

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6508 Fax: (65) 6236 6530 www.theasianbanker.com

Press Release

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The 7th Asian Banker Excellence in Retail Financial Services Awards 2008

Kookmin wins Best Retail Bank in Korea award for performance in 2007

- *Kookmin Bank wins the Best Retail Bank in Korea award for performance in 2007, its sixth consecutive year winning in this category.*
- *Kookmin continues to lead the pack in Korea, building on strong risk management controls, channel management capabilities and business processing efficiencies.*
- *Over 150 banks and financial institutions from 23 countries across the Asia Pacific, GCC region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.*

Seoul, 16 May 2008 – Kookmin Bank wins an award at the seventh Asian Banker Excellence in Retail Financial Services Award: *The Best Retail Bank in Korea*. The bank received the award at The Asian Banker Excellence in Retail Financial Services 2008 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Grande Sukhumvit in Bangkok on the evening of 16 May 2008.

About 150 senior bankers from award winning banks in 23 countries across the Asia Pacific, the Gulf region and Central Asia attended the glittering event, the industry's celebration of the region's best retail bankers that recognizes their efforts in bringing superior products and services to their customers.

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

- *Kookmin Bank wins the Best Retail Bank in Korea award for performance in 2007, its sixth consecutive year winning in this category.*

Kookmin Bank has won the Best Retail Bank in Korea award in The Asian Banker's Excellence in Retail Financial Services programme. It is the sixth consecutive year that Kookmin has won the award.

Kookmin, Korea's largest bank by assets, has successfully distinguished in market penetration via traditional branch and ATM networks and non-traditional touch points such as internet and

mobile. It also obtains a larger percentage of its business from retail banking than any of the other Korean banks and has launched a number of new products in the market. In addition to scale, the ability to generate a very high fee income to total retail banking income ratio also enables the bank's retail banking unit to be run at a relatively low cost.

The bank also boasts strong efficiencies in business processing and a robust risk management capability. The NPL ratio for its retail banking activities is low, and Kookmin is also the first bank in Korea to win approval to adopt the advanced IRB Basel II compliance

- ***Over 150 banks and financial institutions from 23 countries across the Asia Pacific, GCC region and Central Asia were evaluated as part of the Excellence in Retail Financial Services programme.***

"This year over 150 banks and financial institutions in 23 countries across the Asian region were evaluated as part of the Excellence in Retail Financial Services programme," said Mr Phillip Strause, chairman of the Excellence in Retail Financial Services programme and an International Resource Director for The Asian Banker.

The award evaluation process uses a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involved extensive research and probing interviews, and taps the combined experience of a team of experienced researchers. The process also incorporates an AC Nielsen customer perception survey to gauge the strength and reputation of retail banks in the different countries.

Mr Strause has close to 40 years' experience working with commercial banks, investment banks, brokerage firms, insurance companies and other specialised financial institutions, further added: "The Asian Banker Excellence programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time".

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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, Beijing 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. For more information, please visit www.theasianbanker.com.

For more information please contact:

Mr Christian Kapfer
Research Manager

Direct (Singapore): (65) 6236 6520
Mobile (Singapore): (65) 9109 6842
ckapfer@theasianbanker.com