



## Product & Service Update: February 2004

### Retail Business:

#### Housing Loan Promotion at NPA Grand Sale No. 3

- ❑ KASIKORNBANK PCL participated in the NPA Grand Sale No. 3 on February 27-29, 2004 at the Central Plaza Ladphrao to sell 880 NPAs in Greater Bangkok worth Bt2bn at a 10% discount.
- ❑ KBANK offered a special interest rate of 1% (first six months) and other six floating-rate packages for customers buying the assets and applying for housing loans at the exhibition.
- ❑ NPA Sales target: at least Bt200mn

#### MercedesCard



- ❑ **KBANK**, in cooperation with **Daimler Chrysler (Thailand) Limited**, launched **MercedesCard**, the first credit card jointly issued in Thailand by the company.
- ❑ **Target group:** high-end customers who purchase Mercedes Benz cars from Daimler Chrysler (Thailand) Limited.
- ❑ **Privileges:**
  - ❑ A 15% discount on accessories and service and a 10% discount for Mercedes Benz souvenirs from official agents of Daimler Chrysler (Thailand) Limited.
  - ❑ Discounts and privileges from 38 brand-named alliances of the Bank including shops, diners, travelling agents, health & spa resorts and insurance companies.
- ❑ **Target no. of cards:** 10,000 cards in 2004.

## Corporate Business:

### Underwriting Bt1.6bn Senior Debentures for Nation Multi Media Group PCL

- ❑ Nation Multi Media Group PCL (“Nation”) appointed KBANK as an underwriter, custodian, and registrar for the two tranches of senior debentures issued by the company totaling Bt1.6bn.
- ❑ The first tranche: 4.5%, 3-year debentures.
- ❑ The second tranche: 5.25%, 5-year debentures.
- ❑ Both tranches were oversubscribed.
- ❑ Offering: institutional and general investors on February 18-25, 2004.

### 10-year Bt600mn Financial Support for Piya International Co., Ltd.



- ❑ KBANK provides financial support of Bt600mn for 10-year period to Piya International Co., Ltd. to expand the construction of Phulay Beach Resort Hotel in southern Krabi province.
- ❑ Phulay Beach Resort Hotel, which has continuously enjoyed its business growth, locates in the area promoted by the government as an important tourism area.

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