

Press Release

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Krungsri Bank (Thailand) wins Consumer Finance Product of the Year award for 2016

- **Krungsri Bank has delivered innovative products and services to its customers to cater to its brand's promise.**
- **The bank's strategic customer-centric approach has improved overall customer experience**
- **The bank significantly improved its financials through take-overs and loan growth**

Hong Kong, March 16th 2016— Krungsri Bank (Thailand) was awarded **Consumer Finance Product of the Year for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 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 W hotel, Hong Kong on March 16th 2016.

Krungsri Bank has delivered innovative products and services to its customers to cater to its brand's promise.

The bank has relied on developing simple and innovative products. Its innovations, all of which are centred on improved product design, efficient processes, and segmentation, have been designed to deliver on the bank brand's promise of "Making Life Simple". In 2014, the bank developed many such products such as Krungsri Equity 3% Plus 3% Trigger Fund 3, and the Krungsri Government Bond 6M1 trigger, to provide convenient and effortless products to its customers.

The bank's strategic customer-centric approach and partnerships has improved overall customer experience

The bank's focus on customer-oriented services resulted in the creation of The Simple Application system, which enables qualified Krungsri Bank clients to obtain their special First Choice credit card within 30 minutes. In 2014, the bank also formed a partnership with Banque Pour Le Commerce Extérieur Lao (BCEL), the largest bank in Thailand, to connect both banks' ATM networks. This allowed all Krungsri ATMs, Visa debit, and credit cards to be used on BCEL terminals for balance enquiry and cash withdrawals. Such hassle-free and time-efficient processes have markedly improved customer experience and satisfaction.

The bank significantly improved its financials through take-overs and loan growth

In 2015, Krungsri Bank successfully absorbed the Bank of Tokyo-Mitsubishi UFJ, Ltd. (BTMU) Bangkok branch in accordance with Thailand's One Presence Policy. As a result, Krungsri Bank emerged with a total registered capital of 75.74 billion baht (THB) and paid-up capital of THB73.56 billion. Moreover, its corporate loan portfolio grew to 9.5% as a result of improved loan growth in the energy, construction, and retail sectors.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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