



19 December 2024 | Press Release

livi bank joins HKMA's Generative Artificial Intelligence Sandbox

livi bank today announced its participation in the first cohort of the Generative Artificial Intelligence (GenA.I.) Sandbox initiative announced by the Hong Kong Monetary Authority (HKMA) in collaboration with Hong Kong Cyberport Management Company Limited (Cyberport).

"We are honoured to be part of the Gen A.I. Sandbox. As a digital bank that is committed to foster innovation and to support the long-term growth of financial services industry in Hong Kong, we look forward to working with the HKMA and Cyberport on this journey. We believe that the application of artificial intelligence in the banking industry will increase rapidly to unlock the power of GenA.I. in strengthening risk management efforts, including anti-fraud and anti-money laundering, and enhancing customer experience. Our team is confident that we will make a meaningful impact on the banking industry by addressing challenges faced by the industry through innovative solutions," said Ms. Ada Yuen, Chief Risk Officer of livi.

The Bank will focus on the development of a pioneering anti-fraud solution to detect and prevent scams, by leveraging its industry knowledge in banking and technology.

The Gen A.I. Sandbox aims to support the development, testing and pilot of innovative A.I. and Generative A.I.-based solutions in the banking sector under a risk-controlled environment. Throughout the sandbox process, participating banks can leverage the computing power offered by Cyberport and receive targeted supervisory feedback. The HKMA will provide guidance and share good practices on the adoption of A.I. and GenA.I. where appropriate.

- ENDS -

About livi bank www.livibank.com

livi has brought a unique, fresh, and different banking experience to Hong Kong since 2020 with its goal to foster digital innovation, promote financial inclusion and enhance customer experiences. We aim to provide our customers with secure flexible solutions anytime and anywhere coupled with the benefits of ecosystem partnerships that complement their everyday lives. Connecting with our customers, understanding their needs and earning their trust is core to the way we work at **livi**.

livi bank is backed by BOC Hong Kong (Holdings), the Jardine Matheson Group and JD Technology, which together bring to **livi** an unparalleled range of benefits in terms of financial strength, marketing excellence and technological expertise.

For more information, please contact:
livi bank Corporate Communications

media@livibank.com

+852 3893 3392