

Press Release

Embargoed for 14th July, 2016

Kasikornbank awarded as Best Credit Card Product and Best Mobile Banking Product in The Asian Banker Thailand Country Awards Programme 2016

- **Upheld excellence in providing products and services**
- **Successfully promoted credit card utilization among its customers**
- **Strengthened customer loyalty through K-Mobile Banking PLUS**

Bangkok, Thailand July 14th 2016— Kasikornbank received the awards for **Best Credit Card Product** and **Best Mobile Banking Product** for 2016 during The Asian Banker Thailand Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Thailand International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Thailand, held at The Westin Grande Sukhumvit, Bangkok, Thailand on July 14th 2016.

Upheld excellence in providing products and services

Kasikornbank has been continually striving for excellence in all of their products and services. The bank has leveraged on customer-centricity and innovation to strengthen their banking propositions. In terms of credit cards, the bank launched a timely and relevant campaign called “Your Spending Companion”. It positioned itself a leader in digital banking services by ensuring customer loyalty in its mobile banking product.

Successfully promoted credit card utilization among its consumers

The “Your Spending Companion” campaign was launched to promote the use of credit cards among its customers by offering attractive card benefits for all spending categories. As a result, the bank was able to issue half a million new cards in 2015. Kasikornbank also surpassed its peers in terms of credit card spending volume, capturing the highest market share at 23.0%.

Strengthening customer loyalty through K-Mobile Banking PLUS

Kasikornbank added innovative and secure features to its K-Mobile Banking PLUS to further strengthen its customer hold, which includes a triple-lock system to solidify trust among its users. This requires its users to enter a correct phone number, PUK code and 6-digit password. The bank also promoted its mobile banking as an “Anytime, Anywhere” product by allowing its users to conduct banking transactions on the go. In addition, the bank implemented a strong loyalty program to ensure customer retention. By end of 2015, the registered mobile banking users increased and the volume of mobile banking transactions grew by 40% and 125%, respectively.

The Asian Banker Thailand Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Thailand. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

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 service and forums. The company's website is www.theasianbanker.com.

Social Media Channels

- Follow @TheAsianBanker on [Twitter](https://twitter.com/TheAsianBanker)
- [Like](#) us on facebook.com/theasianbanker
- Join us on [LinkedIn](#) at www.linkedin.com/company/the-asian-banker
- Watch our videos on www.youtube.com/user/theasianbanker

For more information please contact:

Ms. Gladys Tan
Marketing Manager
Tel: +65- 6236 6532
gtan@theasianbanker.com