



krungsri
กรุงศรี

2011 Performance and 2012 Plan

20th January 2012

"Make Life Simple เรื่องเงิน เรื่องง่าย"

Agenda

1

Key Highlights

2

Financial Performance

3

Business Priorities Update

4

Strategies & Plans for 2012

Key Highlights in 2011...Key Wins and Headwinds



+13%

Performing
Loan Growth



4.5%
NIM



49.7%

Cost to
Income



-23%

NPLs



106%

Coverage



Net income before flood + DTA: THB 12.4 bn



581 mm

Flood Reserve



2.1 bn

Deferred Tax (DTA)

Net income after flood + DTA: THB 9.3 bn

Economic Conditions in 4Q/2011

Severe flooding and weaker global economic conditions resulted in a contraction of the Thai economy



GDP

	1Q11	2Q11
%yoy	3.2	2.6



Consumption

	Aug11	Sep11
%yoy	5.4	5.0



Investment

	Aug11	Sep11
%yoy	8.5	8.5



Manufacturing production index

	Aug11	Sep11
%yoy	6.8	-0.5



Industrial capacity utilization

	Aug11	Sep11
%	65.0	65.4



Export

	Aug11	Sep11
%yoy	31.1	19.1

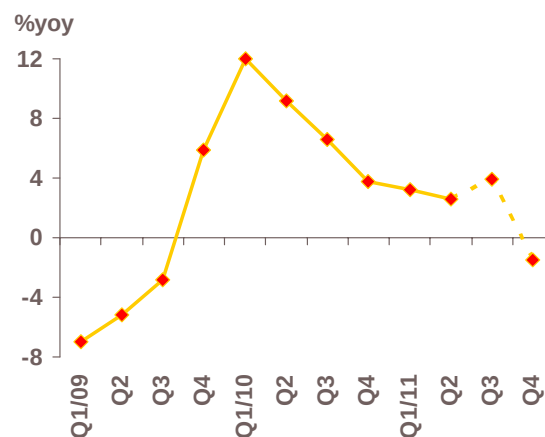


Tourism

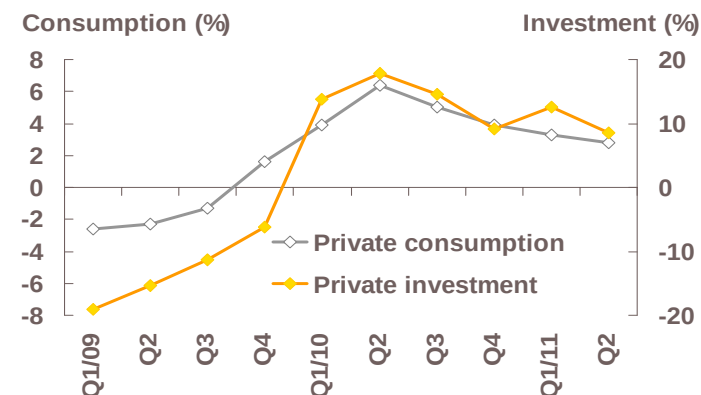
	Sep11	Oct11
%yoy	22.7	7.0

- Dangerous Zone
- Close Watch
- Promising Sign

GDP growth: hit by severe flooding



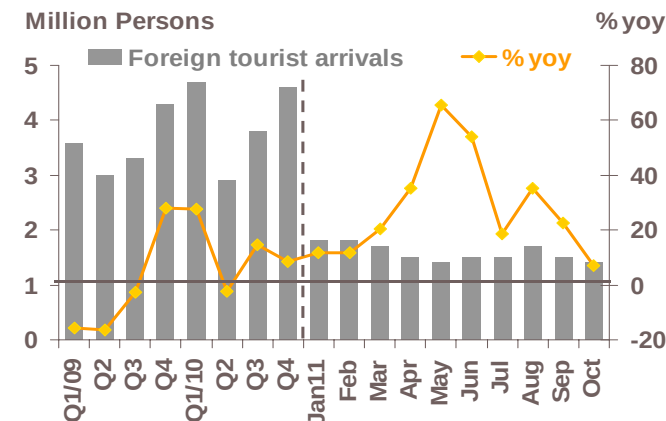
Domestic demand: losing momentum, awaiting confidence revival



Exports: decelerated by floods and weakening world economy



Tourism: short-term drop from floods



Source: Krungsri Research

Thailand's Flood Crisis & Economic Impact

GDP & inflation



2%

GDP shrank

4.2%

Inflation peaked

10%

Food prices rose

Factories & output



7

Big industrial estates impacted

13%-14%

Exports fell

Factory output sharply dropped

Tourism



63

Provinces inundated

20%

Tourist arrivals dropped

13

million Thais impacted

Krungsri



611

ATMs (16.5%)

74

Branches (12.5%)

...were closed at peak

Flood Relief Measures

Guiding Principles: Long term sustainability and commitment to our customers and employees

Action: Segmented packages for each portfolio

Customers



- Principal and interest grace period / tenor extension
- Reduced installments
- Reconstruction/rehabilitation financing
- Waiving of selected fees/charges

Employees

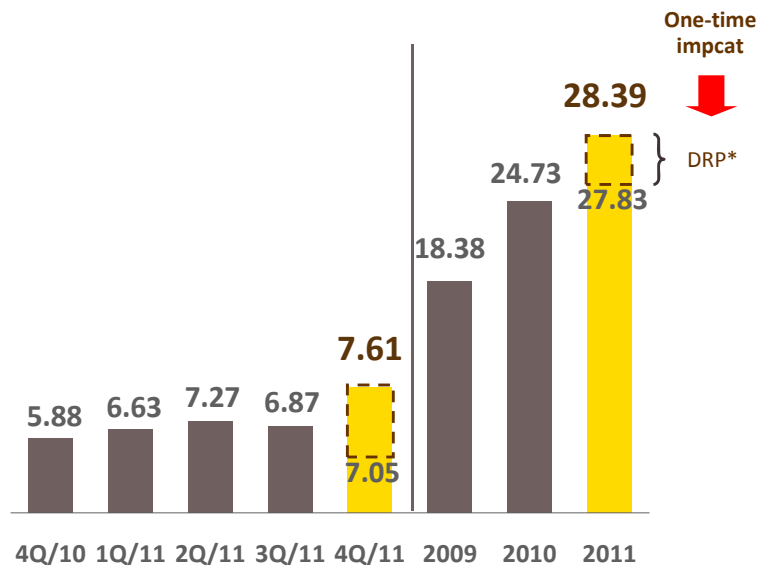


- Advance salary payments
- Emergency & immediate financial assistance
- Interest-free welfare loans to support rehabilitation and reconstruction
- More flexible working hours/work-from-home during peak

Profitability : Strong Core Banking Revenues Sustained

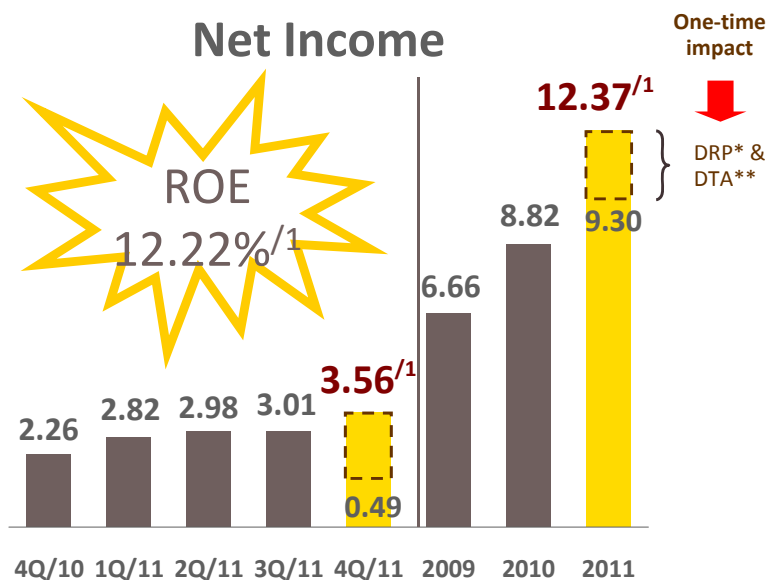
Consolidated
(Baht Billion)

Profit before Provision and Tax



↑ + 14.8% 2011 YoY ^{/1}
+ 29% 4Q11 YoY ^{/1}

Net Income



↑ + 40.3% 2011 YoY ^{/1}
+ 58% 4Q11 YoY ^{/1}

^{/1} Excluding one-time impacts
from floods and Deferred Tax
Asset revaluation in 4Q/11

Key Performance Targets ... Delivered

	Consolidated	2009	2010	9M/11	2011	2011 Targets		Result Highlights
Loans	Performing Loan Growth	+49.5 bn +9.9%	+59 bn +11.0%	+54 bn +8.8%	+79 bn +13.0%	11%	✓	Strong growth without sacrificing yield
	Loan Mix : Retail	42%	43%	45%	45%	44%	✓	Balanced mix
Profitability	NIM	4.1%	4.6%	4.6%	4.5%	4.38-4.44%	✓	Maintained strong NIM
	Fee income growth	26%	38%	8.5%	7.3%	12%	~	Hindered by 4Q business disruption
	Cost to Income Ratio	56.4%	52.0%	50.4%	49.7%	53%	✓	Flexibility for cost control and management
Liquidity	Deposit Mix: Savings and Current	38%	41%	41%	42%	45%	~	Challenged by rising rates
	L/Deposit+Debentures+B/E	100%	99%	97%	97%	97%	✓	Sound liquidity
Asset Quality	NPLs	52.1 bn	38.1 bn	32.7 bn	29.5 bn	35 bn	✓	Improved asset quality
	Loan Loss Coverage	74%	89%	99%	106%	95%+	✓	Continuous improvement
	Provisions	168 bps	191 bps	162 bps	170 bps 158 bps**	160 bps	✓	Normalizing provisions
Capital	CAR *	14.2%	15.8%	16.3%	16.3%	n.d.	✓	Remained strong

* Bank only

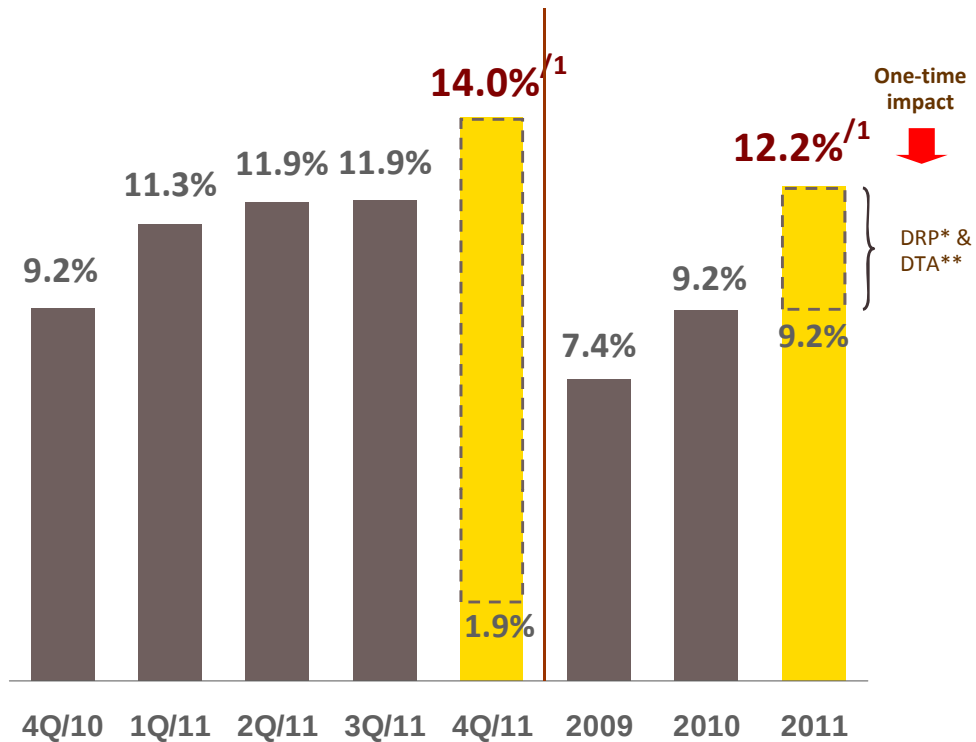
** Normalized rate excluding DRP

Financial Performance

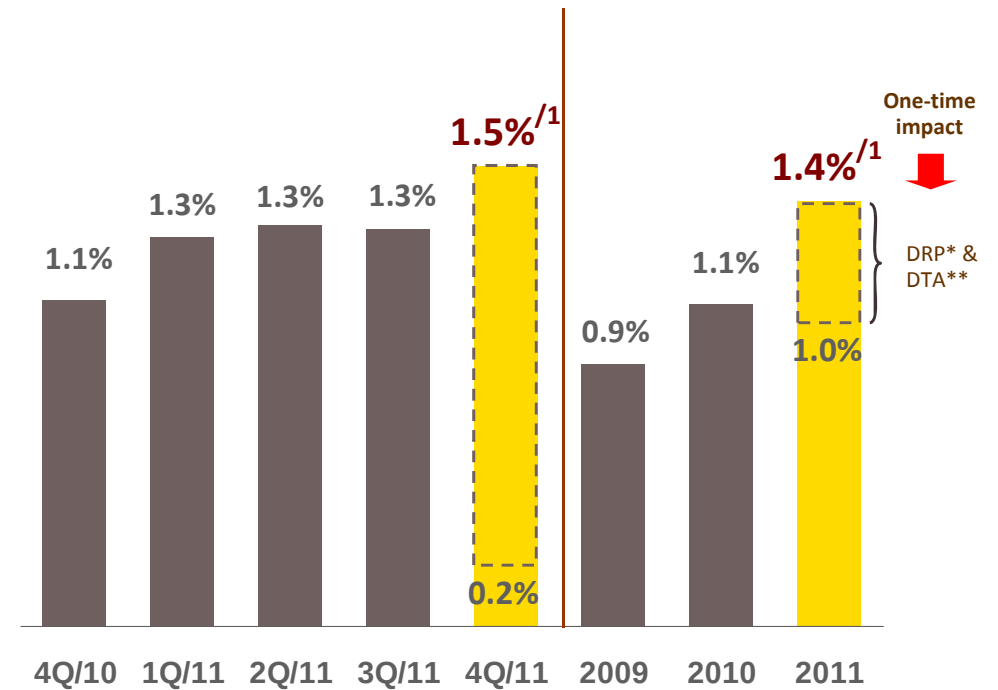
ROAE & ROAA...

Consolidated

ROAE



ROAA

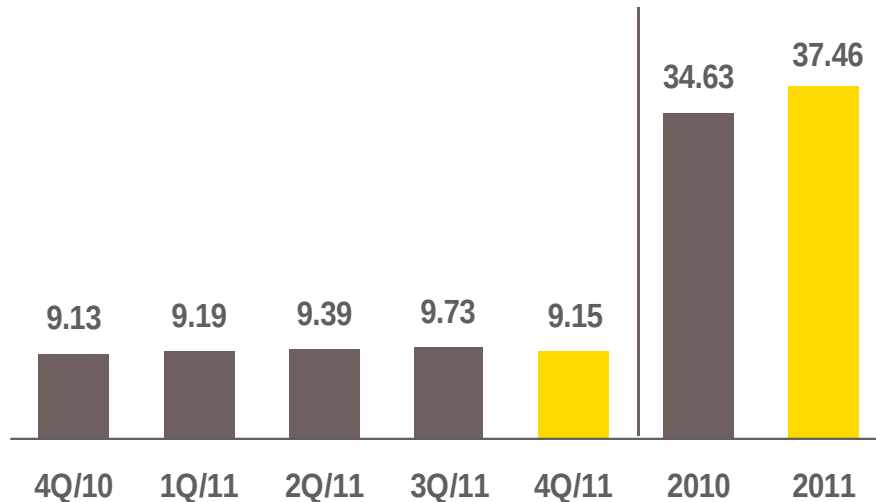


Consistent delivery and improvement

Profitability Measurement...4Q Debt Relief Program Impact

Consolidated
(Baht Billion)

Net Interest Income

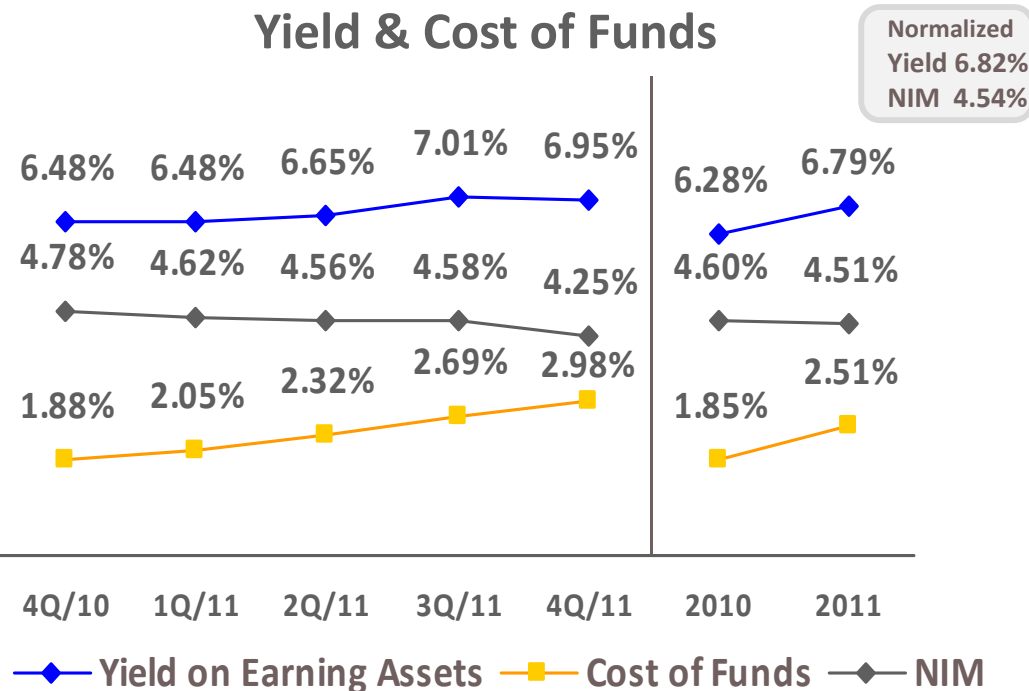


4.5%

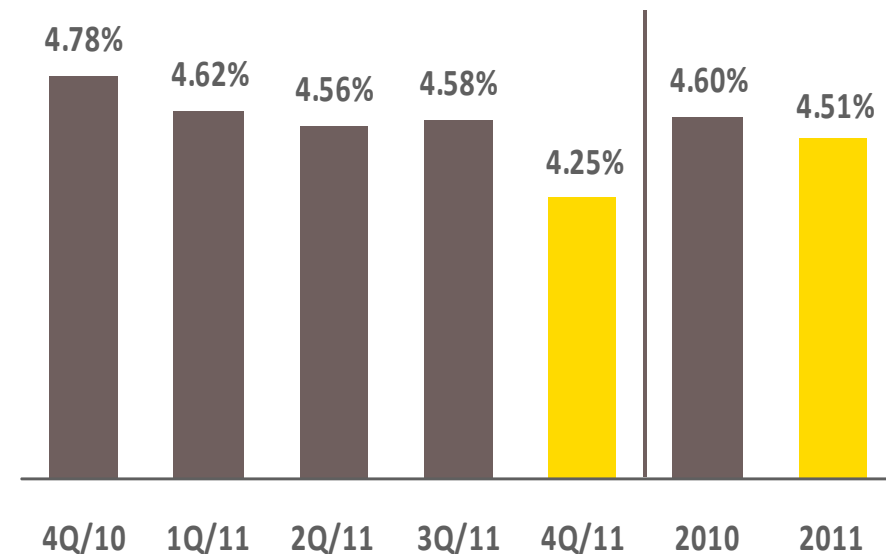
Strong NIM

in a highly competitive environment & with impact of floods

Yield & Cost of Funds



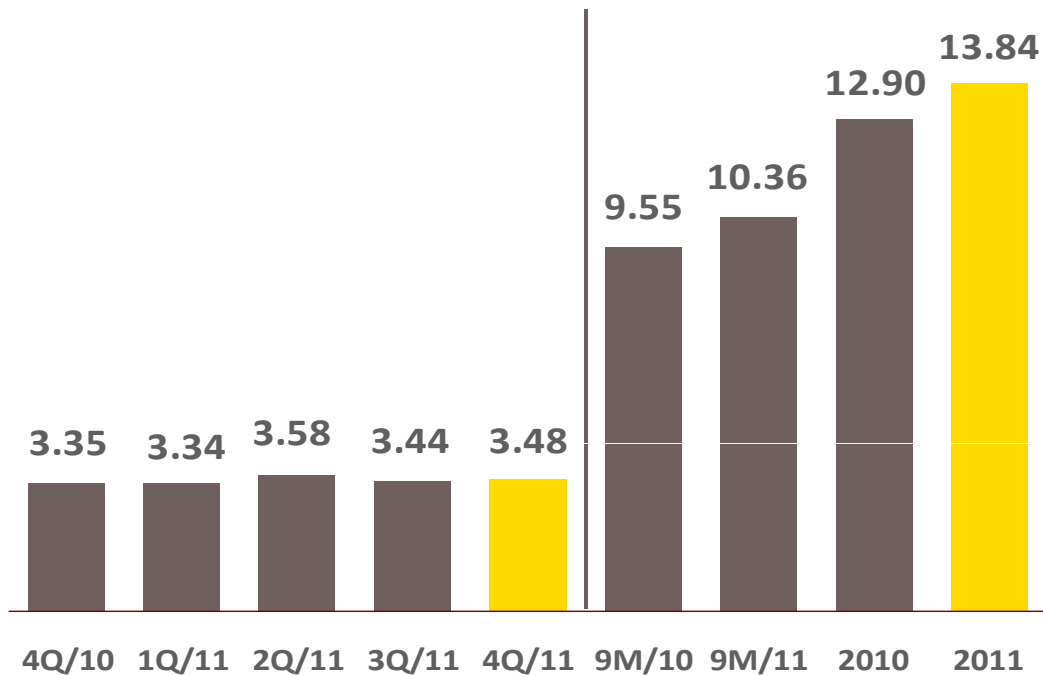
Net Interest Margin (NIM)



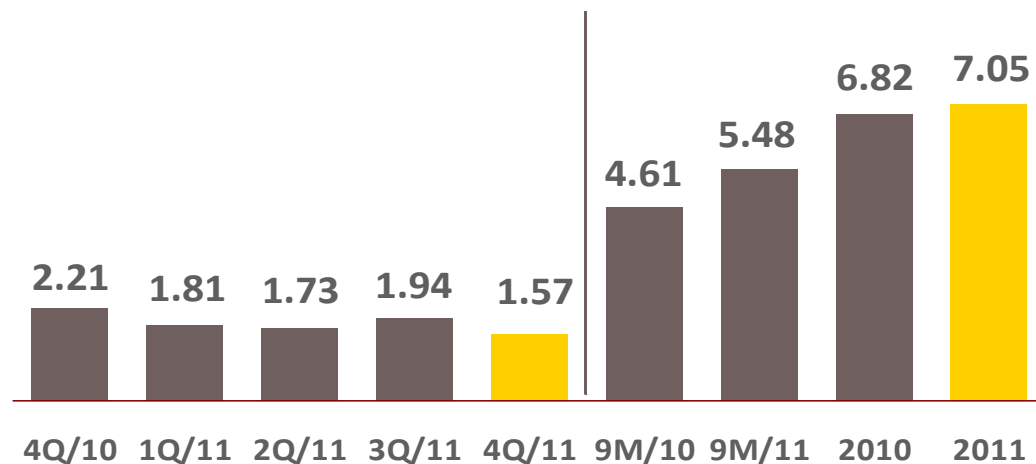
Fees and Service Income

Consolidated
(Baht Billion)

Fees & Service Income



Non Interest and Non Fee Income



2011 YoY



7.3%

Amid 4Q floods

Driven mainly by
Bancassurance
and card fees

2011 YoY: Bancassurance



+63%

2011 YoY: **+3.4%**

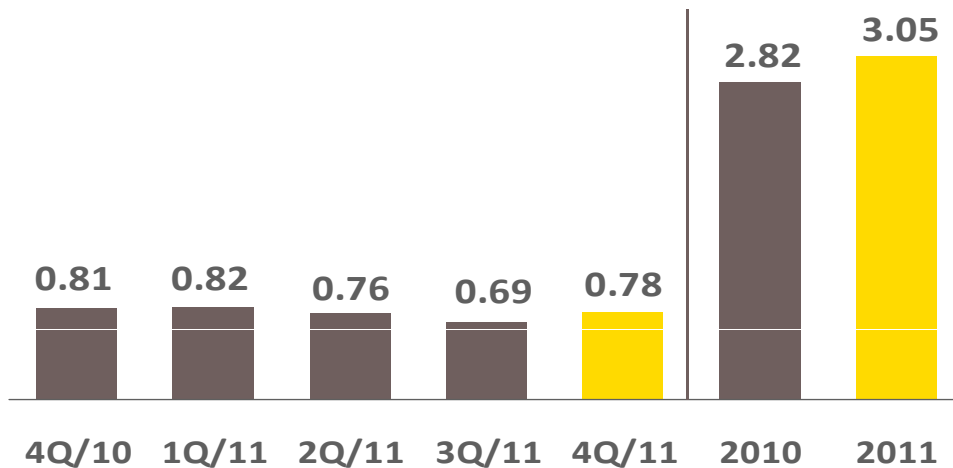
Gains on trading & Fx
transactions

grew **67%**

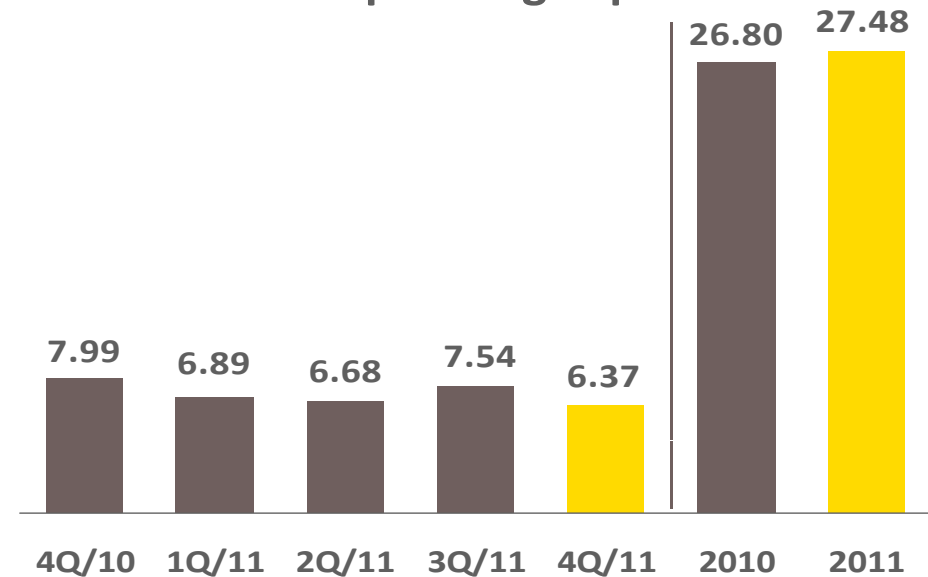
Improved Efficiency

Consolidated
(Baht Billion)

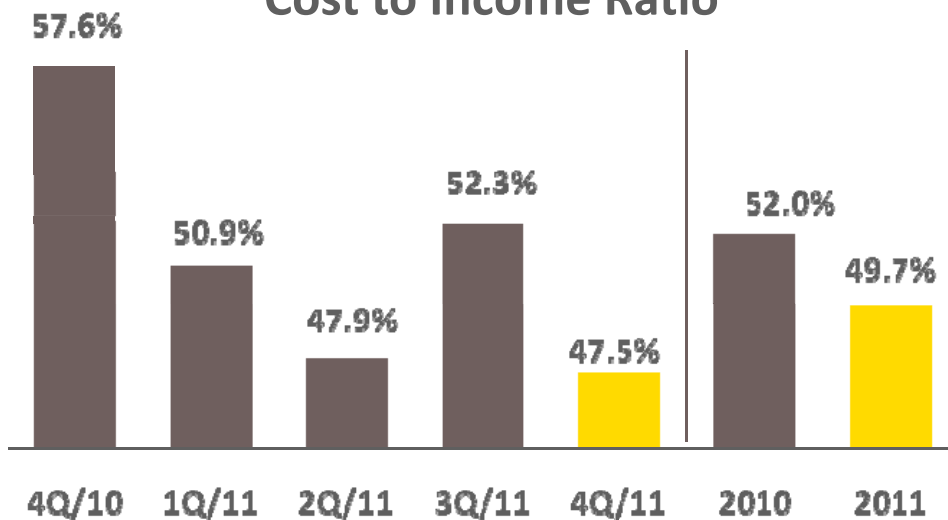
Fees and Service Expenses



Other Operating Expenses



Cost to Income Ratio

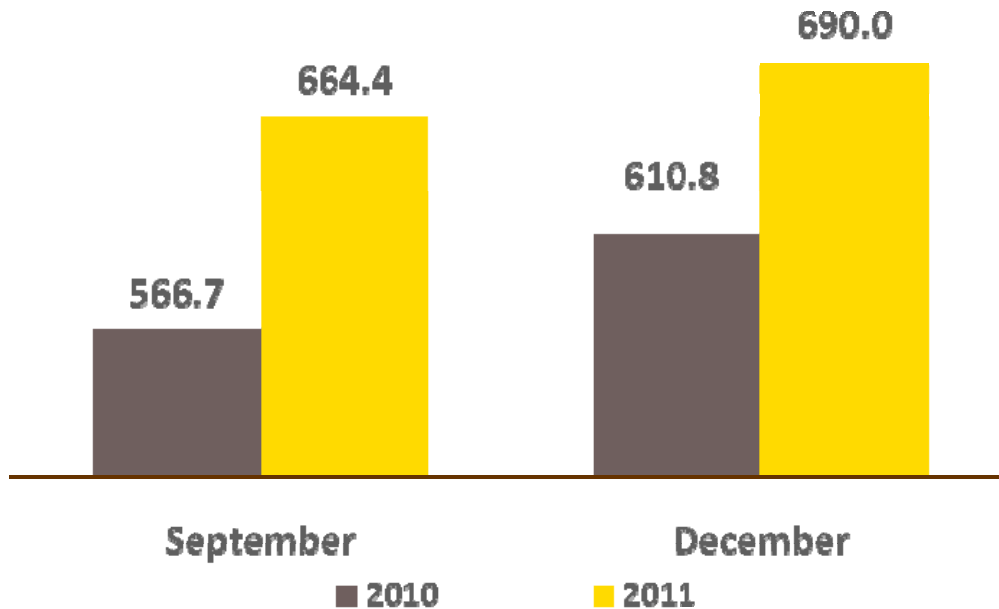


- Continued drive for efficiency...
- 4Q: Cost to income at **47.5%** reflecting effective cost management

Loan Growth Momentum

Consolidated
(Baht Billion)

Performing Loans

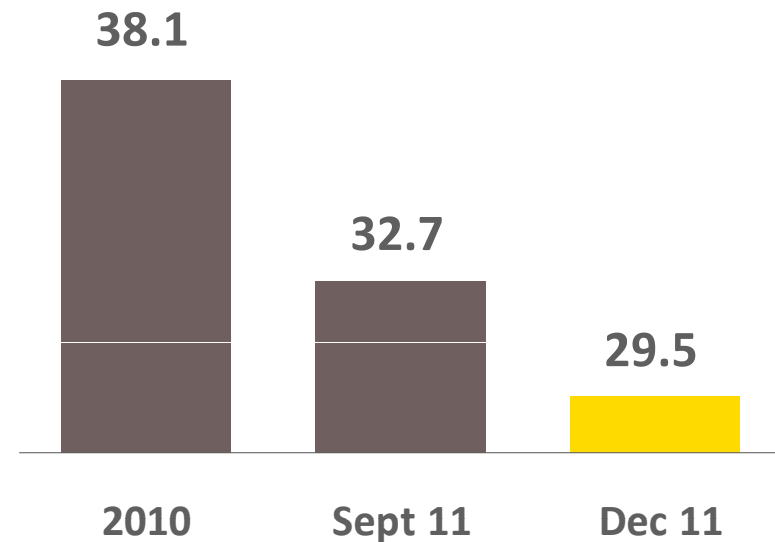


13%

Performing Loans growth

QoQ grew **3.9%**...
against 4Q disruption

Non-performing Loans

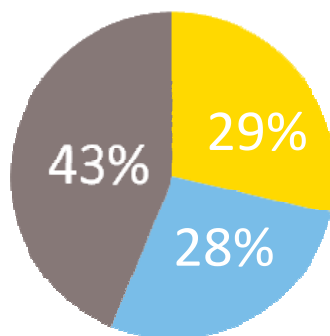


NPLs reduced **23%** YoY
9.8% QoQ

Successful NPL sale of Baht
3.9 billion in 4Q

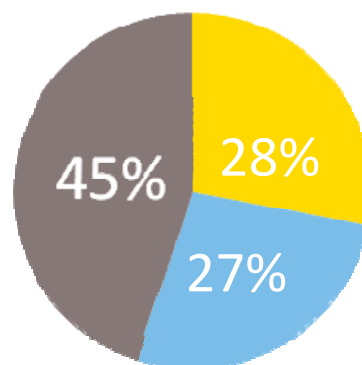
Strong and Balanced Loan Growth : Focusing on High Yield

■ Corporate ■ SME ■ Retail



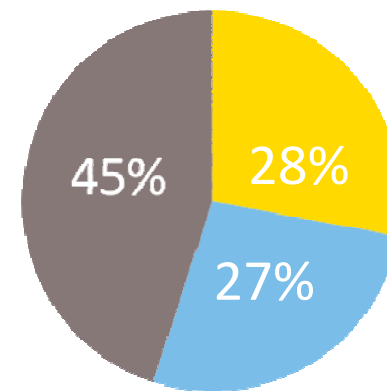
DEC 2010

Baht 649.0 Billion



SEP 2011

Baht 697.1 Billion



2011

Baht 719.5 Billion

*Growth
in 4Q/11*

● Retail

+4.3%

● Corporate

+3.6%

● SME

+1.0%



+17% Y

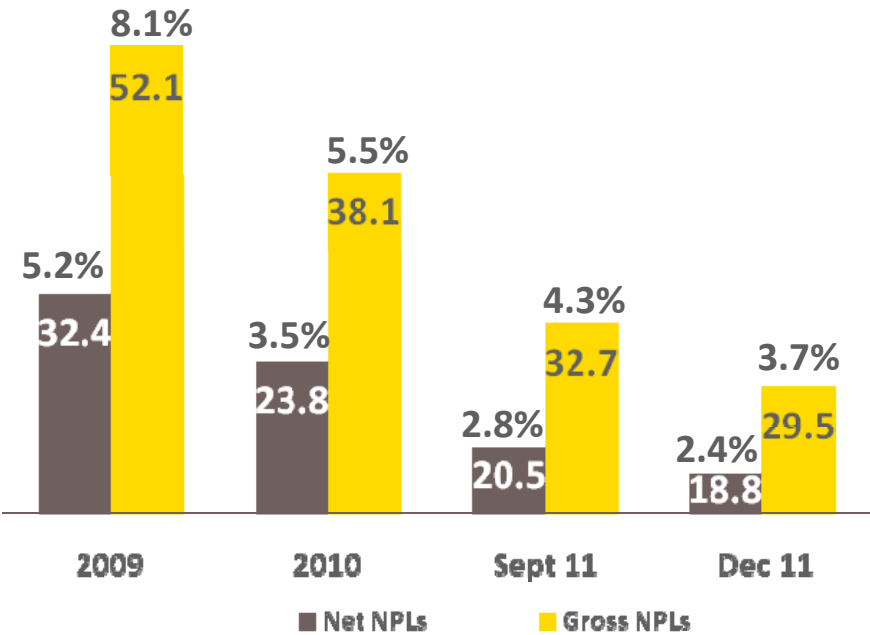
+7.5% O

+4.9% Y

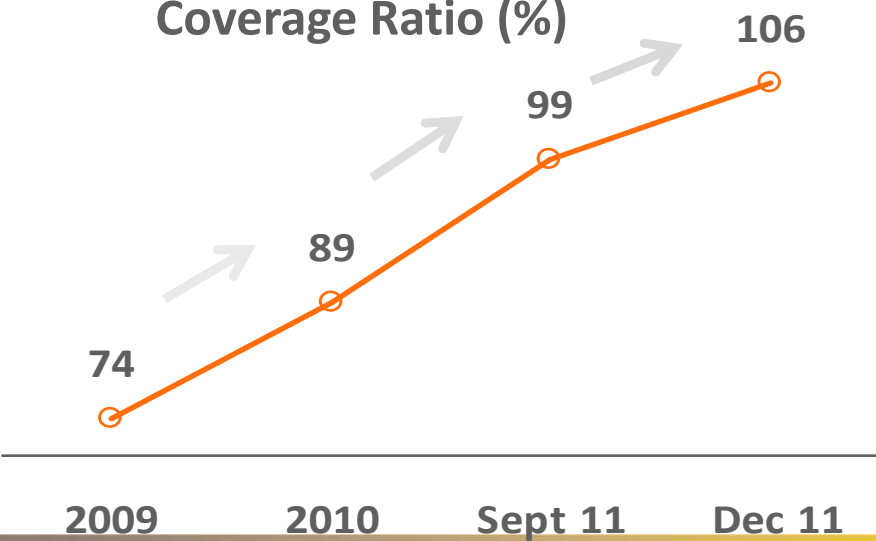
Asset Quality Continued to Strengthen

Consolidated
(Baht Billion)

NPLs

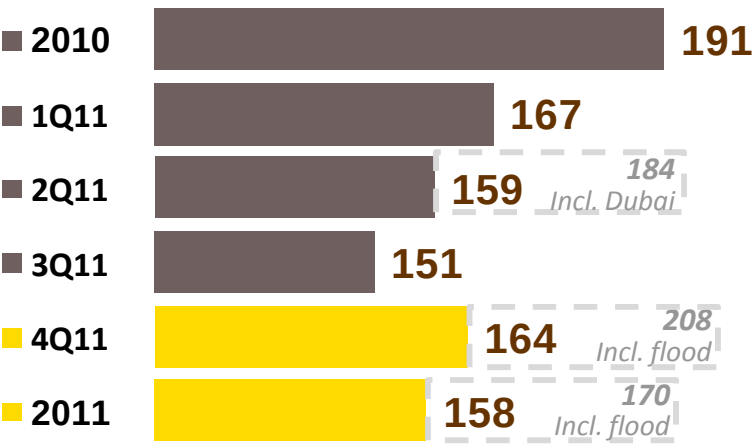


Coverage Ratio (%)



Normalizing provision charge

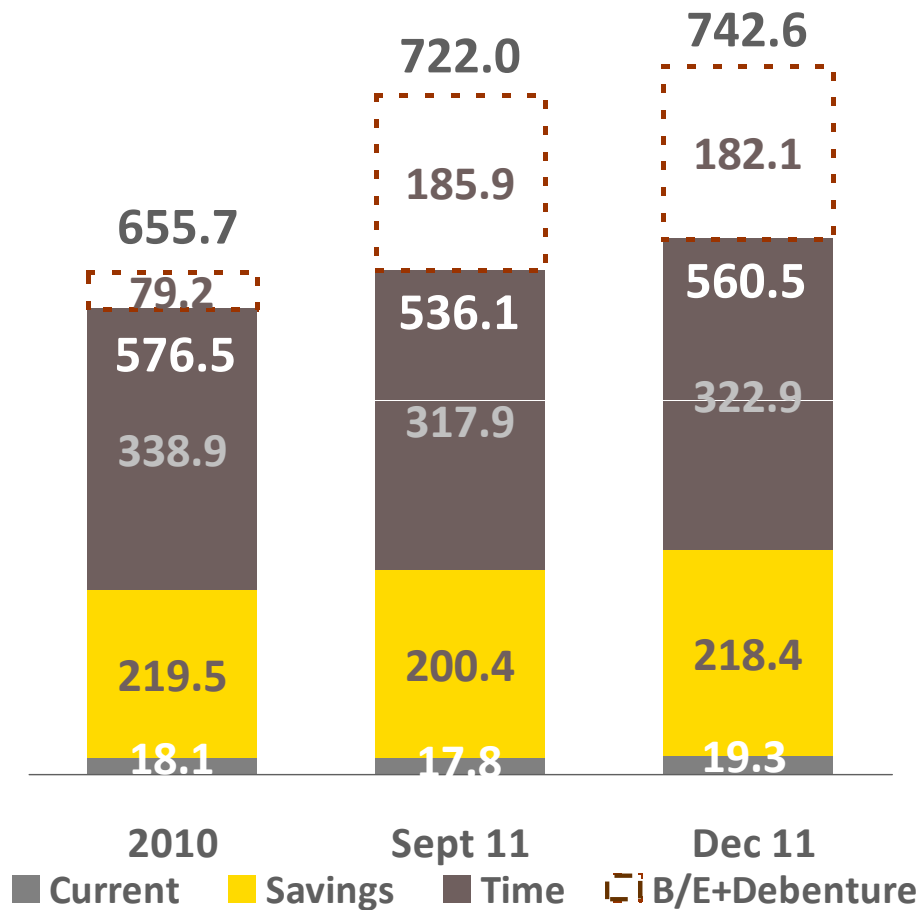
Provision / Loans (bps.)



Strong Funding Base...Actively Managed and Diversified

Consolidated
(Baht Billion)

Deposits++

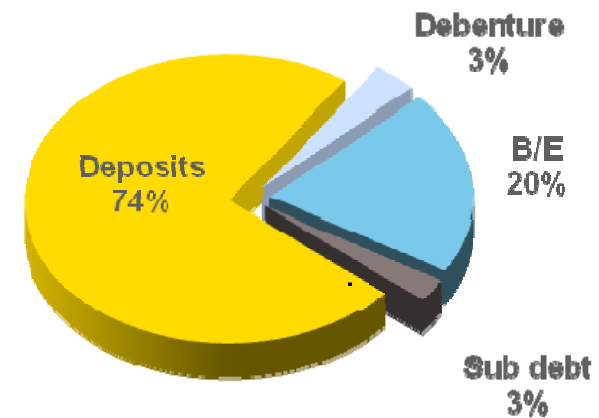


*Diversifying funding sources
to improve cost effectiveness*

*Bills of exchange popularity
grows strongly*

Funding Mix

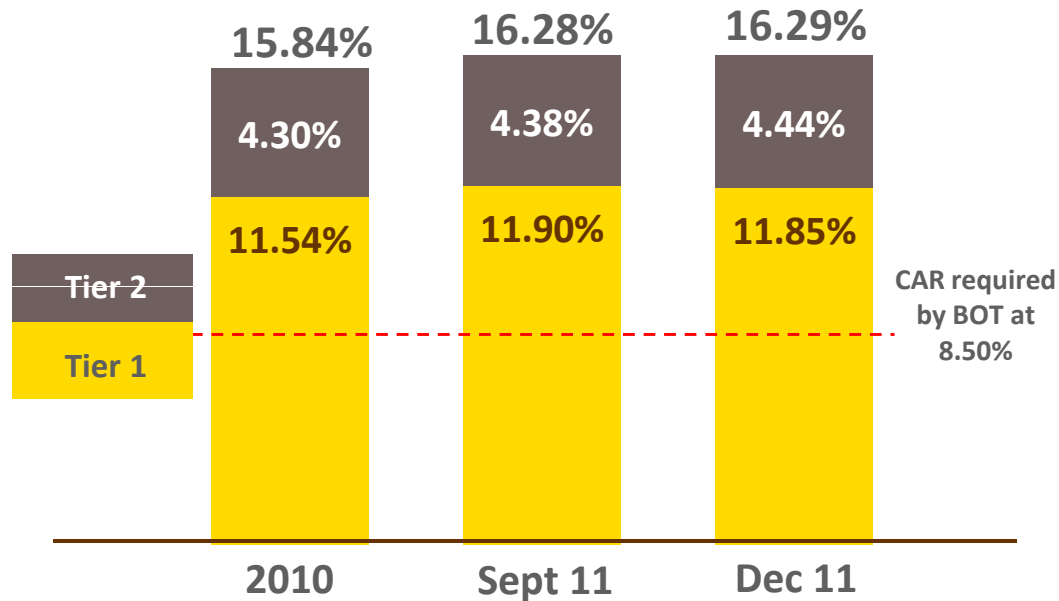
As of Dec 2011



	2010	Sept 11	Dec 11
L/D	113%	130%	128%
L/D+B/E+Debenture	99%	97%	97%

Capital and Liquidity

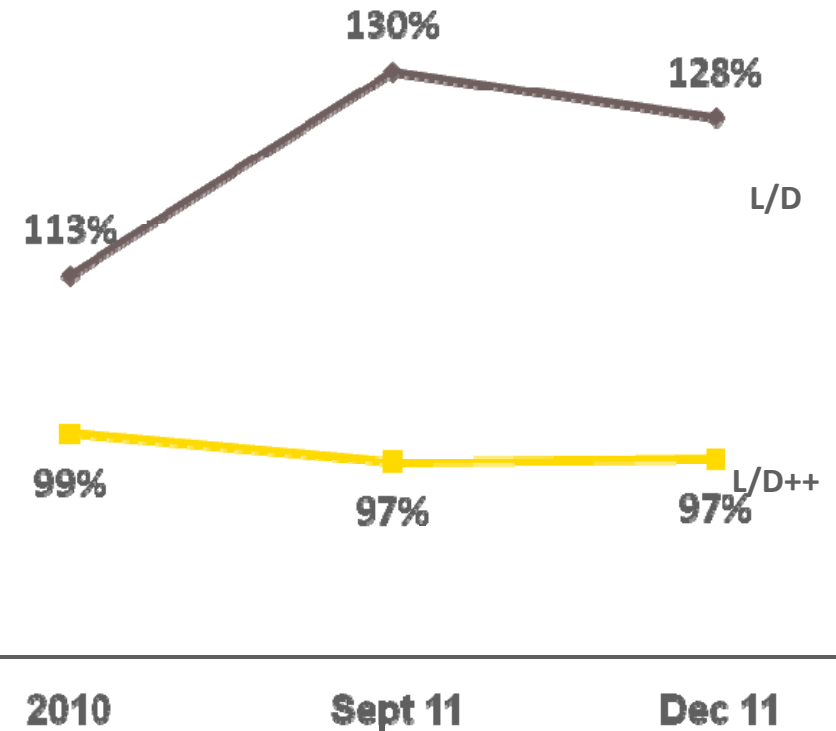
Strong Capital Base



Baht Billion	2010	Sept 11	Dec 11
Tier 1	79.90	79.68	80.84
Tier 2	29.78	29.28	30.28
Total Capital	109.68	108.96	111.12

Consolidated

Loan to Deposit



L/D++ : Loans to Deposits + Debentures + B/E

Maintaining solid capital base and liquidity to support growth agenda

2011 Priorities Update

One Krungsri ... Growth market leadership



krungsri Personal Loan

- Record new volume in Dec at THB 1.2 bn
- Record new volume for 2011 at THB 10.8 bn



krungsri Home Loan

- Record new volume in Dec at THB 2.9 bn
- Record new volume for 2011 at THB 26.2 bn
- 2011 loan growth at 11.4%



krungsri Auto

- Achieved THB 151 bn in loans in Dec, amid
 - Japan Tsunami
 - Thailand's floods



krungsri Credit Cards

- Relaunched AIA Visa Credit Card
- "Largest Classic & Gold Credit Card Issuer Award" presented by VISA



One Krungsri ... Growth market leadership



krungsri

Bancassurance &
Money Transfer

- Record new highs in Dec 2011



krungsri

Banking SIM

- Average transaction is 3 times higher than other e-channels
- Average fee income is 160% higher than internet banking
- Transaction volume is 300% greater than mobile Banking



krungsri

SMS Banking

- Customer base grew 156%
- Fee income grew 188%
- Acquired new 465,000 accounts



Srisawad

Micro Finance

- Record new volume in Sep at THB 417 mn
- 62% new loan CAGR since acquisition
- Outstanding loans at THB 4.2 bn



One Krungsri 2011... Priorities

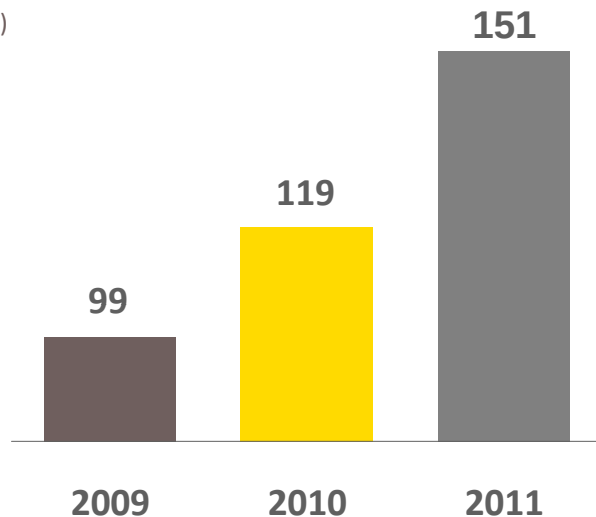


One Krungsri 2011 ... Delivery



Krungsri Auto

NEA (THB Bn)

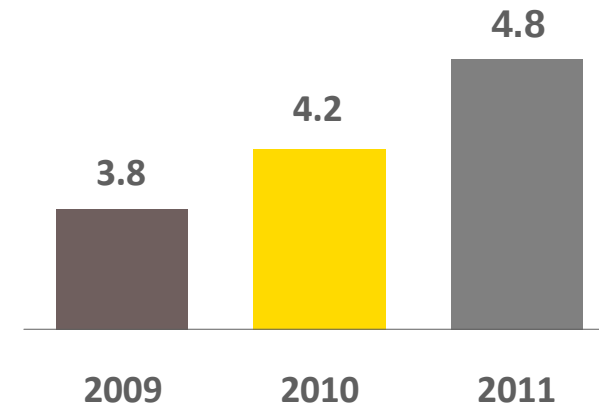


- Krungsri Auto voted “Thailand Top 50 Superbrand” in 2011. First and the only HP company on the top 50



Krungsri Consumer Finance

Card-in-Force
(Million)



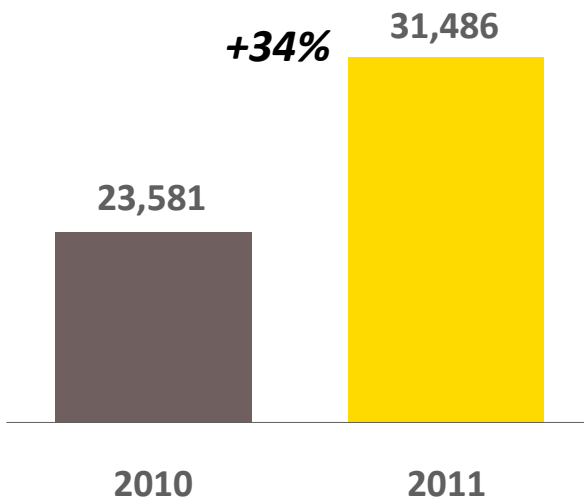
- The total card-in-force of all Krungsri Consumer reached 4.8 million cards
- Awarded “Largest Classic & Gold Credit Card Issuer”

One Krungsri 2011... Delivery



Wealth Management

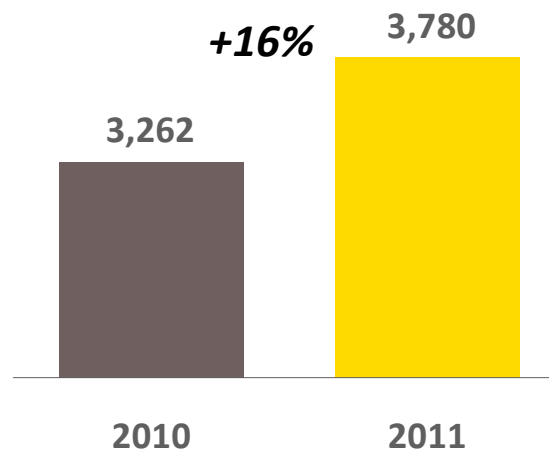
AUM (THB Bn)



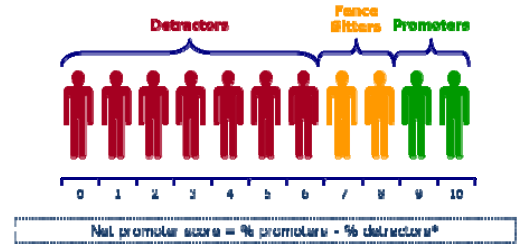
v.s. industry growth at **2.48%**



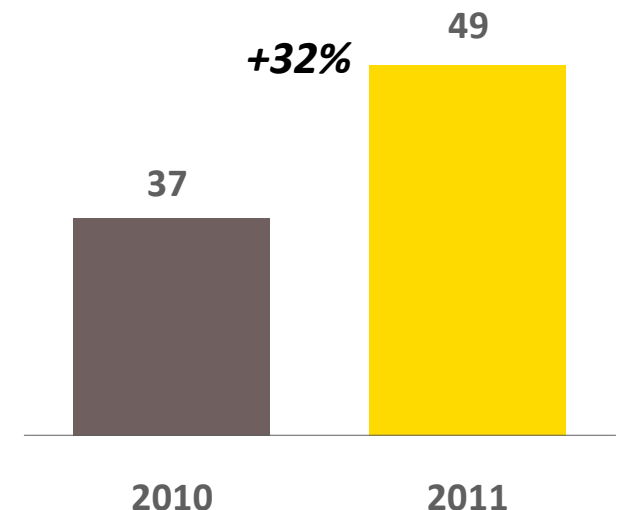
Number of ATM



*Delivering higher growth in ATM
fee income &
faster payback period*



NPS Score



NPS: Net Promoter Score

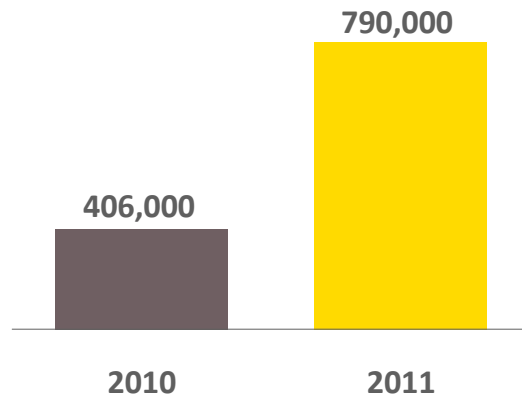
Krungsri... continue to drive forward

One Krungsri 2011... Delivery



Online Banking

No. of customer



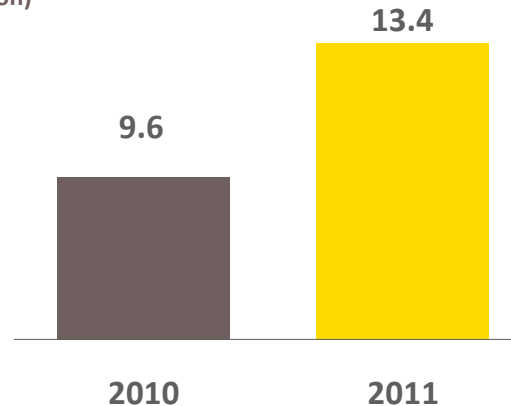
Exponential growth in online banking customers

grew **95%**



www.krungsri.com

No. of page view
(Million)



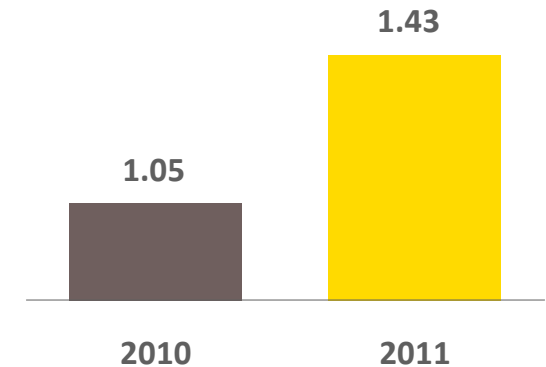
Significant growth in customer page visits/views

increased **40%**



Internet Banking

No. of transaction
(Million)



Significant growth in online transactions

increased **36%**

Krungsri... continue to drive forward

Superior Technology ... Growth market focus



Krungsri... continue to drive forward

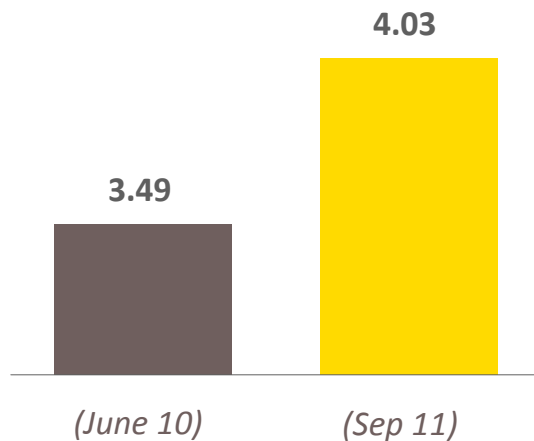
One Krungsri 2011 ... Delivery



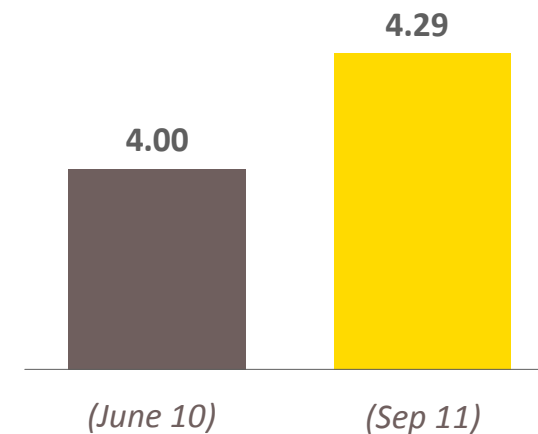
GALLUP



Employee Engagement



Employee Satisfaction



Strategies & Plan for 2012

2012 Operating and Regulatory Environments



Tailwinds



Corporate
Tax cut



GDP at 4.5%



Government
investment in
infrastructure
projects



Tax incentive
for 1st home &
auto buyers



Rice pledging
scheme



Rehabilitation/
Reconstruction
Spending



Wage /
Salary hikes



Sector loan growth
at 8-10%



High commodity
and agriculture
price



"Mixed"



Liberalization of
Financial Sector



Policy Rate



Oil fund
suspension



DPA Fees



US & Euro Zone
Effects



Increase in LPG
price



New Regulation
on B/E



SFI Competition



Headwinds

Economic outlook

2011 – 2012 Key Economic Forecasts

%Change	2010	2011 Forecast*	2012 Forecast*
GDP	7.8	1.6	4.0 – 5.0
Consumption	5.1	1.8	3.8 – 4.8
Investment	9.4	4.0	9.5 – 11.5
Exports (%chg. In USD terms)	28.5	17.0	70 – 9.0
Headline Inflation	3.3	3.9	3.0 – 4.0
Unemployment Rate (% of labor force)	1.0	0.9 – 1.0	0.8 – 0.9
Policy Interest Rate (% , end of period)	2.00	3.25	3.00

**Source: 2011 – 2012 forecast by Krungsri Research*

Thai Economy:

- Expected strong recovery in 2012
 - Reconstruction and rehabilitation
 - Stimulus measures
 - Pent up demand on durable goods & autos
- Policy rate at 3.0%
- Banking sector loan growth at 8 – 10%

2012.....Focus

Flood



Managing through the impact

SME



Product & Service build

X-sell & Promotion



Multi products sign up from all group entities

CASA



Getting to 45% & beyond

Efficiency



Doing things smarter and cheaper

Digital & e-Banking



Removing the paper & increasing our speed

Fee Income



Growth & Focus



Branding



**Innovations
& Simplicity**



**Simple
Structure**



Distribution



Technology



People



**Business
Development**

2012 Key Performance Targets

Consolidated	4Q/10	4Q/11	2010	2011	2011 Targets		2012 Targets
Loan Growth (Net)	+37.5 bn +6.1%	+22.4 bn +3.2%	+45.5 bn +7.5%	+70.6 bn +10.9%	n.d.	n.d.	n.d
Performing Loan Growth	+44.1 bn +7.8%	+25.6 bn +3.9%	+59 bn +11.0%	+79.2 bn +13.0%	11%	✓	11%
NPLs	38.1 bn	29.5 bn	38.1 bn	29.5 bn	35 bn	✓	27 bn
NPL Movement	-6.6 bn -14.7%	-3.1 bn -9.6%	-13.9 bn -26.8%	-8.6 bn -22.6%	-3.1 bn	✓	n.d.
Deposit Mix: Savings and Current	41%	42%	41%	42%	45%	~	45%
Loan Mix : Retail	43%	45%	43%	45%	44%	✓	46%
L/D Ratio	113%	128%	113%	128%	110%	~	n.d.
L/Deposit+Debentures+B/E	99%	97%	99%	97%	97%	✓	96%
NIM	5.2% / 4.8%	4.3%	4.6%	4.5%	4.38-4.44%	✓	4.4%
Fee income growth	13%	4%	38%	7.3%	12%	~	12%
Cost to Income Ratio	62.02% / 59.9%	47.5%	52.0%	49.7%	53%	✓	48%
Provisions	194 bps	208 bps 164 bps**	191 bps	170 bps 158 bps**	160 bps	✓	140 bps
Loan Loss Coverage	89%	106%	89%	106%	95%+	✓	105%+
CAR *	15.8%	16.3%	15.8%	16.3%	n.d.	n.d.	n.d.

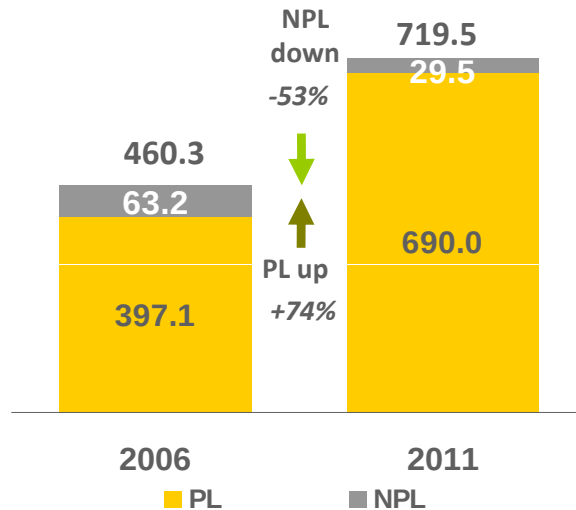
* Bank only

** Normalized rate excluding DRP

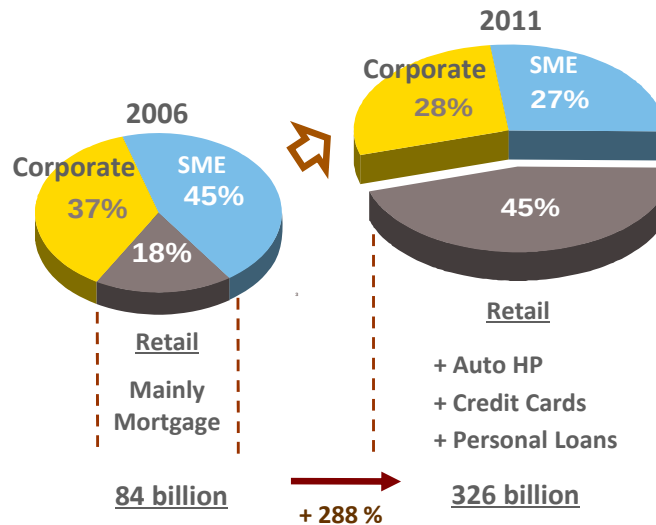
Enhancing Shareholder Value

Strong Growth Rate

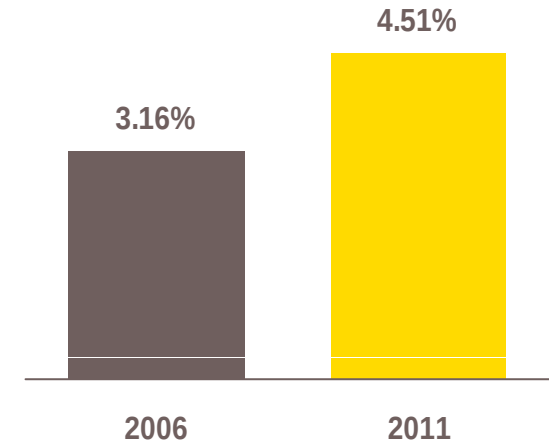
(Baht Billion)



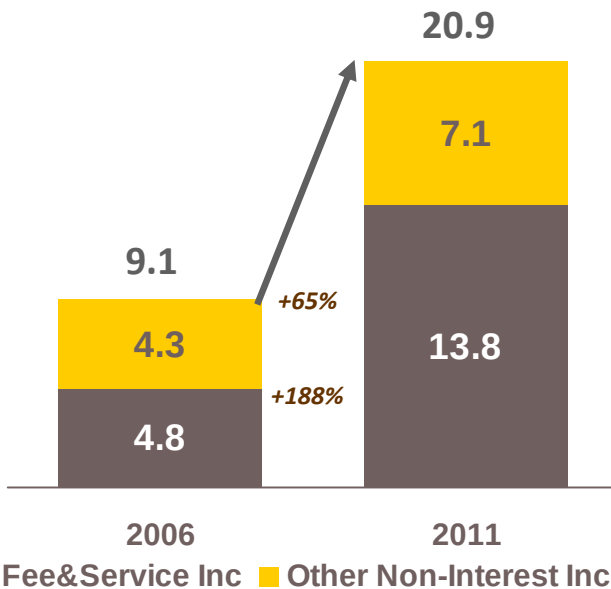
Better Loan Mix



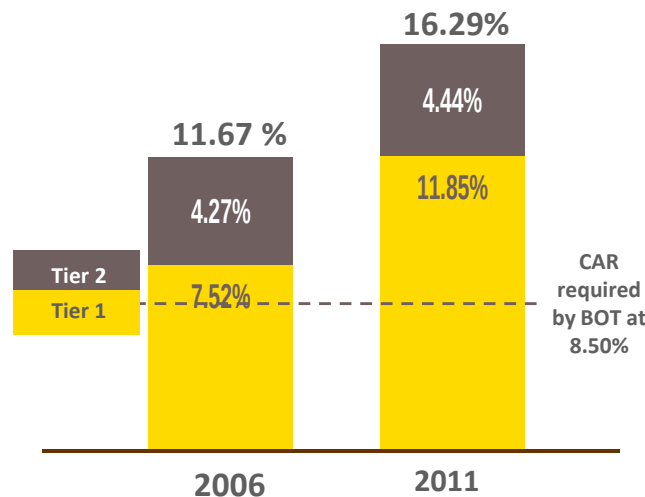
Improved NIM



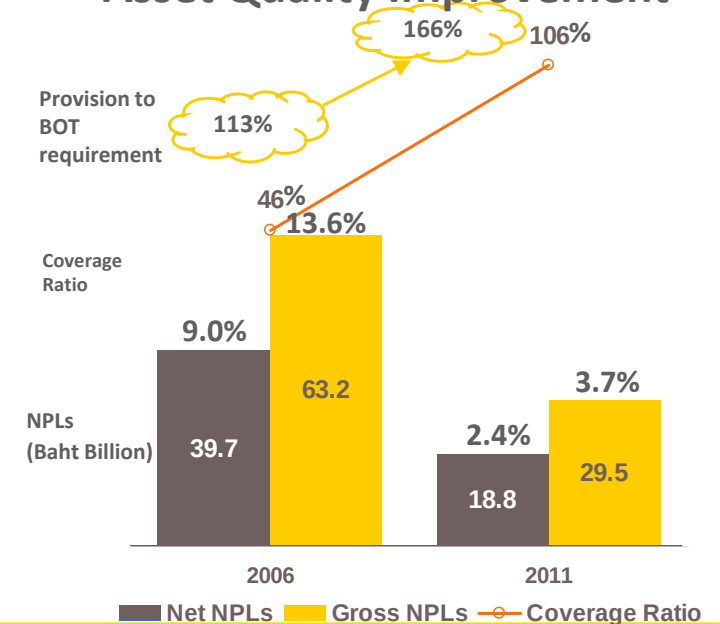
Non-Interest Income



Strong Capital Base



Asset Quality Improvement



Contact :

Investor Relations Department

Telephone : (662) 296 3935

Fax : (662) 683 1341

E-mail : irgroup@krungsri.com

Krungsri Website

www.krungsri.com

Join us!

www.facebook.com/krungsrisimple

www.twitter.com/krungsrisimple

This presentation has been prepared by Bank of Ayudhya Public Company Limited (the “Bank”) solely for informational purposes. It does not constitute an offer or sale or a solicitation of an offer to purchase securities, nor does it constitute a prospectus within the meaning of the Securities and Exchange Act B.E. 2535 of Thailand. Neither this presentation nor any part of it shall form the basis of, or be relied on in connection with, or act as an inducement to enter into, any contract or commitment whatsoever. No person should rely on the information contained in this presentation in making an investment decision in respect of any of the Bank’s securities. Any decision to purchase or subscribe for any securities of the Bank must be made on the basis of a thorough review of publicly available information of the Bank, including information made publicly available by the Bank pursuant to the requirements of the Securities Exchange of Thailand and the Thai Securities Exchange Commission. The information contained herein is only accurate as of its date.