krungsri กรุงศรี
A member of MUFG a global financial group
75th Anniversary

Krungsri equips customers with financial knowledge and money management for New Normal lifestyle after COVID-19 crisis

Bangkok (20 May 2020) – The outbreak of the coronavirus or COVID-19 has broad and unprecedented impacts on every aspect of Thai society, as well as the economy, which is the foundation of life and well-being of all Thais. As such, **Krungsri,** as a Domestic Systematically Important Bank (D-SIB), recognizes its responsibility toward delivering financial literacy for sustainable development to every sector of society in preparing for a new normal lifestyle through various activities and platforms under the concept '**Krungsri is right here beside you. We never stop caring'.**

Ms. Mingkwan Pattanawong, Krungsri Executive Vice President, Head of Corporate Branding and Marketing Division, said "Although various restrictions on economic activities are being eased, reflecting positive results of concerted effort made by all parties to fight the pandemic, the outbreak has created an experience that accelerates the change in consumer behavior and given rise to new ways of doing business to help them cope with uncertainties, especially on the economic front. In this regard, Krungsri is aware of the importance of fostering financial sustainability in preparing our customers for any sudden changes, in accordance with the concept of #**Krungsri is right here beside you. We never stop caring''.** The Bank aims to provide customers and the public with financial knowledge and expertise via **Plearn Plearn by Krungsri Guru**, an easy-to-digest online content hub of financial and lifestyle insights. Moreover, we have invited leading financial gurus to share useful knowledge in order to promote the importance of financial planning for salarymen, freelancers, as well as owners of small businesses, and online shops. The content will cover tips for savings, revenue and expense management, cash management and investment techniques for the highest returns, as well as tax planning,"

Krungsri has joined hands with leading financial gurus, such as Mr. Rawit Hanutsahu, one of creative content providers on **Plearn Plearn by Krungsri Guru** and owner of the Mission to the Moon page, to broadcast live on Mission to the Moon Facebook Fanpage. The first episode started on 15 May 2020, focused on the new normal concept, featuring Dr. Somprawin Manprasert, Krungsri Executive Vice President, Head of Krungsri Research Division, who shared his ideas about the adaptation of the SME sector during the COVID-19 crisis. In the second episode, Dr. Somprawin will share his prediction for the situation about the post-COVID-19 world, which will broadcast live on 25 May 2020, at 19.00-20.00 hr.

In addition to the content about financial knowledge, business and innovation matters, **Plearn Plearn by Krungsri Guru** has invited influencers or key opinion leaders from various sectors to create content, points of view and perspectives, as well as tips for adjusting to the new lifestyle through Facebook Live and other social media channels. Customers and those interested can catch up the online content series via Krungsri Simple Facebook, krungsri.com and Plearn Plearn By Krungsri Guru

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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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