Chang Goo, CEO
- 7. Shinhan Capital: Heo, Young Taeg, CEO
- 8. Jeju Bank: Seo, Hyun-joo, CEO
- 9. Shinhan Savings Bank: Kim, Young-pyo, CEO
- 10. Shinhan DS: Yu, Dong Uk, CEO
- 11. Shinhan AITAS: Choi, Byeong Wha, CEO
- 12. Shinhan Credit Information: Lee, Ki Jun, CEO
- 13. Shinhan Alternative Investment: Kim, Hee-song, CEO
- 14. Shinhan REITs Management: Nam, Koong Hun, CEO

Shinhan Financial Group'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.



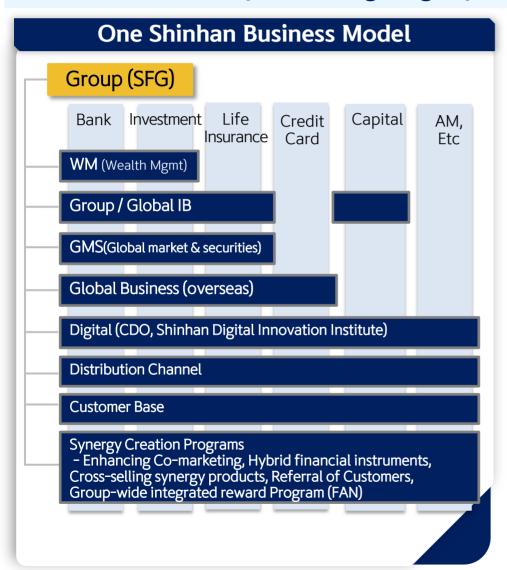
Shinhan Financial Group's Core Capabilities / Differentiated Caliber | REN (Risk Expert Network)

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.

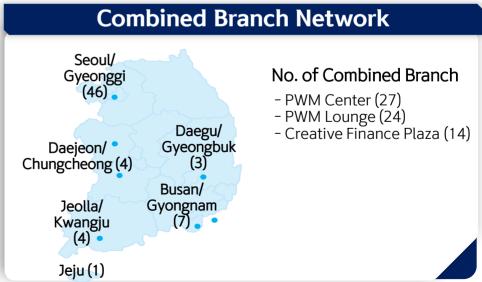
REN – Risk Expert Network Strengthen **Card** Ban employee network Life Invest-Insu-**Nurturing expertise** ment rance Corp. REN **Discovering Potential Asset Capital** risk factors Mgmt. Improving risk **Savings Holding** management system Bank **Company Issue Raising** Early Detection of Global (External) Risks **REN Adaptive Risk Management Risk Management System Upgrade** to meet Regulatory Changes **Key Tasks** Sustainable Risk Management Reflecting **Innovative Risk Management** for 2019 **Environment and Social Impacts** in line with Development of Technology **Efficient Risk Management Sophisticated Credit Scoring Model** in Real Estate Business

Group Synergy Creation | One Shinhan

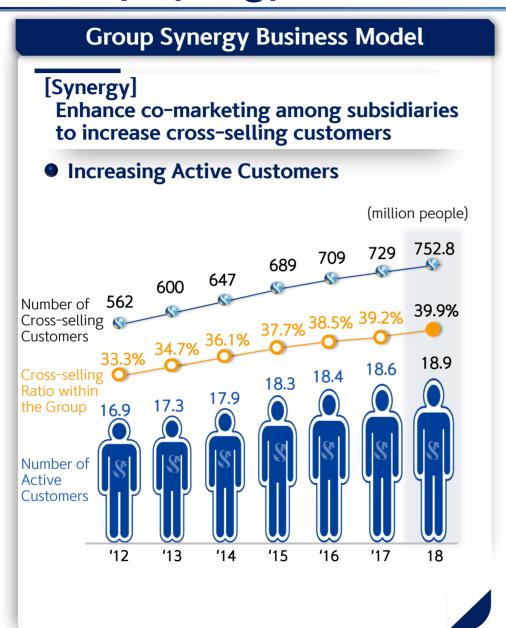
SFG pushes forward 'One Shinhan' strategy which focuses on providing the very best products and services to clients by establishing the group-wide customer-centered business structure.







Group Synergy Creation | One Shinhan



Synergy Creation Activities and Programs

Increasing Cross-selling Customers

- Among 18.9 mil. Group active customers, 7.5 mil. Customers are cross-selling customers as of FY2018
- 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

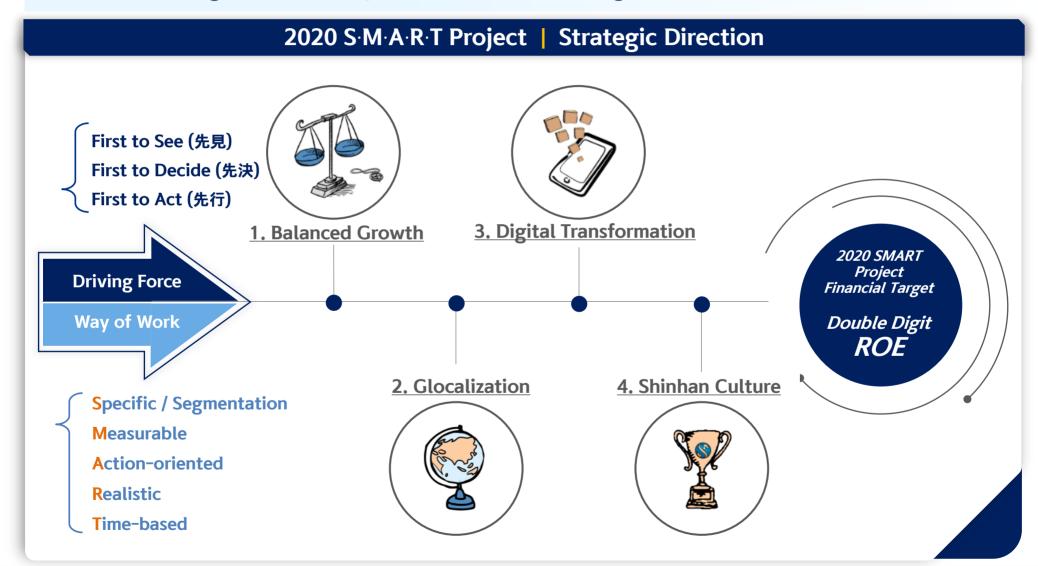
 Introducing customers from one subsidiary to another to provide various cross-subsidiary financial products such as investment products, loans, leases, credit card, PI, mezzanine etc

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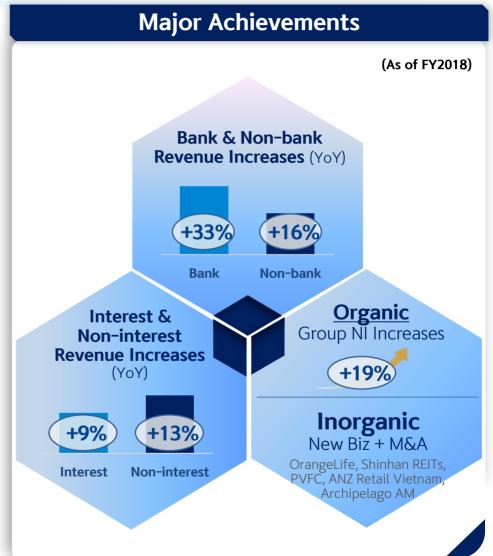
SFG launched 2020 SMART Project to give Shinhan a practical means of making the leap forward into 'Asia's Leading Financial Group,' which is our mid-term goal.



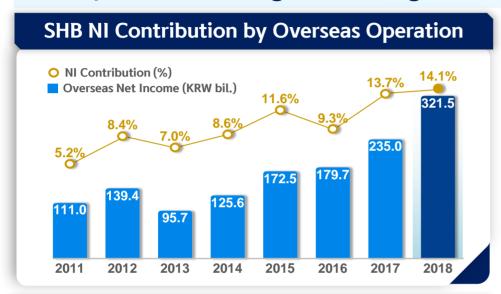
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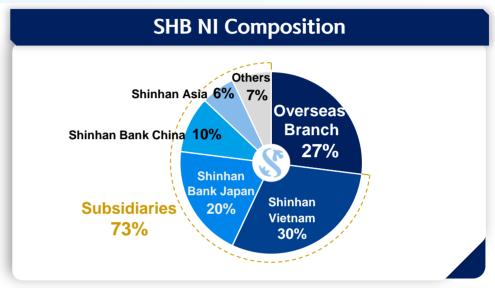
Based on the stable source of income, SFG implements balanced growth strategy for banks and non-bank subsidiaries by finding new growth drivers to maximize the value.

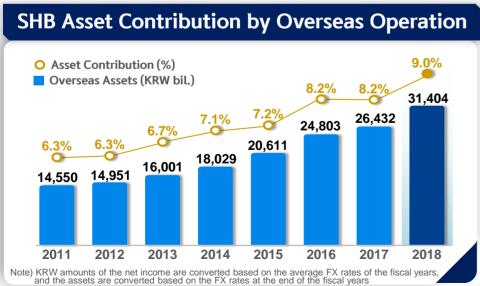


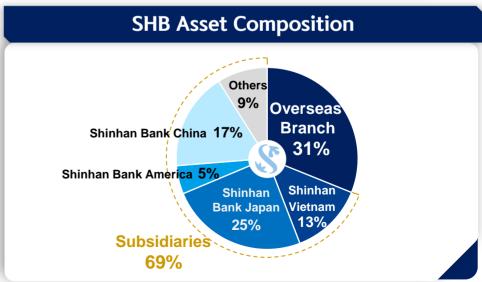


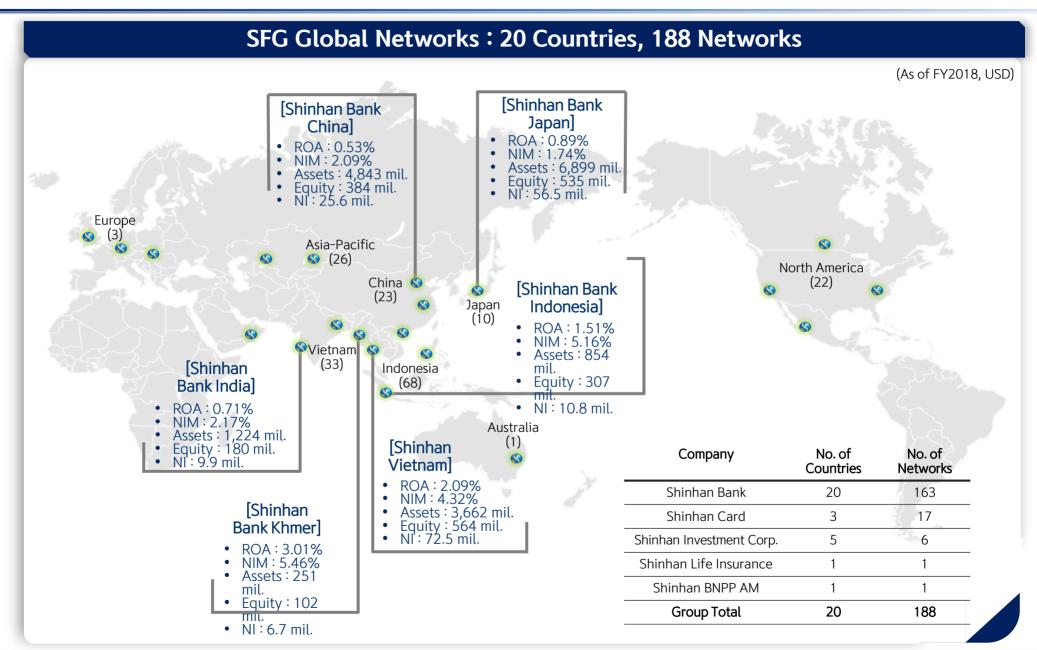
SFG has been consistently putting a lot of effort into the global business operations not only to secure the long-term future growth driver but to diversify the profit base as well.



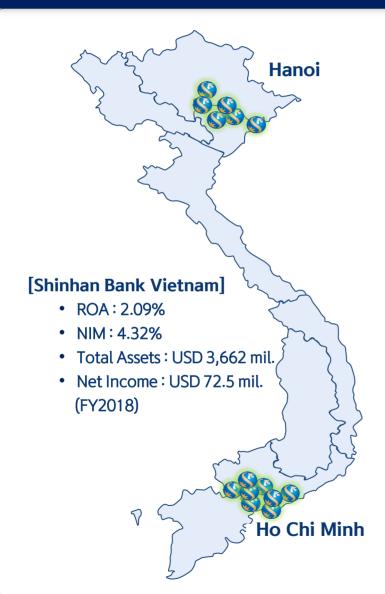








Shinhan's Presence in Vietnam



- Largest foreign Bank in Vietnam (in terms of network base and loans)
- Largest network base among foreign banks (33 Networks : Bank 30, Investment 2, Life Insurance 1)
- Experiences over 20 years in Vietnam

1993

2011

2015

Established Presence (Multi-block Strategy)

(Vietcom Bank, 50:50)

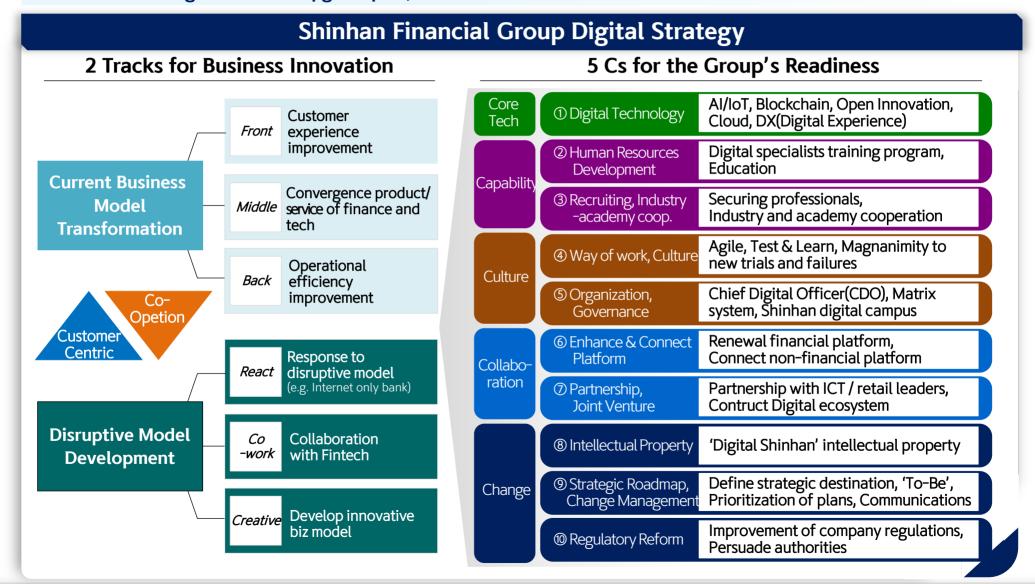
• JV with Local Bank

• 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: 7th out of 32 credit card companies (in terms of transaction amount of retail customers)
 - 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)

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 + 5Cs."



Digital Transformation: 2 Tracks

Current Business Model Transformation

Front

Improve Customer Experience

• Providing excellent customer experience through a single view, seamless omni channel.



Middle

Develop New Digitally Innovative Products and Services

• Digitally specialized, mobile, convergence products and services



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







Current



Target

Back

Improve Operational **Efficiency**

• Optimization of channel, risk management, FDS1), RPA1), chatbot

SOLmate ORORA (Chatbot) - Shinhan Bank



Disruptive Model Development

Respond

Respond to Online Banks

 Enhancing product/service/platform competitiveness

Launching preemptive services/ Maximize convenience of existing services





-Mortgage

- Auto loan

Collaborate

Fostering fintech start-ups and exploring collaborative models (in and out of Korea) - Shinhan Future's Lab

Collaboration with Fintech

 Developing collaborative models by creating fintech ecosystem in Shinhan



Create



Develop Innovative Biz Models

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



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

Internalization of Digital Technologies

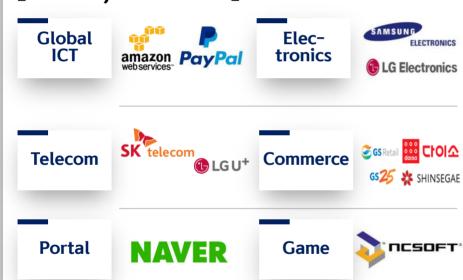
Business Areas with Key Digital Technologies Al Block-chain Focusing on cost-efficiency Launched Al based services (Chatbot, Robo-advisor) - SFG integrated authentication service - Use of IBM Watson Al Tech - Internal process efficiency project - AI Credit-Scoring Model Advancement (trade finance, remittance, card coupon etc) - Introduction of RPA(Robotic Process Automation) Cloud Big-data **Reinforcing Organization System and** Use of Public Cloud & Establishment of Strengthening capacity at the group level **Preemptive response system** - Optimal merchant-customer Matching - AWS's cloud conversion fitness model - Real-time location based marketing - Building cloud COE, training for specialists using Geo-fencing tech **UX** (User Experience) **Open-innovation Group Standard Open API Infra** Reinforcing UX Capability based on - Group integration API platform Increased UX Awareness (Shinhan Open API Market) - Launching new platforms (SOL, Jeju Gini etc) - Partner API service creation - Provide Stat-based optimal visit-time Service by alliance with Fintech, O2O, etc

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)



Shared

Platform

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	1 (2015)	7	P2P, Block Chain etc	8
	2 (2016)	16	AI, Robo-Advisor etc	11
	3 (2017)	17	Platform Contents etc	11
	4 (2018)	21	VR/AR, Insurance Tech etc	13
	5 (2019)	40	Bigdata, FDS, Security etc	In Process
Vietnam	1 (2017)	5	Payment, e-Wallet etc	In Process
	2 (2018)	6	P2P, etc	In Process

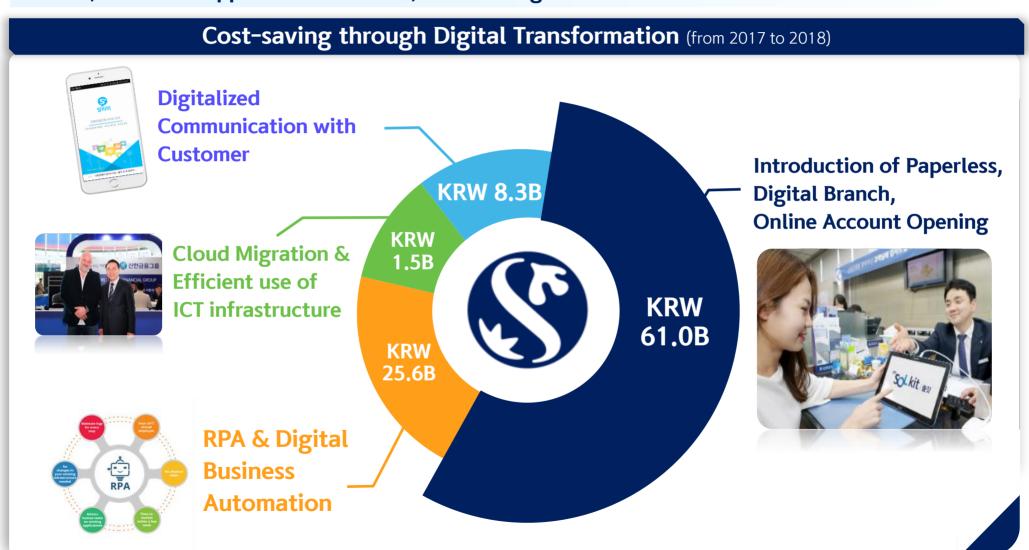
- Shinhan Future's Lab Development
- Investment of USD 8.1 M in 24 Future's Lab companies
 - Current Market Valuation: USD 270 M
 - Current Investment Value: USD 19 M
- Investment of USD 51 M in promising start-ups
- Direct investment USD 14 M, indirect Investment USD 37M
- Case: Balance Hero (Financial Service APP in India)
- USD 3.8 M Investment in global Fintech Co.
- 40 million current customers in India

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Messenger

Digital Transformation: Cost Saving

SFG promotes efficiency of ICT infrastructure through various projects using new digital technologies. In 2018, SFG saved approx. KRW 96.4 bil., and our target for 2020 is to save KRW 100 bil.



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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



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

SFG announced "ECO Transformation 20.20" as its environmental vision for 2030 in order to ensure that its management operations are sustainable, future-oriented and environmentally friendly. As part of this vision, SFG is planning to invest KRW 20 trillion in green industries and to reduce its GHG emissions by 20% by the year 2030.

ECO Transformation 20.20

ECO Transformation 20 20

Investing and Financing KRW 20 tril. in Green Industries Reducing GHG Emissions by 20% (baseline 2012)

Creating both Environmental Value(EV) and Corporate Value(CV)

01

Leader in Low-Carbon Financing

- · Active investment in green industrial sectors
- Customized financial products and services for each sector
- Environmental risk management system

02

Eco-friendly **Business Management**

- Expanding investment in green infrastructure
- Creating a virtuous cycle of sustainable resources
- Establishing a Carbon management system

03

Strengthening Green Partnerships

- Building green networks and partnerships
- Eco-friendly brand communication
- Disclosing financial data of environment-related business

Enabler ①

ECO Governance & Organizational Implementation

Enabler ②

Raising Employees' Environmental Awareness & Fostering Leaders for Sustainable Management

Principles for Responsible Banking

In November of 2018, the UN Environment Programme Finance Initiative (UNEP FI) announced the "Principles for Responsible Banking" developed by twenty-eight Core Group Members, including SFG and other global financial institutions.

Principles for Responsible Banking: Reshaping the Future of Banking





26 NOV, 2018 SFG's CEO Cho Yong-byoung speaks at the UNEP FI's Global Roundtable in Paris, France.

The Principles for Responsible Banking outline the banking industry's roles and responsibilities in aligning its business operations with the objective of the UN's Sustainable Debelopment Goals and the Paris Climate Agreement.

SFG launched the "Society of Hope" project, which is a Group-level CSR platform that focuses on assisting underprivileged and low-income people and supporting the growth of small- and medium-sized venture and/or social enterprises.

Areas Supported by "Society of Hope" Project Supporting people with low credit ratings Supporting women experiencing career disruptions Social • Establishing after-school childcare centers for elementary students **Value** Helping families in crisis • Training for the youth in preparation for the Fourth **Future** We will always be there industrial Revolution **Value** to bring hope Youth overseas employment program Hope. Together. Supporting urban regeneration projects undertaken **Economic** by provincial governments **Value** • Providing investments and loans for SMEs and social enterprises **Spreading** Social Promoting Group CSR activities

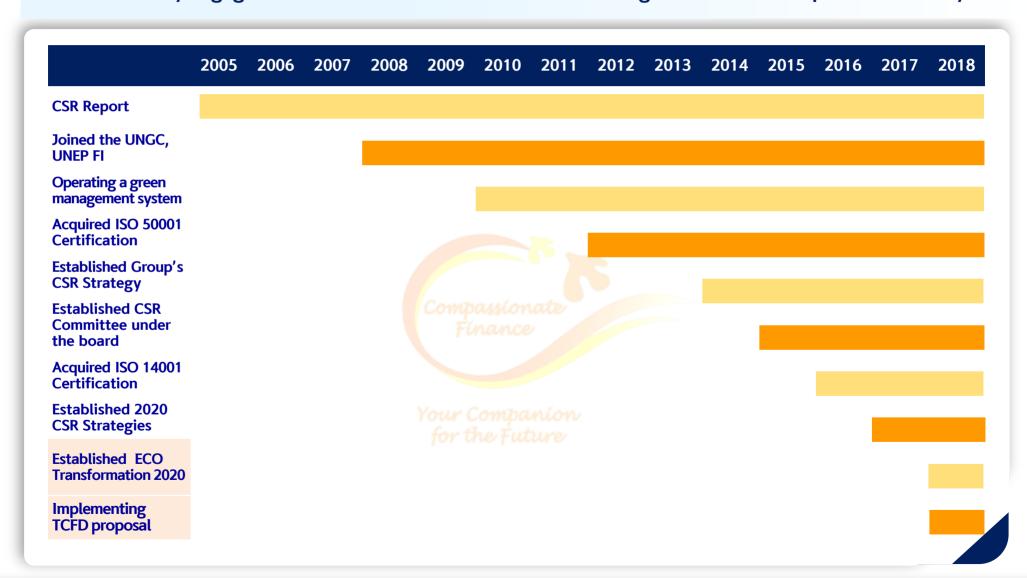
In efforts to encourage the long-term development of female talents and evolving them into leaders at every Level of the Group's operations, SFG introduced a program called "Sheroes," which offers a wide range of programs for its female employees such as training, mentoring, and networking.



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Sustainable Management / History of Shinhan's ESG Management

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.



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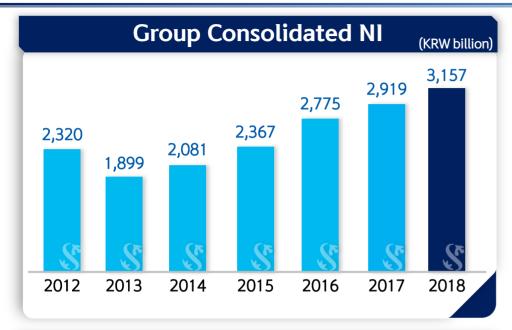
SFG is included in global CSR initiatives, as well as composed of Socially Responsible Investment funds following ESG indices. Due to continuous CSR activities, SFG is recognized as a role model that fits the global CSR standard by global investment and research firms. The evaluation is above the industrial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

Institution	Index title	Grade / Score	Benchmark Index	Award / Certification
KCGS 한국기업지배구조원	Corporate Governance Grades	Grade: A+	-	Highest Grade among Korean Companies (affiliate of Korea Exchange)
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 6 consecutive years
€ GLOBAL100	Global 100	Rank: 9 th Score: 78.15	Global 100	Selected Global 100 Most Sustainable Corporations by the Davos Forum for 7 consecutive years
DRIVING SUSTAINABLE ECONOMIES	CDP	Leadership A	-	First financial group in Korea to be included in the Honors Club for 5 consecutive years
MSCI ESG Research	MSCI ESG	Grade: AA	MSCI ACWI ESG MSCI EM ESG MSCI Korea ESG	Received AA Grade for 3 consecutive years
FTSE4Good	FTSE4Good	Grade: 2.9	FTSE ACWI ESG FTSE Asia Pacific ESG FTSE Korea ESG	Included in FTSE4Good index for 8 consecutive years
Governance QuickScore 3.0	ISS Quality Score	Grade: 1	-	_
대신지배구조연구소 Daishin Corporate Governance Institute	Daeshin Corporate Governance Inst.	The Best Company among Korean financial groups	-	-
Bloomberg	Gender Equality Index	Score: 85.54	BEI	-

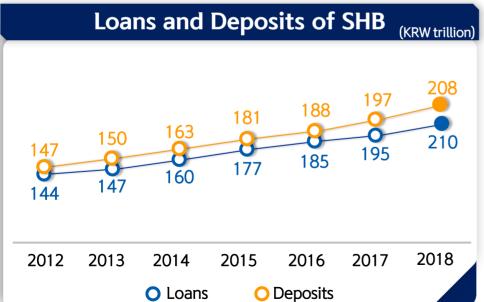
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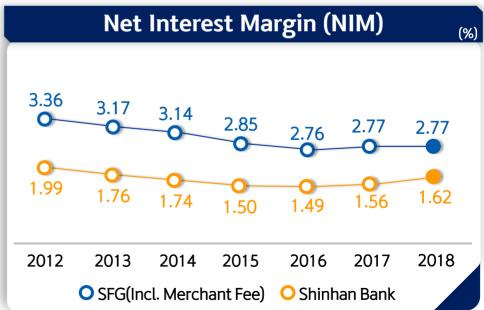
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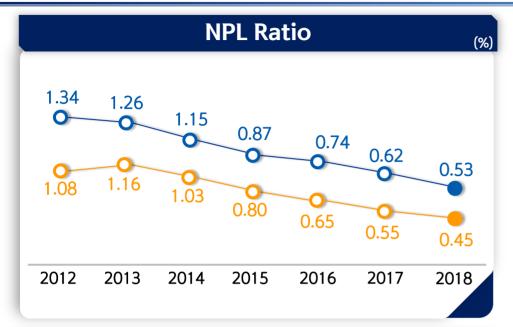


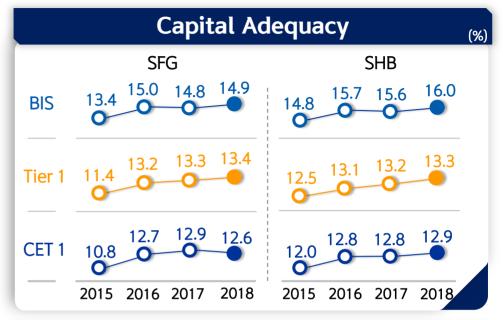


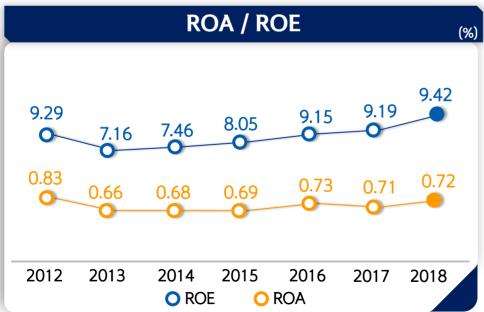


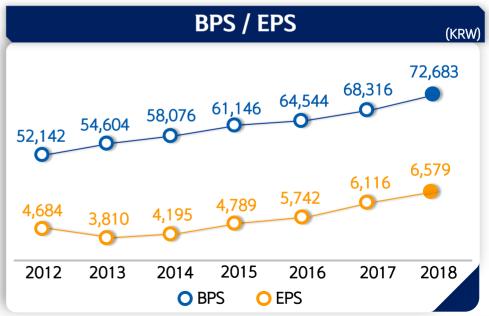


Shinhan Financial Group / **Financial Highlights**









Companies in the Group FY2018

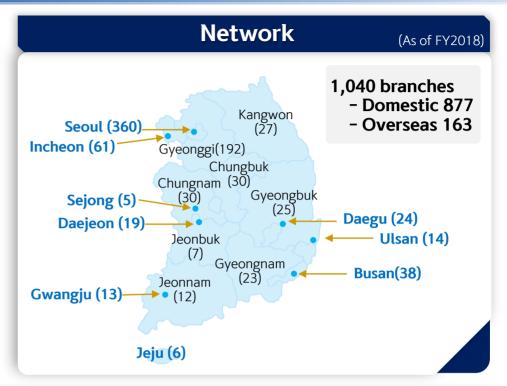
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Corporate Profile (As of FY2018)

Shinhan Bank is the flagship company of SFG.

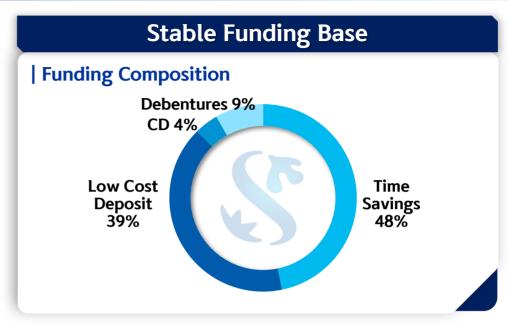
- * Total Asset KRW 397.8 trillion¹⁾
- * FY2018 Net Income: 2,279.0 billion (Consolidated)
- 1) Total Asset: Banking Account (Separate) + Merchant Banking Account + Trust Account

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

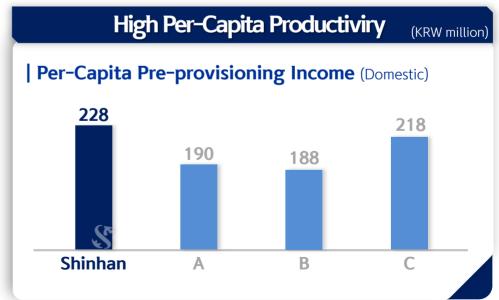


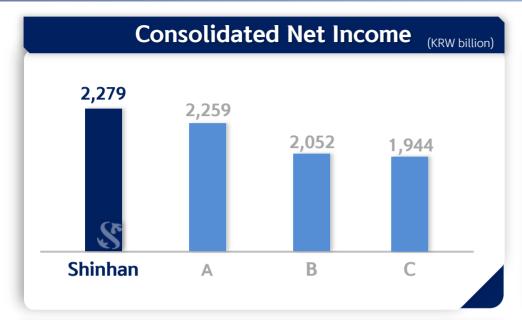




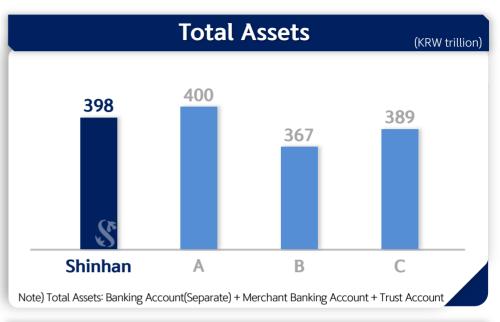


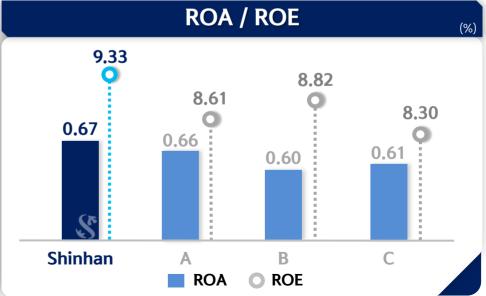


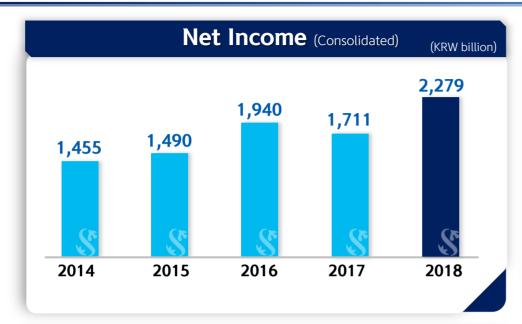


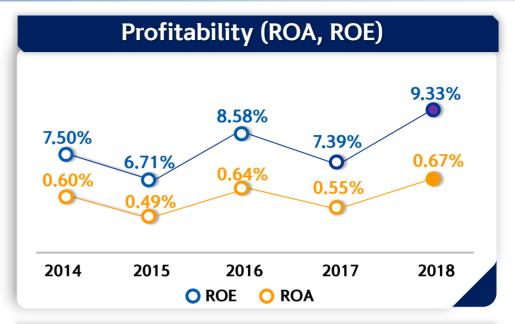


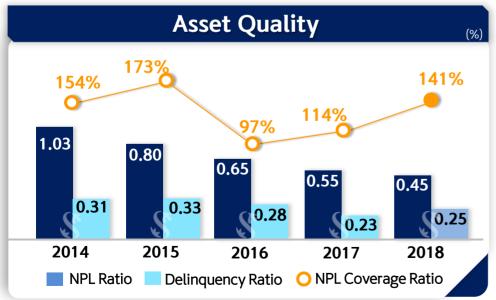


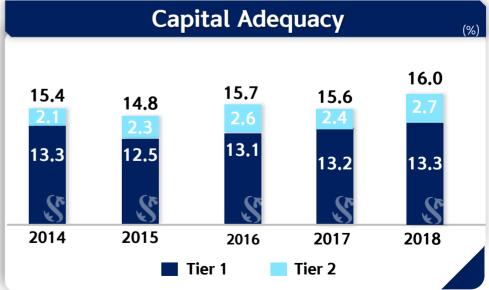












Note) Due to regulatory changes, calculation methodology for NPL Coverage Ratio has been revised since FY2016

Companies in the Group FY2018

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

Key Milestones

1987

Received

business

2002.6

Former SHC approval for spun-off from Shinhan Bank credit card

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 2019.1

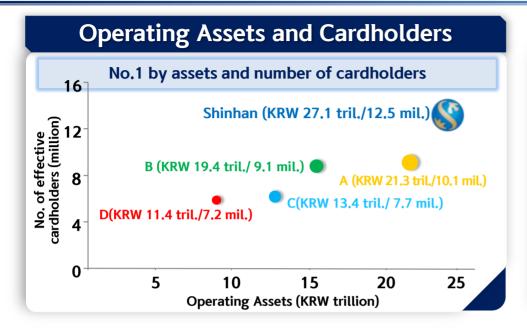
Exceeded Acquired KRW 5 tril. in PVFC in settlement amt Vietnam. via the mobile platform "FAN"

Incorporation of LG Card and former Shinhan Card

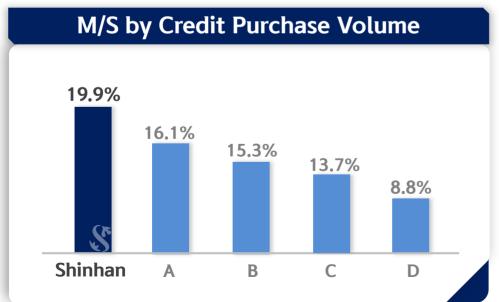
Launched new (Integrated) **Shinhan Card**

Established One System Platform

Leap to Significant Only 1 Beyond no.1 of scale







Bona fide No.1 Credit Card Company in Korea











2018.12 Awarded President of Korea's citation at the 'Consumer Day' hosted by the Fair Trade Commission

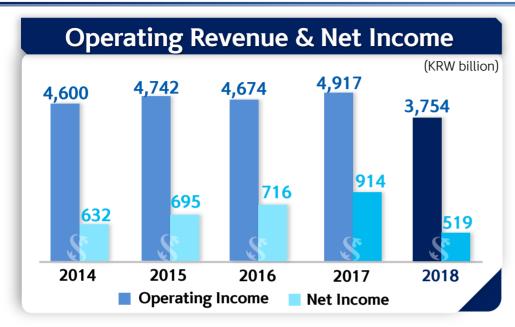
2018.11 Awarded the Grand Prize for 10 consecutive years by GPTW Institute

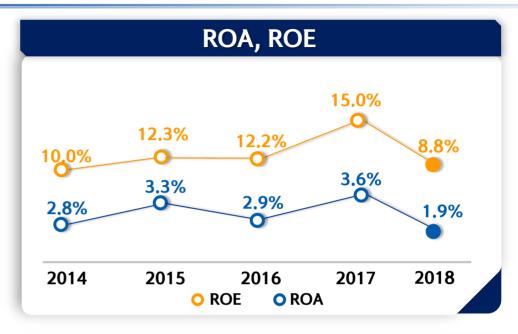
2018.07 Premium Brand Index (KS-PBI), 1st for 9 consecutive years

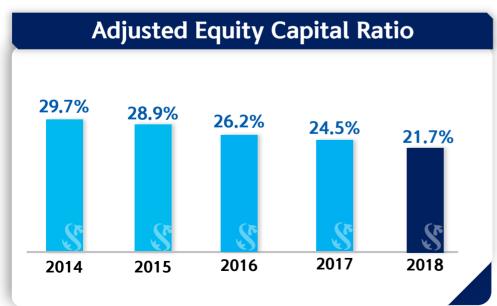
2018.03 Korea Brand Power Index(K-BPI), No. 1 brand for 7 consecutive years

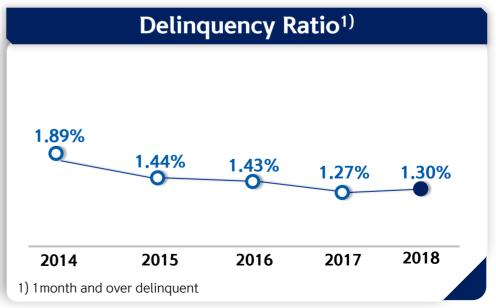
2018.02 Awarded the "Most Admired Company in Korea"

for 11 consecutive years









Companies in the Group FY2018

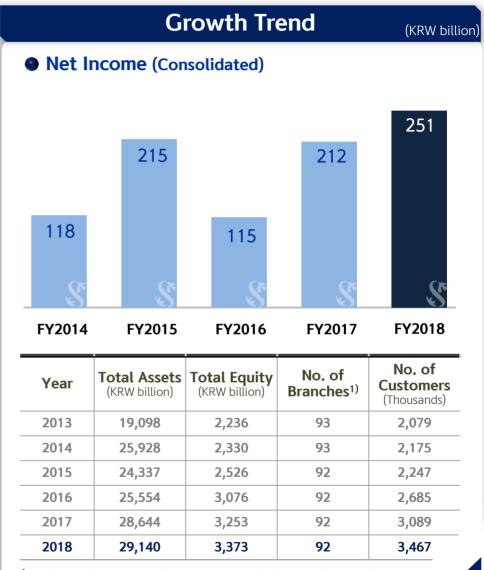
2-1	Shinhan Bank	2-7	Jeju Bank
	Shinhan Card		Shinhan Savings Bank
2-3	Shinhan Investment Corp.	2-9	Shinhan DS
2-4	Shinhan Life Insurance	2-10	Shinhan AITAS
2-5	Shinhan BNP Paribas	2-11	Shinhan Credit Information
	Asset Management	2-12	Shinhan Private Equity
2-6	Shinhan Capital	2-13	Shinhan REITs Management

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				
2018.09	Acquired PT Archipelago Asset Management in Indonesia				



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

Industry Overview & Market Position



Market Position

Market Share in Brokerage

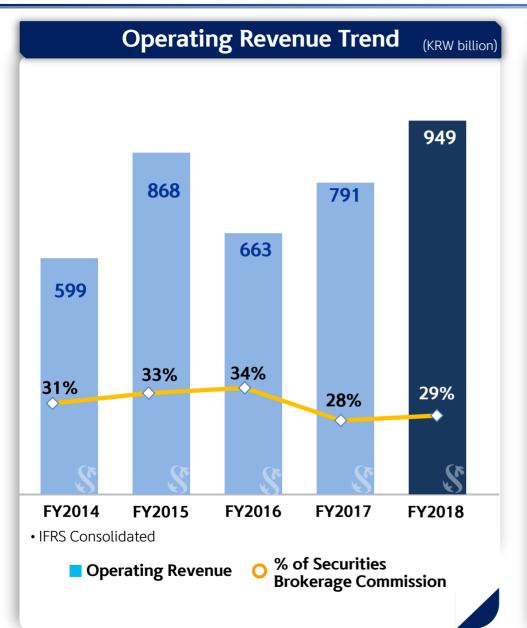
	2016	2017	2018
Equities	5.6%	5.1%	5.9%
Futures	5.9%	6.7%	9.6%
Options	6.9%	6.7%	6.8%

Ranking of IB Business

	2016	2017	2018
ABS	(5위)	(5위)	(2위)
Corp. Bonds	(7위)	(6위)	(5위)
IPO	(7위)	(8위)	(4위)

^{*} Source) The Bell

Shinhan Investment / **Operation & Strategies**





Companies in the Group FY2018

2-1 Shinhan Bank
 2-2 Shinhan Card
 2-8 Shinhan Savings Bank
 2-3 Shinhan Investment Corp.
 2-9 Shinhan DS
 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



Company Overview (As of FY2018) Shinhan Life Insurance provides sophisticated and customized insurance and financial services through diversified channels to meet customer needs.

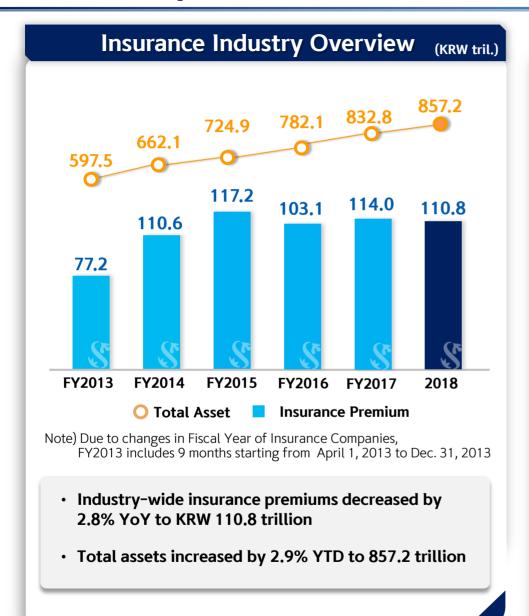
Key Milestones

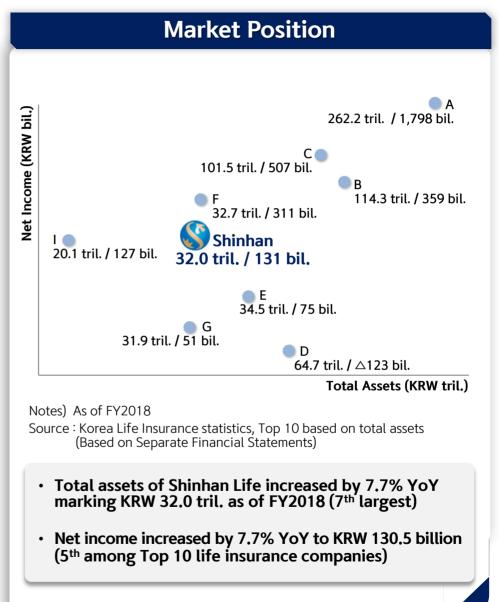
1990.01	Shinhan Life Insurance established				
1997.01	Started Tele-Marketing Sales				
2003.09	09 Launched Bancassurance products				
2005.12	Joined SFG as a subsidiary				
2006.07	Launched Financial Full-service named as "Tops Club" for the first time in the industry				
2008.11	Established new internal insurance management system				
Awarded the Excellence Prize in the Knowledge Categor 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 Consolidated Net Income Trend 181.5 162.1 153.5 132.6 150.6 112.1 131.0 120.6 100.2 80.7 FY2014 FY2015 FY2016 FY2017 2018 Profit before Tax Net Income (persons, FY2016 FY2015 FY2017 FY2018 KRW billion) 10,884 8,983 8,579 7,339 **Distributors** YTD(%) 5.5 -17.5-4.5 -14.5 **Premium** 4,788 4,871 4,825 4,588 YoY(%) 3.9 1.7 -1.0-4.9 29,719 Total Assets* 24,545 27,501 31,824 YTD(%) 11.9 12.0 8.1 7.1

^{*} FY2014-FY2017 IAS39 standards, 'FY2018 IFRS9 standards

Industry Overview & Market Position





Condensed Income Statements NOTE)

KRW billion, %	FY2015	FY2016	FY2017	FY2018
Operating Income	131.0	146.3	164.9	185.5
Operating Revenue	5,455.5	5,693.8	6,002.1	5,634.7
Operating Expense	5,324.5	5,547.5	5,837.3	5,449.2
Non-operating Income	△0.4	6.6	△2.2	△4.7
Net Income before tax	130.6	152.9	162.6	180.7
Net Income	98.7	150.1	121.2	130.5

NOTE) under K-IFRS standards

Condensed Balance Sheets

KRW billio	n	FY2015	FY2016	FY2017	FY2018
. 0	Cash & Equivalent	1,828	1,454	1,165	1,613
General Accounts	Securities	13,362	16,252	18,150	19,950
Ger	Loans	5,297	5,541	5,780	6,274
	Others	1,583	1,516	1,590	1,404
Separated	d Account	2,474	2,738	3,041	2,783
Total Assets		24,543	27,501	29,725	32,023

NOTE) under K-IFRS standards

Policies in Force 1)

KRV	W billion, %	FY2017	(%)	FY2018	(%)
2	Individual Insurance	113,587	98.5	113,627	98.5
unts	Pure Endowment	13,156	11.4	11,930	10.3
000	Against Death	89,512	77.6	91,807	79.6
Ι¥	Endowment	10,920	9.5	9,890	8.6
General Accounts	Group Insurance	577	0.5	556	0.5
- Se	Sub total	114,164	99.0	114,183	99.0
Se	parated Account	1,135	1.0	1,149	1.0
Total		115,299	100.0	115,332	100.0

- 1) based on subscription amount of an insurance contracts 2) including variable insurance

Key Financials

(%)	FY2015	FY2016	FY2017	FY2018
RBC ^{NOTE)}	204.2	178.3	175.4	238.7
ROA	0.42	0.58	0.42	0.42
ROE	6.45	9.17	7.06	7.18

NOTE) consolidated, under IAS39 standards

Companies in the Group FY2018

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 DS
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 PEITs Management

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

(FY2018)

- 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 46.0 trillion (including discretionary accounts)



Financial Highlights & Market Position

Financial Highlights (KRW billion, %) 2018 2014 2015 2016 2017 Condensed IS **Operating Revenue** 89.0 83.7 69.8 77.5 78.4 **Operating Expense** 53.6 51.8 51.0 51.8 53.8 39.2 (SG&A) 41.6 42.8 42.5 44.6 **Operating Income** 35.4 31.9 18.8 25.7 24.6 **Net Income** 28.2 23.7 14.3 19.7 18.9 Condensed BS 188.9 **Total Assets** 170.2 161.2 174.8 174.0 156.5 154.8 147.8 156.6 159.1 **Total Equity Key Financial Indicators** 18.94% 15.20% 9.93% 13.25% 12.31% ROE **ROA** 16.52% 13.18% 8.42% 11.97% 11.07% **Cost-Income Ratio** 52.54% 56.57% 69.46% 62.37% 64.46% (KRW bil.) 69.5% 52.5% 64.5% 62.4% 56.6% 89.0 83.7 78.4 77.5 69.8 2018 2014 2015 2016 2017 Net Income O Cost-Income Ratio Operating Revenue



Companies in the Group FY2018

2-1	Shinhan Bank	2-7 Jeju Bank
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2-5	Shinhan BNP Paribas	2-11 Shinhan Credit Information
	Asset Management	2-12 Shinhan Private Equity
2-6	Shinhan Capital Tolerand	2-13 Shinhan REITs Management

Overview

Incorporation Date: April 19, 1991

• Total Equity: KRW 748.3 billion

(Paid in Capital: KRW 180 billion)

Total Assets: KRW 6.1 trillion

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

Key Milestones

1991.04	Incorporation of Shinhan Lease
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 → 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'.

Strategic Goal

Beyond Limits, **Challenge for The Best!**

Strategic direction and initiatives

Sophisticated Growth Strategy

Preemptive Operational Support

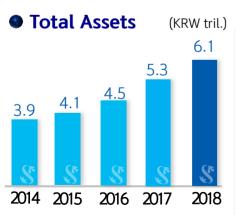
Secure Future-oriented Competitiveness

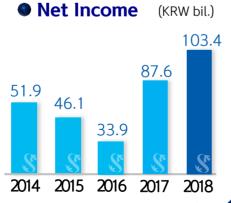


Financial Highlights & Market Position

Financial Highlights

KRW billion, %	2014	2015	2016	2017	2018
Condensed B/S					
Total Assets	3,939.5	4,076.6	4,506.8	5,315.4	6,116.6
Total Liabilities	3,369.1	3,458.4	3,862.4	4,603.8	5,368.3
Total Equity	570.4	618.1	644.4	711.6	748.3
(Paid in Capital)	180.0	180.0	180.0	180.0	180.0
손익계산서					
Operating Revenue	321.8	374.7	302.6	351.8	439.0
Operating Income	64.2	56.2	40.9	110.7	142.9
Net Income	51.9	46.1	33.9	87.6	103.4
재무지표					
ROE	9.6%	7.7%	5.4%	13.0%	14.5%
ROA	1.4%	1.2%	0.8%	1.8%	1.8%
CAR	15.6%	16.8%	14.9%	14.1%	13.2%
NPL Ratio	2.9%	3.1%	2.6%	1.4%	0.96%







Companies in the Group FY2018

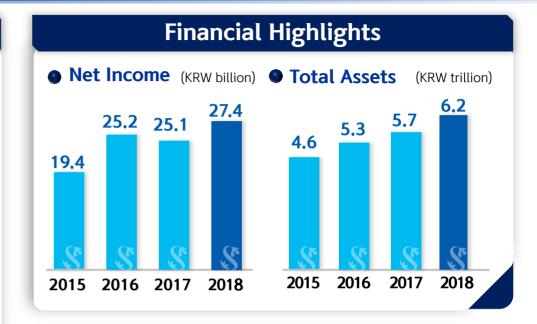
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(As of FY2018)

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 (71.89%), ESOP (6.92%), NPS (4.21%),
- Total Equity / Total Assets : KRW 473.0 billion, KRW 6.2 trillion
- Networks: 38 branches and sub-branches (35 in Jeju)
- Market share in Jeju: 37.50% of deposits and 25.95% of loans
- Key Milestones

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	Launched smartphone banking service	
2013.11	Awarded the CSR prize by Minister of Public Administration	
2014.07	Launched tax-deductible long-term mutual funds	
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'	
2017.02	Business Agreement for Jeju Transportation Card Service	
2017.10	Launched new mobile banking app 'JBANK Plus"	
2018.01	Launched "Innovation Pioneer Division" for new businesses	
2018.07	Launched a non-financial app "Jeju Jini"	
2018.11	Capital Increase by issuing new stocks	



Vision & Strategy

The "Local Best Bank" that enhances value for customers and for Jeiu. enshrining them in in basic business guidelines

Vision

Quality based Local Top Bank

Strategic Goal

Solidifying Customer Base as Local Best Bank

(As of FY2018)

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

Total Equity: KRW 163.3 billion

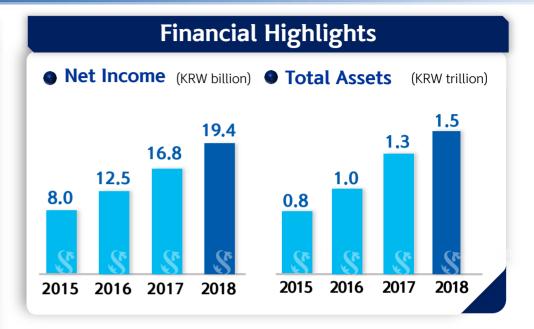
Total Assets: KRW 1.5 trillion

Networks: 7 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



Vision & Strategy

Shinhan Savings Bank will exert every effort to become Korea's benchmark financial company for the customers by conducting business centering on micro-and community finance in tune with the rhythm of the local community under sound and transparent management.

Vision

Setting a new benchmark for savings banks as a leader in the field

Strategic goal

A Leading Savings Bank specializing in Mid-range Interest Rate Loans

(As of FY2018)

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

Incorporation Date: May 13, 1991

Total Equity: KRW 20.0 billion

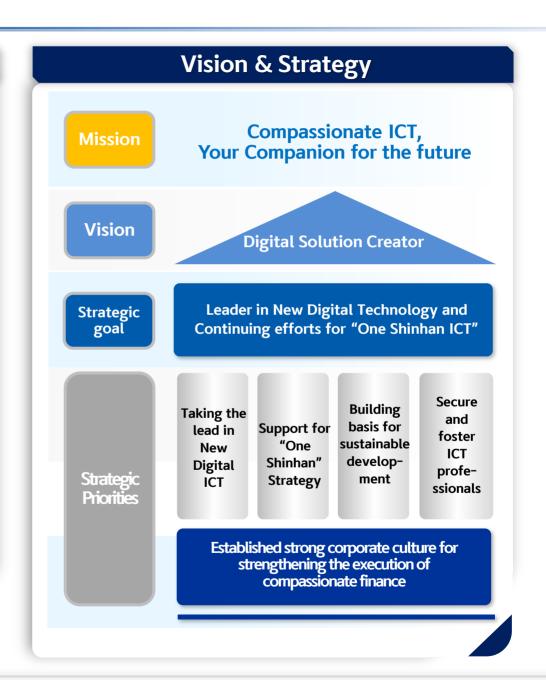
Total Assets: KRW 43.1 billion

Key Milestones

1991.05	Shinhan System(Ltd.) established
2003.10	Changed its name to Shinhan Data System (Ltd.)
2009.10	Commenced 'Shared Service Center' operations to support SFG's IT infrastructure
2010.01	Joined SFG as a subsidiary
2012.11	ISO/IEC 20000(services management), BS 100012 (individual information protection) certification acquired
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	First in the market to be certified as an Information Security Service Professional Institution
2018.05	Renamed to Shinhan DS
2018.07	Establishment of Shinhan DS Vietnam (overseas subsidiary)
2018.08	System Integration project for Mizuho Bank
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



No. 1, Fund Service Company In Korea

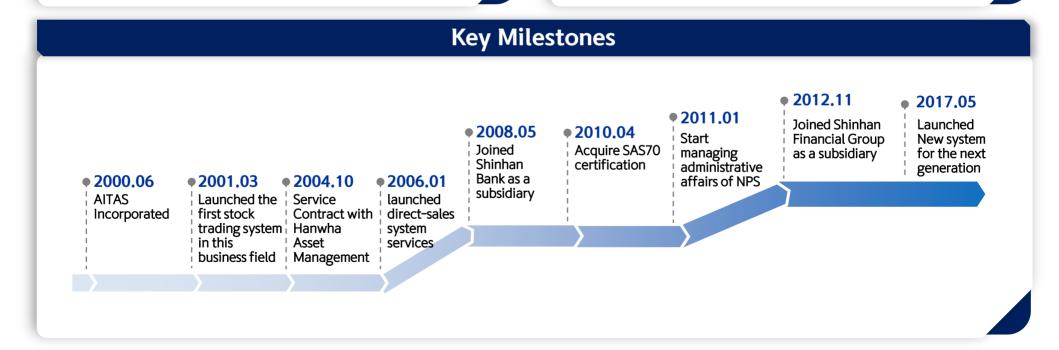
Shinhan AITAS, founded in June 2000, is the best fund service specialty provider with unparalleled market competitiveness and the largest domestic market share. It provides general fund related administrative services as well as comprehensive system for asset management, including Accounting System, 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

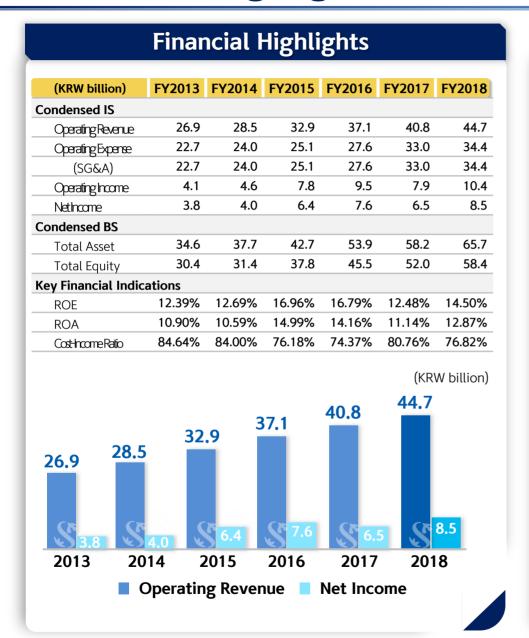
(As of FY2018)

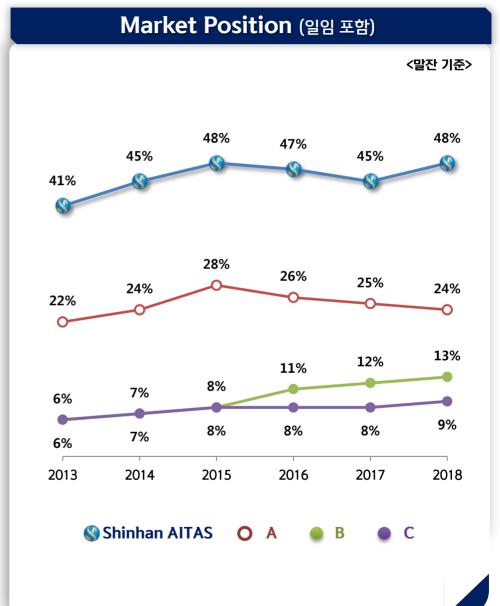
- Incorporation Date: June 15, 2000
- CEO: Choi Byoung-hwa
- Total Equity: KRW 58.4 billion
- No. of Employees: 229
- Major Shareholders: SFG (99.79%), Others (0.21%)





Financial Highlights & Market Position





Profile

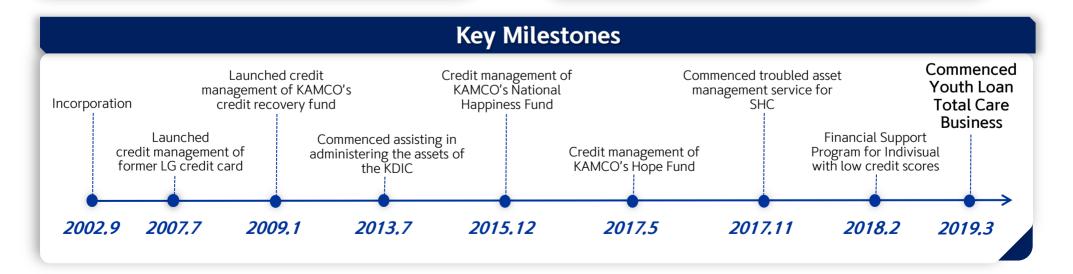
Shinhan Credit Information, a wholly-owned subsidiary of SFG, is a specialist in credit information business. With integrated management of non-performing assets, the company allows synergy creation amongst the Group's subsidiaries and robust asset quality.

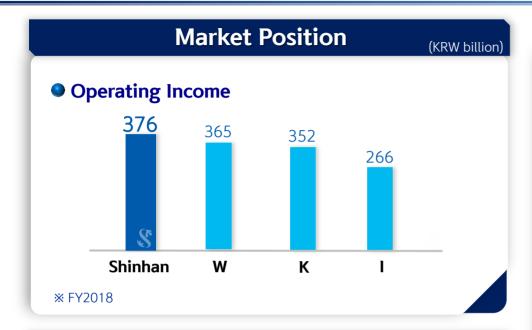
- Sales revenue: KRW 37.6 billion (FY2018)
- Customers under management: approx. 460,000
- **Debt Collection**: KRW 200 billion
- Credit Rating : A⁻(e-3⁻)

Business Scope

(As of FY 2018)

- · Debt collection and credit reporting
- Civil application/petition services, Receiving documents as an agent and CRM operation
- Operations in support of KAMCO and the National Happiness Fund
 - Credit under management
 - for Group Companies: KRW 3.5 trillion
 - Public Credit: KRW 1.7 trillion
 - No. of credit research: 280,000
 - Current Beneficiaries of Financial Support Program: approx. 2,255 persons





Global Certification (Information Security)

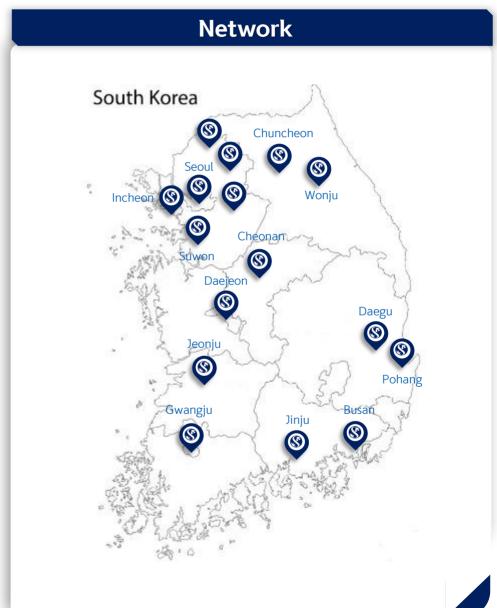


ISO 27001

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)



- Company Overview (As of FY2018)
- √ 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 8.2 billion
- AUM: KRW 3.7 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

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

Operation Overview

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
Shinhan AIM Real Estate Private Equity 8th	 Investment Amount: KRW 65 billion Invested in Mezzanine Loan backed by The Ritz Hotel in the UK
Shinhan AIM Real Estate Private Equity 5 / 5-A / 6 / 7th	 Investment Amount: KRW 311.8 billion Invested in B-note and Mezzanine backed by 'Dumbo Heights' in Brooklyn, USA

Infrastructure, Fund of Funds (FOF), Social Enterprise

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 AIM Infrastructure Private Equity 2nd	 Investment Amount: KRW 96.8 billion Equity investment in Attero, a waste treatment facility based in the Netherlands
Shinhan AIM Private Equity Fund of Funds 2nd	 Investment Amount: KRW 45.5 billion Invested in C-class beneficiary certificate issued by Bain Capital Special Situation Europe ICAV(SSE)
Shinhan Credit Infrastructure Private Equity 1st	 Investment Amount: KRW 222 billion Invested in senior loan receivables of Brunswick Asset Financing LLC, an SPC invested by KKR
Shinhan AIM Social Enterprise Private Equity 1st	 Investment Amount: KRW 15 billion Investment to be made on mezzanine backed by social enterprises and social enterprise start-ups in accordance with the ^rSocial Enterprise Promotion Act_J

Company Overview (As of FY2018)

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 32.8 billion

AUM: approx. KRW 750 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)
2018.07	- IPO
2018.08	- Listed on KOSPI
2018.10	- Shinhan Alpha REITs included additional assets (Yongsan The Prime Tower)

Operation Overview

● **REITs under Management** (As of FY2018)

Shinhan K-REITs **Real Estate** Investment Company

- Incorporated on Dec. 18, 2017
- Investment Assets:
 - Alpha Dome 6-4BL (Pangyo)
 - The Prime Tower (Wonhyo-ro)
- AUM: KRW 795.5 billion
 - Market Cap. : KRW 214.2 billion
- Wholly managed by Shinhan **REITs Management**
- IPO in July 2018 and listed on KOSPI in August 2018



Forward-Looking Statements*

Shinhan Financial Group's FY2018 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.





