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Press Release

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KASIKORNBANK receives the SME Bank of the Year, Mobile Payments Product of the Year and the Best Private Wealth Bank in Thailand Awards for 2017

- **KASIKORNBANK continue to lead its peers at 14% market share in SME banking, through its strategic value chain solutions and digital channels**
- **The bank has enabled different payments capabilities using its K Plus mobile banking application, growing its user base by 87% to six million**
- **KBANK's has adopted a new model for its private wealth business that secured its 42% market capture**

Bangkok, Thailand, 28th September 2017— KASIKORNBANK (KBANK) received the SME Bank of the Year, Mobile Payments Product of the Year and the Best Private Wealth Bank in Thailand Awards for 2017 at The Asian Banker's Future of Finance in Thailand Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Future of Finance in Thailand Convention, at the St. Regis Bangkok Hotel on September 28, 2017.

KASIKORNBANK continue to lead its peers at 14% market share in SME banking, through its strategic value chain solutions and digital channels

The bank has successfully retained its existing customers and acquired new once through its "K-Value Chain Solutions", which provides the funding and financial services needed by SMEs across their business value chains. In addition, its customers benefit from the ease of access from its internet and mobile banking platforms, allowing the bank to offer its services beyond location and time constraints. KBANK grew its SME business by 6% to \$20 billion (THB657 billion) outstanding balance in 2016, from a year ago. Although its non-performing loans ratio was higher at 5% last year, it is still lower than its peers.

The bank has enabled different payments capabilities using its K PLUS mobile banking application, growing its user base by 87% to six million

Last year, KBANK has installed a total of 162,206 electronic data capture (EDC) terminals with different merchants in Thailand, allowing contactless mobile payments linked to its customers' savings, debit, credit and e-wallet accounts. Through its EDCs, customers can tap-to-pay using its K Plus and other mobile applications such as Samsung Pay, JCB Card's J-Speedy, Alipay, WeChat, and LINE Pay. Similarly, ahead of the Thai government's implementation of a QR code-enabled national payment scheme, KBANK was first to introduce this low-cost version through "K PLUS SHOP".

KBANK's has adopted a new model for its private wealth business that secured its 42% market capture

In 2016, the bank has successfully implemented its International Comprehensive Wealth Management Services that allows KBANK to offer both products and advisory. Customers benefit from all aspects of wealth planning, from personal, business to family services. To assure the quality of its advisory, the bank has partnered with internationally acclaimed private banker Lombard Odier to support its services.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East 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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