

Press Release

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KB Kookmin Bank awarded the Best Trust and Pension Product in Korea at The Asian Banker Retail Financial Services Awards 2017, Korea

- **KB Kookmin Bank's best trust product has unique features to meet customers' needs**
- **The bank measures the success of its trust product in different ways**
- **The bank's successful marketing strategies for trust product improved its performance in financial industry**

Korea 28th November 2017—KB Kookmin Bank received **Best Trust and Pension Product in Korea** at The Asian Banker Retail Financial Services Awards 2017, Korea.

KB Kookmin Bank's trust product has unique features to meet customers' needs

"KB STAR Special Money Trust" was introduced in order to give opportunities of investing in capital market products to individual/retail customers. As a flexible and efficient vehicle to manage investment funds and a main bank product, which is easily reachable to customers, Special Money Trust fulfils the needs of increasing customers' fortunes and risk appetites.

The bank measures the success of its trust product in different ways

The success of KB STAR Special Money Trust is reflected by the growth of the size of sales and assets, and increase of its market share. The market share grew by 36% at the end of September 2017 and it is still increasing through years and also shows the best growth among its peers.

The bank's successful marketing strategies for trust product improved its performance in financial industry

KB Kookmin Bank led the special money trust market by providing wide selection of investing assets types through special monetary trust. Especially, the bank is mainly focusing on exchange traded fund in order to return as big as possible to customers. This helped the bank enhance its trust product's market share in South Korea.

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.

For more information please contact:

Ms. Janine Marie Crisanto
Research Manager
Tel: (+632) 985 1551
jcrisanto@theasianbanker.com
www.theasianbanker.com

Mr. Foo Boon Ping
Managing Editor
Tel: (+65) 6236 6526
bpfoo@theasianbanker.com
www.theasianbanker.com