

Press Release

KASIKORNBANK awarded Best Private Bank in Wealth and Society in Thailand at the inaugural Global Wealth and Society Awards 2018.

- **KASIKORNBANK operates strongest private banking franchise in Thailand**
- **The bank transformed its ‘IT business unit’ to ‘Business Technology Group’**
- **Working beyond financial objectives to create ‘Perfect Wealth’**

London, November 8th 2018- KASIKORNBANK received the **Best Private Bank in Wealth and Society in Thailand award** at The Global Wealth and Society Awards 2018. The award ceremony was held in conjunction with the Future Wealth Summit 2018, at the Courthouse Hotel Shoreditch, London.

The London-based Global Wealth and Society Awards Programme seeks to recognise high and ultra-high net-worth individuals who use their wealth to bring about positive impacts on the society that they operate in, and the institutions that help them do so. Recipient of these awards underwent a stringent and comprehensive evaluation process, demonstrating the verve to deploy wealth in ways to bring about positive impacts on the society and at the same time make positive financial return on client investments.

KASIKORNBANK operates strongest private banking franchise in Thailand

Accounting for more than one-third of market share for wealthy customers in Thailand, the bank grew its assets under management (AUM) for its wealth business via expansion of innovative product suite. The bank added 1000 high and ultra-high net worth customers to its private banking business, alone in 2017. Setting a milestone in itself, the bank in an exclusive partnership with Lombard Odier, introduced the most international and comprehensive wealth management services through the launch of K-SGM and K-GREAT, risk-based asset allocation mutual fund products, which proved to be successful in creating stable returns with minimum risk. The fund was well accepted by its clients to cross the \$1 billion mark in early 2018.

The bank transformed its ‘IT business unit’ to ‘Business Technology Group’

Charting a clear strategy towards digital transformation to capture the digital value across its wealth business, the bank overhauled its IT business unit to create a ‘KASIKORNBANK Business Technology Group’. A major automation drive for process analysis, solution finding, and solution implementation was undertaken to transform the working environment and replete banking culture. It significantly reduced the time-to-market (TTM) for complex solutions within six months of implementation. By integrating product delivery with social media channels, the bank provided an up-to-date, simplified and interactive content through

instant message application (Line), exclusively for subscribed members. 35% of its clients are subscribed to the service currently.

Working beyond financial objectives to create ‘Perfect Wealth’

With “Perfect Wealth” and “Chee-Va-Mitr Project”, the bank promoted succession planning in Thailand through “Quality of Living” and “Quality of Leaving” initiatives, respectively. As the trusted partner, the bank introduced sessions on “Worry-free Life” through the launch of its e-magazine, “Perfect Wealth E-Publication” which covers inspirational content from key personalities. The “Chee-Va-Mitr Project” aims to prepare them for non-working period. The bank undertook seminars and pop-up exhibitions to carefully shape interactive but critical themes around; medical treatment advisory, mental and physical self-preparation, communication and legality.

At the awards ceremony, DBS Bank of Singapore was named the Best Private Bank in Wealth and Society in Asia-Pacific. Other Best Private Bank in Wealth and Management Award winning institutions include Indonesia’s Bank Mandiri, South Korea’s KB Kookmin Bank, Saudi Arabia’s Samba Financial Group, Thailand’s Kasikornbank and Turkey’s TEB Private Bank.

For specific details relating to description of the awards, evaluation criteria and process, kindly visit <http://www.wealthandsociety.com/theglobalwealthandsocietyawards/criteria>.

For all Wealth and Society Awards 2018 photos, please visit https://www.facebook.com/pg/wealthandsociety/photos/?tab=album&album_id=368836930527229

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