

Press Release

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KB Kookmin Bank awarded Best Wealth Management Bank in Private Banking Category in Korea for 2016

- **KB Kookmin Bank’s “Gold &Wise” private banking service recognised for exceptional customer and AUM growth in the period under review**
- **Focus on holistic private banking services and alternative wealth management options**
- **Continuous improvements to wealth management platform and solutions**

Seoul, South Korea, 13th December 2016— KB Kookmin Bank was awarded **Best Wealth Management Bank in Private Banking Category in Korea for 2016** as part The Asian Banker’s Korea Country Awards programme.

KB Kookmin Bank’s “Gold &Wise” private banking service recognised for exceptional customer and AUM growth in the period under review

The bank’s number of customers and value of asset under management (AUM) of customers with financial assets of more than KRW 500million (\$428,000) increased by more than 17% in 2015 to reach 390,000 and KRW 33.3 trillion (\$28.5 billion) respectively. The bank also experienced significant growth in market share of customers and AUM in the more than KRW 1 billion and more than KRW 3 billion segments, making it the leading provider in the category.

Focus on holistic private banking services and alternative wealth management options

GOLD&WISE offers a variety of private banking services, beyond wealth management that include alternative investments in real estates and arts, cultural and life care services. It also encourages its private banking clients to spend time with their children and to be involved in leadership and career coaching programmes.

Continuous improvements to wealth management platform and solutions

The bank continues to improve its asset allocation and advisory capabilities, including the use of robo-advisors, as well as its risk management and operational platforms to meet increasing sophisticated and complex customer and regulatory demands. It has also concluded a strategic partnership with Swiss private bank, Lombard Odier, to assist in the upgrade of its core capabilities for the private banking business through the advanced PB system benchmarking and manpower exchanges.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind in Asia-Pacific.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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