

Press Release

Embargoed for 19th March 2015

Kasikornbank wins Best Retail Bank in Thailand award for 2015

- **Despite tough economic conditions, Kasikornbank grew its key products, achieving net interest margin of 3.70% and year-on-year net fee income growth of 18.47%.**
- **Overall retail banking total revenue rose by 15% while operating profit growth was close to 30%.**
- **Kasikornbank topped the market in credit card spending volume, achieving a market share of 22.2%.**

Singapore, March 19th 2015—Kasikornbank won Best Retail Bank in Thailand award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Capella, Singapore on March 19th 2015.

Kasikornbank was recognised for a number of customer centred innovations and initiatives that improved the experience of its customers.

In spite of Thailand's economic slowdown last year, Kasikornbank managed to grow its key products and out-performed its major competitors to achieve net interest margin of 3.70% and year-on-year net fee income growth of 18.47%.

Overall retail banking total revenue rose by 15% while operating profit growth was almost 30%. Moreover, ROA increased to 3.5% showcasing the bank's ability to manage assets while maintaining low NPL on all loan products.

The bank also outperformed the market with growth in credit card spending of 16% compared to the rest of the market at 7%. Kasikornbank ranked the highest in terms of credit card spending volume with a market share of 22.2%. The bank also maintained its lead in credit card market share in merchant sales volume of 37.7 % (up 3.8 %).

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises 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 evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

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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