

10 November 2020

HSBC Vietnam provides Galaxy Studio with Omni Channel Collections Solution

*** The solution allows Galaxy Studio to provide multiple payment options on one single platform ***

*** Galaxy Studio becomes the first Vietnamese corporate to have acquired Omni Collections Solution in both online and offline model***

HSBC Vietnam is the first international bank in the country to offer this solution

Ho Chi Minh City – Today, HSBC Bank (Vietnam) Ltd. (HSBC Vietnam) and Galaxy Studio Joint Stock Company (Galaxy Studio) have signed the contract that allows HSBC to provide Galaxy Studio with Omni Channel Collections Solution (Omni Collect), a dynamic service that supports businesses to provide multiple payment options on one single platform. On inking this deal, Galaxy Studio now becomes the first Vietnamese corporate to have acquired Omni Collect in both online and offline models.

As a film exhibition and distribution company that is holding 15% cinema market share in Vietnam, every year, Galaxy Studio sells an average of around ten million cinema tickets in different channels, including mobile app, website, ticket booths, etc. Moving alongside the dynamic development of banking products in recent years, Galaxy Studio has always upgraded themselves to accept various payment options, from cash to debit/credit cards and QR code, giving its customers maximum convenience. That also required them to cooperate with different service providers for payment options while handling a diverse range of formatted reports.

Acquiring Omni Collect will equip the business with one single platform only to universally collect ticket sales by various collection methods, with 500,000 transactions in average per month, minimize the company's effort of working with numerous service providers at the same time, and allow consistent service standard, centralized negotiation, implementation, documentation, and query management. Thus, it helps reduce significantly operational and resource costs.

Hanh Nguyen, Country Head of Global Liquidity and Cash Management, HSBC Vietnam, shared "In November 2019, HSBC became the first international bank to introduce Omni Channel Collections Solution for corporates in Vietnam. And in November 2020, one year after launching, we are very proud to execute the first online model of this holistic solution for a big Vietnamese corporate. This mandate not only helps Galaxy Studio optimize their operation and cost control but also means to be the essential support for the company's digital transformation, responding to the regional and global payment trends. This also represents HSBC's commitment during 150 years of establishment to help local brands in their innovation journey."

Huong Dinh, Galaxy Studio's CEO, said: "Nowadays, e-payments have become a growing trend and are replacing cash payments. Even though Vietnam has had a late start, it's developing quickly in this area. Young people are at the forefront of this growing trend, and Galaxy needs to capitalize on it. By adopting this new technology, Galaxy can offer customers more choice, more convenience and smoother transactions. The introduction of this payment platform will certainly not only benefit our movie goers but also will benefit us from the new streamlined process. This solution will definitely help us to fasten our digitalization and increase our online ticketing sales to the next level."

Created in a partnership with VietUnion (Payoo), one of Vietnam's leading fintech payment service provider, HSBC's Omni Collect aims at providing the ideal one-stop payment platform for businesses no matter whether they are doing business on e-commerce, m-commerce, or traditional sales channels.

This solution offers the following benefits:

- **Superior payment experience:** Keeping pace with the increasing demands of consumers for new payment methods, Omni Collect accepts transactions via not only traditional methods, but also modern electronic payment methods such as QR code payment on mobile banking applications, e-wallets and bank card acceptance on m-POS.
- **Real time notification of payment confirmation:** When payments are made, corporates' systems will send signals to HSBC for further process and instantly receive real time online payment confirmation.
- **Visibility on transaction flow:** Businesses can see the end to end flow of all transactions and monitor the transaction details of all outlets in their system.
- **Streamlined reconciliation process:** All transactions happen in a day will be consolidated in a single and standardized report supporting the businesses to access and handle information more efficiently.
- **Cost efficiency:** Instead of connecting to various payment service providers, corporates need to connect with only HSBC Vietnam, minimizing operational costs.

ends/more

Media enquiries to:

Mach Nguyen Phuong Uyen

+028 35206205

uyen.n.p.mach@hsbc.com.vn

Notes for Editors:

HSBC Bank (Vietnam) Ltd.

HSBC has been in Vietnam for 150 years – the bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. HSBC was the first foreign bank to launch its locally incorporated entity on 1 January 2009 as HSBC Bank (Vietnam) Ltd. The bank's current network includes two branches and five transaction offices in Ho Chi Minh City, one branch and four transaction offices in Hanoi, and two full-service branches in Binh Duong and Da Nang.

HSBC is one of the largest foreign banks in the country in terms of investment capital, product range, and customer base.

Galaxy Studio Joint Stock Company

Galaxy Studio is the first and still the most successful Vietnamese company in the movie industry. Innovative, with state-of-the-art technology, while deeply rooted in traditional VN culture, our products and services bring happiness, success and humor to the lives of audiences. Our core business is in Cinema and Movie Distribution. **Galaxy Cinema** takes **#1** occupancy in Vietnam market with total 108 screens, 18 locations that available in all regions of Vietnam. **Galaxy Distribution** is an exclusive Distributor for Hollywood Studios including Sony, Disney (20th Century) and other Independent Studios. Currently, **Galaxy Cinema** is **#3** market share in cinema industry, **Galaxy Distribution** is **#2** in movie Distribution in Vietnam.

ends/all