

Press Release

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Kasikorn bank awarded The Best Retail Bank in Thailand for 2018

- **Kasikornbank strictly adheres to its “Customer Centricity” strategy especially in the era of digitalisation and changing lifestyles of consumers**
- **The bank consistently develops its financial solutions by utilising its strength in digital banking**
- **The bank is a business leader in a number of core retail products and services**

Kuala Lumpur, Malaysia, March 22nd 2018— **Kasikornbank** was awarded **The Best Retail Bank in Thailand for 2018** at The Asian Banker’s International Excellence in Retail Financial Services 2018 Awards ceremony, held in conjunction with The Asian Banker Digital Finance Convention at the Westin Kuala Lumpur in Malaysia.

Kasikornbank strictly adheres to its “Customer Centricity” strategy especially in the era of digitalisation and changing lifestyles of consumers

Although Thailand banks are still required to full scale face-to-face authentication and know your customers (KYC) procedures, Kasikornbank has digitally pre-staged account opening through its online platforms. Moreover, it is currently piloting a new lifestyle account opening experience by placing tablets at lifestyle locations such as cafes. In 2017, the bank was able to increase its customer base by 8% year on year, outpacing the industry growth of 0.2%.

The bank consistently develops its financial solutions by utilising its strength in digital banking

In 2017, Kasikornbank established a One Year KBank Digital Project (KDP) as part of its Digital Transformation Program to deliver near term strategic goals. Under this, the bank further developed its mobile platform, K PLUS, for massive customer acquisition, promote utilization and engagement. The bank is the first to provide QR micro payment under K PLUS SHOP, as well as forge partnerships to build a sustainable payment ecosystem. Its K PLUS SME offers an ‘SME Digi Hub’, which is a platform providing SMEs with insights on business performance and access to value-added productivity solutions.

The bank is a leader in a number of core retail products and key performance indicators

Despite the competitive landscape in Thailand, Kasikornbank was still able to secure its leadership positions in core businesses such as credit cards. It ranks the highest in terms credit card spending volume with 21% of market share and in the credit card-accepting merchant service with 37% of market share in merchant sales volume. In line with this, the bank’s net fee income, net interest margin and productivity is higher compared to most peers.

About 200 senior executives from award-winning retail financial services institutions from about 25 countries across the Asia Pacific, the Middle East and Africa attended The Asian Banker Digital Finance Convention, which recognises financial institutions' 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 of its kind.

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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