



Award Best in Central and Eastern Europe — KBC Asset Management. (1 November 08 - Structured Products - Europe Awards 2008)

With great pleasure we are able to announce that KBC Asset Management has been honoured with the following award: Best in Central and Eastern Europe.

This award is issued by Structured Products. Structured Products is an international, prominent magazine dedicated to the wholesale market for derivatives-based investment products.

KBC AM received this award because of the way it managed to become the dominant structured products player in four of the Central and Eastern European countries. Since KBC established itself in the region by means of strong local AM companies, it already has the leading market share (structured products) in the Czech Republic, Poland, Hungary and Slovakia. With global assets under management over 14 billion euro in the region by now (September 08).

Besides KBC was the first to introduce capital-guaranteed and social responsible investment funds in the region. A number of innovative products with structures such as lookbacks, asian-calls, rainbows and basket jumpers haven't been seen in the region before.

Structured Products quotes that the success in the region is built on the model of very close cooperation between the asset management company and the bank that acts as distributor. So the product line can be tailored to the needs of the market.

Not to forget KBC Groups financial strength and its risk management processes, which have been vital in building the groups overall reputation.

But all this would not have been possible without the enthusiasm of the groups employees. They are the ones that make our clients have confidence in our investment products.



KBC 資產管理公司 — 中東歐 2008 年度最佳結構性產品的資產管理公司

非常高興我們能夠宣布，KBC 資產管理公司已於 11 月 1 日榮獲 Structured Products 雜誌 2008 年度：中東歐 2008 年度最佳結構性產品的資產管理公司。

這獎項是由一家國際著名的雜誌 Structured Products 所頒發的，同時這是一家卓越且致力於衍生性(或結構型)商品投資的專業雜誌。

KBC 資產管理公司之所以榮獲此殊榮，是因為本著 KBC 集團良好的管理方式以及對中、東歐區域長期苦心經營的策略，所以在中歐和東歐四國，包含：捷克、波蘭、匈牙利、斯洛伐克，已經在保本型產品建立領導地位，同時也擁有領先的市場佔有率。到 2008 年 9 月為止，KBC 資產管理公司在該地區管理的資產規模已超過 140 億歐元。

KBC 資產管理公司是首家引進保本型產品和社會責任投資基金到中、東歐地區的知名資產管理公司。同時，KBC 也是第一家提供多種創新性的結構性產品到該地區的公司。例如：lookbacks, asian-calls, rainbows 以及 basket jumpers 等架構的產品，就是 KBC 在該地區優先引進的創新產品。

Structured Products 雜誌表示：KBC 在該地區發展的成功，是建立在資產管理公司和通路銀行之間的良好運作模型。因此，該產品線能夠很貼切的符合市場的需求。值得一提的是，KBC 集團強勁的財務結構和優異的風險管理能力，是建立 KBC 集團整體聲譽的重要關鍵。然而，所有這一切皆源自於 KBC 集團員工對於工作的熱誠與貢獻，因為他們創造成功的產品與建立客戶對 KBC 集團的信心。