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Krungsri Virtual Business Matching supports SME entrepreneurs to conclude business matching with leading distributors for over 100 pairs

Bangkok (13 August 2020) – **Krungsri** (Bank of Ayudhya PCL) continues to move ahead with plans to support commercial banking customers amid the coronavirus pandemic (COVID-19). The Bank recently organized **Krungsri Virtual Business Matching**, an online business matching activity connecting between small and medium-sized enterprises (SMEs) and Krungsri' s large corporate customers, the country's leading distributors with extensive networks of both offline and online channels. The online activity resulted in the business matchmaking of more than 100 pairs for 79 entrepreneurs participating the event. It marks a major step to create opportunities for entrepreneurs to restart their businesses and go through the COVID-19 crisis, while providing opportunity for those staying in the provinces to get access to Krungsri's online platform, which is convenient, efficient, and cost saving. The event also reinforces Krungsri' s mission to be a trusted banking partner for commercial banking customers.

Mr. Pornsanong Tuchinda, Krungsri Head of Commercial Banking, said, "Krungsri is committed to being an important part of the financial sector in the ecosystem of commercial banking group by providing both total financial solutions and knowledge-sharing, business matching and networking activities via Krungsri Business Empowerment through the synergies between Krungsri's strength and MUFG's network, in order to foster the growth of the Thai businesses and drive towards the country's economic system."

"Krungsri is ready to stand beside customers in every circumstance, particularly in the first half of 2020, when businesses have been severely affected by the COVID-19 pandemic. Krungsri, therefore, has adopted technology to reduce risk during the COVID-19 crisis, and constantly provide services to customers. As part of social distancing measures, Krungsri recently organized the first online business matching activity in July. **Krungsri Virtual Business Matching** was one of the special activities that the online meeting technology was deployed to enable SME entrepreneurs to present their products to the Bank's large corporate customers. The activity received overwhelming response from every participant, resulting in successful business matchmaking of more than 100 pairs, encouraging entrepreneurs to restart their businesses, recover to normal operations, and create employment opportunities."

The online business matching event received positive response from customers due to the ease of access, fastness and efficiency, as well as travel cost saving. Furthermore, it also enabled Krungsri to reach more entrepreneurs doing businesses in the provinces. Out of the 79 company participants, 75% of them were from Bangkok and its vicinity, while the remaining 25% were from other provinces nationwide.

The four leading companies participating this activity were Thailand's leading consumer goods distributors on both offline and online channels. They included 24 Shopping Co., Ltd., Siam Global House PCL, Dohome PCL, and CJ Express Group Co., Ltd.

Krungsri Virtual Business Matching is a part of value-added services under Krungsri Business Empowerment, which focuses on providing insightful knowledge and business networking that will enhance business opportunities and create growth for SMEs and large corporate customers, reflecting Krungsri's commitment to providing support to commercial customers in every aspect.

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About Krungsri

Krungsri (Bank of Ayudhya PCL and its group companies) is the fifth largest financial group in Thailand in terms of assets, loans, and deposits, and one of Thailand's five Domestic Systemically Important Banks (D-SIBs) with 75 years of history in the country. Krungsri is a strategic member of the Mitsubishi UFJ Financial Group (MUFG), Japan's largest financial group and one of the world's largest financial organizations. Krungsri provides a comprehensive range of banking, consumer finance, investment, asset management, and other financial products and services to individual consumers, SMEs, and large corporations through 683 branches (643 Banking Branches and 40 Auto Business Branches) and over 33,461 service outlets nationwide. The Krungsri Group is the largest card issuer in Thailand with 9.4 million credit cards, sales finance, and personal loan accounts in its portfolio; a major automobile financing service provider (Krungsri Auto); one of the fastest growing asset management companies (Krungsri Asset Management); and a pioneer in microfinance (Ngern Tid Lor).

Krungsri is strongly committed to the highest level of integrity in conducting its business. All Krungsri Group companies have been awarded accreditation from the Private Sector Collective Action Coalition Against Corruption (CAC) in collaboration with industry peers and stakeholders on a zero tolerance approach to corruption.

About MUFG (Mitsubishi UFJ Financial Group, Inc.)

Mitsubishi UFJ Financial Group, Inc. (MUFG) is one of the world's leading financial groups. Headquartered in Tokyo with over 360 years of history, MUFG is a global network with over 3,000 offices in more than 50 markets. The Group has over 180,000 employees, and offers services including commercial banking, trust banking, securities, credit cards, consumer finance, asset management, and leasing. The Group aims to "be the world's most trusted financial group" through close collaboration among our operating companies and flexibly respond to all of the financial needs of our customers, serving society, and fostering shared and sustainable growth for a better world. MUFG's shares trade on the Tokyo, Nagoya, and New York stock exchanges. For more information, visit https://www.mufg.jp/english.

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