

Kiatnakin Bank and Phatra Securities Announce Companies' Name Change to 'Kiatnakin Phatra'

One-Stop Solution for Excellent and Seamless Financial Services

(18 August 2020) Kiatnakin Phatra Financial Group (KKP) announces that from 17 August 2020, Kiatnakin Bank Public Company Limited has changed its corporate name to Kiatnakin Phatra Bank Public Company Limited and Phatra Securities Public Company Limited to Kiatnakin Phatra Securities Public Company Limited to reiterate its strength as a strong and seamless financial solution, whether in commercial banking or capital market business. This is an important step after the merger in 2012 that enabled KKP to expand its service capabilities to meet the needs of more customers. Both corporations will use a new logo designed based on a combination of the existing logos of Kiatnakin Bank and Phatra Securities to convey progress, stability, and financial excellence for the future.

Mr. Supol Wattanavekin, Chairman of the Board of Directors, Kiatnakin Phatra Financial Group, revealed that "Since Kiatnakin Bank and Phatra Capital, a shareholder of Phatra Securities, have merged to form Kiatnakin Phatra Financial Group in 2012, several actions have been taken, including not only a share exchange at the shareholder level but also organizational restructuring, director and executive placement, employees' recruitment and reshuffling, technological system improvement, and formation of common work principles, in order to truly unify operations across all companies under KKP in every dimension. Today, corporate name change of the companies under KKP is the final step to reaffirm our customers and concerned parties that the name "Kiatnakin Phatra" represents the same standard of excellence and ethical conduct regardless of what business we do."

In the early stage of the establishment of Kiatnakin Phatra Financial Group, both Kiatnakin Bank and Phatra Securities continued to operate under their existing corporate names then because their customer groups were different and did not overlap. While the main customer groups of



Phatra Securities included institutional investors, listed companies, and high-net-worth individuals, Kiatnakin Bank's main customers were real estate enterprises, SMEs, car hire-purchasers, and depositors. However, through organizational and management restructuring to be customer-centric regardless of operating entities, KKP has developed and offered a wider range of products and services for every customer group. For example, the bank's depositors has been able to access investment advisory services provided by the securities' business; alternatively, large corporate clients using investment banking or financial advisory services of the securities business arm can also access loans or other financial products offered by the bank. It can be said that today customers can access all of KKP's different resources seamlessly under the same standard. As a result, the Board of Directors and management have decided to change corporate names of both companies to one name for clarity in communication and to reiterate KKP's strength as one-stop solution for financial services.

Mr. Banyong Pongpanich, Chairman of the Executive Committee, Kiatnakin Phatra Financial Group stated that "Kiatnakin Phatra Financial Group believes that optimization is the key to business success in the free market economy. This is the reason for business merger to combine extensive and diverse resources from Kiatnakin Bank and Phatra Securities, be it personnel, knowledge, experiences, or networks, to deliver what is in customers' best interest. The name change thus represents the success of optimization we have made and the target we continue to drive toward."

After the name change, Kiatnakin Phatra Bank and Kiatnakin Phatra Securities will use a new logo designed based on a combination of the former logos of Kiatnakin Bank and Phatra Securities to convey progress, stability, and financial excellence for the future. The corporate colors are purple and gray.

Mr. Aphinant Klewpatinond, Chief Executive Officer, Kiatnakin Phatra Financial Group, added that "After the name change, KKP will continue to create excellent customer experiences worthy of the name Kiatnakin Phatra, especially in terms of one-stop solution for all financial needs in



compliance with global best practice, be it Loan Service which will expand its expertise in automotive and real estate to penetrate new segments and meet more specific needs of customers, Investment Advisory Service which will broaden its advisory or investment scope to cover foreign assets or opportunities in more breadth and depth, or Corporate and Investment Banking Service which will build on its financial advisor recognition to offer financial market products that meet customer needs along with transaction structuring services. Kiatnakin Phatra Financial Group will continue to develop to become the world's best financial solution for Thai people and those interested in investing in Thailand in every business we choose to do.”

About Kiatnakin Phatra Financial Group

Kiatnakin Phatra Financial Group (KKP) is formed by a merger between a commercial bank operated by Kiatnakin Phatra Bank Public Company Limited and a capital market business operated by Kiatnakin Phatra Securities Public Company Limited, and Phatra Asset Management Company Limited. The group is committed to providing financial resource to clients properly, adequately and proficiently through service beyond expectation and like none other.

At KKP, the commercial banking arm provides products and services which include corporate loans, real estate loans, SME loans, and retail loans such as car loans, housing loans, and personal loans. Meanwhile, the group's capital market arm provides a full range of investment services including investment banking, securities brokerage, wealth management, direct investment, and asset management. For more information, please visit www.kkpfg.com

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