

KASIKORN Securities: Broker #11 Ready with Complete Market Services

KASIKORN Securities Pcl. recently revealed the names of three key personnel for the top management positions. Mr. Rapee Sucharitakul will take the position of the Chairman of the board of directors of KASIKORN Securities. Ms. Nattharin Talthong will serve as the Managing Director for Brokerage business, and Mr. Vikran Paovarojkit will act as the Managing Director for Investment Banking business. The business operation will be officially launched in the second quarter of this year, with a full range of capital market products and services. The Bank is confident that the new company will be able to achieve a 2-3 percent market share in first three years.

Mr. Rapee Sucharitakul, who will take the position of Chairman of KASIKORN Securities, disclosed that KASIKORN Securities has completed registration as a subsidiary company of KASIKORNBANK PCL. The Bank holds 99.91 percent of its securities subsidiary's shares. As SEC has approved the appointment of the above persons for the top management posts, the company will then seek approval of these appointments from its Extraordinary General Meeting of Shareholders scheduled on January 20, this year, before subsequent registration at the Ministry of Commerce.

KASIKORN Securities will be located at 19th floor of the KBANK Phahon Yothin Main Branch Office Building, and will be ready for its commercial operation by the second quarter of this year. It is currently recruiting personnel and setting up IT facilities. One of the major advantages in rendering complete financial services and in achieving 2-3% percent share in brokerage is the KBANK's customer base especially from Platinum group. With presence of domestic branch network of KBANK, the company expects to set up 10-15 securities dealing offices in prime business areas.

Managing Director for Brokerage Business, Ms. Nattharin Talthong, said in an interview that KASIKORN Securities is the broker number 11 listed on the Stock Exchange of Thailand (SET). In congruent with KBANK's image, the company's main policy is to focus on quality in its research and consulting services, based on sound fundamentals and proper timing for investment

In securities brokerage business, it is eyeing on a 60:40 targeted proportion of retail and institutional customers mix. Institutional investors will comprise both local and foreign, most of which have placed high trust in the impressive strengths of KBANK group. The company is strongly confident that it can avail itself of the well-established experience of KBANK in managing investment banking transactions, and

KBANK's cordial relations with its large customer base will be a significant plus for KASIKORN Securities.

Mr. Vikran Paovarojkit, in his capacity as the Managing Director for Investment Banking, said that complete financial solutions would be offered to the bank's corporate clients ranging from equity IPO to debt and other commercial bank facilities through KBANK integration. The company expects to be able to assist the bank's medium-scale corporate clients in IPO transactions. It also expects to join hands with other allied securities companies in underwriting business.

Mr. Rapee Sucharitakul concluded by saying that, as a subsidiary of KBANK, KASIKORN Securities will be able to work closely with KBANK, which is renowned for excellent services. Products and service of both entities can be included in a single package for both institutional and retail customers, with greater synergy and robustness.

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