

Press Release

FOR IMMEDIATE RELEASE

KB Kookmin Bank & White Information Networking win best human resource project award

- Kookmin Bank partnered White Information Networking to revamp HR system.
- MyHR provides Kookmin Bank with enhanced HR capabilities.
- Inaugural The Asian Banker Technology Implementation Awards, Korea received over 60 submissions from more than 30 financial institutions.

Seoul, South Korea, 24 October 2013 – KB Kookmin Bank and its technology partner IBM Korea have been named as winners of the Best Human Resource Project, Korea Award for the year 2013 during The Asian Banker's inaugural Technology Implementation Awards (TIA) Korea Programme, at the Lotte Hotel in Seoul, Korea on October 22nd, 2013.

Kookmin Bank partnered White Information Networking to revamp HR system

Kookmin Bank currently does business with more than half of the total population of Korea, more than 27 million customers with \$280 billion in capital. The bank is the largest in the country by both asset value and market capitalization, holding more than 1,198 branches throughout Korea.

With more than 20,000 employees on its payroll, Kookmin Bank needed to replace its ageing human resource (HR) system with a complete revamp of both hardware and software. For this, Kookmin Bank worked with White Information Networking to completely reform the process of its HR system.

MyHR provides Kookmin Bank with enhanced HR capabilities

The core values of Kookmin Bank's MyHR system were targeted to be; provision of HR Information for key role of decision making, strengthening of security, flexibility, transformation into a next generation system, and being more human-centric.

With MyHR, Kookmin was able to standardize a HR system bank-wide as well as process HR in an effective manner. In the long run, Kookmin Bank also expects to have better HR strategies for users and increase the number of people who actively participate in the MyHR system. "Human resources is often underestimated; this project allows not only for an increase in analysis of the workforce but also offers a full view of employees' HR profiles. Talent acquisition only goes so far; talent retention is the next step and Kookmin Bank is leading the way towards this," said Bertrand Pigeon, Senior Research Analyst, The Asian Banker.

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The Asian Banker Technology Implementation Awards (TIA) Korea is designed to identify emerging best practices as well as implementation goals and challenges that the industry can learn from. It is an important component of The Asian Banker's vendor selection programme which is designed to benchmark implementation best practices in the industry. Details of the programme, methodology and scorecards can be found on the Bank Technology Monitor website (<http://tech.theasianbanker.com>).

This programme uses the same criteria as The Asian Banker Technology Implementation Awards and focuses solely on the achievements in the Korean retail banking industry. For its first year in Korea, TIA received over 60 submissions from more than 30 financial institutions submitting project details for evaluation.

The country level technology implementation awards programme is being run in conjunction with the widely recognised Asian Banker Achievement Awards, introduced in 2006.

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About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is www.theasianbanker.com

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