



## Retail Business: New Product and Service

### The “Kurve Card”

- KASIKORNBANK, in cooperation with MasterCard International, has launched the “**Kurve Card**”: a new design of credit card with a curve at the lower right-hand corner and partly transparency (see picture).
- The “**Kurve Card**” is available for use with KBANK’s ATMs in Bangkok and its vicinity area from January 1, 2004 and in other provincial area from April 1, 2004.
- The potential target group: 20-35 year-old customers.
- The bank has targeted the issuance of 50,000 Kurve Card in 2004.

### Features and benefits:

- **Card type:** KBANK-MasterCard Classic
- **Credit limit:** Bt30,000 – Bt500,000
- For every application from December 11, 2003 till March 31, 2004
  - **Admission fee and annual fee:** waived for the first three years
  - **Promotion:** Kurve bag with the value of Bt750 after the application is approved
  - **Special KBANK Value Choice Points given:** with spending of Bt2,000 and over through the **Kurve Card** in the first two accounting periods (excluding cash advance and fees), cardholders will receive 2,000 *KBANK Value Choice Points* that can be used to redeem KBANK gift vouchers.
- **Other privileges:** cardholders will receive similar rights and benefits as KBANK’s other type of credit cards.

