

Press Release

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Kasikorn Bank awarded as Best Transaction and Cash Management Bank in Thailand for 2016 in The Asian Banker Transaction Banking Awards 2016

- **Deeper customer relationships enabled outstanding market out performance**
- **Successful shift towards client-centric business model**
- **Strong data analytics capabilities led to increase in cross selling**

Hanoi, Vietnam May 11th 2016—**Kasikorn Bank** was awarded **Best Transaction and Cash Management Bank in Thailand** for 2016 in The Asian Banker Transaction Banking Awards Programme 2016. The awarding ceremony was held in conjunction with the prestigious Asian Banker Summit 2016, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the JW Marriott, Hanoi, Vietnam on May 11th 2016.

Deeper customer relationships enabled outstanding market outperformance

In 2015, Kasikorn Bank posted a 10% jump in revenue by deepening its relationships with its key customers. Customer engagement increased as evident in the increase in operating deposits by 14%.

Successful shift towards client-centric business model

Key to this achievement is the revision of key performance indicators for relationship managers to preserve a positive client experience beyond sales. Products are also packaged into flat fees instead of being charged per-transaction to encourage clients to adopt a complete relationship.

Strong data analytics capabilities led to increase in cross selling

All these are backed by strong data analytical capabilities that provide insights to opportunities in the client value chain to deepen relationships. Relationship managers are also now accompanied by product specialists to ensure the right products are recommended and to identify further cross-sell opportunities.

About 1,000 delegates attended the awarding ceremony, consisting of industry specialists, senior bankers, regulators, service providers, and decision makers from leading institutions in Asia, the United States, Europe, and Latin America, where opinions and responses of practitioners to global issues are shaped.

The Transaction Banking Awards under the Asian Banker Business Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to industry professionals and banks in the Asia Pacific region. The Transaction Banking Awards evaluate banks' achievements in cash management, payments, and trade finance. Recipients of these awards are determined through a combination of surveys, interviews, and field research by The Asian Banker research staff. A stringent three-month evaluation process based on a balanced and transparent audit-based approach is used to determine the awardees.

About The Asian Banker

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, 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. The company's website is www.theasianbanker.com

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