

Corporate Social Responsibility (CSR) Activities

As a financial institution operating in accordance with good corporate governance principles, KASIKORNBANK (KBank) does business ethically for the betterment of the society and the environment. The Bank acknowledges our responsibility to society and the environment as a part of our approach to sustainable development and has been involved in various social contribution activities that are also socially responsible through our personnel, technological assets and network across the country. In 2006, the Bank was thus presented with the “Best Corporate Social Responsibilities (CSR)” award by the Stock Exchange of Thailand.

The Bank’s CSR activities can be categorized into four areas, i.e., society, environment, customers and employees. These activities have included:

Society

The Bank has initiated and cooperated with public and private agencies in staging social contribution activities including the development of youth and the underprivileged, providing support to education, culture, sports, religion, public health, disaster relief and community development.

Seminar on “Building Hope for a Better Tomorrow – The Red Cross and Its Humanitarian Mission”



On the occasion of the 30th Anniversary of the establishment of diplomatic relations between Thailand and China, the Thai Red Cross Society and Red Cross Society of China, in cooperation with the Bank, staged a seminar on “Building Hope for a Better Tomorrow -



The Red Cross and Its Humanitarian Mission” on Tuesday, February 7, 2006, at the Samannachan Room, KBank’s Head Office, Ratburana. The seminar was aimed at exchanging knowledge and experience between the two Red Cross societies to enhance better understanding between the two for increased potential in effectively and efficiently achieving their mission to help those in need.

Project on “Book Corner in Commemoration of His Majesty the King’s 80th Birthday”

In honor of His Majesty the King’s 80th Birthday on December 5, 2007, the Bank, in cooperation with the Bank of Thailand, held an event on the “Book Corner in Commemoration of His Majesty the King’s 80th Birthday” to donate Baht 50,000 to each of 128 schools administered by the Ministry of Education for the purchase of books and bookshelves. The project was intended to enhance knowledge for youths and the general public, as well as instill reading habits into them.



Princess Pa Foundation under the Thai Red Cross Society

Joining hands with the Princess Pa Foundation under the Thai Red Cross Society, KBank set up a special deposit account in the name of the “Princess Pa Foundation, Thai Red Cross Society” to accept public donations to help flood victims in northern Thailand via ATMs and the Bank’s branch network throughout the country. The Bank also donated a sum of Baht 1,000,000 plus 1,000 relief packages to flood victims.

Assistance to Temples and Flood Victims

On top of the help given to flood victims via the Princess Pa Foundation under the Thai Red Cross Society, the Bank also donated another 1,000 relief packages to temples and villagers in flood-ravaged areas at the discretion of His Holy Highness, the Supreme Patriarch.

Scholarships

As part of the Bank’s efforts to promote tertiary education, the following scholarships were provided to qualified persons with good behavior to further their education at the undergraduate and graduate levels, 1) One scholarship for graduate study at the Faculty of Economics (International Program), Thammasat University, totaling Baht 138,000; 2) Six scholarships for undergraduate study at Chulalongkorn University at Baht 15,000 each, totaling Baht 90,000; and 3) Two scholarships for undergraduate study in Communication Arts at Huachiew Chalermprakiet University, at Baht 500,000 per scholarship, totaling Baht 1,000,000. Students will receive experience in communication arts and journalism through practical training at the Nation Multimedia Group.

Royal Flora Ratchaphruek 2006



In honor of the 60th Anniversary of His Majesty the King’s Accession to the Throne, KBank showcased a landscaped garden measuring 947 square meters on the theme of ‘A Sense of Solidarity’. The artistic endeavor featured a proud reflection on His Majesty’s royal initiatives encouraging Thais to perceive and treasure national unity symbolized by a herd of nine sculptured elephants who live together peacefully in a society of duty, sacrifice and sustained support for one another.

Royal Kathin Robe Presentation Ceremony

On October 14, 2006, the Bank organized a Royal Kathin Robe Presentation Ceremony at Wat Thammarak Niwet, Tambon Dong Din Daeng, Nong Muang District, Lopburi.

New Year's Camp and Seaside Tour Project for Underprivileged Youth

The Bank organized a New Year's Youth Camp for underprivileged and disabled children, so that they would have the opportunity to celebrate the New Year holiday in a joyous environment with arts, music and sports. New Year gifts were presented to every child at the Camp. Also, at mid-year, the Bank took underprivileged and disabled children to the seaside, staying at the Bank's Hua Hin resort facility for three days and two nights.



Volunteer Spirit for Thai Society Development Project

The Bank has a policy of encouraging students to voluntarily take part in rural development activities to help them learn by experience, providing them with a broader perspective on the Thai society. The activities included newly-launched projects for local development in cooperation with villagers, educating them on various



topics, providing assistance to needy students in remote areas, e.g., construction of school buildings, donating educational equipment and supplies, and engaging in activities related to environmental conservation and restoration. The Bank set aside a budget to support these programs initiated by volunteer camps for rural development at various educational institutions, namely Chulalongkorn University, Kasetsart University, Ramkhamhaeng University and Lampang Technology College.

"Mettadham" Website

As the Thai society is infused with people from all walks of life, including the underprivileged and affluent persons, the Bank has set up a website called "Mettadham" to serve as a donation exchange center for less fortunate children, the aged and the disabled. So far, 330 items have been donated to 24 foundations and charitable organizations via the website.



Children's Day Project

Recognizing the significance of child development that will contribute greatly to the nation, the Bank organized a Children's Day 2006 celebration at Phahon Yothin Building where more than 300 children attended a concert and participated in various games. The Bank also gave 10,000 books and 5,000 sets of stationery supplies to schools, youth centers and public agencies to distribute to children joining the celebrations held by them.

Environment

Reforestation in Honor of the 60th Anniversary of His Majesty the King's Accession to the Throne

The Bank, in cooperation with Rajapruek Institute Foundation and the Thai Bankers' Association, took part in the 3rd Phase of the project on "Reforestation in Honor of the 60th Anniversary of His Majesty the King's Accession to the Throne", carried out between 2005 and 2007. The project covers 10,728 rai of land in Uttaradit and Phrae provinces.

Occupational Health and Safety

The Bank takes due care to ensure that our buildings are safe, hygienically clean and have pleasant environments that are favorable to efficient work, as well as being convenient for customers and persons doing business with the Bank.

Head Office buildings and other high rise buildings of the Bank are designed and installed with standard fire protection systems meeting US NFPA (National Fire Protection Association) standards, which are accepted worldwide. Important systems within the building include an automatic fire alarm system, fire extinguishing systems, smoke ventilation systems, compressed air systems for each floor, fire escape stairs and an automated building control system. Moreover, the Bank has also built a helicopter-landing pad on the roof of the car parking building as another fire exit.

The Emergency Master Fire Plan of the Bank was drafted by experts and is updated continually. The Bank regularly arranges fire drills at least once a year so that staff and personnel who are responsible for fire fighting administration have the required knowledge and expertise to assist in building evacuation according to these plans.

The sanitation systems installed in the buildings are there for the health and safety of personnel working in these buildings, and include such systems as a two-stage air filtration system plus air-conditioning for clean air, free from outside air pollution, lighting systems with standardized lighting values for comfort to eyesight, and water purification systems for drinking water using ozone to clean and clarify drinking water, etc. In addition, high-quality electrical appliances are used within the buildings to ensure that they are energy-efficient.

The environment in society and in communities is another point that the Bank has always realized the importance of. The location of Head Office has been designed to be pleasant and shaded with landscaped gardens, trees, fountains, sculptures, and activities, etc. Emergency electricity generators are installed with exhaust systems that filter out smoke, smells, and have noise abatement devices to prevent disturbing nearby communities. The highly-efficient waste water system provides treated water to the gardens and for use with the air-conditioning system. Therefore, apart from helping to preserve the environment, the system also helps the Bank to significantly reduce utility water costs.

The Bank is also an organization that supports efforts to preserve the environment by steadily encouraging the use of recycled paper. In addition, the Bank also has a policy to not approve loans to projects that violate the environmental laws of the country.

Customers

As the Thai economy prospers, competition has become inevitably more intense. The Bank recognizes the importance of upgrading our competitive potential to access entrepreneurs. Small-to-medium enterprises with sound business practices, in particular, have thus been promoted to ensure their healthy growth and effectively contribute to the country's economic development.

To this end, entrepreneurs have been provided with business-related knowledge to ensure them with a better understanding on how to effectively operate their businesses, tackle problems, and importantly, how to improve themselves. This will eventually lead to more sustainable growth in their business operations.

Training courses and seminars have been thus staged by KBank to provide the Bank's customers and business persons with business-related knowledge that can be further applied effectively and in a timely manner. Their competitive potential has thus been bolstered to broaden their perspective in doing business. The Bank acts as an intermediary to convey to our customers and business persons our business concepts, philosophy, operating practices and idealism that is in compliance with the government's policies and SME promotional vision.

In 2006, the Bank launched learning-related programs and seminars including:

- Eleven seminars on "Immunization for SME Businesses 2006" for medium-sized businesses to provide them with economic outlooks, knowledge of investment trends and business management techniques in times of economic volatility.
- Nine seminars on "Shining SMEs", which were intended to foster knowledge-based business operations among smaller entrepreneurs, enabling them to introduce more suitable products to their businesses.

- A special newsletter "SME Square" was released each month by the Bank, in cooperation with *Thansetthakit* newspaper, Office of Small and Medium Enterprise Promotion and Small Business Credit Guarantee Corporation, as part of our effort to disseminate knowledge and useful information to SME enterprises. Topics included economic summaries and information on the impacts of economic-related factors, exports, finance and investment, online business, laws and taxation, business strategies, as well as case studies on successful SME innovations, product development and new market penetration, etc.

- A program on "Smart Investment with Your 10 Million" to provide useful information and investment-related tips for the Bank's Signature customers.

Employees

The Bank places great emphasis on personnel development. Thus, various study courses have been organized for KBank employees to enhance their knowledge, ability and skills to create optimum customer satisfaction. Focus has been placed on sales techniques, service deliveries, credit underwriting, risk management, leadership and effective management. In 2006, both in-house and outside study courses were organized for the Bank's employees, as summarized in the following:

Study Courses in 2006	Number of Topics	Number of Classes	Number of Employees Attending
In-house learning courses	157	535	23,673
Outside learning courses	428	505	1,206
E-learning	7	14	2,672
Total	592	1,054	27,551

Remarks: One employee is allowed to attend several study courses during the year.

The Bank has developed a wide variety of study systems to facilitate self-learning among the Bank's employees through various channels, i.e. --

- Program to develop leadership skills and ability for potential KBank employees.

- Project on "Five Skills Toward Excellence" where KBank employees were encouraged to take a test to evaluate their skills in five areas, namely the Thai language, arithmetic, English language, computer skills as well as problem solving and decision-making.

- Use of the KBank library where information resources are available, i.e., books, regular periodicals and audio-visual materials.

- An advisory center that provides guidelines for skills self-development for KBank employees on an individual basis to ensure that their skills match their job description.

- KBank e-Learning programs, which feature study and training courses via electronic channels to ensure a common understanding among KBank employees toward the Bank's systems, products, rules and regulations.