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Press Release

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Kasikornbank awarded the Best Retail Bank in Thailand for 2017

- **Kasikornbank enhances risk management focus to sustain business growth**
- **The bank strengthened its product domains and service channels to meet the needs of customers**
- **The bank has become a leader in digital banking in Thailand**

Tokyo, Japan, March 17th 2017—**Kasikornbank** was awarded the **Best Retail Bank in Thailand** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

Kasikornbank enhances risk management focus to sustain business growth

To ensure better retail asset quality, Kasikornbank actively monitored risk factors and events that could affect customers' debt servicing capability and credit behaviour. Through this effort, the bank reduced credit losses and boosted net profit growth in 2016. And, as compared to its peers, the bank recorded the highest net interest margin of around 3.5%.

The bank strengthened its product domains and service channels to meet the needs of the customers

Kasikornbank launched K-Mobile Banking Plus to provide customers with faster and more convenient transactions. The bank also established the Beacon Venture Capital Company to facilitate partnerships with fintechs that could boost financial product and service innovations. By merging branches in some viable locations, the bank was able to tap larger markets, increasing its market share in key product domains.

The bank has become a leader in digital banking in Thailand

Transactions volume across all channels increased in 2016, especially in digital banking which registered a 42% market share in the country's use of mobile banking services. The bank also continued its Reward Plus programme for transactions made through its internet and mobile banking platforms to promote usage.

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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