

Press Release

Embargoed till 14th July, 2016

Kasikornbank and MFEC awarded for Best Mobile Banking Award in Thailand in The Asian Banker Technology Innovation Awards 2016.

- **Kasikornbank implemented a mobile banking service with innovative and user-friendly payment features**
- **The new project generated strong growth in transaction volumes and mobile banking usage**
- **Kasikornbank's market share improved and the number of customers increased**

Bangkok, Thailand July 14th 2016— Kasikornbank and its technology partner, MFEC, received the award for **Best Mobile Banking Award** in Thailand for 2016 during the tenth Asian Banker Technology Innovation Awards Programme, held at The Westin Grande Sukhumvit, Bangkok, Thailand on July 14th 2016.

Kasikornbank implemented a mobile banking service with innovative and user-friendly payment features

Kasikornbank implemented a new mobile banking service, which features K-Mobile Banking PLUS, a mobile application that enables seamless payments by simply entering the customer's mobile phone number; Reward Plus, a mass customized loyalty program for digital banking; and an innovative money transfer option that includes Thai-Cambodia cross border payment solution.

The new project generated strong growth in transaction volumes and mobile banking usage

The project enhanced customer convenience and reduced operating costs. Transaction volumes of the bank and the number of mobile banking customers also grew by 70% and 50%, respectively, after its implementation. Furthermore, downloads increased by over 70% as compared last year.

Kasikornbank's market share improved and the number of customers increased

K-Mobile Banking PLUS helped the bank expand its user base, achieving a 57% market share. The bank also utilized an agile methodology to expedite the project. K-Mobile Banking PLUS was indeed a success as the number of users grew rapidly by 50%, with over 5.5 million users in September 2015.

The Asian Banker Technology Innovation Awards Programme, refereed by prominent global bankers, IT consultants and academics, provides an undisputed benchmark of technology implementation in an increasingly fierce marketplace. Every year, the programme attracts a substantial number of submissions, describing a range of innovative solutions that demonstrate how IT can deliver significant benefits to the business of banking. A stringent three-month evaluation process determines the awardees from across Asia Pacific, Middle East, and Africa. The awardees are honoured in a gala event that recognises their efforts in using the best technology to run their institutions and bring superior products and services to their customers.

About The Asian Banker

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