

KBANK

Press Release: September 29, 2005



KASIKORNBANKGROUP & KExcellence - 360° Financial Service Leader

Mr. Banthoon Lamsam, Chief Executive Officer, KASIKORNBANK, announced that the Bank has consolidated shareholdings in 5 companies, being KASIKORN Factoring, KASIKORN Asset Management, KASIKORN Research Center, KASIKORN Securities and KASIKORN Leasing. This consolidation will enable the KASIKORNBANKGROUP to provide full financial service solutions to customers.

The KASIKORNBANKGROUP is to provide excellent quality, one-stop financial services in products and services through the use of sophisticated technology to better respond to customers of each age segment and all financial service needs.

'KExcellence' will, from now on, symbolize superb quality in the products and services of KASIKORNBANKGROUP, created and developed through the broad knowledge and keen professional strength of the KGroup staff, employing their advanced technology and service-minded business ethic. The symbol 'K' will be featured in all service channels, i.e., at the offices of subsidiaries, KBank branches, ATM terminals and other media. The 'K' symbol is represented in the KSurePay, KStock Trade, KFinancial Lease, KBusiness Brief, KMutual Fund, KImport Factoring, and other products so that customers will be assured of KASIKORNBANKGROUP quality and service.

The most important advantage that customers will receive from the consolidation of subsidiaries into KASIKORNBANKGROUP will be 360°, complete financial services that will meet all individual needs with one-stop service and one contact. KASIKORNBANKGROUP will have a comprehensive sales network and services similar to a regular bank branch. Apart from offering withdrawals, deposits and loans as usual, customers will also be able to conveniently trade in funds, get financial advice and other services such as factoring, including various types of auto financing. In the future, the Bank will open outlets of KASIKORNBANKGROUP at KBANK branches to offer other services with the same one-stop convenience. Also, KASIKORNBANKGROUP staff will also be able to cross-sell and advise on other KGroup services to their customers.

To introduce these KASIKORNBANKGROUP services as a single brand along with the use of the slogan "To Service Excellence", Mr. Banthoon has stated that the Bank has produced a televised commercial called "KHeroes" using computer animation to highlight the Group's leadership in technology, combined with human touch. This will enable KASIKORNBANKGROUP to offer unsurpassed services in the spirit of "KExcellence whom Hi Tech and Human Touch Combine".

For more information, please contact

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