

Business Overview

UOB Kay Hian Securities (Thailand) Public Company Limited ("The Company"), previously known as "Ocean Securities Limited" was established on July 2, 1998 with a registered capital of Baht 250 million. Later, it was acquired by United Investment Limited (a subsidiary of the UOB group in Singapore) and renamed UOB Securities (Thailand) Limited.

Subsequently in 2001, United Investment Limited sold its shares to UOB-Kay Hian Holdings Limited (an entity born of a merger between the UOB Bank group and Kay Hian Holdings in Singapore) and UOB Securities (Thailand) Limited transformed into UOB Kay Hian Securities (Thailand) Limited. As a result, UOB-Kay Hian Holdings Limited held 99.99% of its paid-up share capital. Next, the Company acquired BNP Paribas Peregrine Securities (Thailand) Limited's retail banking operations. On February 21, 2005, it completed convert into public company and also change the new name, UOB Kay Hian Securities (Thailand) Public Company Limited.

UOB-Kay Hian Holdings Limited, a parent company, is a listed company which has a subsidiary operate the largest Singaporean stockbroker and also have the regional office in Hong Kong, London, New York, Jarkata, Shianghai and Manila. In addition, we also are under the group of United Overseas Bank, a largest commercial Bank in Singapore, which have United Overseas Bank (Thai) Plc. operate banking business in Thailand. Under UOB relationship and broadly networking, the Company is able to expand our business both domestic and international client.

Furthermore, the Company has been provided know-how, experience and assistance in the securities business from the companies in the group continuously. The Company has entered into a service agreement with UOB Kay Hian Private Limited, a subsidiary of UOB-Kay Hian Holdings Limited, the service covers a wide variety of areas (details of service agreements and service fees can be found in the topic "Related Parties Transaction"). From the past until now the Company is assisted by the service agreement such as to assist in the development of information technology systems which can link in the same system within UOB Kay Hian group, to advice on trading system installation as well as the development of various systems to be effective continuously and to establish a risk management system.

Since 2005, the Company has also received marketing and Cross Selling project support. As a result, the Company has been able to expand its brokerage services to clients by introducing its clients through its groups. In addition, the Company benefits from shared resources among the Group, jointly using the securities analysis information, including the company can access to securities analysis articles and market conditions in foreign countries by research of the companies' group.

In 2010, the Company entered into an acquisition business agreement with Merchant Partner Securities Public Company Limited, and in 2011 the Company acquired United Securities Public Company Limited ("United"). United was the Company's subsidiary until May 8, 2013 when the Board of Directors approved to sell United's share to another investor group, made United's status as the Company's subsidiary came to the end.

In 2016 the Company expanded its retail business by purchasing assets (securities retail business) from Country Group Securities Public Company Limited., such assets including investment consultants and 21 branch offices. And our ABAC Learning Center was allowed being an online branch.

In 2017, the Company moved its offices at Pinklao 2, Hat Yai-Siam City and Chaengwattana 3-4 to integrate with the other branch nearby in order to reduce expenses. And the Company opened a new branch office at Market Village Suvarnabhumi on August 8, 2017.

And in 2018, the Company moved the ABAC branch office (Hua Mak) to ABAC (Suvarnabhumi), reducing the area of renting Chiang Mai Huay Kaew branch and in the end of the year the Company expanded retail businesses by adding 6 branches from AEC Securities Public Company Limited, namely Silom, Fashion Island, Nakhon Ratchasima, Chiang Mai-Mahidol, Chiang Mai-Chang Klan, and Hat Yai-Jooti Anusorn. And the Company has been approved to qualify as a bond holder representative according to the Notification of the Capital Market Supervisory Board No. TorJor. 37/2552 regarding to the letter No. JorThor.178/2561 to be a way to increase revenue for the Company.

In the year 2019, the Company accounted for 2.72% of the total market trading volume in Thailand. This is higher than the 2018, 2017, 2016, and 2015 level (2.12%, 2.43%, 2.30%, and 2.22% respectively). Amid intense competition, the Company implemented various methods to maintain its market share by: 1) organizing investment seminars; 2) participating in IPO and debt instruments deals; and 3) conducting UTRADE Investment Academy which were continued from 2016, the Company also launched the Sales Associates Program (SAP), in order to strengthen its marketing team and be more active in approaching retail clients and gaining additional market share.

December 31, 2019, the Company has 45 branches including (1) head office and (44) branches which the head office is located at 130-132 Sindhorn Tower1, 2nd 3rd Floor, Wireless Road, Lumpini, Pathumwan, Bangkok. In the year 2019, in order to manage the branch business appropriately according to the economic conditions and to reduce costs, the Company has closed 2 branch offices which are Potharam and 15th Floor Sindhorn Tower 3, and the rental area of the branch offices has been reduced by relocating 10 branch offices, consisting of Sri Sa Ket, Lampang, Trang2, Chieang Rai, Hat Yai (Nipat Uthit), Songkla, Samrong, Chaengwattana, Yaowarat and Ubon Rachathani. So the Company has 15 branches located in Bangkok and 30 branches located in other provinces.