



ธนาคารกสิกรไทย  
KASIKORNBANK 泰华农民银行



# KASIKORNBANKGROUP in Brief

## *as of 4Q09*

*For further information, please contact Investor Relations Unit or visit our website at [www.kasikornbankgroup.com](http://www.kasikornbankgroup.com) or [www.kasikornbank.com](http://www.kasikornbank.com)*

# KASIKORNBANK Information Summary

- Established on June 8, 1945 with registered capital of Bt5mn (USD0.15mn)
- Listed on the Stock Exchange of Thailand (SET) since 1976

## Consolidated (as of December 2009)

<b>Assets</b>	<b>Bt1,359bn (USD41bn)</b>	<b>Ranked #3 in Thai banking industry</b>
<b>Loans</b>	<b>Bt943bn (USD28bn)</b>	<b>Ranked #3 with 15.6% market share*</b>
<b>Deposits</b>	<b>Bt975bn (USD29bn)</b>	<b>Ranked #3 with 15.0% market share*</b>
<b>CAR**</b>	<b>15.2%</b>	
<b>ROE</b>	<b>12.6%</b>	
<b>ROA***</b>	<b>1.1%</b>	
<b>Number of Branches</b>	<b>782</b>	
<b>Number of ATMs</b>	<b>6,955</b>	
<b>Number of Employees</b>	<b>15,460</b>	

## Share Information

<b>SET Symbol</b>	<b>KBANK, KBANK-F</b>	
<b>Share Capital:</b>		
<b>Authorized</b>	<b>Bt30.5bn (USD0.9bn)</b>	
<b>Issued and Paid-up</b>	<b>Bt23.9bn (USD0.7bn)</b>	
<b>Number of Shares</b>	<b>2.4bn shares</b>	
<b>Market Capitalization</b>	<b>Bt203bn (USD6.1bn)</b>	<b>Ranked #3 in Thai banking sector</b>
<b>4Q09 Avg. Share Price:</b>		
<b>KBANK</b>	<b>Bt83.6 (USD2.51)</b>	
<b>KBANK-F</b>	<b>Bt87.7 (USD2.63)</b>	
<b>EPS (4Q09)</b>	<b>Bt1.5 (USD0.05)</b>	
<b>BVPS</b>	<b>Bt51.4 (USD1.54)</b>	

Note: \* Loan and deposit market share is based on C.B. 1.1 (Monthly statement of assets and liabilities)

\*\* If include 2H09 profit, CAR = 15.87%

\*\*\* ROA (Excluding companies in MTGH group) = 1.14%

Exchange rate at the end of December 2009 was Bt33.36 per USD (Source: Bank of Thailand)





## KASIKORNBANKGROUP Mission

“KASIKORNBANKGROUP aims to be a strong Thai financial group that provides a variety of financial services of world-class quality **responsive to serve customers’ needs** by harmoniously combining technology and human resources so as to achieve optimal benefits to customers, shareholders, employees and the country.”

OR

Achieving Long-term Sustainable Profitability

# KASIKORNBANKGROUP

## MISSION



## Long-term Sustainable Profitability



When customer thinks of KASIKORNBANKGROUP....

- ***Full-range financial solution provider***
- ***Excellent quality service***
- ***Single KASIKORNBANKGROUP brand***



# KASIKORNBANKGROUP



หลักทรัพย์จัดการกองทุนกสิกรไทย  
KASIKORN ASSET MANAGEMENT 泰华农民基金



- Established in 1992
- Leader in fund management business i.e. mutual fund, provident fund and private fund

ศูนย์วิจัยกสิกรไทย  
KASIKORN RESEARCH CENTER 泰华农民研究中心



- Established in 1994
- Professional in providing knowledge in economics, business, money and banking
- The only research house which is an affiliate of the bank

หลักทรัพย์กสิกรไทย  
KASIKORN SECURITIES 泰华农民证券



- Established in 2005
- Professional in providing a complete range of professional and excellent financial solutions and services, which includes investment banking, securities underwriting and securities brokerage

ลีสซิ่งกสิกรไทย  
KASIKORN LEASING 泰华农民租赁



- Established in 2005
- Professional in providing three core products, which are hire purchase, finance lease and floor plan

แฟคเตอรี แอนด์ อีควิปเมนต์ กสิกรไทย  
KASIKORN FACTORY AND EQUIPMENT 泰华工厂和设备



- Established in 1990, formerly known as KASIKORN FACTORING
- Professional in providing a complete range of machinery and equipment leasing service



# K-Strategy: Customer-centric Approach

**MISSION:** Long-term sustainable profitability

**VISION:** “KASIKORNBANKGROUP aims to be the strongest, the most innovative and the most proactive Thai financial group in serving customers”



## “KGroup & Customer-centric Organization”

2006 onwards

- ✓ “Customer-centric strategy”, offering a full-range of financial solutions and excellent quality services under a single KGroup brand
- ✓ 6 companies, 7 customer segments, 4 product domains
- ✓ KGroup synergy management
  - K-Transformation and Channel Expansion (in progress)

### “Key KGroup Strategies in 2009”

- ✓ Aim to secure #1 position in all customer segments
- ✓ Maintain a prudent and conservative stance in a higher risk environment
- ✓ Continue to build core business capabilities to overcome limitations of current IT capabilities

### “Key KGroup Strategies in 2010”

- Strengthen #1 position in SME market and pursue #1 position in other segments
- Enhance existing strategic investment model to increase efficiency and synergy among KGroup
- Leverage expertise in risk management to support business growth

## “Universal Banking Direction”

2004 – 2005

- ✓ Branding Program “Hassle free, predictable, and consistent across all channels”
- ✓ KSecurities and KLeasing established

## “Transformation”

2000 – 2003

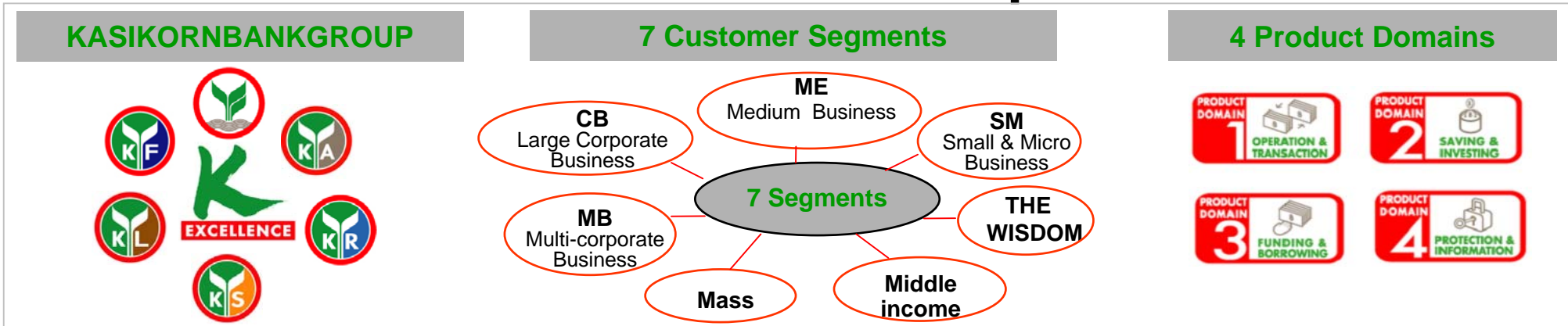
- ✓ BSC established and implemented with 14 key corporate strategies
- ✓ 8 strategic programs
- ✓ Re-organization

## “KGroup Segment Key Aspiration”

**To be The Most Effective Full Range Financial Services Provider in Thailand within 2011**



# KASIKORNBANKGROUP: Value Proposition



**Solid Customer Understanding**

- KASIKORNBANKGROUP: A People to Simplify Your Life
- K Now – A new philosophy of services beyond today’s financial boundaries, including information, knowledge, and useful advice to help create a leisurely life and boundless business





# 2005 – 2009 Financial Performance

Consolidated

(Baht mn)

Item	2009	2008	2007	2006	2005
<b>B/S and Income:</b>					
<b>Assets</b>	1,358,532	1,304,045	994,518	935,509	837,309
<b>Deposit</b>	975,492	967,950	783,822	746,260	690,337
<b>Loan</b>	943,378	904,008	762,505	677,207	626,946
<b>Interest Income</b>	56,396	60,130	55,516	51,810	38,065
<b>Interest Expense</b>	13,021	17,694	18,085	17,197	7,283
<b>Non Interest Income</b>	27,283	22,590	18,897	14,155	12,302
<b>Non Interest Expense</b>	40,144	35,060	29,029	25,561	21,426
<b>EBPT</b>	30,514	29,966	27,299	23,207	21,659
<b>Net Profit</b>	14,892	15,333	15,005	13,664	13,930
<b>Performance Ratio:</b>					
<b>ROA</b>	1.12	1.33	1.55	1.54	1.68
<b>ROA</b> (Excluding companies in MTGH group)	1.14	1.33	1.55	1.54	1.68
<b>ROE</b>	12.6	14.4	15.9	16.4	19.3
<b>NIM</b>	3.5	4.0	4.1	4.1	3.8
<b>NIM</b> (Excluding companies in MTGH group)	3.6	4.0	4.1	4.1	3.8
<b>Efficiency Ratio</b>	56.8	53.9	51.5	52.4	49.7
<b>Efficiency Ratio</b> (Excluding companies in MTGH group)	55.5	53.9	51.5	52.4	49.7
<b>Asset Quality Ratio:</b>					
<b>NPL gross</b>	37,152	33,686	34,980	46,495	56,217
<b>NPL net</b>	18,473	15,712	17,600	27,282	n.a.
<b>Reserve (excl. FI)</b>	34,045	29,772	25,852	32,993	37,439
<b>NPL gross /Loan</b>	3.8	3.1	4.5	6.9	8.9
<b>NPL net /Loan</b>	1.9	1.5	2.3	4.1	n.a.
<b>Reserve/NPL gross</b>	91.6	88.4	73.9	71.0	66.6
<b>Capital: <sup>1)</sup></b>					
<b>CAR</b>	15.2	15.1	14.6	14.7	14.5
<b>Tier 1</b>	10.3	9.8	10.7	10.5	9.5

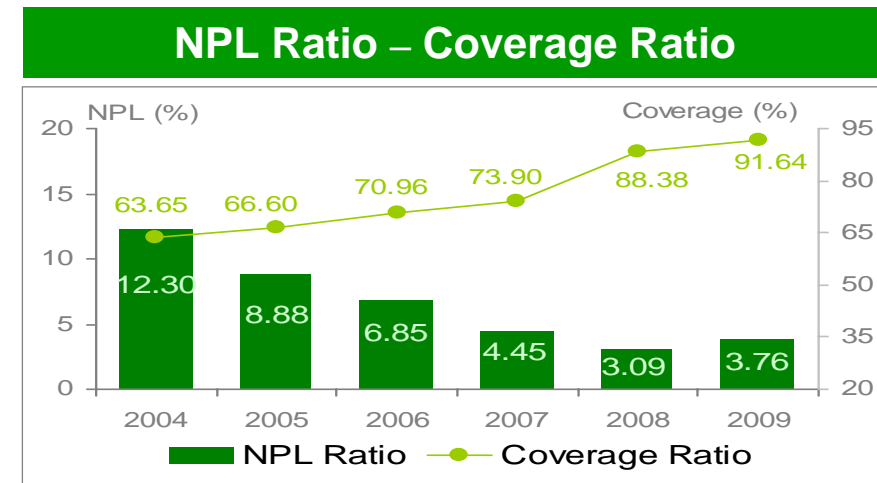
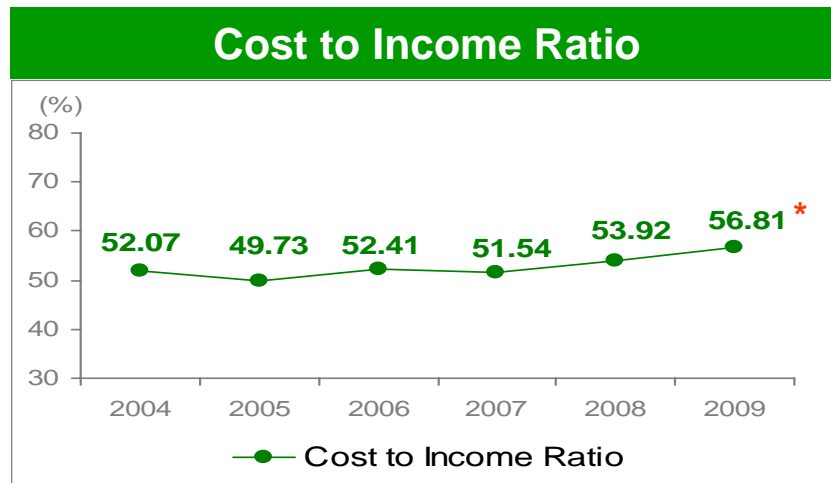
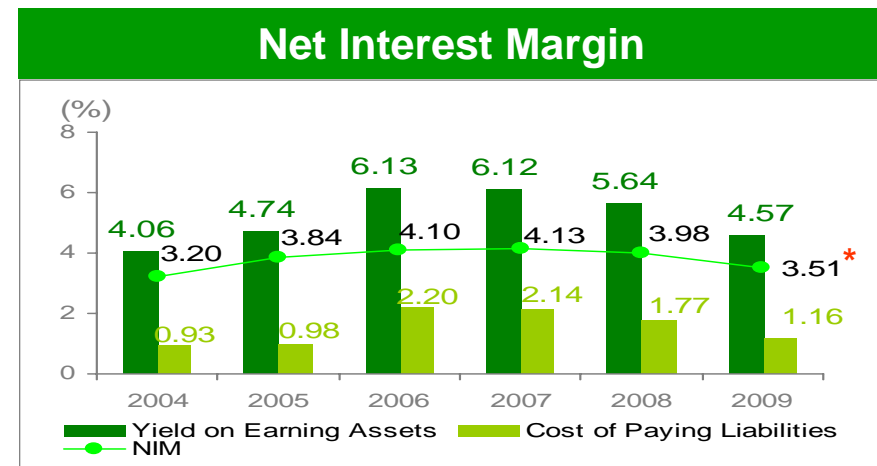
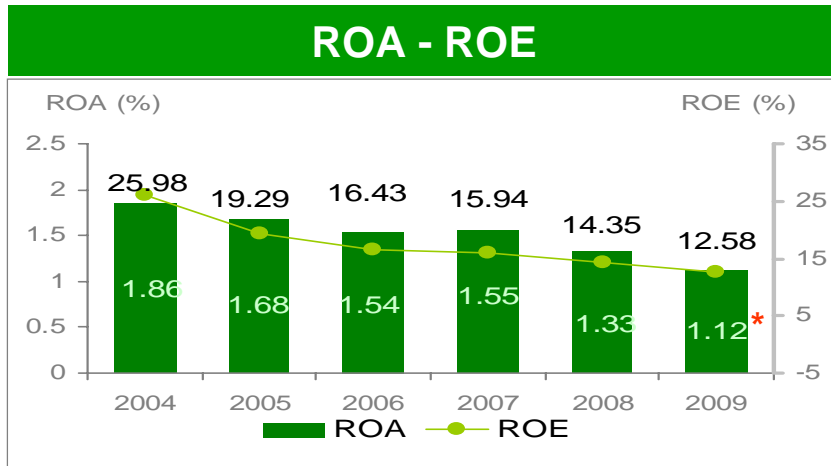
Note: - The 31 Dec 2009 consolidated balance sheet included all items of assets and liabilities of MTGH Group. The consolidated statement of income included 1 month operating result of MTGH Group for the period ended 31 Dec 2009  
 - Companies in MTGH group consist of Muang Thai Group Holding Co., Ltd. (MTGH), Muang Thai Life Assurance Co., Ltd. (MTL) and Muang Thai Broker Co., Ltd. (MTB)

1) If include 2H09 profit, CAR = 15.87% and Tier I = 10.93%



# Financial Performance Highlights

December 2009 (Consolidated)

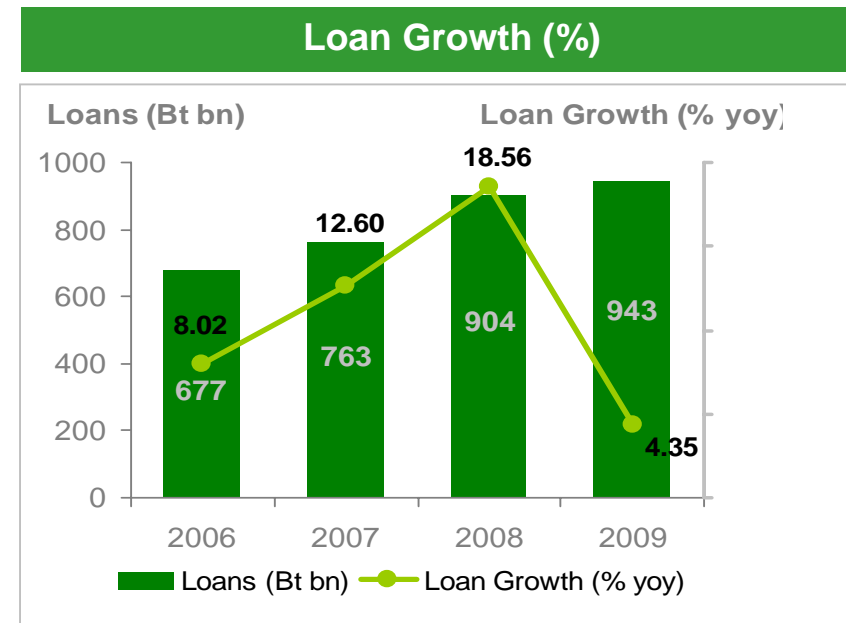
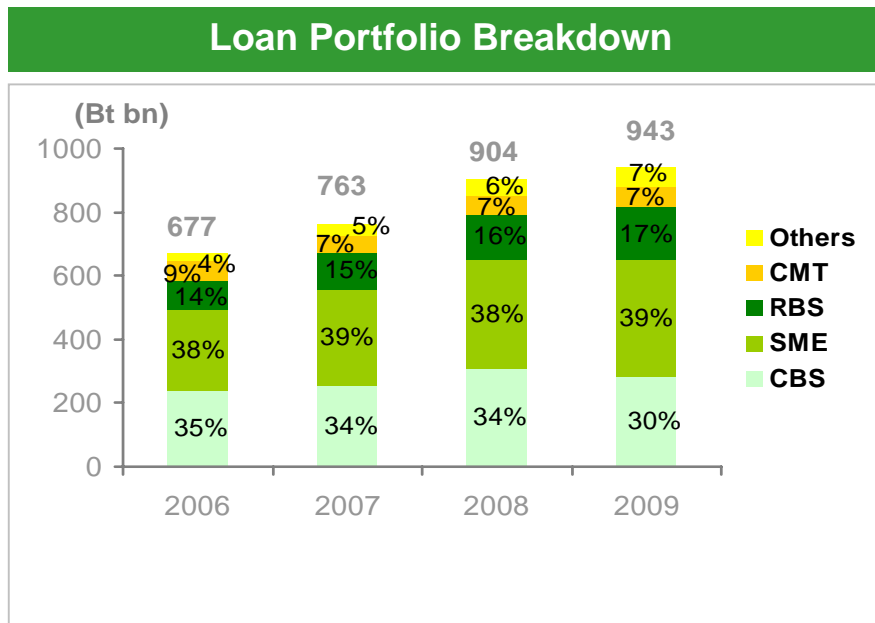


Note: If exclude companies in MTGH Group, ROA = 1.14%, NIM = 3.58% and Cost to Income Ratio = 55.5%



# Loan

December 2009 (Consolidated)



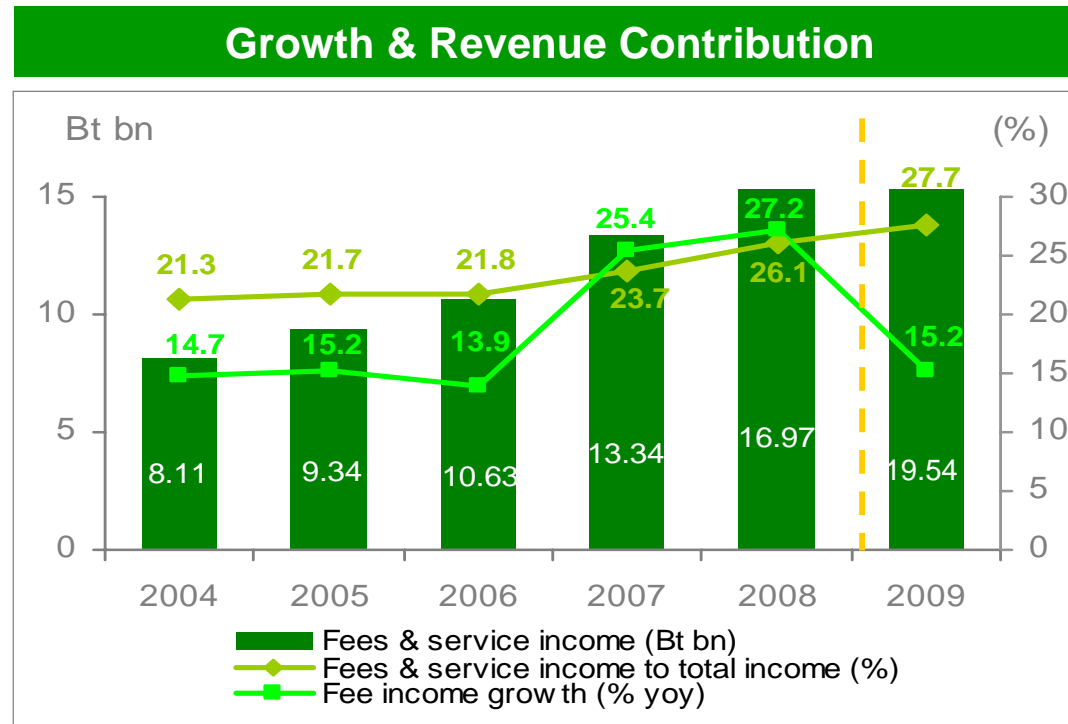
Note: KBank's Definition

**CBS:** Corporate Business Division, **SME:** SME Business Division, **RBS:** Retail Business Division, **CMT:** Credit Management Division, **Others:** Loans of the Bank's subsidiaries and other loan types



# Fee Income

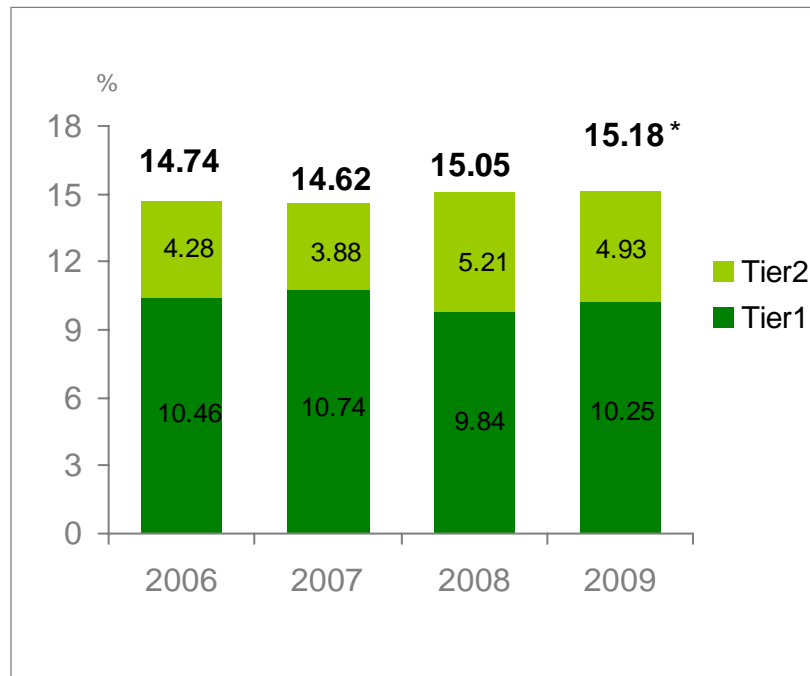
December 2009 (Consolidated)



# Capital

December 2009 (Consolidated)

## Capital



Note: If include 2H09 profit, CAR = 15.87%, Tier I = 10.93%

- Capital adequacy remains strong to support business growth



# Shareholder Structure

11 September 2009 (Closing Registration Date)

## Shareholder Structure

Thai Shareholders	51%
Foreign Shareholders	49%
NVDR*	17.52%
Thai Shareholding Limit	51%
Foreign Shareholding Limit	49%

\* NVDR stands for Non-Voting Depository Receipt

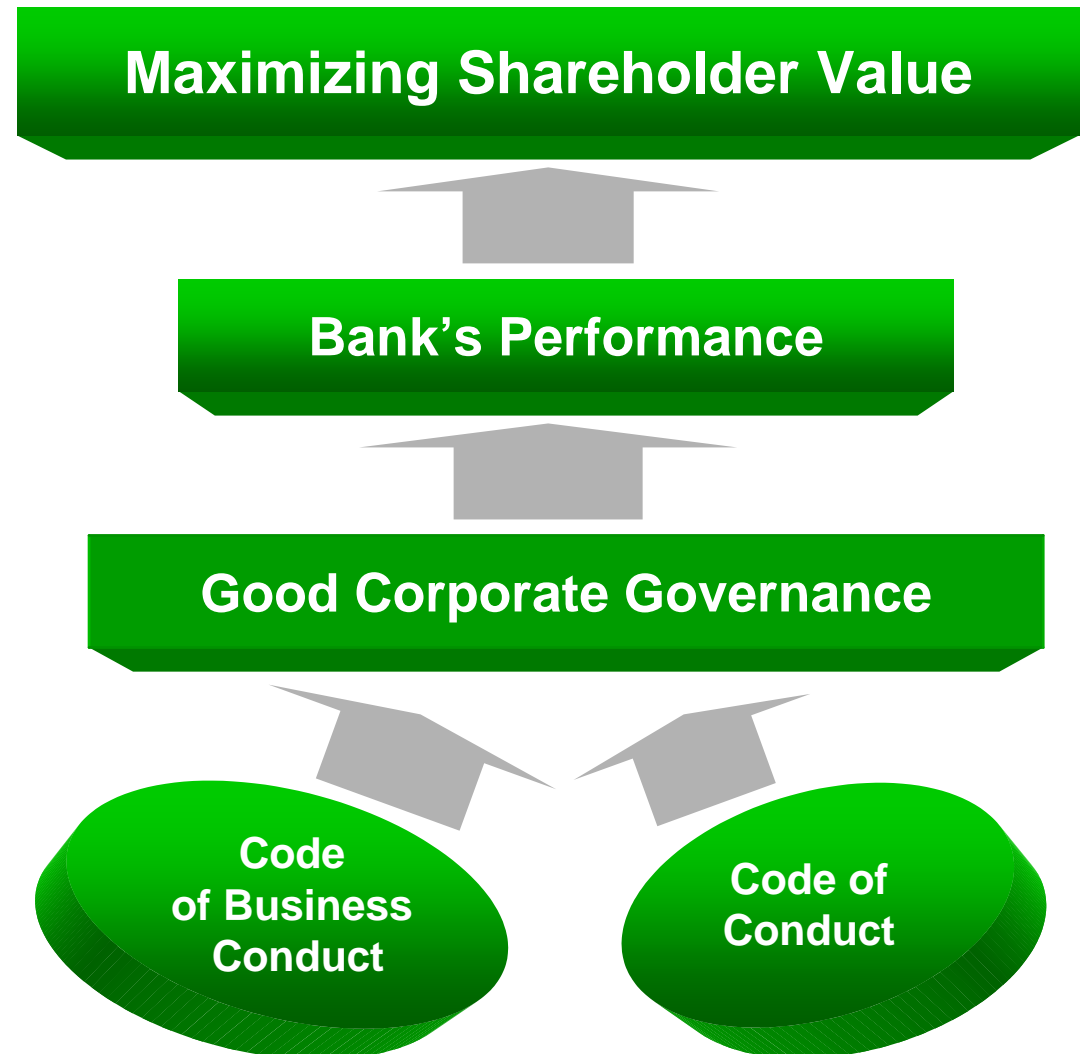
## Top 10 Shareholders

	%
1. THAI NVDR CO., LTD	17.52
2. STATE STREET BANK AND TRUST COMPANY	11.09
3. CHASE NOMINEES LIMITED 42	4.12
4. NORTRUST NOMINEES LTD	2.44
5. N.C.B. TRUST LIMITED-RBS AS DEP FOR FS	2.38
6. HSBC (SINGAPORE) NOMINEES PTE LTD	2.05
7. CHASE NOMINEE LIMITED 1	1.97
8. MELLON BANK, N.A.	1.80
9. STATE STREET BANK AND TRUST COMPANY FOR AUSTRALIA	1.64
10. SOCIAL SECURITY OFFICE (2 CASES)	1.44
<u>Other Shareholders</u>	<u>53.56</u>
<b>Total</b>	<b>100.0</b>

# Corporate Governance

## Importance of Corporate Governance and Business Ethics

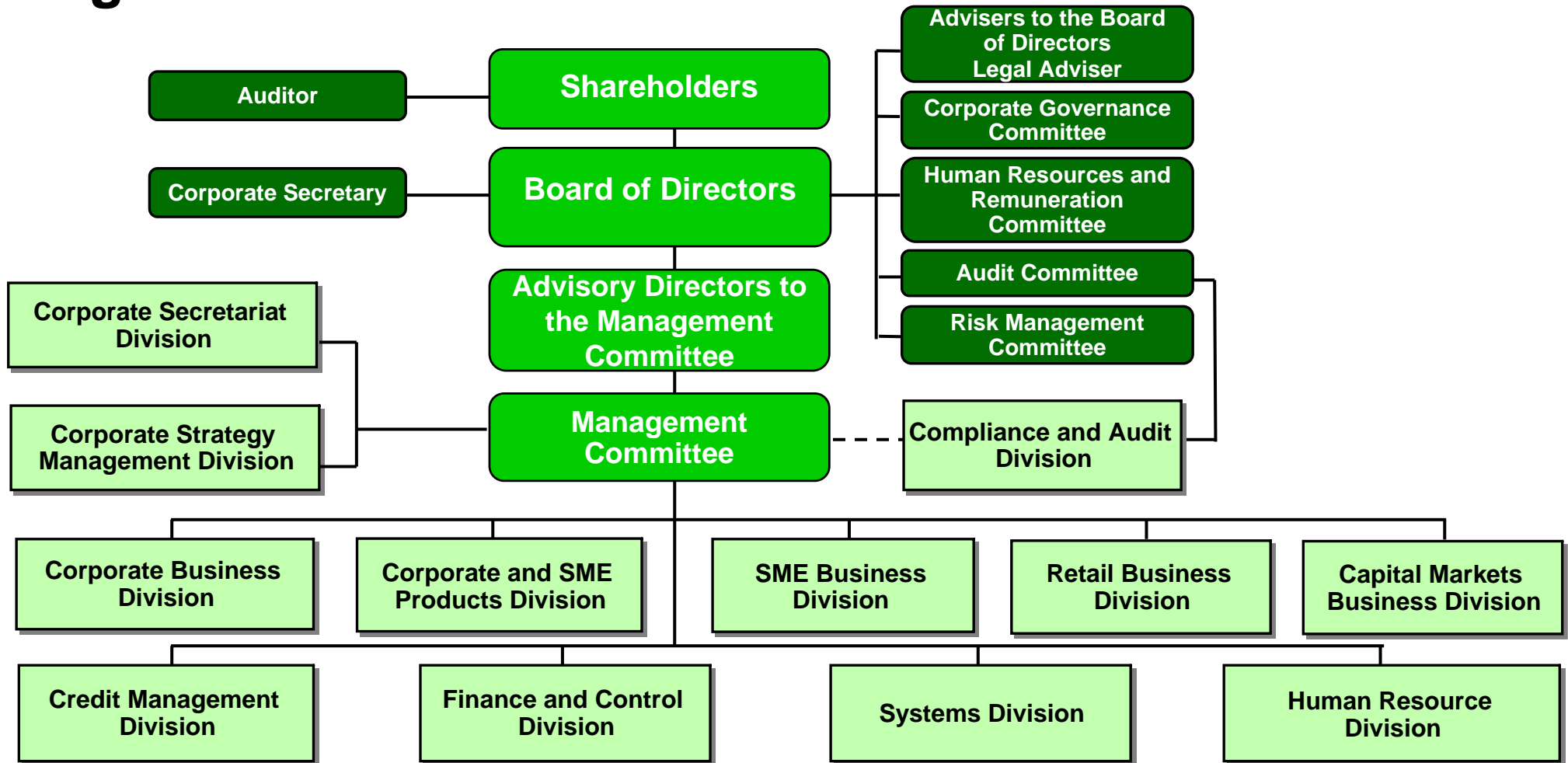
The Board of Directors of KASIKORNBANK strongly believes that good corporate governance will enhance the sustainable growth of the Bank's performance, and is central to achieving the Bank's primary objective of maximizing shareholder value



For further information, please visit [www.kasikornbank.com](http://www.kasikornbank.com) / Investors / Corporate Governance



# Organization Chart

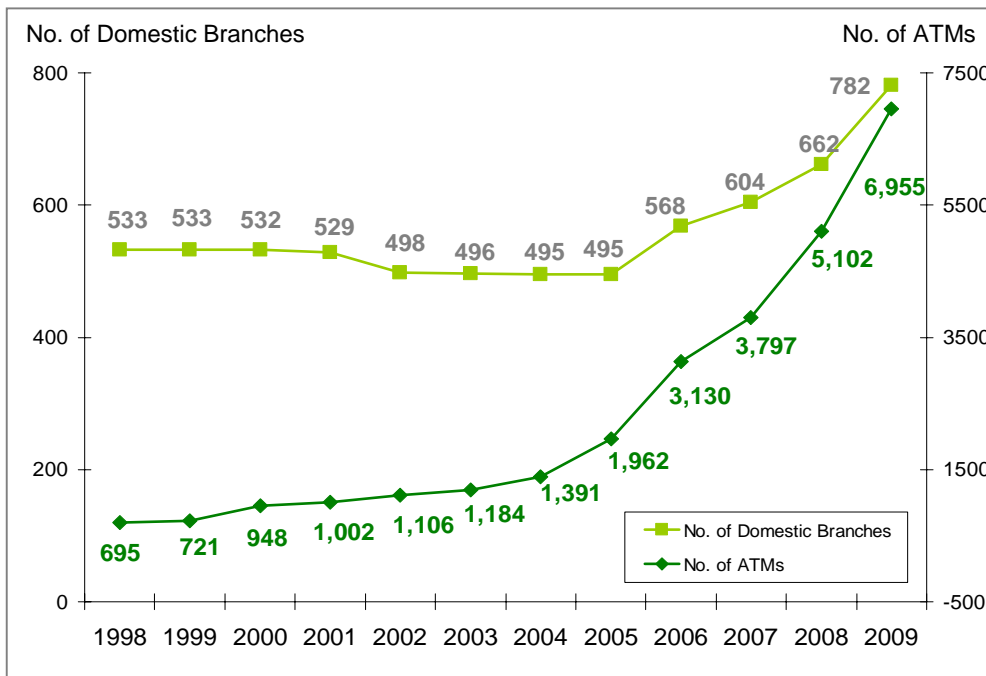


# KBank Channels and Employees

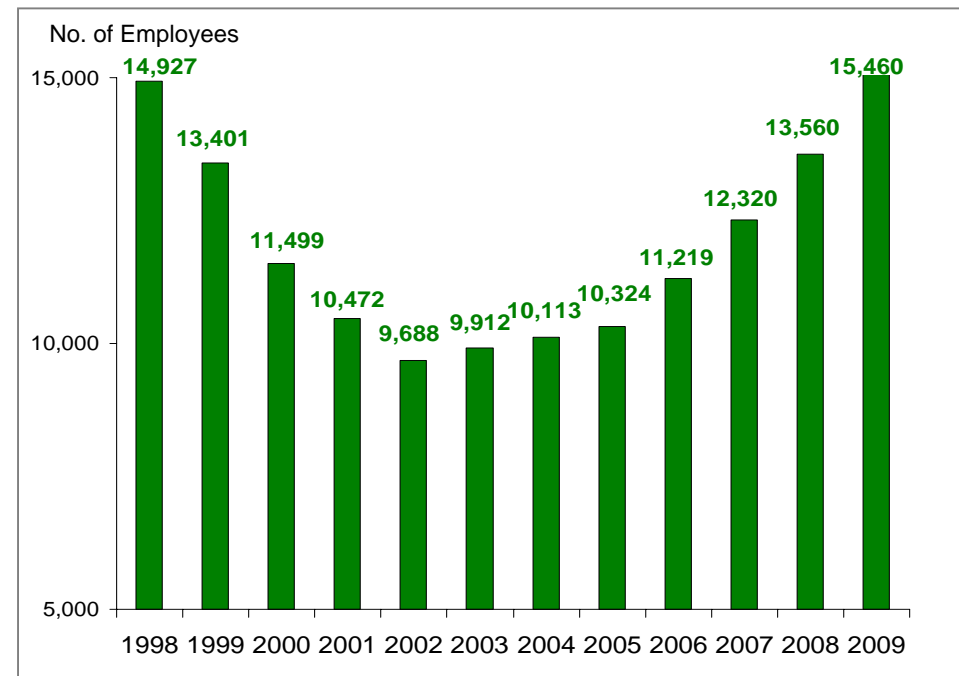
December 2009

■ Increase in resources to support continuous growth after big reductions during crisis

## Domestic Branches & ATMs



## Employees



- Note: 1) KBank has 4 international branches and 3 representative offices:  
 - 4 international branches are in Los Angeles, Cayman Islands, Hong Kong, Shenzhen  
 - 3 representative offices are in Beijing, Shanghai, Kunming  
 2) KBank has 92 foreign exchange booths



# Credit ratings

As of 31 December 2009

## Thailand

S&P's		Moody's		Fitch	
Long-term - Foreign		Long-term - Foreign		Long-term - Foreign	
Rating	Outlook	Rating	Outlook	Rating	Outlook
BBB+	Negative	Baa1	Negative	BBB	Stable

## KBank

S&P's		Moody's		Fitch	
Long-term - Foreign		Long-term - Deposit		Long-term - Foreign	
Rating	Outlook	Rating	Outlook	Rating	Outlook
BBB	Stable	Baa1	Negative	BBB+	Stable

Note: The lowest level of investment grades for Long-term Debt/Deposit Credit Ratings of S&P's, Moody's and Fitch are BBB-, Baa3, and BBB-, respectively



# Public Recognition in 2008-2009

## 2009

- THE ASIAN BANKER** Excellence in Retail Financial Services Awards 2009
  - Excellence in Mortgage Business
  - Excellence in Mobile Phone Banking
- GLOBAL FINANCE** Best Trade Finance Banks and Providers 2009
- The Banker** Deals of the Year 2009: Project Finance
- asia money** Structured Products Polls 2009
  - Best Domestic Provider for Currency linked Structured Products in Thailand 2009
  - Best Domestic Provider for Interest Rate linked Structured Products in Thailand 2009
- Best Banks Awards 2009**
  - Best Domestic Debt House in Thailand 2009
- FX Polls 2009**
  - Best Domestic FX Providers in Thailand as voted by Corporates 2009
  - Best Domestic FX Providers in Thailand as voted by Financial Institutions 2009
  - Best Domestic Provider for Innovative FX Products and Structured Ideas in Thailand as voted by Corporates
  - Best Domestic Provider of FX Prime Broking Services in Thailand as voted by Corporates
  - Best Domestic Provider of Single-Bank Electronic Trading Platform in Thailand as voted by Corporates
- Polls of the Polls 2009**
  - Best for Corporate Governance in Thailand 2004 – 2008
- FinanceAsia**
  - Best Cash Management Bank
  - Best Bond House
  - Best Trade Finance Bank
- Alpha South East Asia**
  - Best Cash & Liquidity Management Bank
  - Best Bond House
  - Best Private Wealth Management House
  - Best Project Financing Deal of the Year 2009
- CorporateGovernanceAsia** Best Corporate Governance Asia Recognition Awards
- THE WALL STREET JOURNAL ASIA** 2009 Asia's 200 Most Admired Companies in Thailand (Rank 4<sup>th</sup>)
- SAA** Most preferable by Analysts Awards:
  - Chief Executive Officer
  - Investor Relations Officer
  - Registered Company

## 2009

- LAFFERTY CARDS AWARDS 2009** CONSUMER PAYMENT CARDS RATINGS IN SOUTH EAST ASIA
  - Lafferty Cards Awards 2009
  - Best Co-Brand Product(Thailand)-Carrefour-KBank Credit Card (Visa)
  - Best Debit Card (Thailand)-K-My Debit Card (Visa)
- CGBS** **Nation Media Group** Top Ten Most Innovative Companies 2009
- SET Awards 2009: Top Corporate Governance Report Award**
  - Best Domestic Investment Bank
  - Best Debt House
- Best Retail Bank 2009**

## 2008

- asia money**
  - Best Domestic Providers for Local Currency Products in Structured Interest Rate Products and Currency Linked Products
  - Poll: Best Domestic Bank in Thailand
  - FX Poll 2008 (Won the top votes in 12 categories)
  - Corporate Governance Polls 2008: Thailand
    - Overall Best Company for Corporate Governance
    - Best for Disclosure and Transparency
    - Best for Shareholders' Rights and Equitable Treatment
    - Best Investor Relations Officer
- THE ASIAN BANKER**
  - Excellence in SME Banking Award (Asia Pacific and Gulf States)
  - The Strongest Bank in Thailand
  - Best IT Solution for Trade Finance Award
- FinanceAsia**
  - Best Investment Bank
  - Best Trade Finance Bank
  - Poll: - Best Managed Company (rank 5<sup>th</sup>)
  - Best Corporate Governance (rank 5<sup>th</sup>)
  - Best Investor Relations (rank 4<sup>th</sup>)
- TMA** **NECTEC** **College of Institute Thailand** Thailand ICT Excellence Awards 2008
  - Business Enabler
  - Project of the Year

## 2008

- Alpha South East Asia**
  - Best Financial Supply Chain Bank
  - Best Bond House
  - Best REIT of the Year in Southeast Asia
  - Best Local Currency Bond Deal of the year in Southeast Asia
- CorporateGovernanceAsia** Best Corporate Governance Asia Recognition Awards
- มสจ.ธนาคาร** Best Retail Bank 2008
- SEC** **สมาคมส่งเสริมธุรกิจหลักทรัพย์** **THAI INVESTORS ASSOCIATION** Total Score exceeding 100 in the AGM Assessment
- Forbes** One of The "Asian Fab 50 of 2008"
- SET Awards 2008**
  - Top Corporate Governance Report Award
  - IR Excellence Award
- ThaiBMA** **The Thai Bond Market Association**
  - ThaiBMA Best Bond Awards 2008
    - Top Underwriter
    - Deal of the Year
    - Dealer of the Year
    - Best Bond House
    - Best Sales of the Year
- Bank of the Year 2008**
- TMA** **Sasin** Financial Management Excellence Award
- citibank** Quality Recognition Award for US dollar fund transfer with Straight-Through Processing 2008
- ifrasia** **ThaiBMA** Thailand's Top Underwriter for Debentures
- GLOBAL** **NOTING OPERING MANAGEMENT AWARDS** Customer Experience Award 2008-Asia Region
- ASSOCIATION**
  - Triple A Best Cash Management Bank in Thailand Award
  - Best Debt House
  - Best Domestic Investment Bank
- GLOBAL FINANCE** Best Trade Finance Banks and Providers 2008
- FINANCIAL INSIGHTS** Financial Insights Innovation Awards 2008: Trade Services



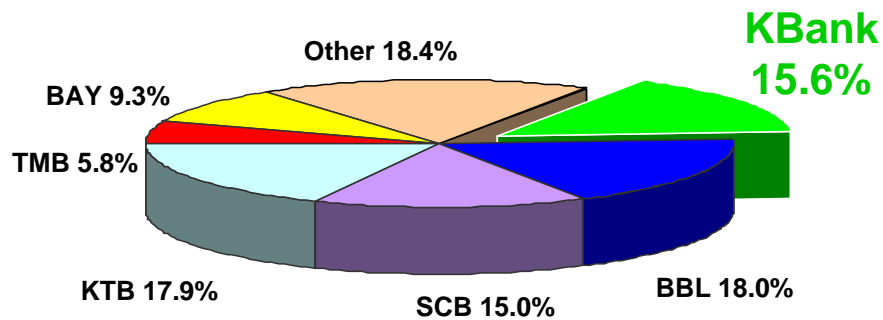
## *Appendix*



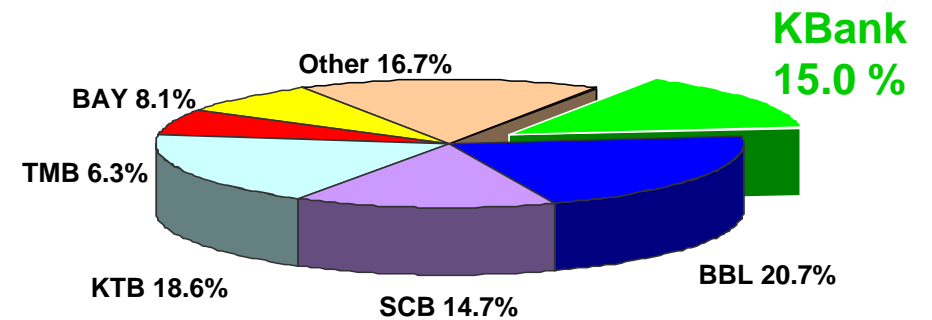
# Loans and Deposits Market Share

December 2009 (Bank only)

## Loans



## Deposits



Source: KASIKORN RESEARCH and C.B.1.1 (monthly summary statement of assets and liabilities)

Note: Loans are based on net loans reported in C.B. 1.1



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The Recipient also acknowledges and understands that the information so provided by KBank does not represent the expected yield or consideration to be received by the Recipient arising out of the execution of the transaction. Further the Recipient should be aware that the transaction can be highly risky as the markets are unpredictable and there may be inadequate regulations and safeguards available to the Recipient.

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ธนาคารกสิกรไทย

KASIKORNBANK 泰华农民银行