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Kasikornbank wins Best Cash Management Bank in Thailand award for 2015

- **Kasikornbank is the leading cash management solution provider in Thailand with 28% market share.**
- **Strengths in its extensive networks, strong SME customer base, and cross product integration capability.**
- **Launched innovative electronic services for corporate clients that eliminates various cost and improves time efficiency.**

Hong Kong, April 14th 2015—Kasikornbank won the **Best Cash Management Bank in Thailand** award for 2015 during the 16th Asian Banker Summit. The ceremony was held at the Four Seasons on April 14th 2015.

Kasikornbank is the leading cash management solution provider in Thailand with 28% market share. Its competitive advantages over local peers are its extensive networks, strong SME customer base, and cross product integration capability.

The bank strengthened its key advantages through full coverage of channel including physical and electronic as well as relationship managers in its transactional banking team, state-of-art system to increase efficiency and flexibility as well as to develop innovative products to support dynamic customer needs.

It launched innovative electronic services for corporate clients that eliminates various cost and improves time efficiency.

About 1,000 delegates attended the event, consisting of industry specialists, senior bankers, regulators, service providers and decision makers from leading institutions in Asia, the US, Europe and Latin America, where opinions and responses of practitioners from across the region to global issues are shaped.

The Transaction Banking Awards under the Asian Banker Business Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry as recognised in the Asia Pacific region.

The Transaction Banking Awards evaluate banks' achievements in cash management, payments, and trade finance. The winners for these awards are determined through a combination of surveys, interviews and field research by The Asian Banker's research staff. A stringent three-month evaluation process based on a balanced and transparent scorecard had been used to determine the winners.

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

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