

HNB LAUNCHES SEASON OF GIVING INITIATIVE



HNB has launched the 'Season of Giving' fundraiser via its digital payment app, SOLO, in support of SOS Children's Villages. The Bank stepped up efforts to raise funds for the organization in response to the difficulties faced by SOS Children's Villages in funding its operations during the COVID-19 pandemic. Leveraging its expertise on digital banking solutions, HNB launched the initiative on SOLO, creating the opportunity for users to donate to a worthy cause. SOS Children's Villages creates loving family like care environment for children who has lost parental care in 136 countries including Sri Lanka. As part of the initiative, HNB will contribute ten rupees for every transaction of 250 rupees carried out by any SOLO user. The Bank also established an option in the app for SOLO users to personally donate any amount directly to SOS Children's Villages through the direct pay option. "As we enter the season of giving, we are proud to serve as a partner with SOS Children's Villages and their remarkable work in supporting orphaned, abandoned and less fortunate children and families in Sri Lanka. Having served as banking partner for SOS Children's Villages for over 40 years, we have witnessed first-hand the positive impact they have had on the lives of so many children in their care. Therefore, we are delighted to launch this initiative on our popular e-wallet platform SOLO, as it allows our customers to be a part of this wonderful process," said Jonathan Alles Managing Director and Chief Executive Officer, HNB. SOS Children's Villages brand ambassador, former Sri Lankan cricketer and former ICC Match Referee, Roshan Mahanama, led the initiative with the participation of Jonathan Alles, MD/CEO, HNB, Sanjay Wijemanne, DGM - Retail and SME Banking, HNB and Divakar Rathnadurai, National Director, SOS Children's Villages Sri Lanka.

Roshan Mahanama, the brand ambassador of SOS Children's Villages Sri Lanka said: "Sri Lanka is among the Top 10 most charitable countries in the world. We have always supported and nurtured the less fortunate with the public donating generously towards such initiatives. We hope that many will come forward during this Christmas season to help in whatever ways they can to provide for the children and families of SOS Children's Villages." Commenting on the initiative, Sanjay Wijemanne, Deputy General Manager - Retail and SME Banking, HNB said: "Given the unprecedented challenges, which we have faced as a nation due to the COVID-19 pandemic, we wanted to take additional steps to ensure that organizations such as SOS Children's Villages are able to continue their incredibly important work with children and families across the island. It is with a sense of pride and passion that we embark on this initiative, which we hope will provide for less fortunate segments in our population. We invite all our SOLO users to join together for this vital effort." "We are grateful to HNB for supporting such an initiative during this critical time. HNB has supported our organization over the years, and we hope this new initiative will strengthen the bond we already share," expressed Divakar Rathnadurai, National Director, SOS Children's Villages Sri Lanka. The HNB SOLO app functions by transforming any smart phone into an e-wallet, without including any requirements for registration, subscription or rental fees. Customers can switch between many bank accounts/credit cards as a digital payment channel on the app, making it an increasingly popular option among Sri Lankan consumers.