

Press Release

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Krungthai Card receives the Credit Card Business of the Year Award for 2017

- **Krungthai Card has managed its credit card business well, posting 12% gains in outstanding balances**
- **The bank has managed its risks, keeping its non-performing loans ratio at 1.2%, lower than the industry and its peers**
- **The bank has utilised data analytics for its customer relationship management, recording manageable cost-to-income ratio at 39%**

Bangkok, Thailand, 28th September 2017— **Krungthai Card (KTC)** received the **Credit Card Business of the Year Award** 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, held at the St. Regis Bangkok Hotel on September 28, 2017.

KTC has managed its credit card business well, posting 12% gains in outstanding balances

The bank has led the industry in key performing indicators such as credit card in force and card spent. Last year, the bank has implemented a 12-month reactivation program, closing accounts that customers do not want to re-enforce. As a result, 75% of its over two million cards-in-force (CIF) are active. KTC's CIF was up by 11% in 2016, higher than the industry's 6.4%. Similarly, its card spent grew by 11%, faster than the industry's 7%.

The bank has managed its risks, keeping its non-performing loans (NPL) ratio at 1.2%, lower than the industry and its peers

KTC has taken less risks in approving credit card applications by using a rules-based credit scoring. It has set up a unit that rigorously research, calls applicants, and do background check. As a result, its rejection rate rose about 10% in 2016, while average approval rate was at 40%. KTC's NPL ratio was lower than the industry and its peers' 3% and 4%, respectively.

The bank has utilised data analytics for its customer relationship management, recording manageable cost-to-income ratio at 39%

Data analytics has allowed KTC to classify its customers according to platform response rate, whether high through email, SMS or direct mail messages. The bank runs more than 1,000 promotions in a year, but last year, it has reduced costs from sending direct mails. By achieving efficiency in its communication channels, it has kept its cost-to-income ratio below the industry's 41%.

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.

For more information please contact:

Ms. Janine Marie Crisanto
Research Manager
Tel: (+632) 985 1551
jcrisanto@theasianbanker.com
www.theasianbanker.com

Mr. Foo Boon Ping
Managing Editor
Tel: (+65) 6236 6526
bpfoo@theasianbanker.com
www.theasianbanker.com