



Retail Business: New Product and Service

New Bancassurance Service

- ❑ After of the first launch of bancassurance products in cooperation with Muang Thai Life Assurance Co., Ltd. in June 2003, KASIKORNBANK now joins hands with the additional three leading insurance companies, including Phatra Insurance Pcl., Thaivivat Insurance Pcl. and Ocean General Insurance Co., Ltd. to sell non-life insurance products through its branch network.
- ❑ The objective is to penetrate KBANK's customer base of over 7 million potential clients.
- ❑ There are two types of insurance policy available:
 1. **Ruang Khao Khum Suk Policy**
 - ❑ Provides insurance coverage for residential property and a policyholder
 - ❑ For property: against theft and fire
 - ❑ For a policyholder: in case of death, the policyholders will receive a compensation for outstanding balance of KBANK credit cards and funeral-related expenses.
 2. **Ruang Khao Rak Kwan Policy**
 - ❑ An accident insurance policy
 - ❑ The maximum sum insured coverage is Bt3mn, which includes medical treatment expenses and financial compensation during hospitalization.
- ❑ The Bank will earn a commission fee in the range of 6% to 20% of the insurance premium depending on the policies.
- ❑ Having launched these 2 new non-life insurance policies, KBANK is now selling 7 insurance policies. Five of which are life insurance policies and the rest are non-life insurance policies.
- ❑ The Bank targets the fee income from bancassurance products in 2004 of Bt100mn.