

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2009

Kasikornbank (Thailand) wins two awards—Excellence in Mortgage Business and Excellence in Mobile Phone Banking

- *Kasikornbank (Thailand) is the sole winner in Asia for two awards—Excellence in Mortgage Business and Excellence in Mobile Phone Banking.*
- *Kasikornbank has put out a market-winning proposition in mobile phone banking, and captured significant market share in the mortgage business, while keeping a strong eye on profitability.*
- *Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services programme.*

Singapore, 20 March 2009 – Kasikornbank (Thailand) has been named the sole winner of the Excellence in Mortgage Business and Excellence in Mobile Phone Banking for Asia by the eighth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the awards at The Asian Banker Excellence in Retail Financial Services Awards 2009 ceremony, held in conjunction with the region's foremost retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Grand Hyatt in Singapore on the evening of March 19th, 2009.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, Gulf and Central Asian regions attended the formal gala dinner, 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 of its kind.

A stringent three month-long evaluation process, based on a balanced and transparent scorecard, determined the winners and the position of the different retail banks in the region. A full list of winners is attached.

Kasikornbank (Thailand) is the sole winner in Asia for two awards—Excellence in Mortgage Business and Excellence in Mobile Phone Banking

Kasikornbank has been going up in the retail banking value chain in the last years by developing a couple of excellent pockets in consumer banking, including SME banking. In 2008, it stood out in the region for having built up a comprehensive service ecosystem for

home owners and also for acquiring more mobile phone customers than any of its peers in the region within a comparable time span.

Kasikornbank is one of the few banks in the region that have built up over the last years practical and effective after-sales services and home loan advisory services on site via K-Home Loan Delivery. It has shown a strong roadmap in product holdings during a customer's life cycle, and has also developed additional applications online that cater to a total solution in this business segment.

While upgrading its mobile phone banking business from a SMS-based to a full fledged transactional channel including balance inquiry, funds transfer between KBank accounts and seven other banks, bill payment and payment due alert, the ATM SIM based solution with DTAC denotes a powerful combination of financial service, communication technology, effective acquisition, and highest security standards.

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Since the ATM SIM service was officially launched on March 18th, 2008, it has attracted more than 800,000 applications, or an average of more than 80,000 applications each month. The number of registered users has exceeded 500,000 and is expected to grow continuously. As many as 1.8 million transactions per month—which include account balance enquiries, credit card and money transfers between KBank accounts and other banks, and bill payments—are now conducted through the new system.

Kasikornbank grew its mortgage loan portfolio by 19.3% in 2008, well above the industry average. Net interest margin and net profit growth were both in double digits.

Over 120 banks and financial institutions from 22 countries across the Asia Pacific, Gulf region and Central Asia were evaluated as part of the Excellence in Retail Financial Services Programme

“This year over 120 banks and financial institutions in 22 countries across Asia were evaluated as part of the Excellence in Retail Financial Services Programme. It has become the single most prestigious, comprehensive and anticipated awards programme that recognises the pursuit of excellence amongst retail financial institutions available almost anywhere in the world today,” said Philip Strause, Chairman of The Asian Banker Excellence in Retail Financial Services Programme.

The transparent award evaluation process uses a balanced scorecard approach and a comprehensive methodology to evaluate the strength of individual banks' retail banking businesses that involves extensive research and probing interviews, and taps the combined experience of a team of experienced researchers.

Strause, who has over 30 years experience as a principal consultant to leading financial institutions in North America and the Asia Pacific, added, “The Asian Banker Excellence in Retail Financial Services 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.”

About The Asian Banker

The Asian Banker is the foremost provider of strategic business intelligence on the financial services industry in the Asia Pacific and Middle East regions. The organization has offices in Singapore, Kuala Lumpur, Beijing and Dubai as well as representatives in Shanghai, London and New York. With a business that revolves around publications, research services, training and forums, the organization is highly regarded in the financial services community for its incisive and independent commentaries on developments in the industry. The company's website is www.theasianbanker.com.

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