

Press Release
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The Asian Banker Excellence in Retail Financial Services Awards 2010

Kasikornbank (Thailand) wins Best Retail Bank in Thailand, for the year 2010

- *For the fourth time, Kasikornbank wins Best Retail Bank in Thailand Award for the year 2009.*
- *Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme.*

Singapore, 19 March 2010 – Kasikornbank has been named Thailand's Best Retail Bank in the ninth Asian Banker Excellence in Retail Financial Services Awards Programme. The bank received the award at The Asian Banker Excellence in Retail Financial Services Awards 2010 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 JW Marriot in Shanghai on the evening of March 18th, 2010.

About 120 senior bankers from award winning banks in 22 countries across the Asia Pacific, the 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.

For the fourth time, Kasikornbank wins Best Retail Bank in Thailand Award for the year 2009

Kasikornbank has won the Best Retail Bank in Thailand for its strong performance in 2009. Among the banks that were surveyed in the programme including Siam Commercial Bank, Bank of Ayudhya and Krung Thai Bank, Kasikornbank garnered the highest scores among its peers.

In 2009, Kasikornbank boosted its retail loan book by more than 15% and its fee income by 20%. It also implemented an effective risk management policy with behavioural modelling which resulted in the bank having the lowest NPL rate in the country.

Kasikornbank's expansion plans are well underway as it opened 120 new branches and 180 new ATMs in 2009. It also initiated a business process reengineering program to streamline its operations by centralising its databases and integrating all channels in a common sales and services platform. The bank is aggressively working on transforming its marketing campaigns from a mass approach to event-based approach which will enable it to engage with their clients more efficiently and effectively.

"In 2009, the bank's growth in retail loan, mortgage and credit card was higher than expected. Its effective risk management policy together with business process reengineering and channel advancements translated into solid performances among several key business areas," said Mr. Chris Kapfer, head of Excellence in Retail Financial Services Awards Programme at The Asian Banker.

Over 120 banks and financial institutions from 23 countries across the Asia Pacific, Gulf and Central Asian regions were evaluated as part of the Excellence in Retail Financial Services Programme

"This year over 120 banks and financial institutions in 23 countries across the region 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 Philippe Paillart, 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 on the combined experience of a team of experienced researchers.

Philippe Paillart, formerly vice chairman and CEO of DBS Bank and a pioneer in the retail banking industry in the Asia Pacific region, 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."

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.

For more information please contact:

Ms Ananya Dutta

Direct (Singapore): (65) 6236 6174

Email: dananya@theasianbanker.com

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