

Press Release

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KB Kookmin Bank wins Best Direct Custodian Bank of the Year (South Korea) in 2015

- **An impressive 12.2% YoY growth of asset under custody during FY 2014**
- **Premier market share control of investment funds**
- **A well-functioning integrated custody system**

Seoul, July 14th 2015—**KB Kookmin Bank** has been named as winner for the **Best Direct Custodian Bank of the Year (South Korea)** award 2015 during The Asian Banker Financial Markets Awards Programme. The programme has been administered by The Asian Banker since 2001 initially as part of its prestigious annual Business Achievement Awards programme. The awards ceremony was held at the Lotte Seoul on July 14th 2015 in conjunction with 3rd Annual Korea Retail Financial Services Dialogue 2015 on Digital Banking and Technological Innovation, and supported by Joong Ang media.

An impressive 12.2% YoY growth of asset under custody during FY 2014

KB Kookmin Bank, a leading Korean financial bank serving over 200 institutional investors, is one of the top custodian banks in Korea. It has outperformed its competitors by diversifying its asset under direct custody in both domestic and global markets. In 2014, KB's assets under custody reached KRW 135 trillion a 12.2% YoY growth from the previous year.

Premier market share control of investment funds

KB Kookmin Bank retains premier market share of the investment fund market and surpasses its competitors in insurance fund sector with almost half the market share. Its ongoing mandate from one of the four world's largest pension funds—Korea's National Pension Service and NH life help hold a dominant position as a market leader.

A well-functioning integrated custody system

KB Kookmin Bank has a well-functioning integrated custody system 'BKICS Plus' to meet the service of new clients and products. It also has deployed an exclusive platform for the National Pension Service: 'KNICS'. Its custody system ensures the safety of assets under custody and processes transactions with its automatic instruction capturing system.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognized their efforts in using the best technology to run their institutions and bring superior products and services to their customers

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, Beijing and Dubai 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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