



Responsible Artificial Intelligence Program

Responsible Artificial Intelligence

Artificial Intelligence (AI) plays an increasingly important role in delivering innovative financial services, improving operational efficiency, strengthening risk management, and enhancing customer experience. As AI adoption continues to expand, KBank recognizes the importance of ensuring that AI technologies are developed, deployed, and monitored responsibly to maintain stakeholder trust, safeguard customers, and support sustainable business growth.

AI Governance and Oversight

Responsible Artificial Intelligence Program is supported by governance policy, guidelines, and procedures covering the design, development, deployment, operation, and retirement of AI systems. Governance responsibilities are clearly assigned across business, technology, risk, and control functions to ensure accountability throughout the AI lifecycle.

AI use cases are subject to risk-based assessment and oversight according to their potential impact on customers, employees, operations, and regulatory compliance. Higher-risk AI applications receive enhanced governance, independent review, and ongoing monitoring to ensure appropriate controls remain effective throughout their operation.

Responsible AI Throughout the AI Lifecycle

Data Governance and Controlled Access

KBank applies robust data governance practices to ensure AI systems access and process information appropriately. Data Usage and Data Quality Guidelines establish requirements for data access, sharing, quality management, and protection based on the principles of purpose limitation and least privilege.

Access to AI systems and sensitive datasets is granted only to authorized personnel according to approved business purposes, while access rights are periodically reviewed to prevent unauthorized or inappropriate use. These controls help safeguard confidential information and limit access to sensitive AI capabilities (e.g. facial recognition, surveillance).

Transparency in AI Interaction

KBank has established a Policy on the Use of Generative AI that promotes transparency in both customer-facing services and internal systems. Users must be clearly informed whenever they are interacting with an AI system or receiving content, outputs, recommendations, or decisions generated by AI. Any content generated by AI, including text, images, or decisions, must be clearly labeled as AI generated. This requirement supports accountability and explainability, enables users to better understand the role of AI in interaction, and fosters trust through transparent communication between human users and automated systems.



Continuous Monitoring and Model Performance

KBank continuously monitors AI models throughout their operational lifecycle to detect performance degradation, model drift, and other emerging risks before they affect customers or business operations.

Performance indicators—including model accuracy, hallucination rate, groundedness, data drift, and task success rate—are monitored against predefined thresholds appropriate to each model's criticality. Automated monitoring generates alerts when abnormal performance is detected, enabling timely intervention by designated model owners through predefined response procedures such as traffic rerouting, fallback model activation, model rollback, or suspension of AI services where necessary.

Following any significant incident, KBank performs root cause analysis and impact assessments to identify corrective actions, including model recalibration, retraining, prompt optimization, or improvements to data pipelines. Monitoring outcomes are reviewed regularly by designated governance bodies to ensure AI systems remain reliable, secure, and aligned with regulatory and ethical expectations.

In addition to monitoring overall model performance, KBank regularly monitors and evaluates deployed AI models to identify bias and fairness assessment is mandatory for AI systems that directly serve customers or may materially affect customer outcomes. Model performance is assessed against predefined fairness and performance criteria, with periodic reviews conducted according to each model's risk classification.

Where issues are identified, formal escalation and remediation processes are initiated, including model refinement, retraining, validation, and independent review. Fairness considerations and monitoring outcomes are further incorporated into KBank's AI assurance and audit framework to support transparent, equitable, and trustworthy AI outcomes.

Incident Management and Stakeholder Feedback

KBank has established mechanisms to monitor user feedback through appropriate channels to support the continuous improvement of its AI systems and services. In addition, the management of AI-related incidents is supported by KBank's IT incident management process to systematically monitor, assess, and address incidents in a timely and consistent manner.

Building Responsible AI Capability

KBank has a change management process to support the implementation and adoption of changes related to AI governance. Under this process, KBank communicates any relevant changes to its AI Governance Policy, Guidelines, and Procedures to relevant focus groups, including developers, AI users, risk and governance functions, and Bank-wide audiences.



Training covers Responsible AI principles, AI risk assessment, human oversight, cybersecurity, data protection, and the Do's & Don'ts of AI use, supported by practical guidance and knowledge assessments. An AI Governance Awareness Program in E-Learning format is planned to further strengthen employees' knowledge, awareness, and capability to use AI ethically, securely, and responsibly.

AI for Sustainable Value Creation

KBank leverages AI to create positive outcomes for customers and society while strengthening operational resilience.

One of KBank's key AI applications supports the detection and prevention of financial fraud and mule account activities. Advanced AI models analyze transaction behavior, account relationships, and customer risk profiles to identify suspicious activities and enable proactive intervention before fraudulent transactions occur.

These initiatives have generated measurable benefits. Compared 2026 with 2025, **average monthly fraud losses decreased from THB 646 million to THB 252 million, a reduction of 61%, while the average number of fraud cases per month declined from 6,620 to 4,092, a reduction of 38%, and the average loss per case decreased from THB 98 thousand to THB 61 thousand, also a reduction of 38%.** The faster decline in total losses relative to case volume reflects genuine improvement in case management rather than a temporary decrease in incidents. In addition, the number of mule accounts has declined continuously, from a peak of **23,955 accounts in October 2025 to 8,585 accounts in July 2026, a reduction of 64% within 9 months.**

These outcomes demonstrate how responsible AI can enhance customer protection while supporting the integrity of the financial system and contribute to KBank's Sustainable Development Target of ensuring business operations under good corporate governance practices, including maintaining an "Excellent" Corporate Governance (CG) level as measured by external agencies, no significant warning issues/findings on KBank from regulators, and no significant non-compliance issues related to market conduct.



Comparison Summary: Loss vs Case — 2025 vs 2026

Monthly average • 2025 (Jan–Dec, 12 months) vs 2026 (Jan–Jul, 7 months)



CONCLUSION

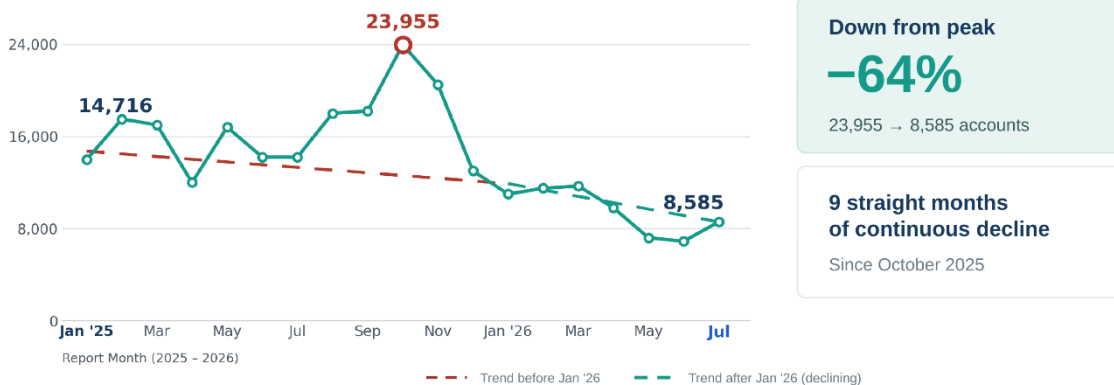
Loss fell faster than case volume (61% vs 38%) — per-case handling genuinely improved, not just fewer cases.

Note: Figures read from the LOSS vs CASE chart on the previous slide • The Feb 2025 value overlaps the trend line, so it is an estimate • 2026 data is not yet a full year.

USE CASE 02 | MULE ACCOUNT DETECTION: MULE ACCOUNT MONITORING & RESULTS

Mule Accounts Declining Continuously

#Mule Accounts by Report Month — Down from a peak of 23,955 accounts (Oct 2025) to 8,585 accounts (Jul 2026)



KEY INSIGHT

Proactive detection and closure of mule accounts drove a continuous decline of over 60% within 9 months.



Sustainable AI Infrastructure

KBank continuously seeks opportunities to improve the efficiency and sustainability of its AI infrastructure through technology innovation and responsible resource management.

Through KBTG, KBank has implemented Athena, a centralized Agentic AI Platform featuring a unified Large Language Model (LLM) Gateway that consolidates AI model access across business units. This centralized architecture reduces duplicated AI deployments, optimizes model utilization, enables intelligent model routing, and supports real-time monitoring of resource consumption and operational costs. By maximizing computing efficiency, the platform helps reduce energy consumption and the associated environmental footprint of AI operations and enhancing organizational productivity.

KBank provides employees with AI self-service whitelisted tools that have appropriate assessments of security, capability, risk considerations and formally approved for inclusion in the Bank's AI whitelisted. These tools enable employees to access AI capabilities through secure, standardized, and centrally governed platforms. Consolidating AI usage within approved enterprise tools improves the efficient use of shared computing resources and enables the Bank to monitor AI usage centrally. This approach supports the broader adoption of AI across the organization while enhancing the overall efficiency of the Bank's AI infrastructure and improving employee productivity.

The KBank also develops specialized Small Language Models (SLMs) under the THaLLE model family to perform domain-specific financial tasks using significantly lower computational resources than larger general-purpose models. These lightweight models deliver high-quality performance while substantially reducing computing requirements and energy consumption, demonstrating that responsible AI innovation can also support environmental sustainability.

Beyond internal innovation, KBTG collaborates with leading international organizations, academic institutions, and industry initiatives to advance responsible AI governance, AI assurance, and sustainable AI development. These collaborations enable KBank to benchmark its practices against global leading standards while contributing to industry-wide frameworks for reducing the ecological footprint of AI systems.



Continuous Improvement

KBank continuously strengthens its Responsible Artificial Intelligence Program by monitoring emerging regulations, technological developments, and international best practices. Although KBank has not yet obtained certification under ISO/IEC 42001, the Bank continues to enhance its AI governance framework with consideration for alignment with emerging standards, including ISO/IEC 42001, as part of its ongoing commitment to responsible and robust AI management. In addition, KBank's AI practices incorporate internationally recognized AI risk management practices and are supported by its ISO/IEC 27001 certified information security management system.

Through continuous governance enhancement, independent assurance, ongoing monitoring, employee capability development, and collaboration with global partners, KBank remains committed to ensuring that AI technologies are developed and used responsibly to deliver sustainable value for customers, society, and the environment.