Krungsri holds online seminar series "Business Implications from COVID-19, Now and Next Series", providing insight for business customers to cope with "New Normal"

Bangkok (22 May 2020) **– Krungsri (Bank of Ayudhya PCL)** revised its strategies for commercial marketing by organizing a series of exclusive online seminars under the theme "**Business Implications from COVID-19, Now and Next Series"** from April to June, to serve the needs of all segments of commercial banking customers, ranging from SMEs, large corporate companies, financial institutions and Japanese corporate and multi- national corporate companies. As part of a drive to elevate **Krungsri Business Empowerment** services in support of business customers, the seminar series features both domestic and foreign guest speakers, including renowned economists and experienced businessmen, who will be sharing their insights, knowledge and perspective, which are beneficial for adjustment and business plan revision to ensure their alignment with the New Normal after COVID-19 crisis.

Ms. Mantinee Akarasern, Krungsri Head of Commercial Marketing Division, said "Krungsri is committed to the customer centricity principle, and focuses not only on continuously providing differentiated financial services, but also on offering value-added services for business customers. The Bank has elevated its **Krungsri Business Empowerment** services by offering knowledge-sharing sessions, seminars and inspirational activities, and creating business opportunities through business networking activities that fit customers' needs and the current situation. This underscores Krungsri's strength that enables us to maintain good customer relationships through the years. Although the prevention measures against the spread of coronavirus or COVID-19 and social distancing measures have been put in place, the Bank will continue to arrange seminars which are beneficial to business customers by converting them into online seminars. This is to ensure that our valued customers will have access to useful information and be well-prepared to promptly resume their business under the 'New Normal'."

The intensive series launched under the theme **"Business Implications from COVID-19, Now and Next Series"** will include four sessions in total. The first session was successfully

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held in April, with distinguished guest speakers including Dr. Santitarn Sathirathai, Group Chief Economist of Sea Limited, and Ms. Roong Sanguanruang, Krungsri Head of Global Markets Research and Analysis Section, who jointly provided an update about the impact of COVID-19 crisis on the economy and financial sectors, the government's assistance measures, as well as shared insights into the outlook of global and Thailand's economies and the future trend of the economies.

The second session, entitled "**Now and Next for Real Estate & Service**" will be arranged exclusively for SME customers on 28 May 2020 with the key contents covering the economic challenges to the economy, the impact of COVID-19 on the business sector, and the change in consumer behavior. Key guest speakers include Dr. Somprawin Manprasert, Head of Krungsri Research Division, and Dr. Kessara Thanyalakpark, Director and Deputy Chief Executive Officer, Sena Development PCL, who will provide insights into business strategies to cope with the crisis for the real estate sector.

The third session, entitled **"Building Business Immunity**" will be organized exclusively for large corporate customers, Japanese corporate and multi-national corporate customers and financial institution customers in June, with Mr. Takahiro Sekido, Chief Japan Strategist, Global JPY Strategy Research of MUFG, and Dr. Somkiat Tangkitvanich, President of Thailand Development Research Institute (TDRI) as guest speakers. They will share information about how to build the business immunity that will enable organizations to weather the uncertainties and changes in business strategies in the New Normal era. Lastly, the fourth and final session, entitled "**Business Toward the Next Normal**", will be also held in June and focus primarily on business continuity management strategies after the COVID-19 crisis, and the shift to new business model.

The online seminar series is another major activity that provides value-added services to customers through **Krungsri Business Empowerment**, which aims to provide knowledge and share experiences for commercial banking customers, ranging from SMEs, large corporate companies, financial institutions and Japanese corporate and multi-national corporate companies can apply to their business management amid increasing competition, and to the management of risks arising from the current global climate of uncertainty. The series is in line with Krungsri's commitment to create growth opportunities for customers and underscores Krungsri's capabilities and Mitsubishi UFJ Financial Group (MUFG)'s global network, which will help expand future business opportunities. Interested customers can catch up with the online seminar series via various channels; Krungsri Business Empowerment Facebook, Krungsri Simple YouTube and website krungsri.com

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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 688 branches (648 Banking Branches and 40 Auto Business Branches) and over 33,255 service outlets nationwide. The Krungsri Group is the largest card issuer in Thailand with 9.3 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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