

2024 KB Financial Group

# Sustainability Report

General Stakeholder Perspective

# ABOUT THIS REPORT

The annual Sustainability Report was first published by KB Kookmin Bank in 2009 and has been released by KB Financial Group since 2011 after being expanded to the Group level. The 2024 Sustainability Report aims at sharing KB Financial Group’s sustainability management activities and performance with our stakeholders in a transparent manner and highlighting ways to create greater sustainable value. In the 2024 report, we disclosed sustainability-related financial information to support investors’ decision-making by publishing a separate report based on the ISSB Framework for material issues identified through an investor-focused financial materiality assessment. KB Financial Group also provides the Data Pack to easily identify performance changes in our activities for the last three years.

## REPORTING PERIOD

This report presents our sustainability management activities and performance during the period of January 1–December 31, 2024. Due to the timeliness and significance of information, some items include data from the first half of 2025. Data for the last three years from 2022 to 2024 (some environmental data is for four years from 2021 to 2024) was provided to measure yearly changes in quantitative performance. Financial performance is reported based on consolidated financial statements so that KB Financial Group’s overall activities are reflected. Non-financial performance is based on areas that apply to the entire Group. In case of specific programs, we specified the respective organizing subsidiary to enable clear distinction of the reporting scope.

## REPORTING SCOPE

This report covers the sustainability management activities of KB Financial Group Inc. and the Group subsidiaries, and the subsidiaries of KB Financial Group include KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Asset Management, KB Capital, KB Real Estate Trust, KB Savings Bank, KB Investment, and KB Data Systems, with the reporting scope including headquarters and all branches in Korea and overseas. Some data includes information on subsidiaries other than affiliates in order to provide information on the parent company and its subsidiaries as a single reporting entity.

## REPORTING STANDARD

This report was developed in accordance with the Global Reporting Initiatives (GRI) Standards 2021. The five material issues selected through an investor-focused financial materiality assessment are reported in a separate report, reflecting the IFRS Sustainability Disclosure Standard S1 “General Requirements for Disclosure of Sustainability-related Financial Information” and S2 “Climate-related Disclosures” issued by the International Sustainability Standards Board (ISSB), reporting each topic’s governance, strategy, risk management, and metrics and targets.

To incorporate the characteristics of the financial industry, regarding sustainability data disclosure, we referred to the information disclosure requirements of the six industry standards (Commercial Banks, Consumer Finance, Investment Banking & Brokerage, Asset Management & Custody Activities, Insurance, Mortgage Finance) of Sustainability Accounting Standards Board (SASB) as well as United Nations Principles for Responsible Banking (UN PRB). Unless mentioned otherwise, financial performance is based on K-IFRS consolidated financial statements.

## ASSURANCE

This report was verified by Korea Management Registrar (KMR), an independent external verification organization, to ensure its credibility and quality improvement. The assurance statement can be viewed on pages 188–191 of this report.

## SPECIAL REPORT

### SUSTAINABILITY REPORT – INVESTOR PERSPECTIVE

KB Financial Group identifies sustainability issues that have a significant impact on investor’s decision-making in accordance with the IFRS Sustainability Disclosure Standards and discloses key sustainability-related financial information, including their financial impacts.



## FORWARD-LOOKING STATEMENT

This Report contains descriptions of future situations, including prospects or strategies, to help stakeholders understand KB Financial Group’s sustainable management. These descriptions can be identified with such expressions as “implement,” “estimate,” “plan,” “target,” “strategy,” “assume,” and “expect.” As leading examples, business strategies, GHG emissions, climate change scenario analysis, social value & impact, external ESG-related promises and operation strategies, among others in this Report fall under the above. All descriptions about future situations are based on top management’s expectations and outlook at the time of creating this Report. This is impacted by various variables and therefore may be different from actual results. As such, relevant descriptions are no more than a form of outlook and are not finalized, and stakeholders should take caution not to excessively depend on them. Major factors where actual results may be different from the outlook are as follows. Other various external and internal factors may have an impact.

- Changes in the global political/economic/market environment
- Changes in exchange rates and interest rates
- Changes in environmental/social/physical risks
- Changes in relevant laws, regulations, and policies (including climate crisis response policies)
- Speed and direction of technological development
- Impact from a health crisis and infectious disease
- Other factors specific to KB Financial Group, including supervisory regulations

Descriptions about future situations are based on materials that are limited to the time of report creation. Unless otherwise stipulated by special regulations in laws, we do not update or revise descriptions about future situations or assume any responsibility in this regard.

## Contact Information

For any inquiries, please contact the ESG Department of KB Financial Group at khgg30730@kbfkg.com



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# CEO MESSAGE



Yang Jong Hee.

Chairman & CEO, KB Financial Group

**Jong Hee Yang**

Dear shareholders and customers, greetings.

Thank you for your unwavering support for KB Financial Group.

For a world where we dream, grow, and live together with citizens, KB Financial Group has looked beyond the core of finance, striving to see further and think deeper.

Based on the mission, “Financial services delivering change,” we aim to provide trustworthy financial services to customers; present long-term growth potential to shareholders; and endeavor to be a reliable partner fostering mutual growth with local communities. We are committed to these genuine values and doing our utmost.

Finance goes beyond simple financial intermediation—it serves as a vital foundation connecting individual lives, corporate futures, KB Financial Group, at the heart of these rapidly changing times, reflects on the essential role of finance and strives to fulfill its responsibility to provide better environments and opportunities for the next generation.

It is said that bountiful change comes from meaningful choices rather than grand plans. Prioritizing value through sustainable management and consistently making value-driven choices—we believe this marks the true beginning of change. Though the pace may be slow, I believe this change will truly make the world warmer and brighter.

Based on this belief, KB Financial Group has consistently addressed pressing issues such as the climate crisis, low birth rates, regional depopulation, and job shortages—challenges that threaten our lives. Also, by leveraging our expertise in financial services, we have practiced warm partnerships to work hand-in-hand with society. Furthermore, we have sought to create meaningful social value through initiatives such as care-giving and support for small businesses, while striving for coexistence by maintaining a balanced relationship with our neighbors and society.

Going forward, KB Financial Group will continue to regard the trust of our customers and the expectations of society as our most valuable assets, and we will work together to pave a sustainable path where the growth of the people translates into KB’s growth.

I would like to once again express our heartfelt gratitude to our shareholders and customers for your unwavering trust and support.

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# KBFG AT A GLANCE

KB Financial Group, as a leading comprehensive financial group in Korea, provides a wide range of financial products and services. Backed by strong capital, an extensive network, solid operational capability, brand power, superior risk management skills cultivated through years of experience, and a differentiated digital financial platform, we are driving financial innovation forward.

## OVERVIEW

Company Name

**KB Financial Group Inc.**

CEO

**Jong Hee Yang**

Establishment

**Sep. 29, 2008**

Employees

**26,505 persons**

KB Financial Group Inc. was founded through the comprehensive transfer of shares of major subsidiaries in line with the mid- to long-term growth strategy to better respond to changing financial environment.

As 2024 year-end, a total of 26,505 employees across the entire Group provide comprehensive financial services in 14 countries worldwide.

Credit Rating

Moody's **A1**

S&P **A**

\* As of the end of 2024

Subsidiaries

Banking	Financial investment	Insurance	Credit finance
KB Kookmin Bank	KB Securities	KB Insurance	KB Kookmin Card
<b>Savings bank</b>	KB Asset Management	KB Life Insurance	KB Capital
KB Savings Bank	KB Real Estate Trust		<b>Others</b>
	KB Investment		KB Data Systems

## FINANCIAL PERFORMANCE

### SUSTAINABLE VALUE-UP

CET1 Ratio

**13.53%**

ROE (Return on Equity)

**8.85%**

EPS (Earning Per Share)

**KRW 12,880**

Shareholder Return Rate

**39.8%**

### STRONG PROFITABILITY

Consolidated Total Assets

**KRW 758 trillion**

Operating Revenue (Sales)

**KRW 85 trillion**

Operating Income

**KRW 8 trillion**

Net Profit  
(Profit attributable to controlling interests)

**KRW 5.1 trillion**

\* As of the end of 2024, Based on consolidated financial statements

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- **Financial Performance**
- Group Subsidiaries
- Global Network

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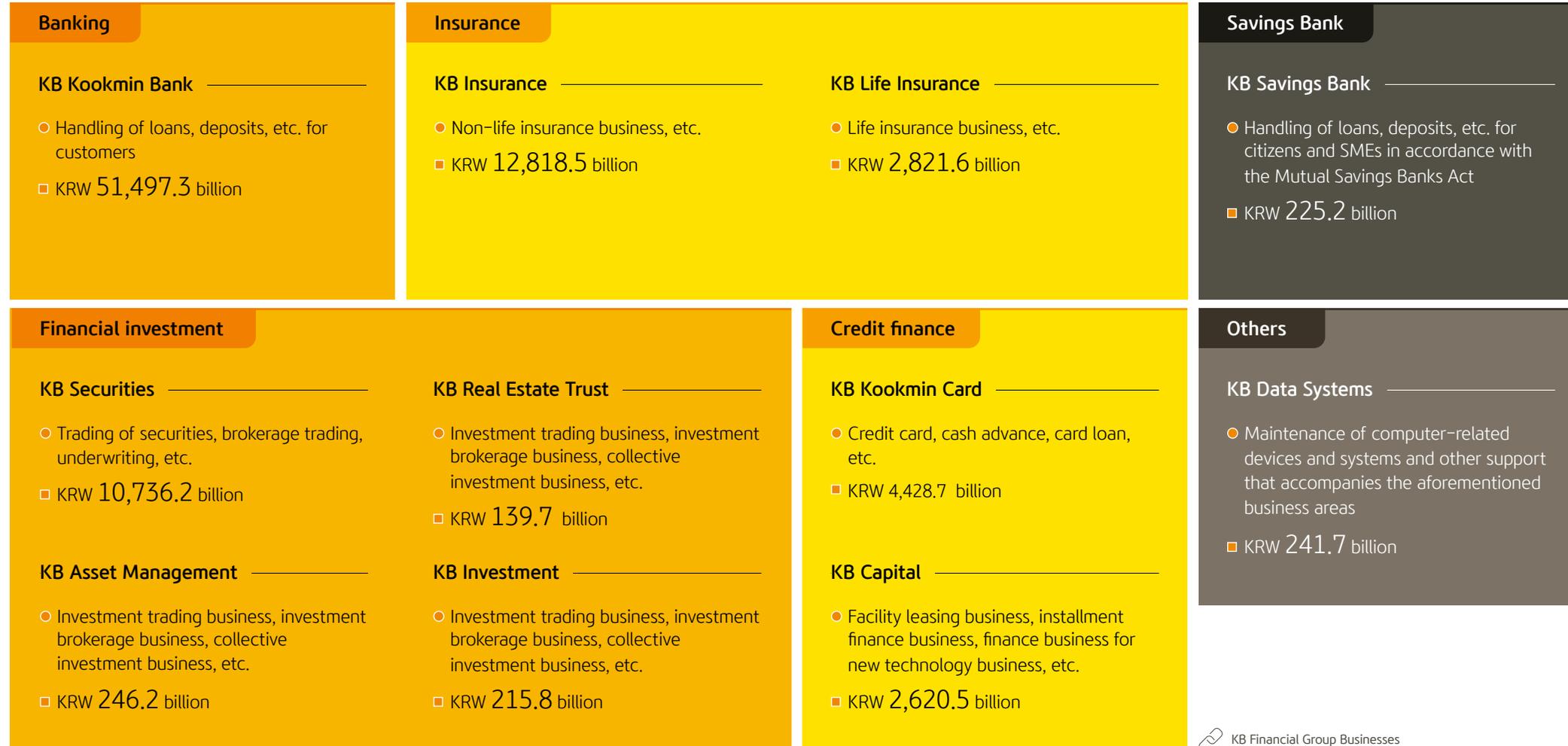
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# KBFG AT A GLANCE

## GROUP SUBSIDIARIES

KB Financial Group provides comprehensive financial services through 11 subsidiaries—KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Asset Management, KB Capital, KB Real Estate Trust, KB Savings Bank, KB Investment, and KB Data Systems.



● Business ■ Operating income based on consolidated financial statements as of 2024

KB Financial Group Businesses

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# KBFG AT A GLANCE

## GLOBAL NETWORK

KB Financial Group's 11 major subsidiaries provide comprehensive financial services to a diverse range of stakeholders worldwide through 1,474 domestic networks and 591 overseas networks in 14 countries.



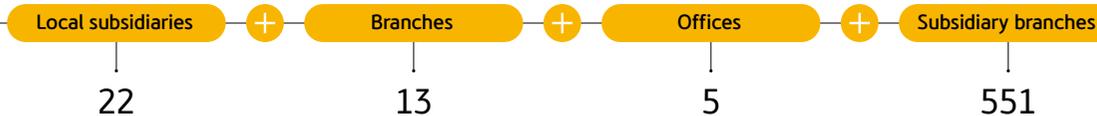
### Domestic Network

**1,474**

KB Financial Group Inc. (1), KB Kookmin Bank (800), KB Securities (80), KB Insurance (455), KB Kookmin Card (30), KB Life Insurance (77), KB Asset Management (1), KB Capital (22), KB Real Estate Trust (3), KB Savings Bank (3), KB Investment (1), KB Data Systems (1)

### Overseas Network

**591**



KB Kookmin Bank (400 in 12 countries), KB Securities (24 in 5 countries), KB Insurance (13 in 4 countries), KB Kookmin Card (144 in 4 countries), KB Asset Management (4 in 4 countries), KB Capital (4 in 2 countries), KB Investment (1 in 1 country), KB Data Systems (1 in 1 country)

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# SUSTAINABILITY MANAGEMENT HIGHLIGHTS

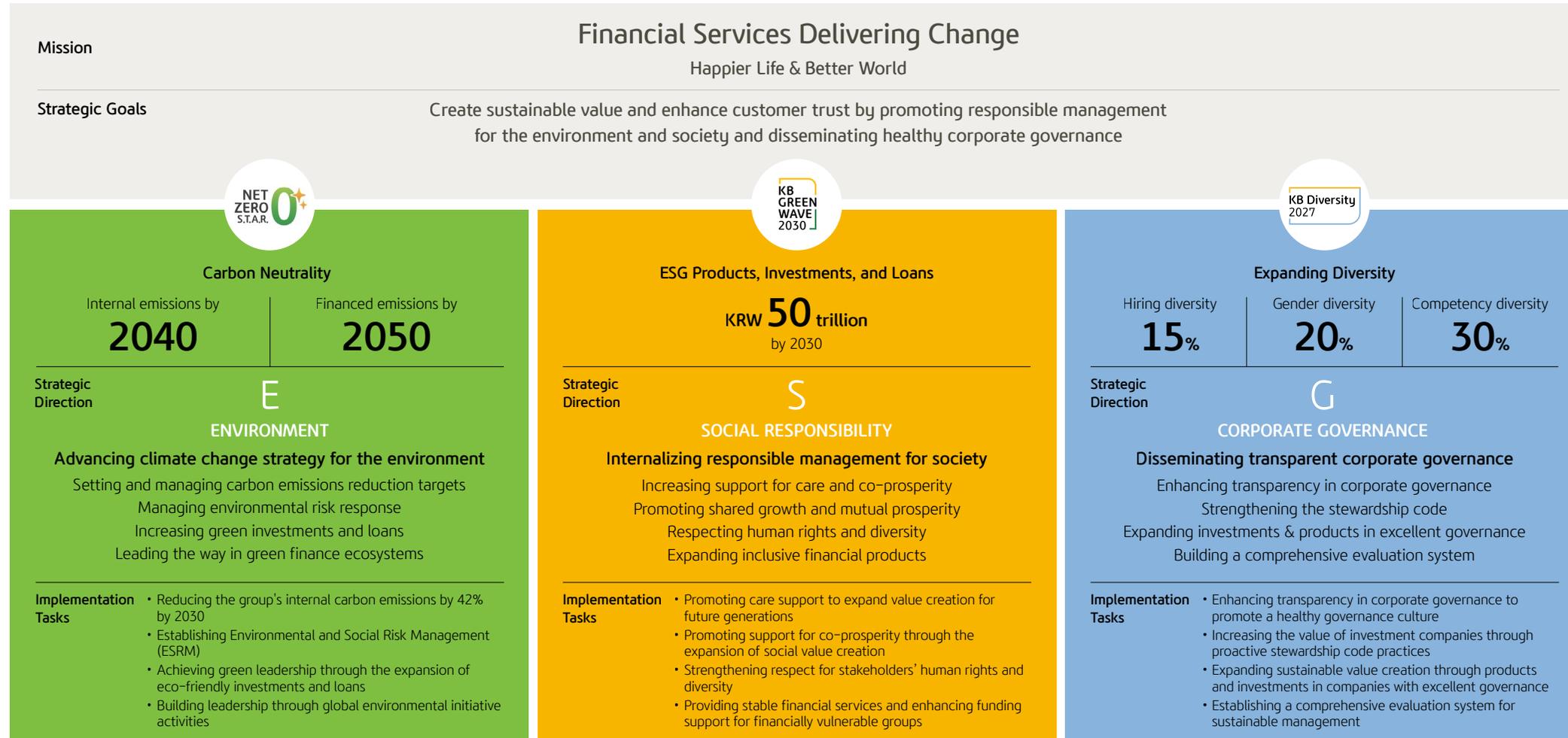
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# SUSTAINABILITY MANAGEMENT STRATEGY

KB Financial Group seeks to realize “Financial services delivering change” through distinctive ESG management and create a better world. As a global ESG management-leading group, KB Financial Group’s employees are focusing their capabilities on practicing ESG management and taking the lead in creating social value. In particular, we are making diverse efforts for diversity enhancement and social responsibility activities, along with global climate leadership. We faithfully fulfill environmental and social responsibilities based on a strong ESG strategy system and operate sound governance, and implement our mid- to long-term strategies in a phased manner to achieve our goals of “carbon neutrality,” “ESG products, investments, and loans,” and “expanding diversity.”

## ESG STRATEGY SYSTEM



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# SUSTAINABILITY MANAGEMENT FOCUS

## 01. Establishing a virtuous cycle network for sustainable management and value enhancement

01. →

In October 2024, KB Financial Group disclosed the “2024 Sustainable Value-up Plan” in connection with the CET1 ratio. The CET1 ratio is a key index for determining a bank’s financial soundness under the Basel III regulatory framework, and it is calculated by dividing CET1 capital by total risk-weighted assets. CET1 capital consists of a company’s key capital, such as capital, capital surplus, and retained earnings. A higher CET1 ratio is assessed as higher ability, such as future shareholder return, new investment, and business expansion. KB Financial Group pursues **sustainability management to grow alongside society, enhance trust with customers and shareholders**, and thus lay the foundation for creating sustainable value.

KB Financial Group strives to build trust with investors and financial consumers and contribute to the development of local communities through sustainable management. These efforts lead to profitability and growth potential improvements and serve as a foundation for corporate value enhancement. The capital accumulated during the growth process is rationally allocated to future growth sectors in alignment with the value-up strategy, which provides the basis for expanding long-term investments in sustainable value and supports the unwavering implementation of sustainability management.

### KB’s Sustainability Management Activities



### KB’s Value-Up Program

#### Strengthen shareholder return

- Use capital that exceeds the year-end CET1 ratio of 13% for the following year’s shareholder return
- Use capital exceeding a CET1 ratio of 13.5% based on capital accumulated throughout the year for an additional shareholder return

#### Manage capital ratio

- Maintain a CET1 ratio of no less than 13% through efficient capital reallocation
- Enable stable capital adequacy management and enhance the predictability of shareholder returns

#### Strengthen fundamentals

- Strengthen profit-generating capabilities by managing the RWA growth rate and enhancing RoRWA (increasing non-interest income, reducing cost, etc.)
- Build a foundation for sustainable growth

#### Improve governance

- Establish unwavering, strong KB governance by further developing governance in system and process aspects

#### Enhance social value

- Implement joint growth that contributes to national and social development by fulfilling finance’s social roles
- Enhance social value of KB

#### Strengthen shareholder and stakeholder communication

- Operate various communication channels to prevent information asymmetry among shareholders

Securing profitability and growth by building trust with investors and financial consumers

Leading implementation of value-up measures and ensuring efficient resource allocation to strengthen execution and enhance shareholder value



Attracting more long-term-oriented investors and thus reducing funding costs

Sustainable growth of corporate value in a virtuous cycle of “ESG → Value-Up → ESG”!

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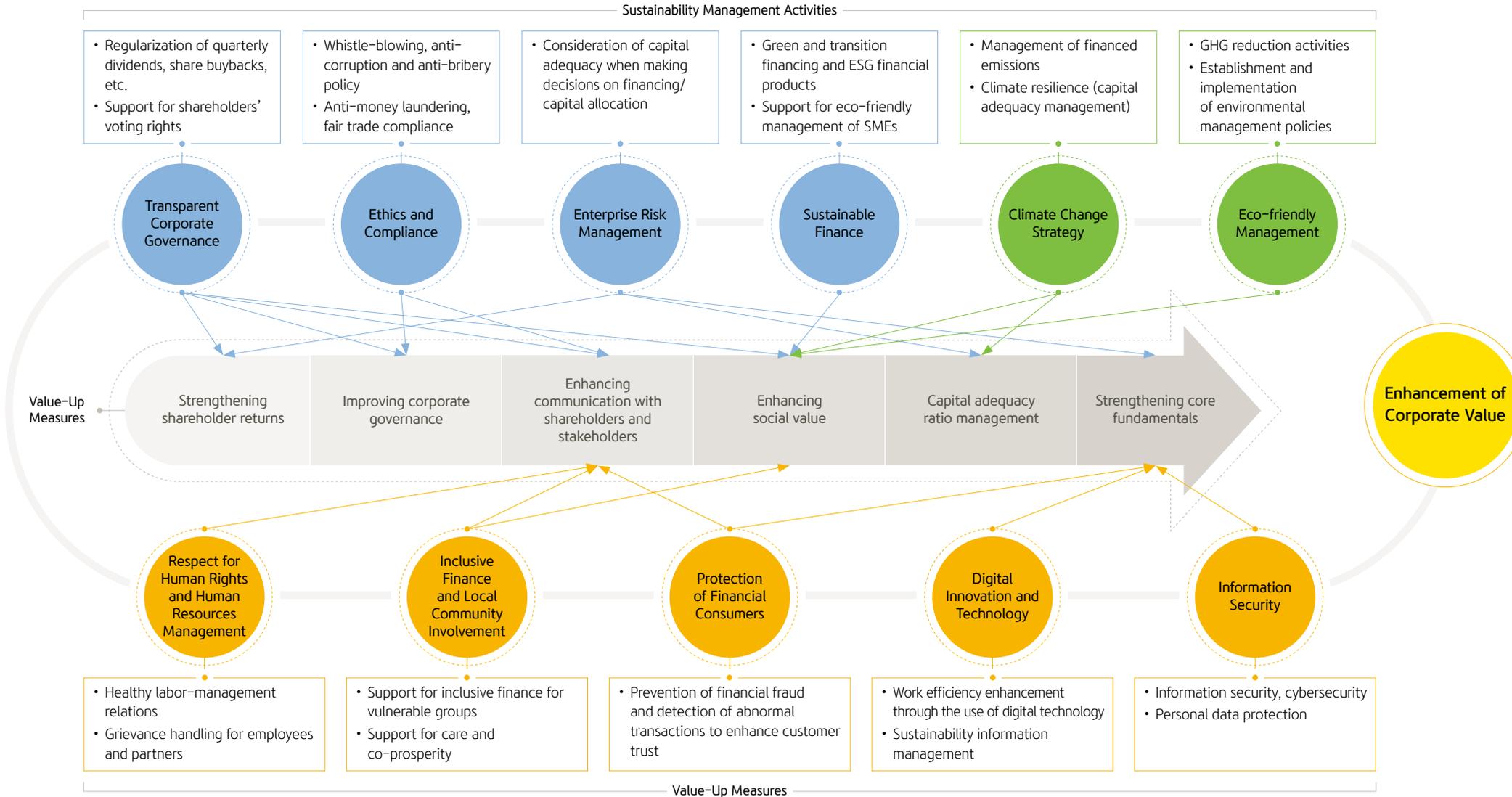
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# SUSTAINABILITY MANAGEMENT FOCUS

## Establishing a virtuous cycle network for sustainable management and value enhancement

### Aligning sustainable management activities with value-up strategies



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# SUSTAINABILITY MANAGEMENT FOCUS

## KB, growing together with citizens through care and co-prosperity

02. 

In 2024, KB Financial Group has established a new social contribution strategy system and implements “KB’s Together with Others” project. Accordingly, we categorize project areas into “care” and “co-prosperity” and are steadily carrying out diverse social value creation activities.



**Care**

KB Financial Group is realizing the value of care to create a society where all generations can live with peace of mind. Based on national/social issues, we categorize the caring area into the four key areas of low birth rate, childcare, education, and safety & well-being, and support caring that is connected to citizens’ life cycle.

### Low birth rate

#### Encourage childbirth

Help small business owners overcome low birth  
Signed an MOU with eight local governments and provided KRW 13.5 billion

Provide support for infertility treatment costs  
Provide support for egg-freezing procedure costs

Support free weddings  
Provide support to cover wedding and honeymoon expenses (joint execution with Future Hangang Headquarters of Seoul Metropolitan Government)

#### Support childcare costs

KB Multiple Children *Jeonse* Fund Loan  
Apply a preferential interest rate to households with two or more children

KB Kids Love Installment Savings  
Apply a preferential interest rate according to the number of children

Hope Strollers  
Provide strollers for pregnant women in crisis (Collaborate with the National Center for the Rights of the Child)

### Childcare

#### Establish a care system

**SEASON 1** Build childcare classrooms in elementary schools/public kindergartens  
Establish an all-day care system to address the gap in childcare

**SEASON 2** Establish hub-type all-day care centers  
Establish hub space in unused space at schools, etc. to address the demand for care of elementary school students



### Education

#### Learning

KB La School - Learning and growth program by lifecycle stage

#### Career

KB IT’s Your Life - Professional training to nurture digital talent  
KB Talent Nurturing - Provide scholarships

#### Infrastructure

KB Small Library, KB Local Children’s Centers - Improve education conditions, including the establishment of learning spaces



### Safety & Well-being

#### Support system for disasters

Group’s joint donation  
Raise donations according to the size of a disaster

Deliver relief goods  
Provide relief goods kit, food trucks, laundry trucks, etc.

Customer participation-based fund-raising campaigns  
Run via leading subsidiary apps and websites

#### Financial support for the vulnerable

Financial products for the vulnerable  
Reduce interest rate for *Jeonse* fraud victims, reduce communications services charge for the vulnerable, etc.

KB Hope Bazaar  
Donate proceeds to underprivileged children

Support for child patients from low-income families  
Hold a campaign and provide support for surgery costs

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# SUSTAINABILITY MANAGEMENT FOCUS

## KB, growing together with citizens through care and co-prosperity



### CO-prosperity

KB Financial Group leverages our core capabilities in the financial industry to implement inclusive finance that helps small business owners and small- and medium-sized enterprises (SMEs) enhance their competitiveness and achieve growth. Through these efforts, we promote the self-reliance and development of local communities, strengthen interconnected economic ecosystems, and create impactful social values. Our financial inclusion programs are operated across three key areas—**livelihood finance**, **financial accessibility**, and **corporate growth**. Activities in each area include practical financial support, consulting, tailored education, and support for innovative companies.

### Livelihood finance

#### Financial support for small business owners

KB Kookmin Bank implements the banking industry's social financial initiatives and runs livelihood finance programs totaling KRW 372.1 billion, the largest in the industry. The Bank provides interest cashback to personal businesses as the banking industry's joint program. Its voluntary programs include contributing funds to government policy programs and providing interest and guarantee fee support to small business owners as the Bank's own program.

#### Joint program

##### Provide interest cashback

- Provide interest cashback to personal businesses

KRW **300.5** billion



#### Voluntary program

##### Policy support

- Support the Korea Inclusive Finance Agency's principal business
- Support a low-interest-rate refinancing program (interest and guarantee fee reduction)

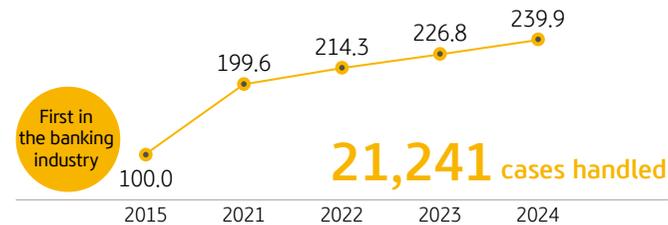
##### Bank's own

- Non-face-to-face loan interest and guarantee fee support for small business owners
- Entrepreneur-type small business owner agreement guarantee product (preferential interest rate)

KRW **71.6** billion

#### Financial support for the marginalized

KB Microfinance Foundation loan scale (Unit: KRW billion)



\* As of 2024, cumulative basis

#### Financial inclusion product performance for the marginalized

##### Checking account

No. of customers: **145,697** | No. of accounts: **146,213**

##### Savings account

No. of customers: **500,026** | No. of accounts: **500,948**

##### Loan

No. of customers: **221,358** | No. of accounts: **240,855**

- Targeting low-income households, youth, elderly population, people with disabilities, foreign workers, and residents in financially excluded areas

### Financial accessibility

#### Increase digital accessibility

Provide AI counseling, speaking slow service, youth-only financial platform, language support, etc.

#### Provide financial education

Provide senior digital financial education, voice phishing prevention education, and economic and financial education

#### Support transaction convenience

Operate the KB Senior Lounge, expand convenience facilities for persons with disabilities, have employees who are native speakers stationed on-site, etc.

### Corporate growth

#### Management consulting services

- Provided 50,641 cases of KB SOHO Consulting → Consulting service for the self-employed who are in the food service industry
- Provided 5,530 cases of KB Bridge → Policy fund recommendation service for corporate customers
- Provided 2,821 cases of KB Wise Consulting → Consulting service provided by accountants/tax accountants and other experts

#### Startup-fostering programs

- Invested KRW 226.7 billion through KB Starters → Supported outstanding startups in AI, fintech, and other areas
- Supported 46 startups through the KB Unicorn Club → Provided support for growth of social innovation startups
- Invested KRW 15.6 billion through FUTURE9 → Provided financial/non-financial support to promising startups

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# SUSTAINABILITY MANAGEMENT FOCUS

## Establishing a climate (green/transition) finance system

03. →

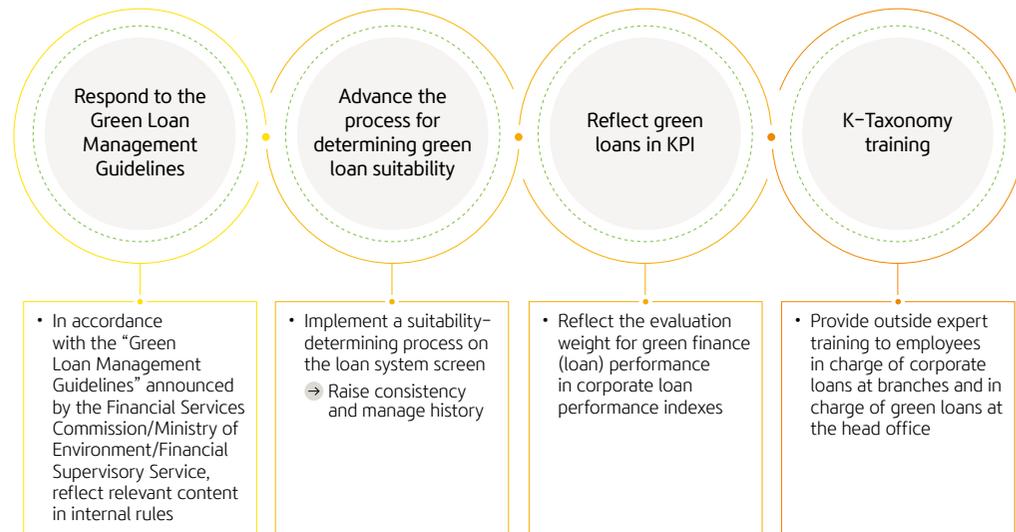
To achieve economic growth while simultaneously reducing carbon emissions, not only green technology but also green and transition finance are essential. Especially in Korea, where there is a high proportion of high-carbon industries, there is an urgent need for transition finance for a change in the industrial structure and development of low-carbon technology. Green finance that will support a renewable energy-centered energy transition and commercialization of eco-friendly technologies is also important. KB Financial Group therefore aims to **establish a climate (green/transition) finance system and expand financial support** to prepare for the increasing demand for funds for eco-friendly facility investments and technology development.

### Green Finance Management System

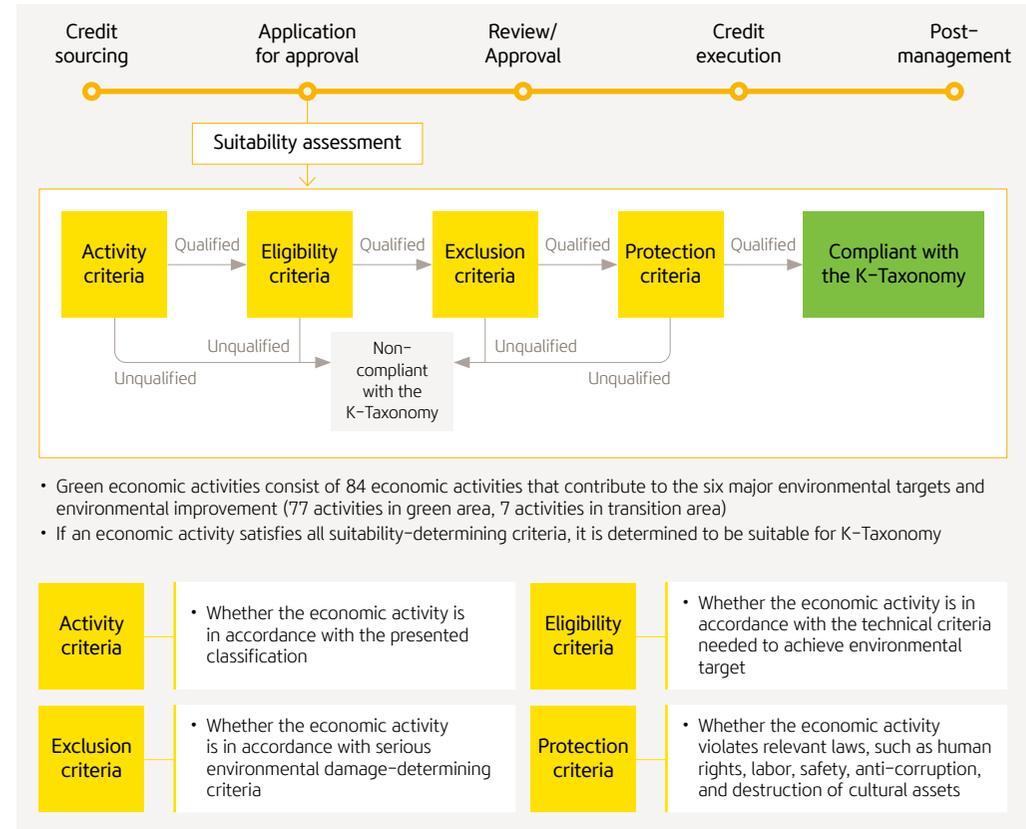
KB Kookmin Bank has established a Korean Green Bond management framework based on the K-Taxonomy guidelines to promote green finance. This framework is being expanded and applied to green loans. The Bank is also carrying out management so that funds that are raised this way are effectively used for projects that practically contribute to improving the environment, such as reducing GHG emissions.

#### Green Finance Implementation Measures

KB Kookmin Bank has established green finance implementation measures to apply “K-Taxonomy” to the corporate loan process and plans to execute the following detailed tasks in 2025.



### Process for Applying “K-Taxonomy” to Corporate Loans



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## Establishing a climate (green/transition) finance system

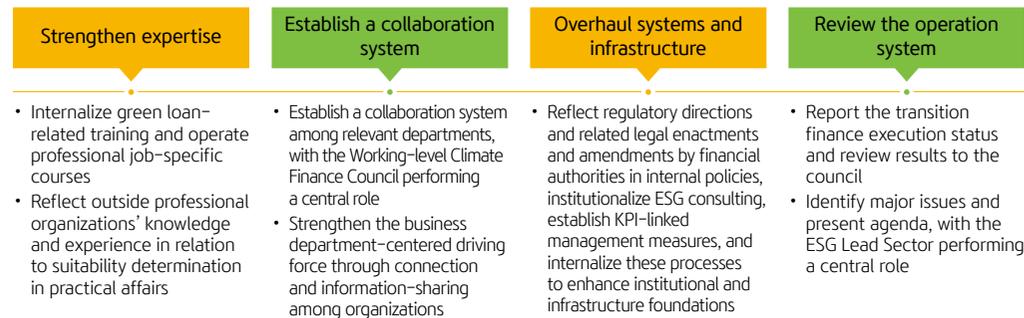
### Transition Finance Management System

If financial support for high-carbon industries is excluded, companies may relocate to countries or financial sectors with looser regulations, which could delay the transition to decarbonization and make it more challenging to achieve decarbonization in the real economy. Therefore, to achieve substantial and fundamental carbon reduction, it is essential to provide financial support for green sectors while also promoting “transition finance” to aid companies in their low-carbon transition. The market size for such finance is also expected to grow. KB Kookmin Bank has established relevant loan and investment operational standards (such as screening and risk management) to take the lead in the transition finance market and respond to increasing demand. Additionally, the Bank is identifying target industries expected to have high demand for transition finance, thereby laying the foundation for supporting transition finance.



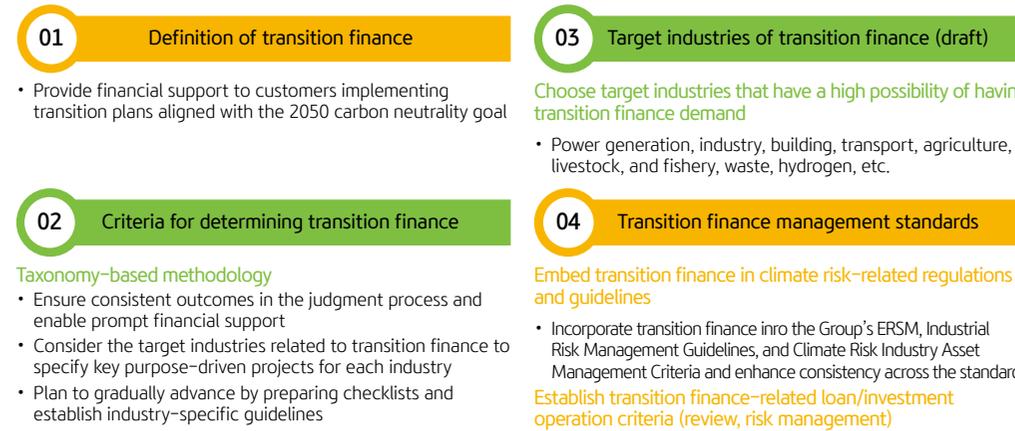
### Transition Finance Implementation Measures

KB Kookmin Bank aims to respond to the climate crisis and support a smooth transition to the green industry by establishing a systematic transition financing strategy and plans to implement the following detailed tasks in 2025.



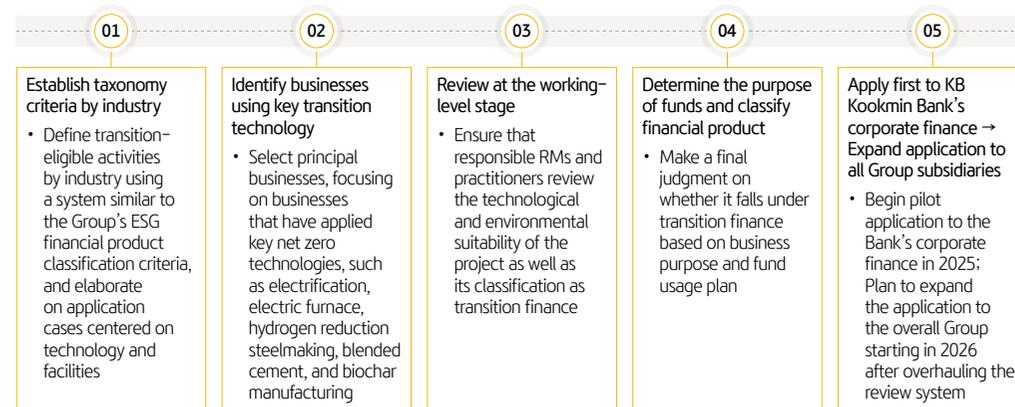
### Establishment of Transition Finance Policy

KB Kookmin Bank is executing relevant tasks to establish guidelines that are needed to support transition finance.



### Transition Finance-Determining Process

In evaluating the eligibility of a business subject to transition finance, KB Kookmin Bank refers to global financial institutions' transition activity taxonomy to clarify the allowed scope and exemption criteria per technology and area. The Bank seeks to establish clear classification criteria and review system for transition finance, strengthening an effective climate finance support foundation.



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# SUSTAINABILITY MANAGEMENT KEY ACHIEVEMENTS

## ESG Leadership

Improving governance through board diversity and strengthening responsible management through high shareholder returns

- Percentage of women among non-executive directors

**42.9 %**

- Female BOD chairperson appointed (As of March 2025)
- 3 female non-executive directors (First among financial holding companies in Korea)

- 2024 MSCI ESG Evaluation

**AAA** Grade

- Top rating achieved for 3 consecutive years (First among financial companies in Korea)

- BOD of KB Financial Group Inc.

**Grand Prize received in the Economic Sector at the Corporate Governance Awards**

- 2024 shareholder return rate

**39.8 %**

- Largest among financial holding companies in Korea

## ESG Financing

Expanding sustainable finance that generates beneficial value for the environment and society

- Scale of green products, investments, and loans

**KRW 19.2 trillion**

(Based on the 2024 year-end balance)

- Issuance of ESG bonds

**KRW 16.8 trillion**

(Cumulative figure as of 2024)

- Issuance of the Korean Green Bond

**KRW 120 billion**

(KB Kookmin Bank, As of 2024)

- First single organizer of SLB issued by a public organization in Korea

**KRW 50 billion**

(KB Securities, As of 2024)

## Digital

Enhancing customer accessibility and convenience through digital technology to innovate the customer experience

- No. of monthly active users of KB Star Banking

**13.03 million persons**

(KB Kookmin Bank, As of Dec. 2024)

- No. of KB Kookmin Authentication Certificate subscribers

**15.52 million persons**

(KB Kookmin Bank, As of 2024 year-end)

- Designated as innovative financial services by Financial Services Commission

**“Financial Consulting Agent” and “Automated Review” services, using generative AI**

(KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Asset Management, KB Capital, KB Savings Bank)

- Used car platform category in the Korean Customer Satisfaction Index

**No. 1 for 3 consecutive years**

- KB Chachacha (KB Capital)

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# SUSTAINABILITY MANAGEMENT KEY ACHIEVEMENTS

## Social

Growing together with local communities, with two pillars of “care” and “co-prosperity,” while practicing customer-centered management through “protection of financial consumer rights and prevention of harm”

- Investment in social contributions

**KRW 726.3 billion**  
(As of 2024)

- No. of economic/financial education beneficiaries

**1,539,310 persons**  
(Cumulative figure as of 2024)

- No. of persons who successfully found a job through the KB Good Job Program

**40,384 persons**  
(Cumulative figure as of 2024)

- Support amount under the care system business agreement signed with the Ministry of Education

**KRW 95 billion**  
(Cumulative figure as of 2024)

- Loans provided by KB Microfinance Foundation

**KRW 239.9 billion / 21,241 cases**  
(Cumulative figure as of 2024)

- Financial fraud block rate through fraud detection

**13.8%p increase YoY**  
(KB Kookmin Card)

- Assessment of comprehensive information protection levels for major information and communication infrastructure

**Best Grade**  
(KB Kookmin Bank)

- Ratio of female deputy branch managers  
**Early achievement of the KB Diversity 2027**

**target of 20 %**  
(KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance)

## Environment

Leading the way to tackle climate crisis and build a low-carbon society while promoting various environmental management activities

- Reduction of operational emissions

**2,267 tCO<sub>2</sub>eq**  
(Based on SBTi reduction target-setting)

- Annual renewable energy power generation / No. of power generation facilities

**2,513 MWh / 59 units**  
(As of 2024)

- Conversion rate of eco-friendly vehicles for business use

**81 %**  
(As of 2024 year-end)

- Creation of a second honey tree forest in Uljin, North Gyeongsang Province

**Across 10 ha**  
(Cumulative figure as of 2024)

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## ESG EVALUATION

<p><b>Dow Jones Sustainability Indices (DJSI)</b></p> <ul style="list-style-type: none"> <li>Included in DJSI World Index for 9 consecutive years (2016–2024)</li> </ul> 	<p><b>MSCI</b></p> <ul style="list-style-type: none"> <li>Received the AAA Grade for 3 consecutive years (2022–2024)</li> </ul> 	<p><b>ESG Evaluation by Korea Institute of Corporate Governance and Sustainability</b></p> <ul style="list-style-type: none"> <li>Achieved A rating or higher in all ESG categories for 9 consecutive years (2016–2024)</li> </ul> 	<p><b>Carbon Disclosure Project (CDP)</b></p> <ul style="list-style-type: none"> <li>Achieved an A Leadership rating</li> <li>Recognized as Carbon Management Sector Honors for 8 consecutive years (2017–2024)</li> </ul> 	<p><b>FTSE4Good ESG Index</b></p> <ul style="list-style-type: none"> <li>Included in 14 consecutive years (2011–2024)</li> </ul> 
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## MEMBERSHIP IN ESG INITIATIVES

KB Financial Group is participating in various initiatives with leadership to rapidly identify ESG issues in and outside the financial industry and to actively practice ESG management.

Initiative	Details	Membership since
 <p>United Nations Global Compact</p>	<p><b>UN Global Compact (UNGC)</b></p> <p>The world's largest voluntarily formed initiative for promoting sustainable management and the implementation of the ten principles in relation to human rights, labor conditions, environment, and anti-corruption</p>	Apr. 2009
	<p><b>Carbon Disclosure Project (CDP)</b></p> <p>A global initiative on information disclosure and an evaluation agency led by financial institutions in relation to environmental sectors such as climate change, water, and forest resources</p>	Apr. 2009
	<p><b>United Nations Environment Programme Finance Initiative (UNEP FI)</b></p> <p>A global initiative participated by over 300 financial institutions and the only international partnership between UNEP and international financial sectors</p>	Aug. 2018
 <p>TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES</p>	<p><b>Task Force on Climate-related Financial Disclosure (TCFD)</b></p> <p>An initiative that recommends corporations to incorporate climate change risk into their financial information</p>	Oct. 2018
	<p><b>Principles for Responsible Banking (PRB)</b></p> <p>An international agreement that stipulates financial industry's roles and responsibilities for implementation of the Paris Agreement and the UN Sustainable Development Goals (SDGs)</p>	Sep. 2019

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## MEMBERSHIP IN ESG INITIATIVES

Initiative	Details	Membership since
<b>WOMEN'S EMPOWERMENT PRINCIPLES</b>	Women's Empowerment Principles (WEPs) A joint initiative undertaken by UN Women and UNGC for women's empowerment	Sep. 2019
 <b>BNBP</b>	Biz N Biodiversity Platform (BNBP) An initiative to promote recognition of the industrial sector's global and social responsibility for biodiversity preservation and utilization, and to support preservation and sustainable use of biodiversity across all areas of corporate activities	May 2020
 <b>CoREI</b>	Corporate Renewable Energy initiatives (CoREI) An initiative designed to help corporations voluntarily pledge to move into renewable energy and establish and implement renewable energy-related targets	Jun. 2020
 <b>EQUATOR PRINCIPLES</b>	Equator Principles Voluntary agreement by financial companies to stop funding projects when they are likely to incur environmental destruction or violations of the human rights of local residents	Feb. 2021
 <b>PCAF</b> Partnership for Carbon Accounting Financials	Partnership for Carbon Accounting Financials (PCAF) An initiative designed to develop unified standards for assessing and reporting GHG emissions of the financial industry's investment projects and to encourage financial institutions to follow the Paris Agreement	Apr. 2021
 <b>SCIENCE BASED TARGETS</b>	Science Based Targets initiative (SBTi) An initiative designed to provide guidelines and methods for corporations to set GHG emissions targets in line with the Paris Agreement and ensure their climate-conscious activities	Apr. 2021
 <b>net-zero banking alliance</b>	Net-Zero Banking Alliance (NZBA) A leadership group of global banks with the aim of bringing global GHG emissions to net zero by 2050	Apr. 2021
<b>RE100</b>	RE100 Global campaign on converting 100% of electricity consumed by businesses into renewable energy	Sep. 2021
 <b>UN environment programme</b>  <b>PSI</b> Principles for Sustainable Insurance	Principle for Sustainable Insurance (PSI) An international agreement that promotes consideration of sustainability in all management activities of insurance companies, including operational strategies, risk management, and product and service development	Sep. 2021
 <b>avpn</b>	Asian Venture Philanthropy Network (AVPN) Asia's largest impact investment network pursuing CSR capability improvement suited to the financial investment company	Feb. 2022
 <b>TNFD</b> Taskforce on Nature-related Financial Disclosures	Task Force on Nature-related Financial Disclosures (TNFD) Global consultative body seeking to protect nature and biodiversity by reducing the impact companies have on ecosystems	Apr. 2022
 <b>GFANZ</b>	Glasgow Financial Alliance for Net Zero (GFANZ) Global alliance for net zero transition and overcoming climate crisis through finance (APAC Network)	May 2022

\* ESG initiatives: Organizations that provide and enforce ESG codes of conduct and voluntary standards for global companies within each industry

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# Material Sustainability Topics

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# Corporate Governance —Values that last



On the back of responsible management built on solid trust, we define the true value of corporate management that lasts.

## **CORPORATE GOVERNANCE**

- Transparent Corporate Governance
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# Transparent Corporate Governance



KB Financial Group has established a robust Sustainable Value-up Framework to realize true shareholder value based on the enhancement of fundamental corporate value.

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Percentage of women among  
non-executive directors

**42.9%** Including BOD chairperson  
(KB Financial Group Inc.)

Korea Corporate Governance Awards

**Grand Prize** in the Economic Sector  
(BOD of KB Financial Group Inc.)

Shareholder return rate

**39.8%** Largest among financial  
holding companies in Korea  
(KB Financial Group Inc.)



# GOVERNANCE SOUNDNESS

## Governance Principles

### BOD Stability

The board of directors (BOD) of KB Financial Group has non-executive directors constitute the majority of the board in accordance with the Articles of Incorporation. The BOD entrusts the management with decision-making and execution of tasks, but has the management make a report and receive approval from the BOD and sub-committees for major matters to maintain checks and balances and secure governance stability.

### BOD Transparency and Objectivity

KB Financial Group transparently discloses overall relevant matters, including governance-related operational standards, procedures, and outcomes in the “Annual Governance and Remuneration Report.” This report is disclosed on the company website and the Korea Exchange and Korea Federation of Banks no later than 20 days before the annual general meeting (AGM) every year.

[Annual Governance and Remuneration Report](#)

### KB Financial Group’s governance principles

Stability	We will protect governance stability by forming a BOD that can achieve harmony between “checks and balances.”
Transparency and objectivity	We will maintain governance transparency and objectivity by disclosing governance-related operational standards, procedures, and outcomes.
Expertise and diversity	We will efficiently resolve the various tasks and challenges we are facing by having members with diversity and expertise in various fields from the BOD, which is the top decision-making body.
Independence	We will maintain governance independence so that the BOD’s function of keeping the management in check does not weaken.

### BOD Expertise and Diversity

KB Financial Group manages a non-executive director candidate group for each of seven areas—finance, business administration, financial/risk management/economic, accounting, law/regulation, digital/IT, and ESG/consumer protection—forming a BOD with individuals of high expertise.

KB Financial Group’s BOD established the “principle of enhancing diversity on the board of directors” in the BOD succession policy that does not limit the board membership based on the candidate’s gender, age, education, nationality, cultural background, race, ethnicity, etc. so that the board does not represent the interest of a specific group, thereby securing BOD diversity. The BOD currently has three female non-executive directors, with the proportion of female non-executive directors accounting for 33% of the total directors and 42.9% of non-executive directors. This satisfies the EU’s “female non-executive director quota system.”

[The principle of enhancing diversity on the board of directors](#)

### Board skills matrix

Category	Wha Joon Cho	Jung Sung Yeo	Jae Hong Choi	Myong Hwal Lee	Sung Yong Kim	Eun Young Chah	Sun Yeop Kim	Jong Hee Yang	Hwan Ju Lee
Finance	●			●		●		●	●
Business Administration	●	●	●				●	●	●
Financial/Risk Management/ Economic	●			●	●	●		●	●
Accounting	●						●		
Law/Regulation					●				
Digital/IT			●						
ESG/Consumer Protection		●			●		●		

\* As of the end of March 2025

### BOD Independence

All non-executive directors of KB Financial Group’s BOD meet the requirements stipulated in relevant laws, including the Act on Corporate Governance of Financial Companies, and whether they satisfy director independence criteria is disclosed in the Business Report. The chairman of the board, who is not the CEO, is elected among the non-executive directors.

With the exclusion of the Subsidiary CEO Nomination Committee, a non-executive director serves as the chair of all committees, thus ensuring independence in committee operations.

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# GOVERNANCE SOUNDNESS

## Governance Structure

### Composition of the BOD

As of the end of March 2025, KB Financial Group's BOD consisted of a total of nine directors, including seven non-executive directors, one executive director, and one non-standing director, with non-executive directors accounting for 78%. The CEO of KB Financial Group serves as the executive director on behalf of the executive management, and the CEO of KB Kookmin Bank serves as the non-standing director on behalf of subsidiaries.

The BOD operates nine board level committees under the BOD (Eight committees as of 2024, including the Internal Control Committee created in 2025.) The board level committees are entrusted with and handle some BOD functions that are stipulated in laws and Article of Incorporation, such as monitoring and providing advice on important matters.

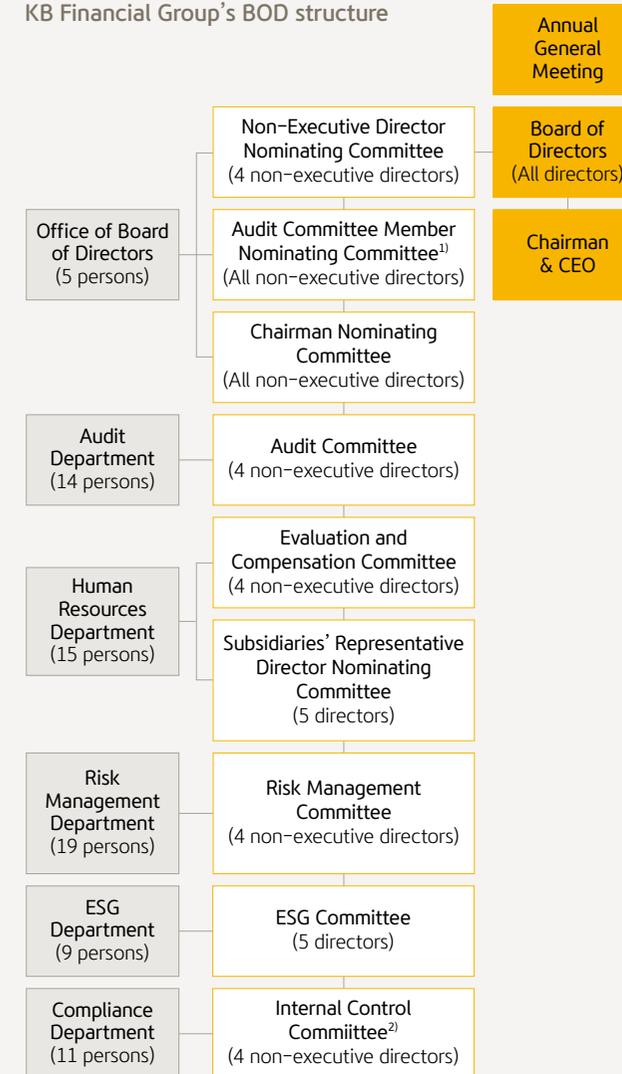
In particular, we created the Internal Control Committee that is exclusively in charge of the internal control function in 2025 and further strengthened the BOD's supervision function to effectively respond to risks and observe corporate ethics even amid sharp changes in the business environment.

### BOD members

Name	Category	Tenure start date	Field of expertise	Career	Gender
Wha Joon Cho (BOD Chairperson)	Non-executive director	Mar. 24, 2023	Finance, Business Administration, Financial/Risk Management/Economic, Accounting	(Former) Auditor, Mercedes-Benz Financial Services Korea	Female
Jung Sung Yeo	Non-executive director	Mar. 24, 2023	Business Administration, ESG/Consumer Protection	(Current) Professor, Department of Consumer Science, Seoul National University	Female
Jae Hong Choi	Non-executive director	Mar. 25, 2022	Business Administration, Digital/IT	(Current) Professor, Start-up College, Gachon University	Male
Myong Hwal Lee	Non-executive director	Mar. 22, 2024	Finance, Financial/Risk Management/Economic	(Current) Senior Research Fellow, Korea Institute of Finance	Male
Sung Yong Kim	Non-executive director	Mar. 24, 2023	Financial/Risk Management/Economic, Law/Regulation, ESG/Consumer Protection	(Current) Professor, Law School, SungKyunKwan University	Male
Eun Young Chah	Non-executive director	Mar. 26, 2025	Finance, Financial/Risk Management/Economic	(Current) Professor, Department of Economics, Ewha Womans University	Female
Sun Yeop Kim	Non-executive director	Mar. 26, 2025	Business Administration, Accounting, ESG/Consumer Protection	(Current) CEO, E-Jung Accounting Corporation	Male
Jong Hee Yang	Executive director	Nov. 21, 2023	Finance, Business Administration, Financial/Risk Management/Economic	(Current) Chairman & CEO, KB Financial Group	Male
Hwan Ju Lee	Non-standing director	Mar. 26, 2025	Finance, Business Administration, Financial/Risk Management/Economic	(Current) President & CEO, KB Kookmin Bank	Male

\* As of the end of March 2025, the average tenure of directors is 1.3 years

### KB Financial Group's BOD structure



\* As of the end of March 2025

<sup>1)</sup> Non-standing committee

<sup>2)</sup> Newly established committee

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# GOVERNANCE SOUNDNESS

## Non-executive Director Appointment and Term of Office

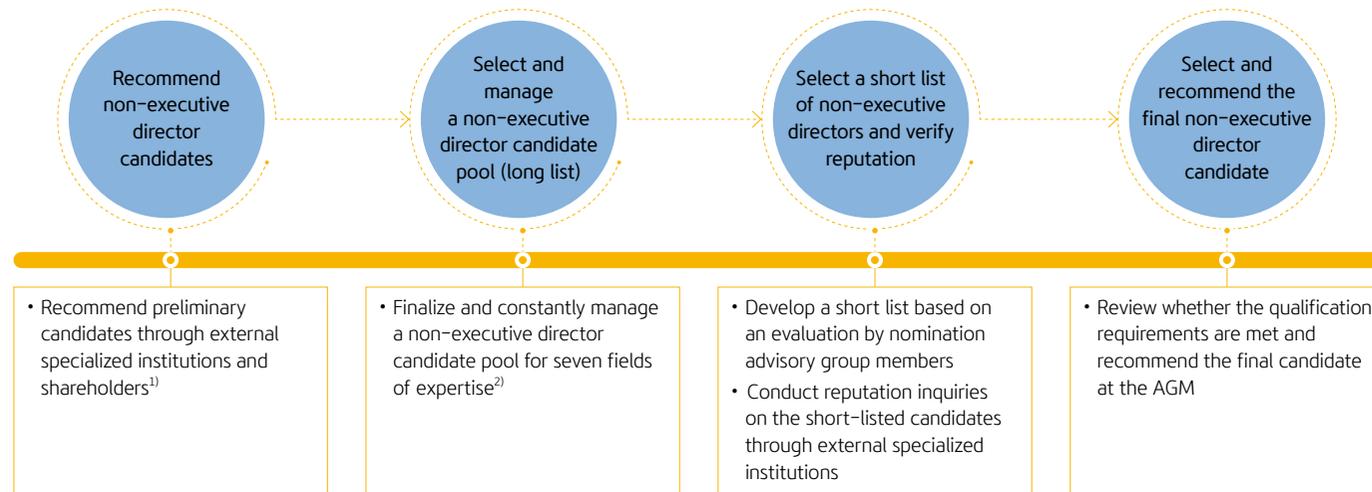
### Appointment of Non-executive Directors

KB Financial Group appoints non-executive directors with “shareholder representation, expertise, and diversity” as core principles. The Non-Executive Director Nomination Committee consists only of four non-executive directors and no executives, and we clearly segregate the parties executing the steps of the appointment process.

### Prohibition of Holding Concurrent Positions and Term of Office of Non-executive Directors

A non-executive director of KB Financial Group cannot hold non-executive director, non-standing director, or non-standing auditor positions at another company concurrently and cannot hold concurrent director, executive manager, or auditor positions at two or more companies other than KB Financial Group.

#### Non-executive director appointment process



<sup>1)</sup> Preliminary outside director candidates nomination system: A shareholder who owns even one share with voting rights can recommend a preliminary non-executive director candidate

<sup>2)</sup> 7 Areas of expertise: Finance, Business Administration, Financial/Risk Management/Economic, Accounting, Law/Regulation, Digital/IT, ESG/Consumer Protection

The term of office of non-executive directors is two years. The term of office can be extended on a yearly basis in case of serving consecutive terms, but the maximum term of office cannot be in excess of five years.

## BOD Operation and Assessment

### Activities of the BOD

KB Financial Group is listed in the New York Stock Exchange and meets the minimum attendance rate requirement of 75% for each individual director in accordance with the Institutional Shareholder Services (ISS) guidelines. A total of 12 meetings were held in 2024 and the average BOD meeting attendance rate was 100% based on incumbent directors as of the end of 2024.

The BOD consists of regular and ad-hoc meetings, both of which are convened by the chairman of the board. Meeting materials are provided no later than seven days prior to the meeting date to all the directors so that they could sufficiently review the materials in advance. In 2024, KB Financial Group held a non-executive director meeting more than 20 times that is attended only by non-executive directors, separately from the BOD, to provide non-executive directors with a management supervision function.

### BOD Assessment

KB Financial Group assesses the BOD every year in accordance with the “BOD Regulations” and “Internal Rules on Governance Structure.” The evaluation consists of a total of 20 questions in four categories, which are composition and efficiency of the board, function and role of the board, fulfillment of responsibility, and protection of shareholder rights and shareholder relations. All directors take part in the assessment in the form of a self-assessment based on a five-step scale. The result of the evaluation is reported to the board and the ordinary regular meeting of shareholders, and key content is disclosed in the “Annual Governance and Remuneration Report” every year.

### Non-executive Director Assessment

KB Financial Group evaluates the activities of each individual non-executive director every year, in addition to evaluating board and committee activities. In addition to an internal assessment, there is a peer assessment by the members of the board. The assessment has four pillars, which are loyalty, expertise, leadership, and contribution. The outcome of the assessment is used as reference by non-executive directors and is reflected in reappointment reviews by the Non-executive Director Nominating Committee. We also disclose the assessment results in the “Annual Governance and Remuneration Report.”

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## Major roles and activities of the BOD sub-committees

Sub-committee	Major roles	Details of activities in 2024	
Non-Executive Director Nominating Committee	<ul style="list-style-type: none"> <li>Develop, check, and enhance non-executive director appointment principles</li> <li>Manage the non-executive director candidate pool in a constant manner and verify candidates</li> <li>Recommend non-executive director candidates who will be appointed at the AGM</li> </ul>	Held 9 times	<ul style="list-style-type: none"> <li>Discussed principles on composing the non-executive director candidate pool in the first half/second half of the year</li> <li>Finalized the non-executive director candidate pool in the first half/second half of the year</li> <li>Inquired into the reputation of the non-executive director candidate pool and finalized candidates</li> </ul>
Audit Committee Member Nominating Committee	<ul style="list-style-type: none"> <li>Recommend Audit Committee member candidates</li> <li>Validate qualifications of Audit Committee member candidates</li> </ul>	Held once	<ul style="list-style-type: none"> <li>Recommended Audit Committee member candidates and validated qualifications</li> </ul>
Chairman Nominating Committee	<ul style="list-style-type: none"> <li>Develop and make changes to CEO succession plan</li> <li>Conduct management succession process</li> <li>Manage chairman succession pipeline (long list) on a semiannual basis</li> <li>Operate a program that nurtures an internal CEO candidate pool</li> </ul>	Held 8 times	<ul style="list-style-type: none"> <li>Discussed principles on composing the chairman succession pipeline in the first half/second half of the year</li> <li>Finalized the chairman succession pipeline in the first half/second half of the year</li> <li>Operated a program that nurtures an internal CEO candidate pool</li> <li>Established “(Draft) Management Succession Rule”</li> </ul>
Audit Committee	<ul style="list-style-type: none"> <li>Audit the work and assets of the holding company and subsidiaries and deliberate/make decisions on incidental matters</li> <li>Examine and evaluate the internal control system and work execution process</li> <li>Supervise the appropriateness of job execution by directors and the management</li> <li>Supervise the audit activities of outside auditors</li> </ul>	Held 10 times	<ul style="list-style-type: none"> <li>Planned compliance tasks and chose targets of an audit</li> <li>Reported the performance of executing compliance-related operations by quarter and audit results of the Audit Department</li> <li>Reported the performance of subsidiaries’ execution of compliance-related operations and the results of an internal audit in the first half/second half of the year</li> <li>Reported the status of operating internal control of financial reporting</li> <li>Evaluated audit activities of an outside auditor</li> </ul>
Evaluation and Compensation Committee	<ul style="list-style-type: none"> <li>Establish compensation principles and framework</li> <li>Design the performance compensation system and monitor its operation</li> </ul>	Held 6 times	<ul style="list-style-type: none"> <li>Reported the results of performance evaluation of the executive director, the management, and subsidiaries in 2023 and their compensation</li> <li>Reported the operational status of the management’s compensation in the first half of 2024</li> <li>Decided on a (draft) 2025 long-term/short-term performance evaluation and compensation system</li> </ul>
Subsidiaries’ Representative Director Nominating Committee	<ul style="list-style-type: none"> <li>Review and select candidates for subsidiary CEO</li> <li>Set subsidiary CEO dismissal criteria and decide on dismissal recommendation</li> </ul>	Held 7 times	<ul style="list-style-type: none"> <li>Formed a pool of CEO candidates for subsidiaries</li> <li>Decided on (draft) management succession plan establishment for the Bank CEO</li> </ul>
Risk Management Committee	<ul style="list-style-type: none"> <li>Develop risk management strategy and decide on risk appetite</li> <li>Review risk level and management status</li> <li>Approve application of risk management system, methodology, and areas of improvement</li> <li>Establish and approve risk management policies and procedure</li> </ul>	Held 9 times	<ul style="list-style-type: none"> <li>Reported the Group’s risk monitoring status</li> <li>Decided on (draft) improvement to the Group’s operational risk management system</li> <li>Reported the results of integrated crisis analysis in the first half/second half of 2024</li> <li>Decided on the direction of the Group’s risk management strategies for 2025</li> <li>Decided on (draft) setting of the risk limit of the Group and subsidiaries for 2025</li> </ul>
ESG Committee	<ul style="list-style-type: none"> <li>Develop the Group ESG strategy and policy</li> <li>Manage and supervise the Group ESG progress</li> <li>Set the annual donation limit</li> <li>Decide on the Group’s major ESG management matters</li> </ul>	Held 3 times	<ul style="list-style-type: none"> <li>Reported on the publication of the 2023 Sustainability Report</li> <li>Reported on the ESG performance in the first half of 2024 and the execution direction for the second half of the year</li> <li>Reported the Group’s major ESG execution plan for 2025</li> </ul>
Internal Control Committee	<ul style="list-style-type: none"> <li>Establish basic policy and strategy on internal control that is in line with management strategy</li> <li>Establish and change ways to fully establish an organizational culture that places importance on employees’ vocational ethics and compliance mindset</li> <li>Examine/evaluate the appropriateness of internal control-related management measures and reporting, and demand for measures</li> <li>Report on the execution status of the Group’s important internal control-related matters and monitoring results</li> </ul>	Created in March 2025	

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## Performance Evaluation and Compensation System of the Management

The executive management compensation program is approved by the Evaluation and Compensation Committee each year. To strengthen its independence and objectivity, the Evaluation and Compensation Committee consists only of non-executive directors (four members in total), excluding executive directors. The Committee independently performs an annual compensation evaluation of the executive management every year and verifies whether the executive management compensation system complies with laws.

### Financial and Non-Financial Performance Metrics

KB Financial Group reflects non-financial performance metrics associated with work, in addition to financial performance metrics, in the CEO and executive performance evaluation. Company-wide performance metrics on the overall company are applied to the CEO. The performance of the executive manager is evaluated based on company-wide performance metrics and non-financial performance metrics that are defined differently according to the respective roles. As for the executives responsible for risk management, compliance, and audit, performance metrics that are not associated with financial performance are applied to ensure independence.

#### Key performance metrics

Financial performance metrics	
Short-term performance metrics	Long-term performance metrics
<ul style="list-style-type: none"> <li>Profitability metrics (ROE, gross operating profit, non-banking sector profit)</li> <li>Soundness and risk management metrics (real NPL ratio, Tier 1 ratio, RORWA)</li> <li>Efficiency metrics (C/I ratio)</li> </ul>	<ul style="list-style-type: none"> <li>Shareholder value metrics (relative total shareholder return, earnings per share)</li> <li>Asset quality metrics (actual delinquency rate, etc.)</li> <li>Human capital return on investment (HCROI)</li> <li>Non-banking sector profit</li> </ul>
Non-financial performance metrics	
<ul style="list-style-type: none"> <li>Strengthening of fundamental competitiveness</li> <li>Advancement of key businesses and expansion of new growth engines</li> <li>Innovation of face-to-face/non-face-to-face channels</li> <li>Advancement of the Group operation model, including technological/personnel capabilities</li> <li>Enhancement of customer value and strengthening of the foundation for sustainable growth</li> </ul>	

### Incentive Deferral, Adjustment, and Clawback

Of the management's total incentive pay, 40-60% is paid over three or more years. The incentives that are subject to deferred payment are paid in an amount that is set by reflecting the stock price at the time of payment. The deferral rate is higher for the CEO in comparison to other executives and the application period is also longer. Incentives go down if the stock price drops. Paid incentives may be subject to clawback in the event of legal violation or loss caused to the company.

### CEO Compensation

In 2024, the total remuneration of the CEO amounted to KRW 1,848 million, and long-term performance-based stock grants that are deferred according to the company's financial performance were awarded. The actual number of stocks granted will be finalized based on performance evaluations and stock prices over the next three years.

#### Ratio of CEO's annual total compensation against employees

Total CEO compensation	Employee compensation <sup>1)</sup>		Ratio
	Category	Amount	
KRW 1,848 million	Median value of employee compensation	KRW 151 million	12.24 times
	Average value of employee compensation	KRW 160 million	11.55 times

<sup>1)</sup> Based on KB Financial Group Inc.

### Stock Ownership of the CEO and Executive Management

Korean law restricts an individual investor's bank stock ownership to 4% to guarantee a financial institution's role of promoting public interests. Accordingly, KB Financial Group does not have stock ownership requirements for the CEO and executive management.

#### Stock ownership status of the CEO and executive management

Position	Name	No. of shares owned	Multiple of base salary
CEO	Jong Hee Yang <sup>1)</sup>	5,914	0.98
	Young Ho Seo <sup>2)</sup>	2,400	0.71
Others	Bong Joong Kwon <sup>2)</sup>	2,842	1.02
	Chul Soo Choi <sup>2)</sup>	504	0.16

\* As of the end of December 2024

<sup>1)</sup> The total value of the CEO's voting shares stands at KRW 490 million and the CEO's base salary is KRW 500 million based on the closing price (KRW 82,900) on December 29, 2024

<sup>2)</sup> Incumbent executives as of December 31, 2024, among those disclosed in the Business Report for remuneration

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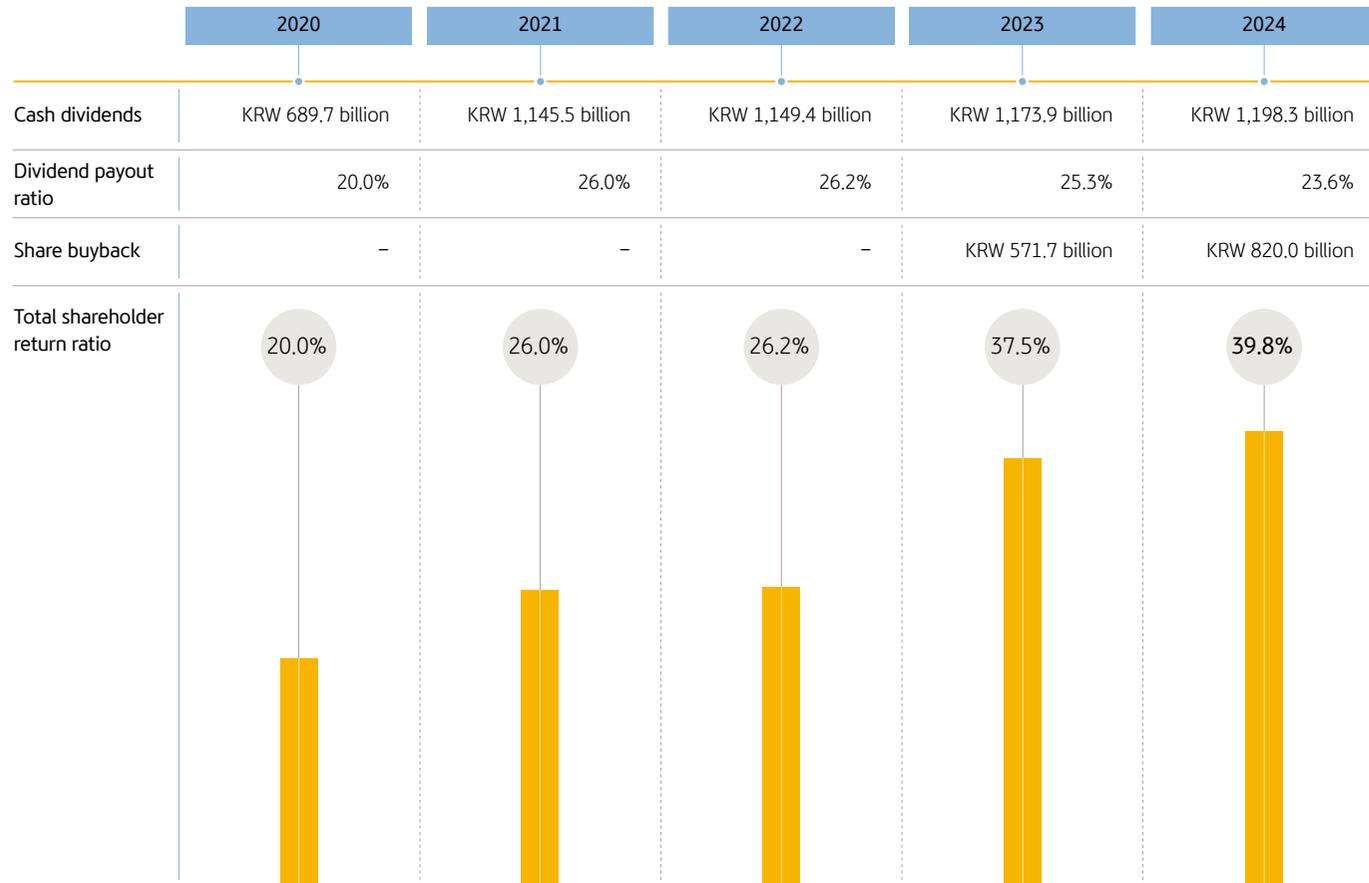


# SHAREHOLDER VALUE

## Shareholder Return

KB Financial Group has been providing quarterly dividends since 2022 to raise dividend predictability and expand shareholder return. In April 2024, we announced a shareholder return policy centered on the financial industry's first-ever "quarterly-even cash dividends on a total annual amount basis," and by consistently increasing the total payout amount, we improved the total shareholder return rate. In October 2024, we announced ways to enhance the Group's corporate value that are in line with the value-up trend, and built a foundation for industry-leading, sustainable and predictable shareholder return.

### Shareholder Return Status



### KB Sustainability Story

## Sustainable Value-up Plan

In October 2024, KB Financial Group disclosed the "Sustainable Value-up Plan" that aims to realize true shareholder value enhancement by connecting shareholder return with fundamental corporate value enhancement.

Starting in 2025, KB Financial Group will use surplus capital that exceeds a CET1 ratio of 13% at the end of the year as financial resources for the following year's shareholder return, such as cash dividends and share buyback & cancellations. Surplus capital that exceeds a CET1 ratio of 13.5% accrued throughout the year will be used as financial resources for share buyback & cancellations in the second half of the year.

Additionally, we will ensure that all our efforts to lead to corporate value enhancement by setting detailed goals and implementing them, such as ① 10% or higher return on equity (ROE), ② around 10% growth of annual average earnings per share (EPS), and ③ an annual average of 10 million shares or more share buyback & cancellations.

We established the value-up framework after going through a systematic BOD-centered process and approval. We clarified that shareholder return is a means of enhancing corporate value, and reflected shareholder return as well as reasonable capital allocation through shareholder return in our value-up measure. KB Financial Group was included in the Korea Value-up Index and received the best rating of "A+" in the corporate value enhancement plan category from the Korean Corporate Governance Forum in recognition of the management's commitment towards value-up, outstanding governance, and value-up strategy with a long-term vision that places focus on sustainability and predictability.

KB Financial Group's Sustainable Value-up Plan



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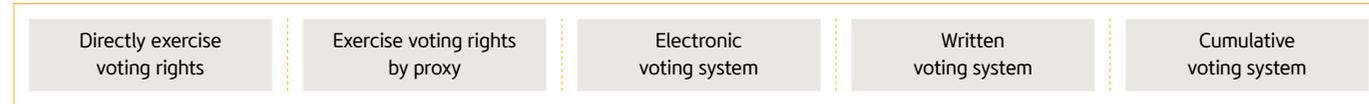
# SHAREHOLDER VALUE

## Support for Shareholders' Exercise of Voting Rights

KB Financial Group has been establishing various support measures to increase shareholder participation in the exercise of voting rights and to raise convenience in exercising rights. A convocation notice is sent no later than two weeks prior to the day an AGM is convened so that shareholders have time to sufficiently review, in advance, the company's management status, major agenda items, the Business Report, and Audit Report.

In addition, we use diverse means to inform shareholders of ways to exercise voting rights to encourage shareholder participation. For shareholders who are not able to attend a general shareholders' meeting, we provide online live broadcasting of AGM.

### Ways to exercise voting rights at AGM



### Shareholder's voting rights and share ownership

	Indicator	No. of shares issued	Percentage
Stock types and voting rights <sup>1)</sup>	Preferred stocks	-	-
	Common stocks – with voting rights	373,600,719	94.94
	Common stocks – treasury stocks	19,927,704	5.06
	<b>Total</b>	<b>393,528,423</b>	<b>100.00</b>

	Indicator	No. of shares issued	Percentage
Shareholders with over 5% ownership <sup>2)</sup>	National Pension Service	33,095,691	8.41
	The Capital Group Companies, Inc. <sup>3)</sup>	31,763,237	8.07
	JP Morgan Chase Bank <sup>4)</sup>	19,948,226	5.07
	BlackRock Fund Advisors <sup>5)</sup>	25,050,939	6.02

\* As of December 31, 2024

<sup>1)</sup> Based on one voting right per share pursuant to the Commercial Act, we do not offer a dual class right based on our Articles of Incorporation.

<sup>2)</sup> As of December 31, 2024, KB Financial Group does not hold golden shares for the government.

<sup>3)</sup> No. of shares and the ownership percentage of The Capital Group Companies, Inc. are based on the Disclosure of Large Equity Ownership disclosed on January 13, 2025 (Record Date: December 31, 2024). For further details, please refer to the report.

<sup>4)</sup> JP Morgan Chase Bank is a DR depository and voting rights are granted to DR owners.

<sup>5)</sup> No. of shares and the ownership percentage of BlackRock Fund Advisors are based on the Disclosure of Large Equity Ownership disclosed on March 10, 2021 (Record Date: February 26, 2021). For further details, please refer to the report.

## Implementation of Stewardship Code

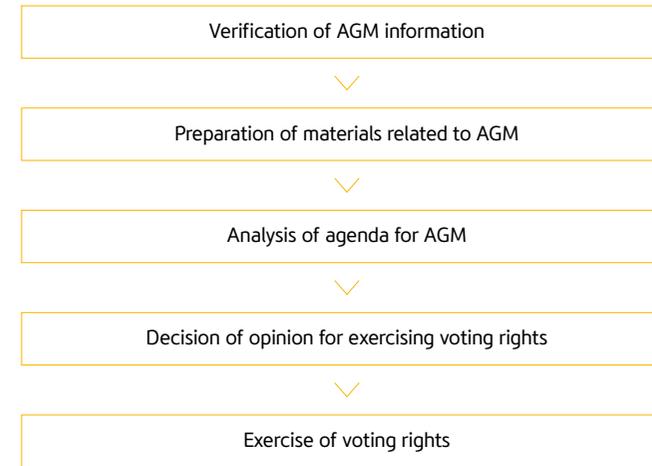
KB Financial Group was the first Korean financial group to introduce the "Stewardship Code," which refers to institutional investors' trustee accountability principles. Six of our subsidiaries (KB Kookmin Bank, KB Securities, KB Insurance, KB Life Insurance, KB Asset Management, and KB Investment) have adopted the Stewardship Code.

For actual implementation of the Stewardship Code, KB Asset Management enacted the "Responsible Investment Principles" and the "Trustee Accountability Instructions" to consider ESG factors in investment decisions and strengthen implementation of responsible activities by the trustee. In addition, it publishes the "Trustee's Responsible Activity Report" every year and discloses the report on its website.

[KB Asset Management's Responsible Investment Principles](#)

[KB Asset Management's Trustee Accountability Instructions](#)

### Procedure to exercise voting rights



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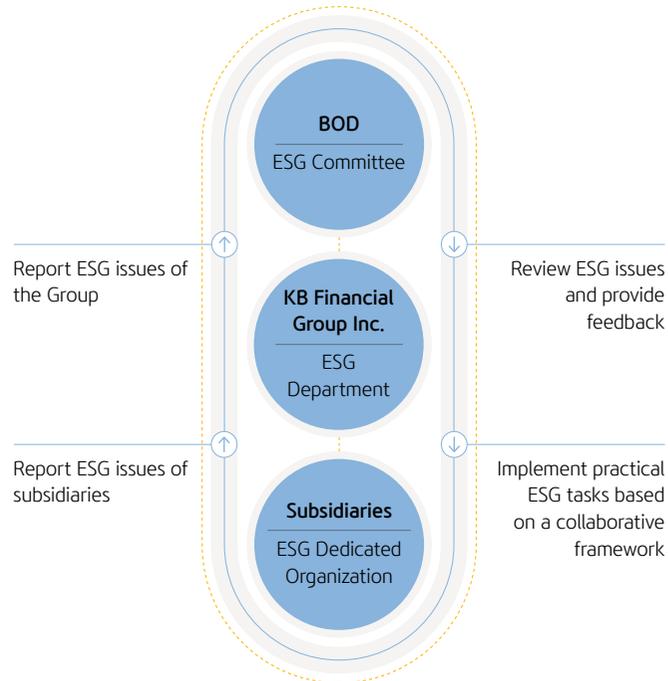
# ESG MANAGEMENT SYSTEM

## ESG Management Governance

KB Financial Group has established the ESG Committee within the board to establish ESG strategies and policies and manage/supervise the implementation and execution status. As the top decision-making body regarding the Group's ESG management, the ESG Committee establishes the Group's strategies and policies that are related to non-financial factors that impact corporate value and sustainability.

Major subsidiaries of KB Financial Group also operate a board-level committee and an organization dedicated to ESG that consists of the CEO and C-level executives, and support ESG management by forming a department head-level council for actual implementation of ESG strategies.

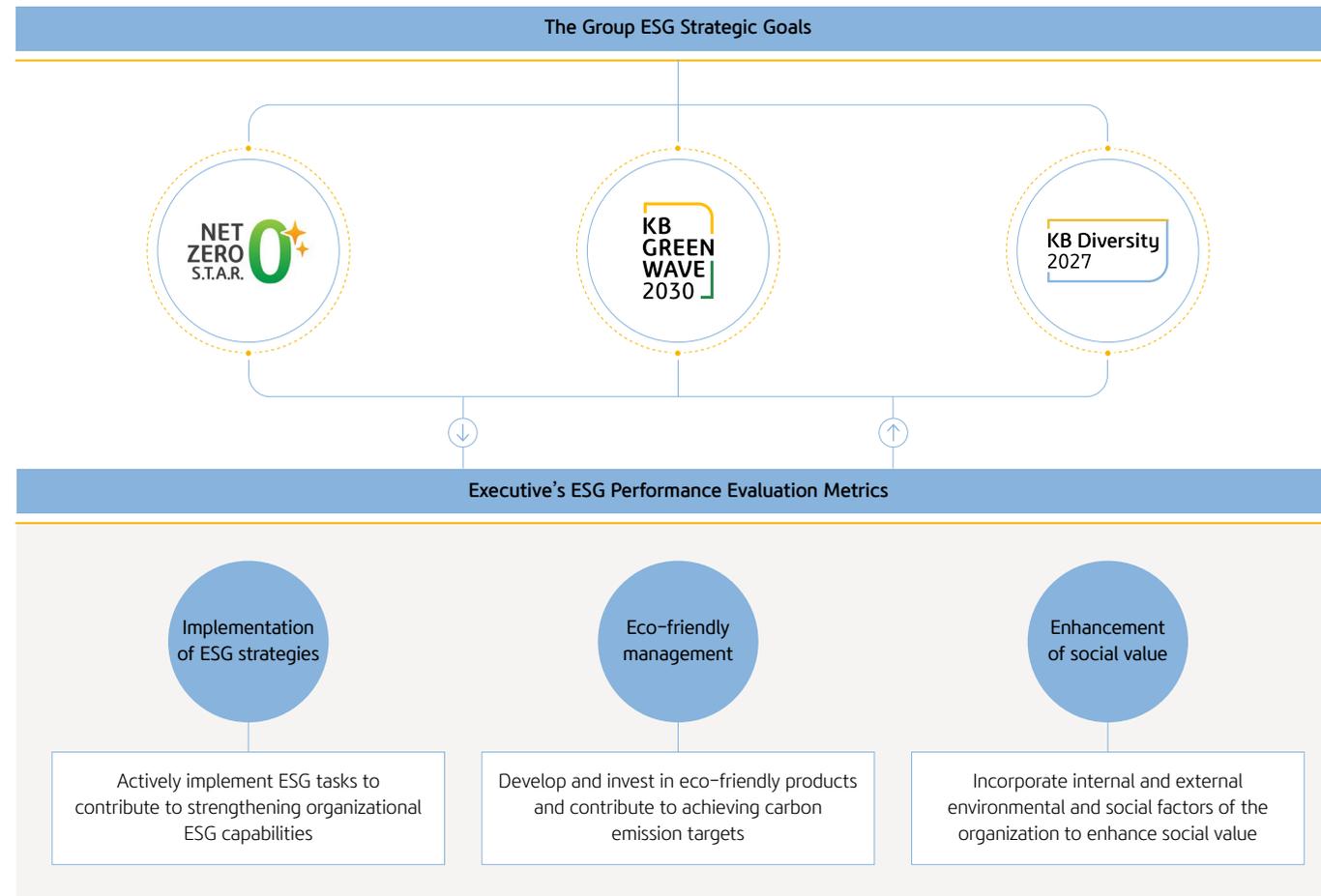
### ESG management governance



## ESG Management Performance Evaluation and Compensation System

KB Financial Group has incorporated ESG metrics in KPIs for the executive management, thus establishing an institutional foundation for actual implementation of ESG management. Key metrics include ESG task execution performance, eco-friendly financial product development and investment performance, the Group's achievement of carbon emission reduction targets, and enhancement of social value. Each subsidiary has set its own ESG performance evaluation criteria in accordance with the Group's strategy and implements ESG management.

### Executive's ESG performance evaluation



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# Ethics and Compliance



To fully embed ethics and compliance management into the corporate culture of KB Financial Group, we establish systems, restructure organizations, and enhance employee mindsets and capabilities.

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Suspicious Transaction Report (STR)  
appreciation award

(first half of 2024)

**Outstanding  
STR Reporter**

(KB Kookmin Bank)

Anti-money laundering system  
evaluation conducted by KoFIU

**Outstanding Grade**

(KB Kookmin Bank)

Acquisition of the international  
standards

**ISO 37001 Anti-Bribery  
Management System  
ISO 37301 Compliance  
Management System**

(KB Capital)

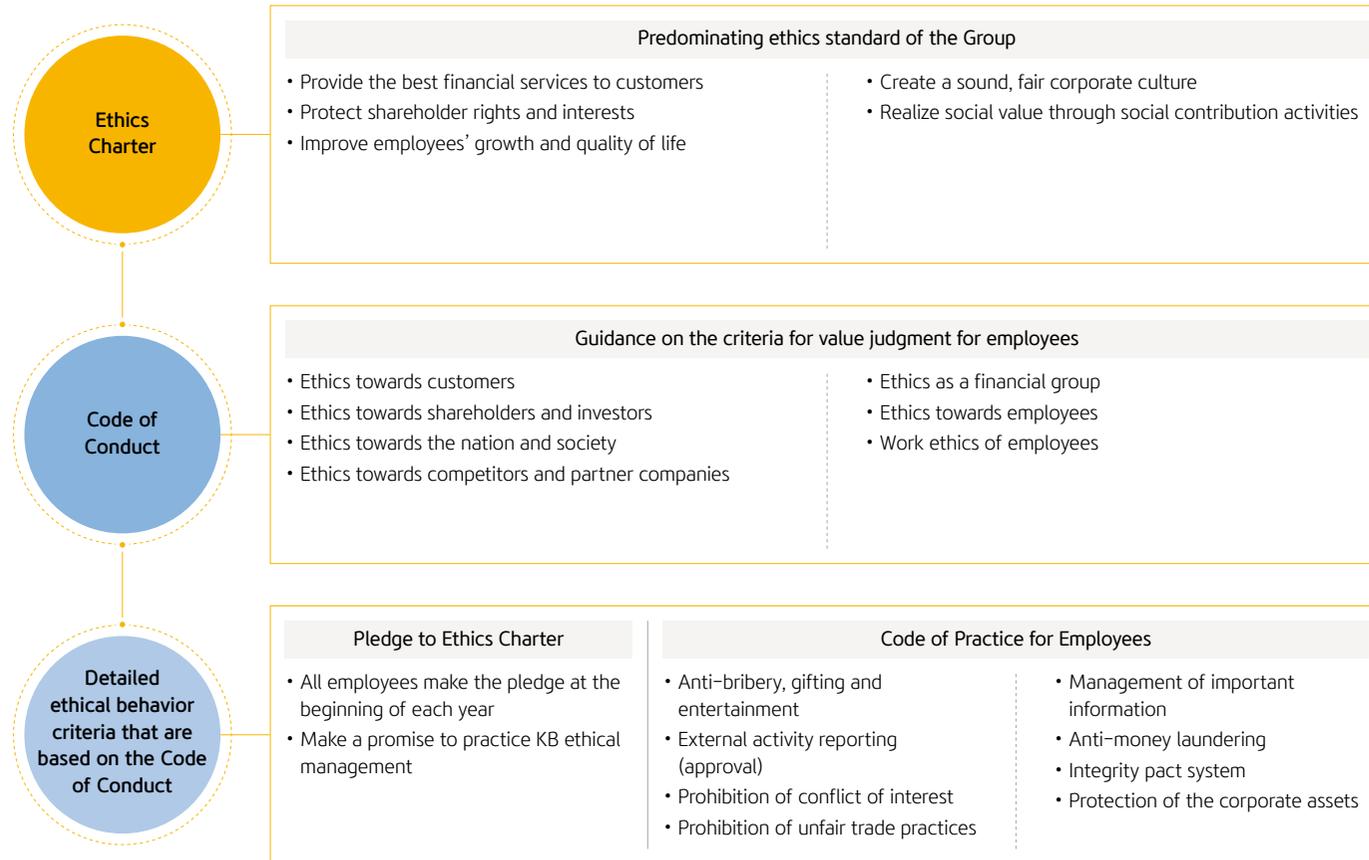


# ETHICAL MANAGEMENT AND COMPLIANCE SYSTEM

## Ethical Management Framework

In 2010, KB Financial Group established the “Ethics Charter,” the predominant ethics standard, at the Group level so that all employees can actively put ethical values into practice.

### KB Financial Group’s ethics standard system



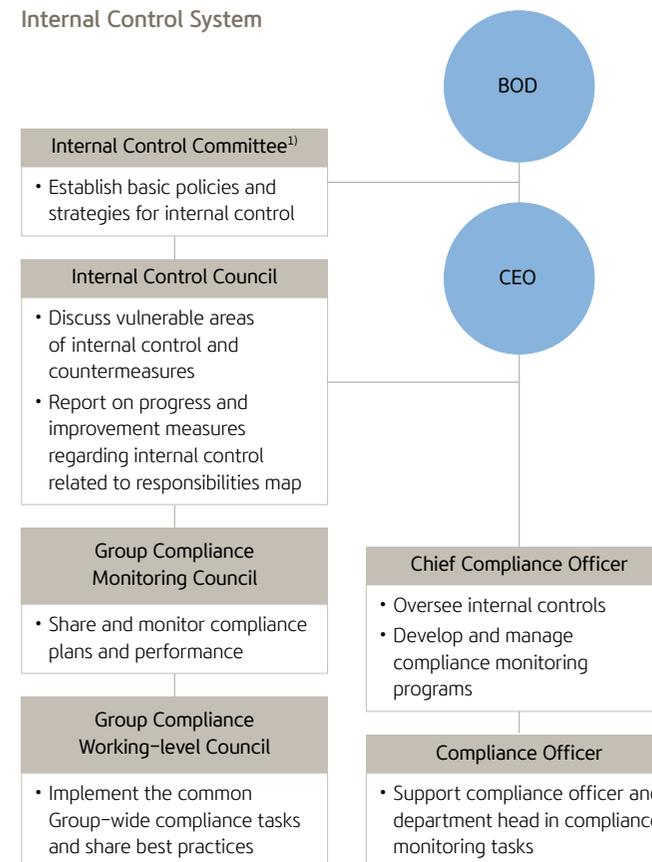
Ethics Charter
 Code of Conduct
 Employee Compliance Code of Conduct
 Supplier Code of Conduct

## Internal Control System

KB Financial Group has established and operates an internal control system with the Group Chief Compliance Officer at the center.

The Group Chief Compliance Officer oversees an on-site inspection on all subsidiaries that is conducted at least once a year, and the Group’s internal control activity results are regularly reported to the Internal Control Committee.

### Internal Control System



<sup>1)</sup> Newly established in March 2025

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# ETHICAL MANAGEMENT

## Enhancing the Ethics and Compliance Mindset

KB Financial Group regularly provides ethics/compliance training by position to all employees, and especially provides separate compliance training to executives. In addition, we implement programs that are aimed at enhancing the ethics and compliance mindset, such as the Ethics Pledge that is taken by all employees (including part-time workers and contract workers) every year.

## Whistle-blowing Policy

KB Financial Group has established the “Group Upright Whistle-blowing Program Operating Guidelines” and operates the “KB Financial Group Whistleblower Protection Policy.” We guarantee the whistleblower’s anonymity and carry out strict management so that there is no disadvantage or discrimination. Reported content is investigated by an independent and fair person who has no stake in the matter. We regularly provide employee training on the Upright Whistle-blowing Program, and provide a commendation or reward if a report contributed to the prevention of Group losses.

[KB Financial Group Whistleblower Protection Policy](#)

## Anti-Corruption and Bribery Policy

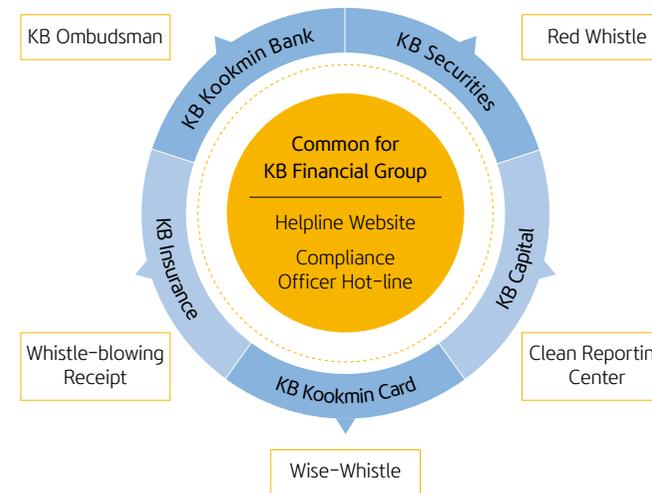
KB Financial Group enacted and operates the “KB Financial Group Anti-Corruption and Bribery Policy” that applies to all executives and employees (including part-time and contract workers) and the employees of the suppliers. The Anti-Corruption and Bribery Policy is established upon the “Code of Practice for Employees,” “Supplier Code of Conduct,” “Contribution Policy,” and the “Internal Control Policy” and presents ethical standards for violations. Major subsidiaries reflect the results of identifying and evaluating corruption risks resulting from internal/external factors in their anti-corruption management plan, and report the anti-corruption management performance to the BOD.

[KB Financial Group Anti-Corruption and Bribery Policy](#)

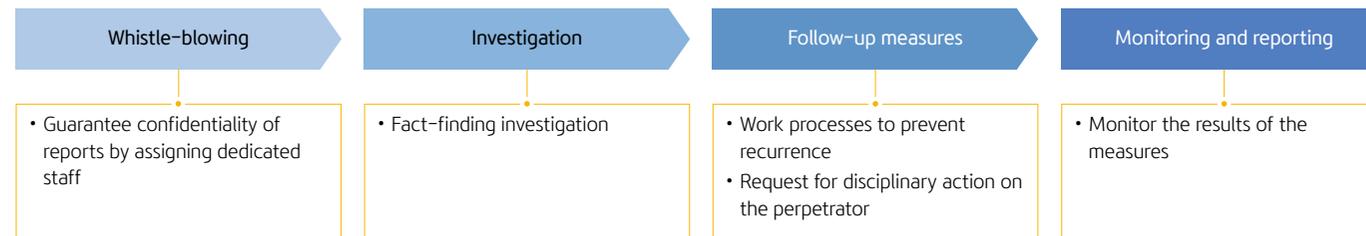
### Ethics and compliance mindset-enhancing programs

Program	Content
Pledge to Practice the Code of Conduct	All employees make a pledge to practice ethical management
Promise to Practice Ethical Management	All employees declare and promise to practice ethical management
Compliance Check	Conduct a self-check on ethical management every week among all employees
Self-evaluation on Financial Incident Prevention Measures	Created a self-evaluation for employee compliance with work ethics and prevention of incidents
Self-evaluation on Affiliated Department or Branch	Voluntary diagnosis program on the status of practicing ethics by the affiliated department or branch
Employee Reward System	Program that rewards outstanding employees in spreading the ethical management culture

### Whistle-blowing Channels



### Operating Process for Upright Whistle-blowing Program



#### Actions subject to report

- Critical violation of internal control standards
- Behaviors with possibility of crimes such as employee seizure and breach of trust
- Illegal or unfair work-related order by supervisors
- Verbal and/or non-verbal sexual harassment

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# ANTI-MONEY LAUNDERING

## Anti-Money Laundering System

KB Financial Group has established the “AML Operational Policy” and “Group Management Guideline on AML,” which oversee the policies of subsidiaries, reflecting standards recommended by the Financial Action Task Force (FATF) and anti-money laundering (AML) laws in Korea to systematically carry out anti-money laundering tasks.

We conduct an independent audit at least once a year on the appropriateness and effectiveness of AML work and report the audit results to the BOD. KB Financial Group’s level of compliance with the regulations including the monitoring procedures of anti-money-laundering system is evaluated by the Korea Financial Intelligence Unit (KoFIU) semiannually.

## AML Training

KB Financial Group regularly provides AML training to employees. We provide customized training per position that is provided to all employees at least once a year, and also operate the “Know Your Employee System” that regularly performs identity checks for both new employees and incumbent employees. KB Financial Group Inc. provides a separate training course for executives. Each subsidiary supports its employees in receiving an AML certificate and connects this to the additional point system to encourage participation in training.

## AML Activities

KB Kookmin Bank received verification for data appropriateness of the AML system from an outside professional company. By verifying consistency by work step and deriving improvement measures, it strengthened the AML monitoring system. In addition, address entry in the process of implementing non-face-to-face Customer Due Diligence (CDD) was automated using the Public MyData Service, and screens were reorganized to prevent work errors, leading to strengthened internal control. It is participating in an AML council to respond to crime that targets the public, which is a key task of the Financial Supervisory Service in 2024, and is actively preventing suspicious transactions by conducting theme-based inspections and informing branches of precautions.

### Key AML activities

Activity	Details
Customer Due Diligence (CDD)	A system for verifying and validating customer identity, beneficial ownership, transaction purpose, and source of funds to ensure that financial transactions are not used for money laundering or other illegal activities
Enhanced Due Diligence (EDD)	A strengthened verification procedure applied to high-risk customers, with special scrutiny of beneficial owners for transactions involving corporations
Currency Transaction Report (CTR)	A system that requires reporting customer identity and transaction details to KoFIU when cash transactions exceeding KRW 10 million occur in a single day
Suspicious Transaction Report (STR)	A system for reporting suspicious transactions to the Commissioner of KoFIU when there is reason to believe that the transaction may be related to money laundering or other illegal activities
Risk Based Approach (RBA)	A process for assessing the inherent risk of money laundering and terrorist financing in transactions and establishing a management framework based on the level of risk assessments

### KB Kookmin Bank’s AML Performance

Received the Outstanding grade

in an anti-money laundering system execution evaluation conducted by KoFIU in 2024

Received the appreciation award

as an outstanding STR reporter in the first half of 2024

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# FAIR ECONOMY

## Fair Economy Culture

KB Financial Group established and operates the “Code of Conduct” and “Code of Practice for Employees” as unfair trade-related policies and complies with fair trade in relation to competitors and trade counterparts.

We also mandate the signing of a “win-win cooperation confidentiality contract” for contracts under Financial Investment Services and Capital Markets Act, thus prohibiting employee use of undisclosed information. We designate a certain period before and after the announcement of the Group’s earnings results as the “transaction suspension period” to restrict KB stock trading by employees. In addition, short-term trading profits that are generated within six months, from among profits generated through stock purchase/sale, must be returned to the company.

In addition, we provide regular training to all employees for prevention of unfair trade, and also operate a customized training course per duty.

### Unfair trade prevention training by duty

Subsidiary	Content
KB Financial Group (common)	<ul style="list-style-type: none"> <li>Unfair trade prevention training provided to employees in charge of disclosures at KB Financial Group Inc. and subsidiaries</li> </ul>
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Training on prohibition of unfair sales provided to employees in charge of selling financial investment products</li> <li>Unfair trade prevention training provided to employees in charge of counseling and recommending deposit, loan, and card products</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Training on prevention of conflict of interest provided to the sales sector, including IB</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Training on prevention of conflict of interest provided to new department heads, new hires, and a complaint team head</li> </ul>

## Fair Trade Risk Management

KB Financial Group operates the “compliance program” for compliance with fair trade-related laws to manage risks related to unfair trade and unfair competition, and has established a monitoring system and restrictions in case of violations. Based on this program, we constantly inspect unfair trade and unfair competition risk factors and implement mitigation or improvement measures. After executing the mitigation or improvement measures, we choose major monitoring items to evaluate the effectiveness of measures. The results and future improvement measures are regularly reported to the BOD to raise transparency and continuity of management.

KB Kookmin Bank designated review of advertisements, mis-selling monitoring, and customer complaints as major monitoring items in 2024.

### Evaluation of effectiveness of fair trade risk management activities (KB Kookmin Bank)

Major monitoring items	Mitigation and improvement measures	Evaluation of effectiveness
Review of advertisements	<ul style="list-style-type: none"> <li>Perform prior reviews based on the “Korea Federation of Banks’ advertisement review” and compliance officer’s advertisement review standards</li> <li>If review results indicate that review standards were violated, immediately retrieve the advertisement and perform a follow-up audit to monitor the results</li> </ul>	<ul style="list-style-type: none"> <li>No. of cases of advertisement reviews                             <ul style="list-style-type: none"> <li>– ’23: 4,031 → ’24: 4,687, YoY increase of 16%</li> </ul> </li> <li>No. of cases of review standard violations                             <ul style="list-style-type: none"> <li>– ’23: 5 → ’24: 3, YoY decrease of 40%</li> </ul> </li> </ul>
Mis-selling monitoring	<ul style="list-style-type: none"> <li>Inspect whether there was mis-selling through computer and tape-recording monitoring of the sales process after a product is sold</li> <li>Take measures such as requesting additional documents and supplementing re-recording for cases where the sales process is deemed improper, and deduct the KPI points of the respective branch</li> </ul>	<ul style="list-style-type: none"> <li>Percentage of improper cases identified as a result of monitoring                             <ul style="list-style-type: none"> <li>– ’23: Data processing 2.6%, Recording 0.6% → ’24: Data processing 2.2%, Recording 0.5%, YoY decrease of 0.4%p and 0.1%p, respectively</li> </ul> </li> </ul>
Customer complaints	<ul style="list-style-type: none"> <li>Systematically operate the complaint management process through the complaint work support system</li> <li>Promptly respond to complaints and carry out prevention activities</li> </ul>	<ul style="list-style-type: none"> <li>No. of KB Liiv Mobile complaints                             <ul style="list-style-type: none"> <li>– YoY reduction of 60%</li> </ul> </li> </ul>

## Culture of Co-Prosperity with Suppliers

KB Financial Group adopted competitive bidding as a principle for fair trade with suppliers. We transparently operate the entire process that ranges from making a public notice on a bid to signing a contract through the purchase system.

When signing contracts, we include integrity articles in the contract or ask the counterpart to submit the Integrity Pledge based on the “Integrity Pact system.” Violations would result in such strict measures as loss of qualification in the tender. In this way, we prevent such acts as forcing certain trade conditions on the counterpart, passing on the costs, and exercising unfair influence.

In addition, we create a compliance report every month to examine the transaction process and operate a channel for reporting corruption to result in strengthened work transparency. Moreover, we regularly communicate with suppliers to survey satisfaction levels of supplier employees and reflect their suggestions to improve work conditions and build an efficient work environment.

### Supplier co-prosperity activities

Subsidiary	Content
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Clarify integrity pack execution standards and fully prohibit unfair conduct</li> <li>Hold field briefing sessions for facility construction suppliers</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Hold a semi-annual meeting with outsourced IT companies</li> <li>Provide gift certificates to outsourced IT company workers on the anniversary of its founding and during Family Month</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Hold a (monthly) meeting with receipt/audit companies and hold a (semi-annual) meeting with field investigation companies</li> <li>Secure transparency in the service supplier bidding process (prohibition of participation restriction, blind PT, etc.)</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Establish the same work environment without making a distinction between employees and suppliers (rest lounge, meeting rooms, personal office supply support , etc.)</li> <li>Regularly operate a safety and health council, frequently hold a meeting with the card sales agents</li> </ul>

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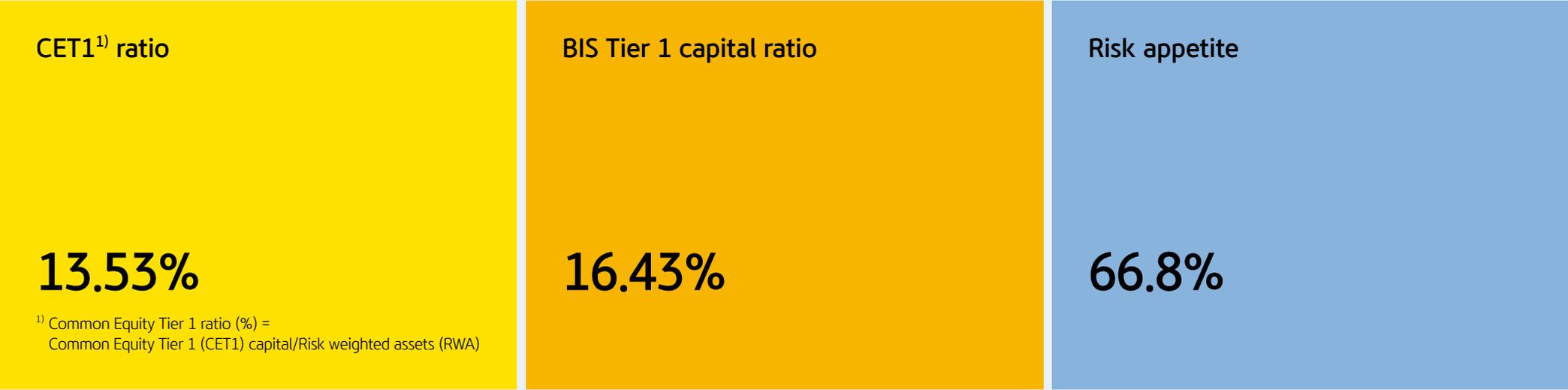
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# Enterprise Risk Management

KB Financial Group has established a risk management framework and manages risks proactively and systematically, while making continuous efforts to strengthen our risk response capabilities to achieve stable growth even in uncertain environments.



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# ENTERPRISE RISK MANAGEMENT SYSTEM

KB Financial Group established/operates independent risk management organizations and responds to various risks that surround the company. The Group Risk Management Committee consists of four non-executive directors who have expertise in the area of risk, and performs the role of establishing risk management strategies. Under the Committee is the Risk Management Council to implement the Committee's policies and strategies. The Council discusses detailed matters regarding risk management policies and examines subsidiaries' risk management status.

The Chief Risk Officer (CRO) manages the risk management organization. Based on professional knowledge and practical experience, the CRO establishes detailed risk policies, procedures, and work processes, and continually monitors them and reports the results to the BOD.

## Enterprise Risk Management Process

For management of all risks that may arise in overall management, KB Financial Group established major guidelines, including the "Risk Management Policy," "Risk Management Committee Policy," and "Risk Management Guidelines." In accordance with basic principles of risk management, we categorize individual risks into different types, and different types of risks are integrated to be managed based on a company-wide scope.

### Integrated Stress Testing

KB Financial Group responds to potential risks by performing integrated stress testing twice a year that comprehensively evaluates profit and loss and impact by risk type based on crisis situation scenarios. The Group Risk Management Department regularly reports to the Risk Management Committee and the top management on the stress testing results, which are reflected in the process of making decisions on major matters, including Group-level risk appetite and risk limit-setting.

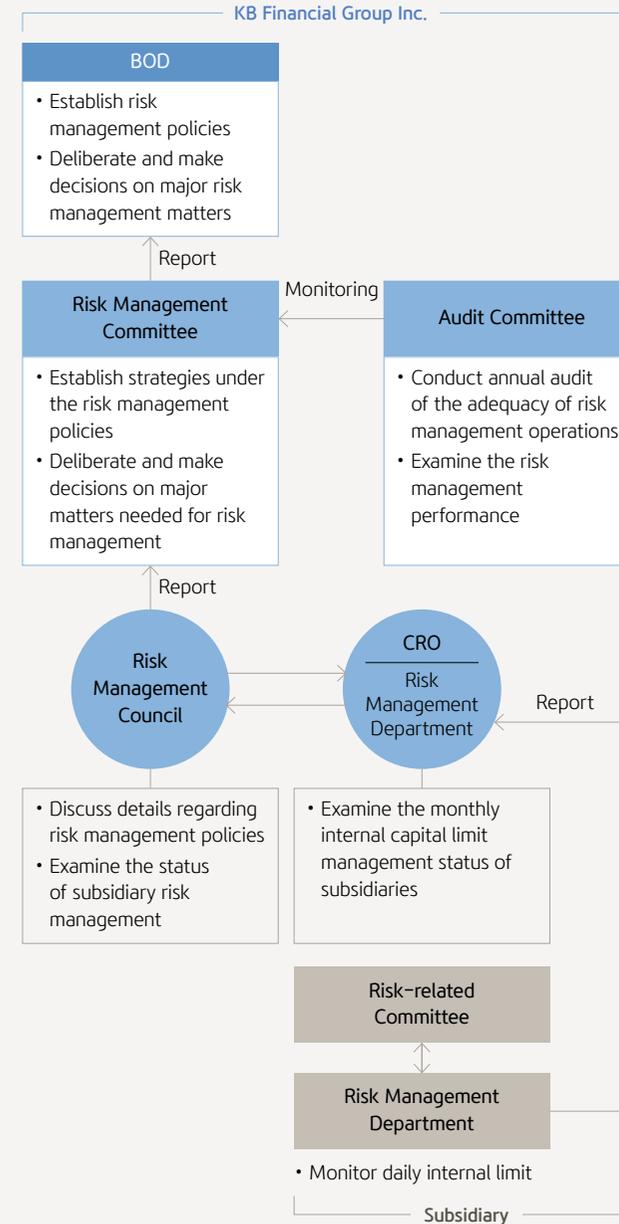
### Stress testing process



### Risk management process



## Enterprise risk management system



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# ENTERPRISE RISK MANAGEMENT ACTIVITIES

## Enhancing Risk Management Capabilities

### Risk Management Training

KB Financial Group provides regular risk management training to employees and the BOD. We establish annual training plans that target all employees and provide training on relevant content. In 2024, training was conducted twice on the Group’s risk management policy, methodology, core initiatives, and major updates to strengthen the capabilities of the Risk Management Committee in the BOD.

Risk management training for the Risk Management Committee in 2024

No.	Date	Theme	Hour
1	May 9	Understanding of the Group risk management	3 hours
2	July 29	Understanding of the Group self-recovery plan market and market risk management	2.5 hours

### Fostering Risk Management Personnel

KB Financial Group runs the “Risk Management Personnel Exchange Program.” Each subsidiary’s skilled risk management personnel are deployed to other subsidiaries to build diverse risk management work experience.

Since 2016, KB Kookmin Bank has been running the “Risk Management Group Pipeline Development Program.” Chosen employees are trained on knowledge and skills required for risk management as well as industry trends. Employees’ risk management capabilities are enhanced through outsourced training provided by outside organizations and on-the-job training (OJT).

## Risk Management Culture

KB Financial Group operates the “KB Protector System,” which is the Group Risk Ombudsman Service that enables employees to preemptively respond to potential risks.

The head of the Risk Management Department of the respective subsidiary reviews the reported content and takes measures, after which the head reports to the head of the Group Risk Management Department. We strictly maintain the reporter and the reported issue confidential throughout this process. We provide incentives, such as a reward, to reporters who contributed to preemptive risk management. For an employee who contributed to the implementation of the Group’s risk management policies, we present the employee with a Chairman’s Recognition, while offering incentives for performance assessments/promotions. In this way, we are spreading a risk management culture.

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# EMERGING RISK

## Management of Emerging Risks

KB Financial Group believes that various changes, including economic, environmental, and social changes, can have a significant impact on overall management, and defines and manages them as emerging risks.

Risk	Global rebalancing: Shift to “re-globalization,” going beyond de-globalization	Acceleration of technological innovation: Increase in cybercrime threats following technological innovation such as AI
<b>Definition</b>	<p>The global conflicts such as the U.S.–China rivalry, the Russia–Ukraine war, and the Israel–Palestine tensions are expanding, leading to the formation of new alliances based on the interests of nations. Additionally, global power is becoming multipolar, and governance systems and the global value chain are undergoing rapid restructuring.”</p> <p>These changes in international order heighten geopolitical risks. There are growing political, economic, and social uncertainties in Korea, which is relatively dependent on external factors.</p>	<p>AI uses extensive knowledge that exists online based on machine learning and is regarded as one of the most important technologies that will determine the future of the world and humankind for many years. However, it can be misused for hacking, etc. according to user intentions. If AI is misused for cybercrime, it significantly increases the severity of the attack. As such, the scope and degree of cyber information security issues, such as customer information leakage and hacking, are expected to reach extremely serious levels in the near future. As public accessibility to artificial intelligence tools like Chat GPT rapidly increases, there is significant concern over the rise in cybercrimes utilizing AI tools. Consequently, the information security systems of financial institutions could be compromised, potentially leading to social and economic chaos and losses</p>
<b>Risk type</b>	Geopolitical	Technological
<b>Business impact</b>	<p>As global conflicts intensify and alliances are formed between camps, the protectionist stance is gaining strength. This is causing ongoing shock to the raw material and intermediate good-centered supply chain, and leading to production disruptions in key industries and deterioration of the trade environment.</p> <p>This kind of geopolitical risk is amplifying uncertainty across the domestic economy, raising concerns about the spread of credit risk particularly among vulnerable borrowers, such as those with loans from three or more financial institutions.</p>	<p>Digital transformation is rapidly taking place in the financial industry. Against this backdrop, there is a concentration of important data, including assets, debt, customer information, and credit information. Financial institutions are moving forward with digital innovation in the direction of enhancing customer convenience, but paradoxically, the increase in digital transaction and activation of remote work heighten the risk of exposure to cybercrime.</p> <p>As the importance of information protection increases in society, the likelihood of organized and sophisticated cyberattacks is also rising. This poses a significant threat to the credibility of the financial industry, and establishing a stable security system is directly linked to a company’s survival.</p>
<b>Mitigation actions</b>	<p>KB Financial Group has established 12 scenarios that may arise in the business environment to assess the worst-case situations and their potential impacts. Among these, five scenarios pertain to geopolitical risks, which include the escalation of the Israel– Hamas conflict, the Russia–Ukraine war and the Russian presidential election, heightened military tensions around Taiwan, sudden changes in North Korea, and the impact on Southeast Asian markets due to U.S.–China hegemonic rivalry.</p> <p>The scenarios were created through joint reviews by the Group Risk Management Department, Financial Planning Department, and KB Research, are used to overhaul the crisis response system within the Group. We plan to share the completed scenarios and economic impact with all subsidiaries and present response guidelines per business unit of each subsidiary. Furthermore, the Emergency Management Committee has an operation system in place to perform control tower functions in the event of a Group-level crisis.</p> <p>Meanwhile, KB Financial Group examines the contingency plan through intensive testing and establishes an action plan that is suitable for each crisis to continually manage crisis response skills. In addition, we consistently operate risk management systems among subsidiaries in preparation for a geopolitical risk, and has established a management information system to stably operate internal normalization plans and to execute them in a timely manner. In addition, for strengthened management of credit risk, we set new standards for high-risk groups and strengthened monitoring for early recognition of risks. We also operate relevant management targets.</p>	<p>KB Financial Group has formed a dedicated organization to block leakage of customer information and to establish a systematic protection system, and operates the “integrated information protection platform” and “integrated management system for personal information protection.”</p> <p>To prevent external leakage of sensitive information, such as customer information, we created a mandatory process of passing through an x-ray security check when entering the IT center and head office. We have established and implemented a strict control process for when PCs are brought in or out, such as formatting and security program installation.</p> <p>KB Kookmin Bank has separated internal and external network of all PCs it uses and blocked Internet use for PCs used by supplier employees. It is also encrypting all documents on PCs. Moreover, security was strengthened so that only authorized personnel can have database access after going through an additional certification.</p> <p>In the event of an information leakage incident, despite these various protection measures, there will be restrictions on the company and management along with decreased external credibility and compensation for damages as a result of a class action filed by customers. We have therefore purchased an electronic financial transaction liability insurance policy to minimize financial damage.</p>

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# Sustainable Finance



Guided by the “KB Green Wave 2030” strategy, and with future-oriented perspectives, KB Financial Group is promoting sustainable development by creating value that is beneficial to both the environment and society through finance.

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Scale of green products, investments,  
and loans

**KRW 19.2 trillion**

(KB Financial Group, Based on the 2024 year-end balance)

Issuance of the Korean Green Bond

**KRW 120 billion**

(KB Kookmin Bank)

First single organizer of SLB issued  
by a public organization in Korea

**KRW 50 billion**

(KB Securities)



# SUSTAINABLE FINANCE SYSTEM

## Sustainable Finance System

The goal of KB Financial Group’s sustainable finance system is to reflect ESG in overall financial products and services. In all processes that range from financing to products/investments/loans, we are expanding positive influence in diverse fields, including response to climate change, local community development, and transparent management.

### Environmental and Social Risk Management Framework

KB Financial Group has established the Environmental and Social Risk Management Framework (ESRM) and incorporates ESG factors into investment and loan decision-making. We evaluate each industry’s environmental/social impact and categorize areas into “exclusion,” “attention on climate change,” and “support for green industries” for portfolio management. Each subsidiary reflects the Group ESRM in internal rules and guidelines.

[Environmental and Social Risk Policy Framework](#)

### Statement on Exiting Coal Financing

To preemptively respond to the climate change crisis and fulfill responsibilities as a leading ESG group, KB Financial Group became the first financial group in Korea in 2020 to declare “Exiting Coal Financing,” which puts an end to new investments in coal-fired power plant construction. Accordingly, we fully suspended the financing of new projects and purchasing of bonds related to coal mining projects or coal-fired power plants. We are actively increasing investments in renewable energy areas, including eco-friendly ships and automobiles.

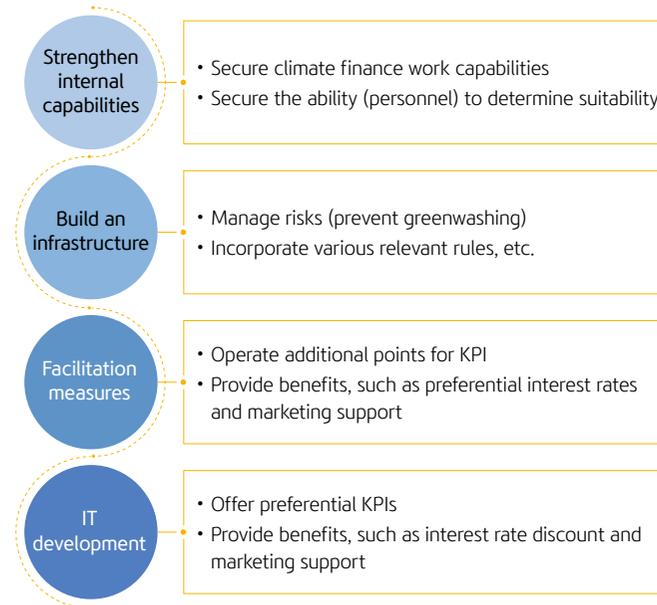
[Statement on Exiting Coal Financing](#)

### Climate (Green/Transition) Finance System

Companies’ eco-friendly facility investments and technology development are essential for the transition to an eco-friendly/low-carbon society. KB Kookmin Bank has therefore established an execution system to effectively support climate finance.

In particular, it operates the “Working-level Climate Finance Council” to quickly execute climate finance tasks and strengthen collaboration among relevant departments. This Council is held every quarter and performs communication channel roles, which involve discussing major issues that require collaboration in addition to coordinating roles among relevant departments. Working-level team leaders of a total of 11 departments participate in the Council. Major discussed matters and their progress are reported to the “ESG Promotion Committee” to strengthen the systematic climate finance execution foundation.

#### Climate Finance Execution Measures



#### KB Sustainable Finance System



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# SUSTAINABLE FINANCE SYSTEM

## Equator Principles

KB Kookmin Bank has adopted and operates the “Equator Principles” to systematically manage environmental and social risks in the process of large-scale project financing (PF).

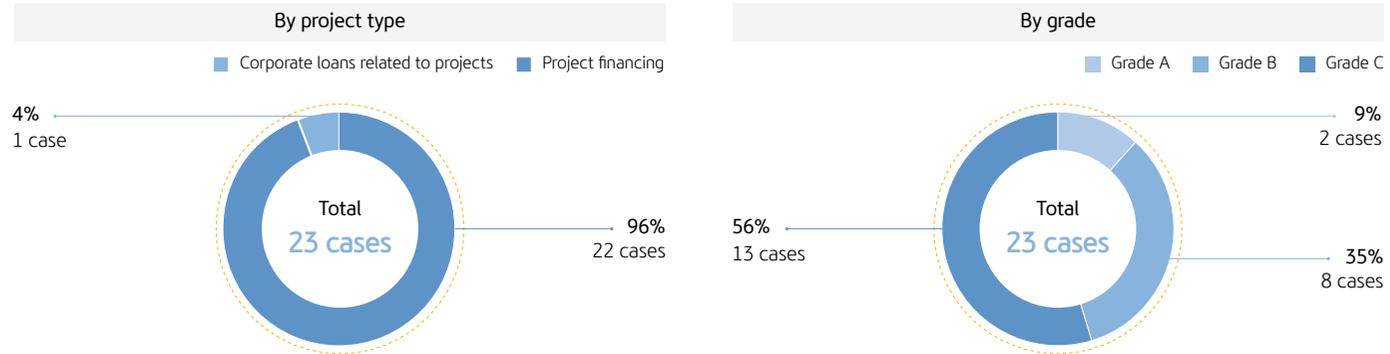
The Equator Principles is an agreement in which financial institutions voluntarily restrict investments in large development projects. To this end, the Bank established “The Equator Principles Operating Guidelines” and is securing objectivity and consistency in determining environmental/social risk grades. In addition, an internal employee in charge of the Equator Principles is designated to perform screening. When needed, “independent, third-party monitoring” is carried out by an outside expert to review compliance.

KB Kookmin Bank publishes the “Report on Equator Principles Implementation” every year that includes the number of Equator Principles-applied projects and the roles of the employee in charge of the Equator Principles. The Report is disclosed on the websites of KB Kookmin Bank and the Equator Principles Association.

[2024 Report on Equator Principles Implementation of KB Kookmin Bank](#)

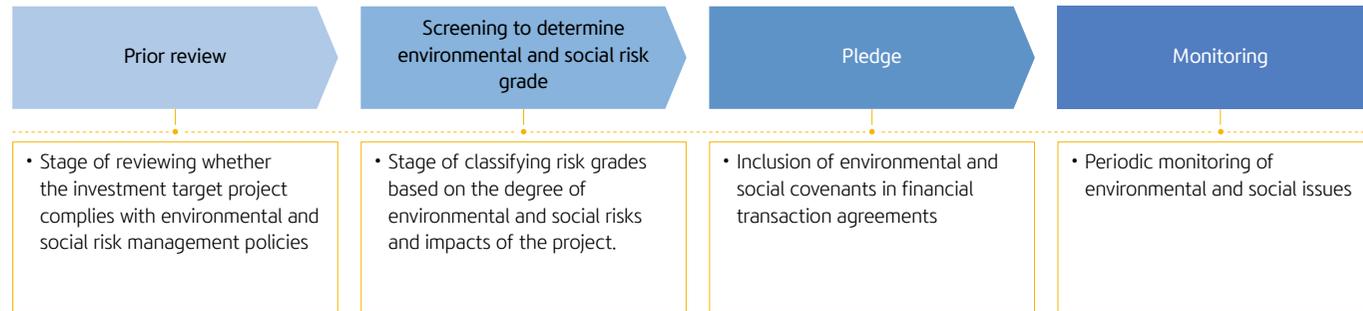
\* No. of projects reviewed in 2024: 228 cases (Percentage of reviewed projects against total projects: 100%), No. of financial close projects in 2024: 218 cases, No. of rejected projects: 0 cases, 10 cases are financial close projects in 2025

## Equator Principles implementation performance



\* As of 2024

## Equator Principles implementation process



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# ESG FINANCIAL PRODUCTS

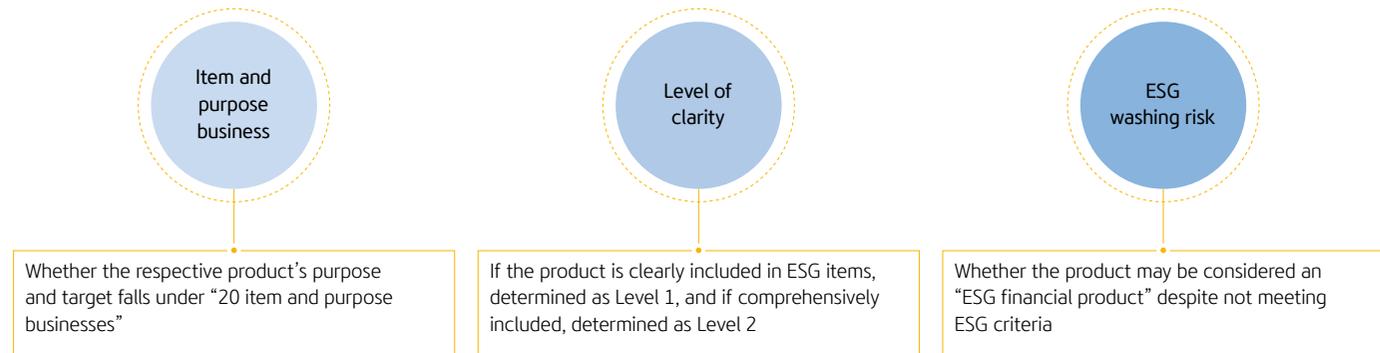
## Management System of ESG Financial Products

KB Financial Group established the “Group ESG Financial Product Council” to integrate the selection and management of ESG financial products. The Council is held every quarter and participated in by relevant departments of the holding company and nine subsidiaries. To ensure smooth discussions and decision-making in the product selection process, the ESG area of the subsidiary that has a target of new inclusion review holds prior discussions with the relevant product area. If needed, the department head of the product area also takes part in the Council. After selection, each subsidiary continually monitors the ESG financial product operation status and regularly reports inspection results to the Council.

### Classification criteria for ESG financial products

Type	Area	Detailed items
Product, investment, loan	Environment	Use key technologies of net zero, produce renewable energy, enhance energy efficiency, use green transportation and transport, expand green buildings, use natural resources and land, sustainable water resource management, establish a circular economy, prevent and control pollution, preserve biodiversity
	Social responsibility	Create jobs, enhance accessibility of basic social services, support SMEs and microfinance, housing support for the vulnerable and low-income class, socio-economic development and human rights advancement, accessible basic infrastructure, sustainable food expansion, establish sustainable cities
	Corporate governance	Enhance shareholder value, improve governance
	Integrated ESG	ESG financial products that include all areas of environment, social responsibility, and corporate governance

### Determination criteria for ESG financial products



### ESG financial product council



\* As of 2025

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# ESG FINANCIAL PRODUCTS

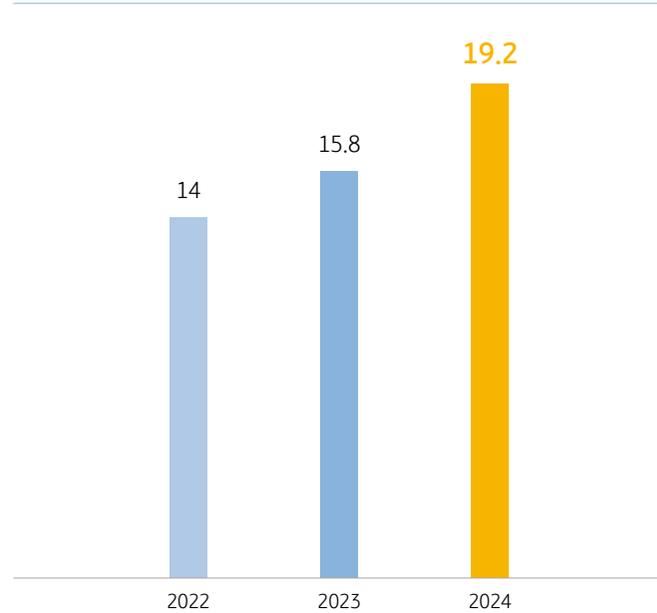
## ESG Financial Product Strategy

KB Financial Group is implementing the “KB Green Wave 2030” strategy to expand eco-friendly and green finance and accelerate the transition to net zero by 2030. Accordingly, we are discovering/operating various eco-friendly financial products and services, and expanding investments and loans related to eco-friendly industries.

To respond to climate change and realize the transition to a sustainable economy, we plan to increase the size of ESG products, investments, and loans to KRW 50 trillion (KRW 25 trillion in the environmental area) by 2030. As of the end of 2024, the cumulative size of ESG products, investments, and loans totals KRW 33.2 trillion (KRW 19.2 trillion in the environmental area).

ESG financial product size in the environmental area

(Unit: KRW trillion)



## ESG Products

KB Financial Group offers various eco-friendly ESG products.

### Eco-friendly ESG Products

Subsidiary	Products and services	Details
KB Kookmin Bank	KB Clear Sky Installment Savings Deposits	• Eliminate paper passbooks, provide benefits based on public transportation usage, and offer public transportation and bicycle injury insurance services
	KB Eco-friendly Magic Car Loan	• Provide support for loan limit and interest rate discount when purchasing an eco-friendly vehicle
	KB Liiv Mobile “ESG LTE Plan”	• Offer ESG discount when activating eSIM (Plasticless), subscribe to electronic billing (Paperless), and use recycled phones (Recycling)
KB Insurance	Specialized insurance for eco-friendly vehicles	• Provide advantageous services for eco-friendly vehicles – Premium discount in case of use of public transportation – Premium discount based on distance (mileage) – Premium discount when a number of steps is accomplished
	KB Kookmin Card cashback service	• Provide KB Kookmin Card-linked cashback (0.5%–1.2%) when purchasing eco-friendly vehicles
KB Kookmin Card	KB Kookmin EV Card	• EV charging card with strengthened EV charging benefits • Discount on EVs and FCEVs charging fees
	KB Kookmin K-Pass Card	• Facilitate use of public transportation by increasing discounts by participating in the “Alttle Transportation Card Plus” program and enhancing convenience
KB Capital	KB Chachacha app	• Offer a performance diagnosis of EV batteries and provide interest rate discounts for eco-friendly vehicles when purchasing used cars through the app



KB Insurance, specialized insurance for eco-friendly vehicles



KB Kookmin Card, KB Kookmin K-Pass Card

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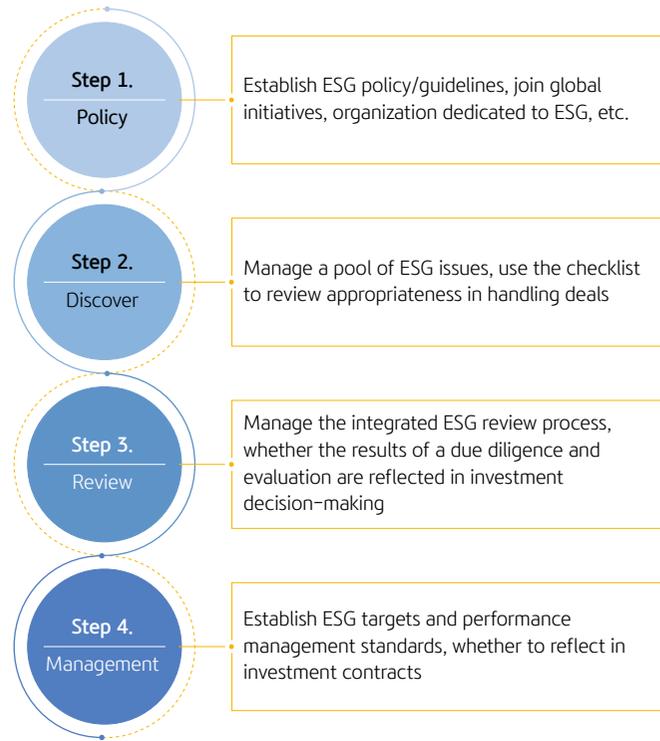
# ESG FINANCIAL PRODUCTS

## ESG Investment

### ESG Investment Management System

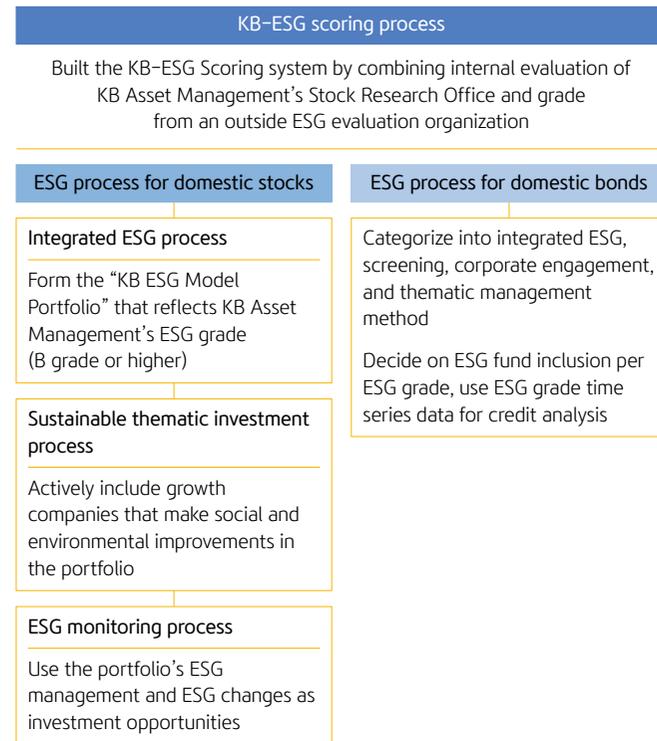
KB Kookmin Bank responds to changes in the global business environment by establishing the “Blind Fund ESG Investment Standard.” In the ESG indirect investment area, it carries out evaluations based on the “integrated ESG capability evaluation” score and adopted the “integrated ESG capability checklist” as part of its efforts to actively consider ESG factors during investment decision-making.

### KB Kookmin Bank’s integrated ESG capability check list



KB Asset Management reflects ESG factors in the overall investment process by establishing the “KB ESG investment process.” In addition, it uses the “KB-ESG Scoring” system that combines KB Asset Management’s own evaluation and an outside ESG evaluation organization’s grade to select investment targets, and is strengthening ESG investments through ESG evaluation and diagnosis.

### KB Asset Management’s ESG investment process



### ESG Investment Performance

KB Financial Group is continually increasing eco-friendly investments in environment-related private investment projects, renewable energy projects, water treatment facilities, fuel cell projects, and eco-friendly vessels and vehicles. When we carry out large-scale PF, we perform an evaluation on compliance with the Equator Principles and ESG framework. In particular, we focus on investments in eco-friendly projects that are aimed at renewable power generation and establishment of low-carbon facilities.

### KB Financial Group fund investment

Program	Content	Support
KB Social Investment Fund	• Formed the “KB Social Investment Fund” in 2018 and invested in environmental and social enterprises that align with the UN Sustainable Development Goals (SDGs)	Agreed amount of KRW 220 billion
Future Energy Fund	• Participated in the establishment of the “Future Energy Fund,” a policy-type fund on renewable energy aimed at achieving the national GHG reduction target for 2030	Agreed amount of KRW 201.6 billion

### KB Kookmin Bank’s support for renewable energy projects

Program	Content	Support
Revolution Wind offshore wind power generation	• Supported the acquisition payment and construction funding for Revolution Wind, a 715MW offshore wind farm, located near the coastline of the New England in the U.S.	USD 80 million
New Harquahala power generation in the U.S.	• Supported the acquisition payment and transaction cost for the 1,092MW Harquahala combined cycle gas-generation facility located in Arizona, U.S.	USD 75 million
Taeon Haedeolwon Solar Farm	• Provided support for the construction and operation of a 60MW solar farm on a salt sea farmland (land where growing crops is difficult due to salt) in Taeon-gun, South Chungcheong Province	KRW 36.4 billion
Yeosu Ecoone Fuel Cell	• Refinanced an 18.5MW fuel cell power plant construction and operation project in the Yeosu Industrial Complex in South Jeolla Province	KRW 35.0 billion

\* As of 2024

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# ESG FINANCIAL PRODUCTS

## ESG Loans

### ESG Loan Management System

KB Kookmin Bank reflects the suitability determination criteria of the “K-Taxonomy” to prevent greenwashing, and operates a green loan management system that complies with the “green loan management guidelines” of the Financial Supervisory Service. The Bank also signed an MOU with the Korea Technology Finance Corporation and is working on the K-Taxonomy suitability evaluation program and facilitation of green finance. In addition, for real estate PF and SOC loans that are of a certain size or are subject to an environmental impact assessment, the “ESG checklist (20 items)” is used to evaluate corporate ESG activities. For listed company loans that are subject to a review by a head office screening council or higher-level organization, the “operational risk checklist” is applied to reflect ESG factors in reviews.

### ESG Loan Performance

#### KB Green Wave Loans for Outstanding ESG Companies

KB Kookmin Bank is contributing to facilitating sustainable management by providing required funds to companies that practice ESG management. The “KB Green Wave Loans for Outstanding ESG Companies” offers benefits of preferential interest rate to companies that fulfill ESG evaluation criteria and internal credit rating requirements. In addition, the Bank is further facilitating ESG finance by making product structure improvements. It provides a preferential interest rate to companies that use the KB Carbon Management System to encourage carbon reduction among SMEs. Also, it unified the preferential interest rate to 0.4%p which was previously different among loan qualification criteria. In addition, the Bank created a minimum adjusted interest rate for green loans as part of its efforts to expand green finance.

KB Green Wave Loans for Outstanding ESG Companies

**KRW 526.8 billion**

Loan balance as of 2024 year-end



#### KB Green Growth Loan

KB Kookmin Bank’s “KB Green Growth Loan” provides a preferential interest rate to green growth companies, including companies that manufacture eco-friendly products and companies that specialize in renewable energy. This eco-friendly loan product also donates some of the profits to relevant associations. It establishes a development fund for companies that pursue sustainable growth, thus contributing to the establishment of a green economy foundation.

#### KB Preferential Loan for Solar Power Plant Operators

KB Kookmin Bank provides a preferential interest rate per loan limit for solar power plant operators through the “KB Preferential Loan for Solar Power Plant Operators,” thus supporting the eco-friendly energy industry.

#### Green Remodeling Agreement Loan

KB Kookmin Bank launched the “Green Remodeling Agreement Loan” through an agreement with the Ministry of Land, Infrastructure and Transport. The loan helps improve energy efficiency by providing loan interest support for facility performance improvement construction.

**KB Green Growth Loan**

**KRW 311.8 billion**

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**KB Preferential Loan for Solar Power Plant Operators**

**KRW 47.8 billion**

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**Green Remodeling Agreement Loan**

**KRW 27.5 billion**

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Loan balance as of 2024 year-end

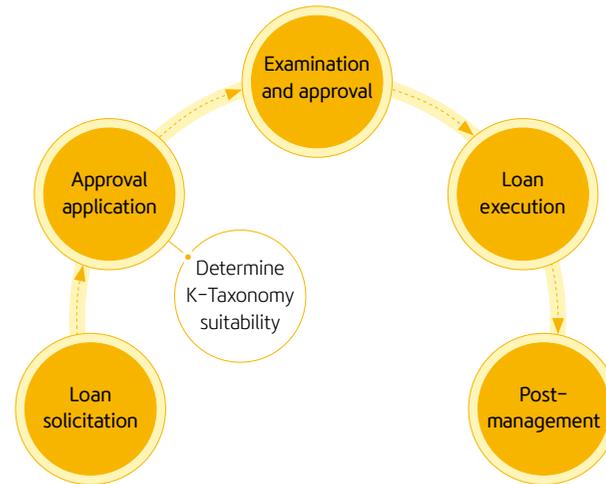
### KB Sustainability Story

## KB Kookmin Bank’s “Green Loan Management”

KB Kookmin Bank aims to establish a green finance execution system and expand financial support in preparation for increased demand for eco-friendly facility investments and technology development funds.

To facilitate green finance, KB Kookmin Bank will determine whether to provide eco-friendly loan support based on K-Taxonomy, and also embed the “green loan management guidelines” announced by the Financial Services Commission, Ministry of Environment, and Financial Supervisory Service.

### Green loan execution process



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# ESG FINANCIAL PRODUCTS

## ESG Bonds

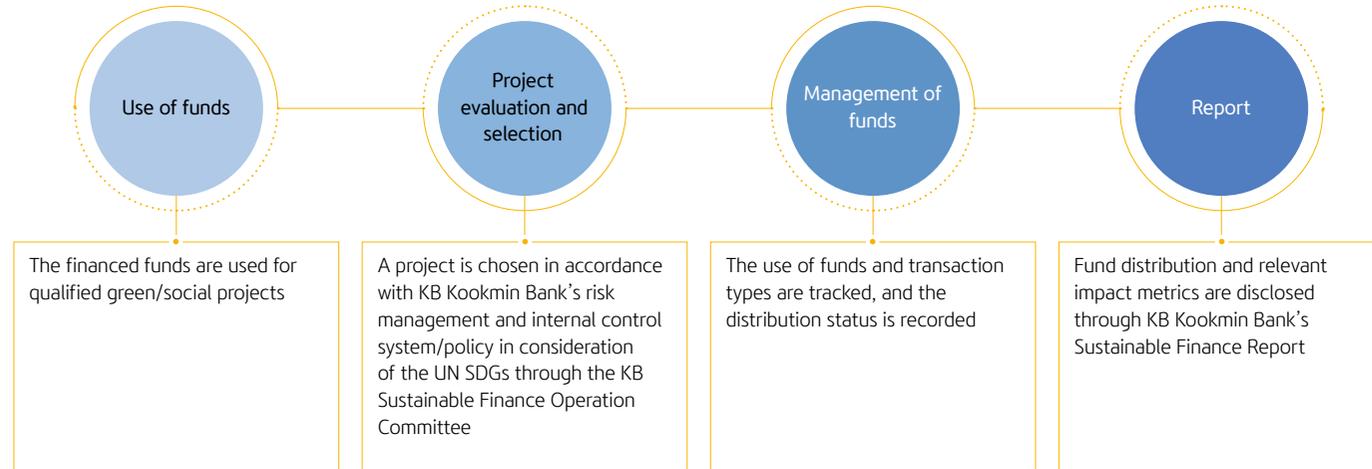
### ESG Bond Management System

KB Kookmin Bank distributes the amount it financed by issuing ESG bonds to projects that are in line with the sustainable finance management system and Korean Green Bond management system. KB Sustainable Finance Operation Committee is in charge of decision-making on project selection and review as well as fund distribution and management. The Committee consists of ESG-related department heads who have expertise and experience with sustainable financing.

### Sustainable Finance Management System

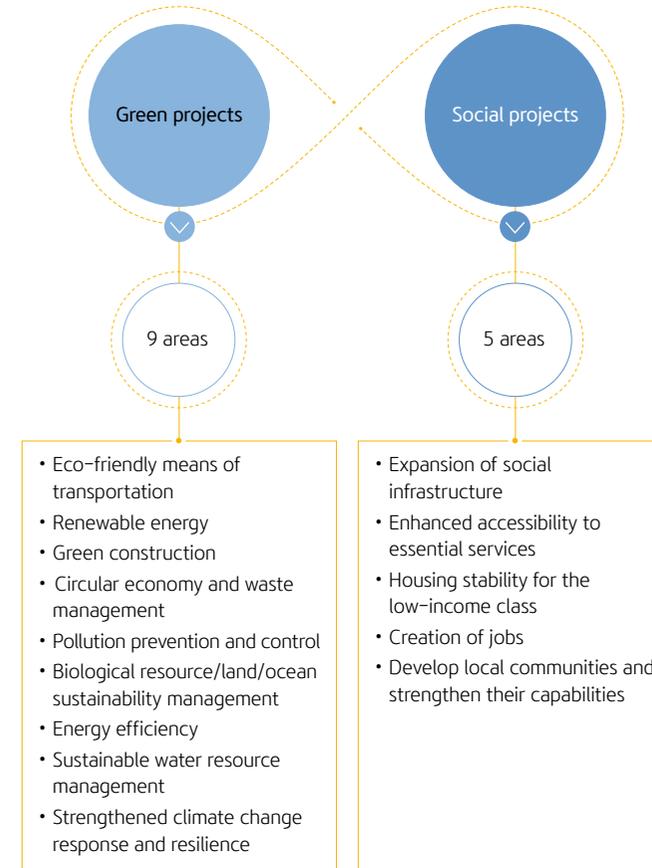
KB Kookmin Bank's sustainable finance management system was established in accordance with the International Capital Market Association's Green Bond Principles, Social Bond Principles, and Sustainability Bond Guidelines, and four key elements in the Green Loan Principles and Social Loan Principles of the Loan Market Association/Asia Pacific Loan Market Association and Loan Syndication and Trading Association. This system is being used by KB Kookmin Bank and subsidiaries for bond issuance for financing and borrowing. An independent outside organization gave an "outstanding" rating for the management system's compliance with the principles and contribution to sustainability.

### Key factors of the sustainable finance management system



[KB Kookmin Bank's Sustainability Finance Report](#)

### Categorization of qualified projects



[KB Kookmin Bank's Sustainable Finance Disclosure – Sustainable Finance Management Framework and Second Party Opinion \(SPO\)](#)

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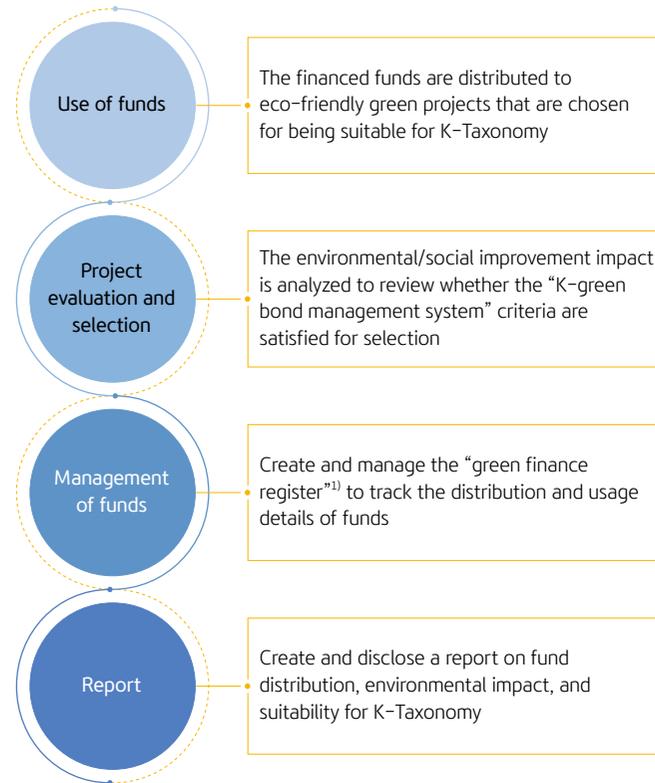
# ESG FINANCIAL PRODUCTS

## Korean Green Bond Management System

KB Kookmin Bank is expanding financial support for green financial products that are in line with the government's net-zero policy direction and K-Taxonomy's six major environmental goals, which are "reduce GHG emissions, adapt to climate change, achieve sustainable preservation of water, transition to a circular economy, prevent and control pollution, and preserve biodiversity," to realize net zero and support eco-friendly green areas. To this end, it established the Korean Green Bond management system in accordance with the "Korean Green Bond Guidelines" of the Ministry of Environment and Financial Services Commission, using funds financed through green bonds mostly for eco-friendly green projects. The Bank received a "suitable" opinion on the appropriateness of the management system from an outside professional organization, and the certification report is disclosed on the Bank website and Korea Exchange's ESG bond information platform.

 [KB Kookmin Bank's Sustainable Finance Disclosure – Sustainable Finance Management Framework and Second Party Opinion \(SPO\)](#)

## Key factors of the green bond management system



<sup>1)</sup> General information on green bonds, including the bond identification number, transaction date (issuance date), principal, and maturity, and detailed information on fund use, including matters related to the distributed funds and those related to undistributed funds

## ESG Bond Performance

As of the end of 2024, KB Financial Group's cumulative ESG bond issuance amount totals KRW 16.8 trillion. Based on the sustainable finance management system and K-green bond management system, we are supporting eco-friendly projects and projects that consider social value.

### Issuance of ESG bonds

(Unit: KRW trillion)

Type of bonds	2022	2023	2024
Sustainability bonds	9.9	10.6	11.6
Social bonds	3.2	3.5	3.9
Green bonds	1.1	1.1	1.3
<b>Total</b>	<b>14.2</b>	<b>15.2</b>	<b>16.8</b>

\* Foreign bonds are converted into KRW using the exchange rate at the end of the relevant year.

### ESG bonds

Subsidiary	Performance
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Issued KRW 120 billion worth of Korean Green Bonds by participating in the Ministry of Environment's green bond secondary reserve support project</li> <li>Issued EUR 500 million worth of foreign-currency sustainability bonds for the purpose of financing funds to be used for eligible green and social projects</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Single organizer of issuance of KRW 50 billion worth of sustainability-linked bonds (SLBs) of Korea South-East Power</li> </ul>

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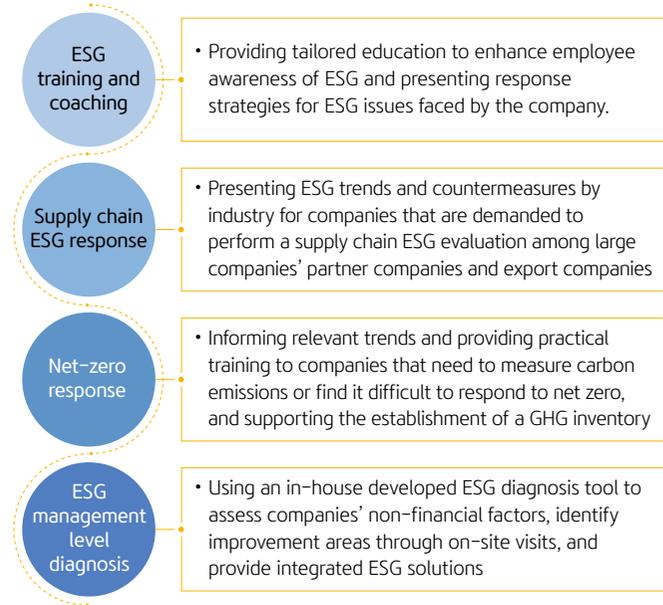


# ESG MANAGEMENT SUPPORT SERVICES

KB Financial Group provides various ESG management support services to customers and presents comprehensive solutions that are aimed at strengthening the ESG management system.

## KB ESG Consulting Services

KB Kookmin Bank has been providing “KB ESG Consulting Services” since 2022 for SMEs that are experiencing difficulties from the lack of ESG management know-how and practical experience. For KB ESG Consulting Services, a professional ESG consulting team provides, for free, a tailored solution that helps a company improve non-financial areas and grow into a sustainable company.



## ESG Self-Assessment Service

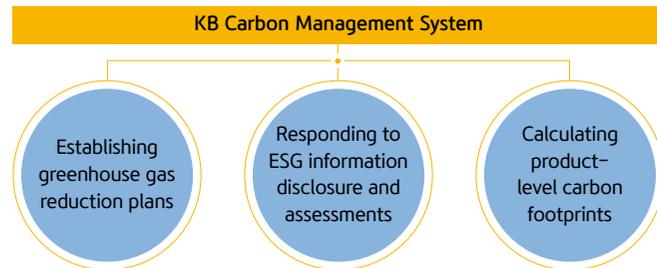
KB Kookmin Bank provides the ESG Self-Assessment Service to SMEs for free. Through this service, a company can self-assess its ESG management level without going through a complex process and review an evaluation report on an improvement direction. Companies with excellent results can apply for the “KB Green Wave Loans for Outstanding ESG Companies,” as well as enjoy various financial and non-financial benefits including prime rates and lower fees.



ESG Self-Assessment Service

## KB Carbon Management System

The KB Carbon Management System is an online platform that is provided by KB Kookmin Bank for free to help SMEs measure and manage their carbon emissions. KB Kookmin Bank became the first in the financial industry in 2024 to support integrated carbon emissions management by automatically providing diverse information when a company’s energy consumption is entered, such as GHG emissions and performance against the reduction target, by using the KEPCO open API and AI technology that automatically recognizes bills.



## Safety Management Consulting

KB Insurance provides safety management consulting, which provides a tailored improvement report on confirmed risk items after assessing the work environment, safety devices, and work/management report process to small business owners and SMEs that need preparations for safety management.



KB Insurance, safety management consulting

Number of KB ESG Consulting Services Offered

**495 cases** (185 cases in 2024)

Number of ESG Self-Assessment Services Offered

**9,570 cases** (2,920 cases in 2024)

\* Cumulative figures as of 2024

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# Social Responsibility — Value of togetherness

By valuing sustainable finance through co-prosperity and co-existence, together, we build a better future for all.

- SOCIAL RESPONSIBILITY**
- Inclusive Finance
  - Protection of Financial Consumers
  - Digital Innovation and Technology
  - Information Security
  - Respect for Human Rights
  - Human Resources Management
  - Local Community Involvement

# Inclusive Finance



KB Financial Group provides financial support, enabling more people to benefit from financial services, while also promoting self-reliance and growth of local communities. Furthermore, we lead a paradigm shift toward finance centered on co-prosperity and co-existence, rather than competition and survival.

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Outstanding organization of promoting win-win cooperation in 2024 organized by FSS

Chosen as an

## Outstanding Organization

(KB Kookmin Bank)

Outstanding case of a new product of prosperity and cooperative financing

## KB Kids Love Installment Savings

(KB Kookmin Bank)

2024 Miso microfinance performance evaluation organized by Korea Inclusive Finance Agency

## Chosen as the Best Organization

(KB Miso Foundation)

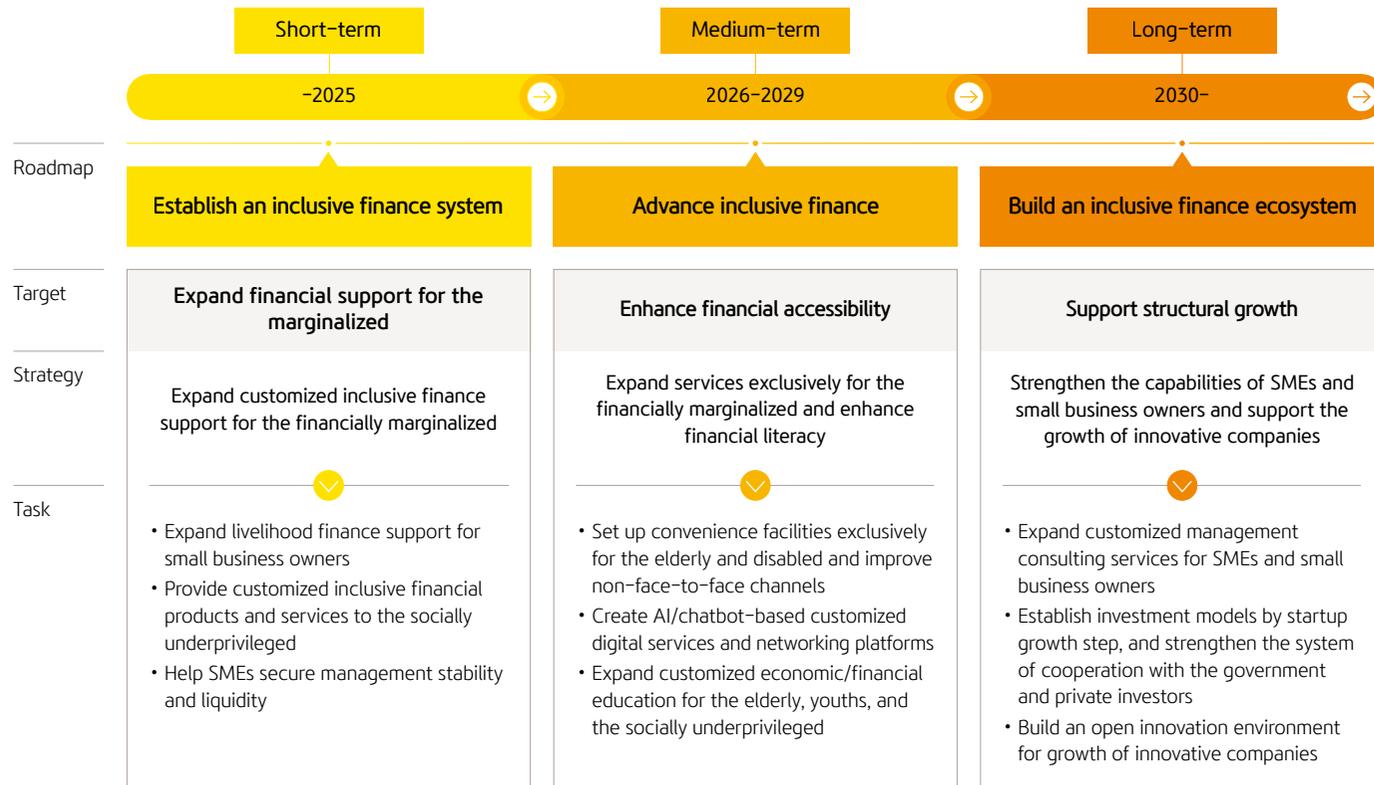


# INCLUSIVE FINANCE SYSTEM

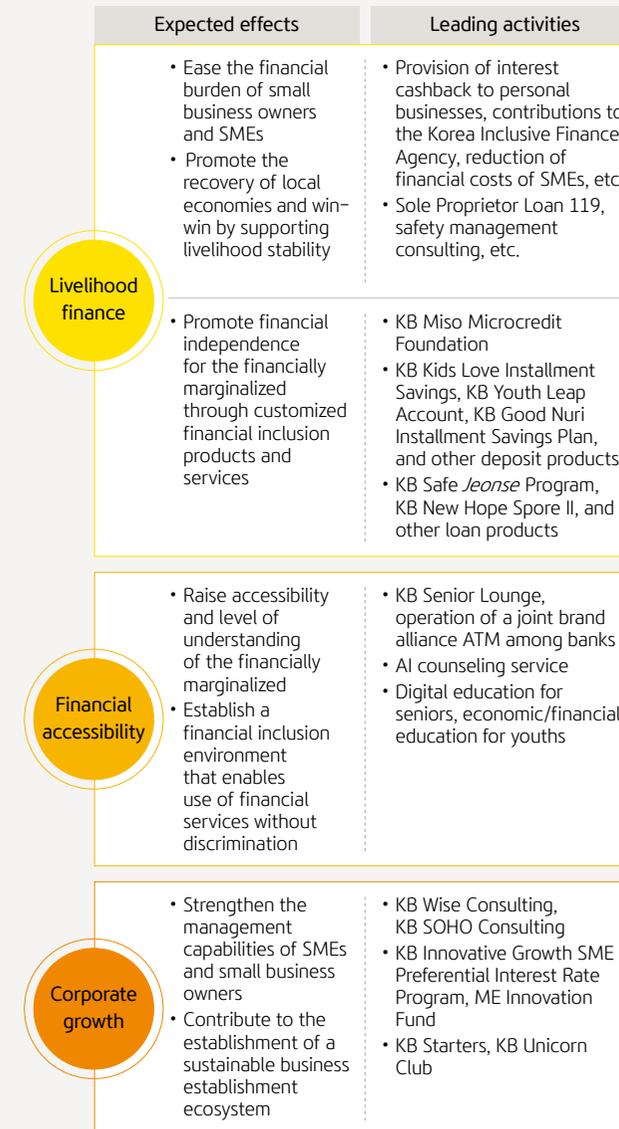
## Execution Areas of Inclusive Finance

KB Financial Group realizes finance's social responsibility and builds a sustainable financial ecosystem. We run financial inclusion programs in the three major areas of livelihood finance, financial accessibility, and corporate growth, and expand financial inclusion through practical financial support, consulting, customized education, and innovative company support.

### Mid- to long-term roadmap for inclusive finance implementation



### Areas of inclusive finance and key activities



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# FINANCIAL INCLUSION ACTIVITIES

## Support for Livelihood Finance

### Financial Support for Small Business Owners

KB Kookmin Bank is implementing a livelihood support program worth KRW 372.1 billion, the largest among banks participating in the “banking sector’s livelihood finance support plan” to support vulnerable groups such as small business owners and self-employed individuals who are struggling with high interest rates and inflation following the COVID-19 pandemic.

The Bank has continuously launched new financial products for mutual growth and cooperation, aimed at promoting solidarity and stabilizing livelihoods, such as KB Small Business, Small Traders and Enterprises Cheering Project, and KB Kids Love Installment Savings. In recognition for its actions, KB Kookmin Bank was selected as the only outstanding organization in the banking sector to excel in promoting mutual cooperation in 2024.

In addition, KB Financial Group is running programs that help ease various financial burdens of small business owners to support them in overcoming management difficulties.

### Key support programs and performance

Subsidiary	Program	Key content	Support provided
KB Kookmin Bank	Common program	• Interest cashback support for small business owners and self-employed individuals	KRW 288.3 billion
	Voluntary program	• Contributions to the Korea Inclusive Finance Agency and support for low-interest-rate refinancing program expansion • Providing financial inclusion programs to the financially marginalized, including small business owners and the self-employed	KRW 54.5 billion
	Sole Proprietor Loan 119	• Constantly operating a customized loan modification program for small business owners for which there are concerns of an overdue, including a change to a long-term amortized loan, deferment of principal and interest payment, and interest rate reduction	4,700 cases, KRW 550.0 billion of financial support
	Refinancing for small business, small traders and enterprises	• Refinancing for small business owners, offering them a long-term, low-interest rate loan (10-year principal repayment in equal installments at a fixed interest rate of 4.5%)	823 cases, KRW 22.8 billion of financial support
KB Insurance	Safety management consulting	• Ensuring safety against industrial accidents and enhancing response capabilities for self-employed business owners through safety management consulting and provision of workplace environment diagnostic reports	40 cases, KRW 50 million of financial support
	Creating safe stores	• Providing fire prevention education and an old facility improvement program for stores that require a safety inspection	20 cases, KRW 50 million of financial support
	KB Small Business, Small Traders and Enterprises’ Legal Fee Insurance	• Supporting compensation for attorney’s fees used to defend against business suspension orders occurring during operations for small business owners	81 cases of cumulative number of subscriptions
KB Kookmin Card	Easing the debt burden of vulnerable borrowers	• Reducing loan interest rates for vulnerable self-employed	10,104 cases, KRW 3.0 billion of financial support
		• Loan interest support for personal businesses that are experiencing financial difficulty due to prolonged high interest rates	386 cases, KRW 85 million of financial support
		• One month deferment of principal repayment for existing personal business loans	51 cases, KRW 820 million of financial support
	Financial support for small merchants	• Early payment of the credit sale amount to small merchants	220 thousand merchants, KRW 17 trillion of early payment

\* As of 2024

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# FINANCIAL INCLUSION ACTIVITIES

## Financial Support for SMEs

KB Kookmin Bank runs diverse customized financial programs to help SMEs secure management stability and liquidity.

### Key support programs and performance

KB Kookmin Bank

Program	Key content	Support provided
Liquidity support program for SME exporters and importers	<ul style="list-style-type: none"> <li>Extend the maturity of usance letter of credit to a maximum of 1 year and 3 months due to increased foreign exchange rate volatility, and simplify the exception approval process</li> </ul>	405 cases, KRW 59.1 billion of maturity extension
Financial cost reduction program for SMEs that show signs of a crisis	<ul style="list-style-type: none"> <li>Reduce loan interest rates by up to 2%p from the excess rate when the renewal rate exceeds 5% during loan term extensions for SMEs showing signs of crisis</li> </ul>	KRW 259.1 billion of loans, KRW 6.45 billion of financial support
Interest rate reduction program for vulnerable SME borrower	<ul style="list-style-type: none"> <li>Reduce loan interest rates by up to 2%p from the excess rate when the renewal rate exceeds 7% during loan term extensions for SMEs with medium-to-low credit ratings</li> </ul>	KRW 5,808.4 billion of loans, KRW 96.5 billion of financial support
KB Outstanding Loan Company Win-Win Financing Program	<ul style="list-style-type: none"> <li>Provide a preferential interest rate to "Outstanding Loan Companies of Inclusive Finance" designated by the Financial Services Commission to ease the financial costs of vulnerable borrowers</li> </ul>	5 cases, KRW 11.5 billion of financial support

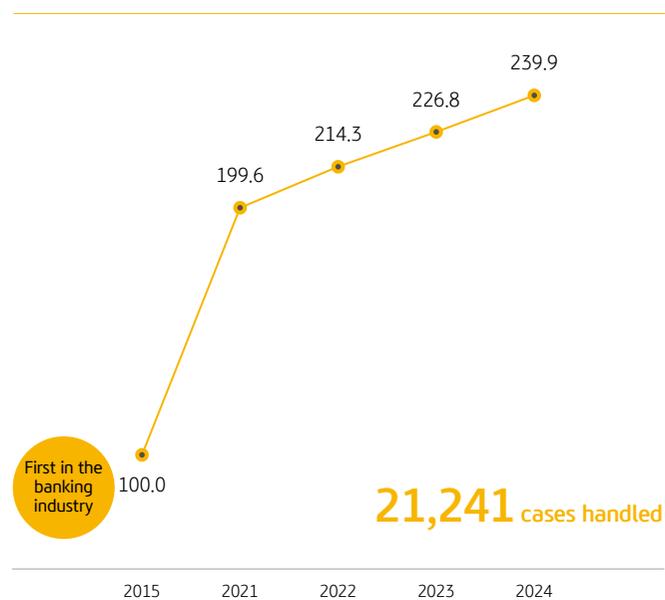
\* As of 2024

## Financial Support for the Marginalized

Through the KB Miso Microcredit Foundation, KB Financial Group supports the financial independence of the financially marginalized.

The KB Miso Microcredit Foundation provides low-interest-rate loans, including independence funds and educational expenses, without the need for security to the low-income class who find it difficult to use the services of legitimate financial institutions owing to their low credit rating, and also offers financial education and follow-up management to support their financial independence. In recognition of its financial support performance, it was chosen as the best organization in the "2024 Miso Microcredit Business Performance Evaluation."

### KB Microfinance Foundation loan scale (Unit: KRW billion)



\* As of 2024, cumulative basis

### Performance of inclusive financial products for the marginalized

Category	Checking account	Savings account	Loan
Main target	<ul style="list-style-type: none"> <li>Low-income class, the elderly, the disabled, foreign workers, individuals in rural or hard to reach areas, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Low-income class, youths, individuals in rural or hard to reach areas, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Low-income class, youths, the disabled, individuals in rural or hard to reach areas, etc.</li> </ul>
Product	<ul style="list-style-type: none"> <li>KB Happiness Keeper Bank Account, KB Kookmin Hope Keeper Bank Account, KB Love Sharing Installment Bank Account, KB Patriots and Veterans Keeper Bank Account, and 4 others</li> </ul>	<ul style="list-style-type: none"> <li>KB Kookmin Happiness Installment Savings Plan, KB Miso Dream Installment Savings Plan, KB Love Sharing Installment Savings Plan, KB Youth Leap Account, Kookmin Health Installment Savings Plan - Golden Life, and 7 others</li> </ul>	<ul style="list-style-type: none"> <li>KB Kookmin Hope Loan, Assistance for People with Disabilities Loan, KB New Hope Spore II, KB Sunshine Loan 15, KB Stepping Stone Loan, and 9 others</li> </ul>
No. of customers	145,697	500,026	221,358
No. of accounts	146,213	500,948	240,855

\* As of 2024 year-end

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# FINANCIAL INCLUSION ACTIVITIES

## Other products and services

Subsidiary	Target	Product and service details	
KB Kookmin Bank	Jeonse fraud victims	KB Safe Jeonse Program	<ul style="list-style-type: none"> <li>• Signed an MOU with the Ministry of Land, Infrastructure and Transport and Korea Housing &amp; Urban Guarantee Corporation</li> <li>• Provide a 2%p interest rate reduction for a year for mortgage loan to Jeonse fraud victims</li> <li>• Provide overdue interest exemption for housing security deposit loan and implement a system of deferring registration of overdue information</li> <li>• Provide support for costs to secure documents that are needed for compulsory execution, such as a sentencing, in case of a lawsuit for housing security deposit return and auction/public auction agency fee</li> </ul>
		KB Long-term Installment Loan to Support Jeonse Fraud Victims	<ul style="list-style-type: none"> <li>• Provide long-term credit loans that allow repayment in installments for up to 20 years for the remaining loan amount after the guarantee agency settles on behalf of victims of Jeonse fraud</li> </ul>
	Youths, families raising a child	KB Youth Leap Account	<ul style="list-style-type: none"> <li>• Provide a government contribution to youths who satisfy income requirements as well as a preferential interest rate and tax-free benefit for interest income</li> <li>• Operate a one-stop youth financial consulting center for subscribers</li> </ul>
		KB Kids Love Installment Savings	<ul style="list-style-type: none"> <li>• Help families raise a child save large sums of money</li> </ul>
	Marginalized	KB New Hope Spore II	<ul style="list-style-type: none"> <li>• Small-scale credit loan</li> <li>• Provide a preferential interest rate of an annual maximum 1.0%p to recipients of basic livelihood security, single parent households, global families, families with three children aged less than 20, and the disabled</li> <li>• Waive prepayment fees and reduce loan interest rates by 0.2%p per six months for borrowers who have no delinquencies and make diligent payments during the interest assessment period (6 months)</li> </ul>
KB Insurance	Financially marginalized	Fraud Compensation Insurance for Phishing and Hacking	<ul style="list-style-type: none"> <li>• Insurance that covers financial fraud damage, including phishing and smishing, for the financially marginalized</li> </ul>
	Residentially vulnerable	Comprehensive House Insurance for Citizen's Safety	<ul style="list-style-type: none"> <li>• Comprehensive house insurance provided by the government and local governments for residential stability of underprivileged residents</li> </ul>
	The disabled and seniors	Wheelchair and Scooter Liability Insurance	<ul style="list-style-type: none"> <li>• Insurance that covers liability for damages that result from an accident that occurred while operating a wheelchair or medical scooter for the disabled and seniors living in a local government area</li> </ul>
KB Kookmin Card	Youths, families raising a child	KB Kookmin Heroes Check Card	<ul style="list-style-type: none"> <li>• Participate in the "Heroes Card" program organized by the Ministry of Patriots and Veterans Affairs</li> <li>• Provide self-development, language exam, transportation/communication, and other benefits to help youths discharged from the army smoothly return to college and enter into society</li> </ul>
	Marginalized	Customized support for the marginalized	<ul style="list-style-type: none"> <li>• Operate a quick loan modification exemption and prior loan modification exemption for the marginalized, including the low-income class</li> <li>• Expand operation of interest rate discount and debt relief for the marginalized</li> <li>• Local government support fund and voucher support program for the socially marginalized</li> </ul>
KB Capital	Jeonse fraud victims	Loan for Lease and Jeonse	<ul style="list-style-type: none"> <li>• Improve residential stability and financial accessibility of the underprivileged</li> </ul>
KB Savings Bank	Youths, families raising a child	kiwi Youth Installment Savings Plan	<ul style="list-style-type: none"> <li>• Provide an installment savings plan that applies a maximum 4%p preferential interest rate for youths</li> </ul>
	Marginalized	KB Good Nuri Installment Savings Plan	<ul style="list-style-type: none"> <li>• Installment savings plan for the socially marginalized, including recipients of basic livelihood security, child breadwinners, and North Korean defectors</li> </ul>
	Foreigners	kiwi Dream Loan	<ul style="list-style-type: none"> <li>• The industry's first non-face-to-face credit loan product for foreign workers</li> <li>• Assign dedicated consultants specializing in Cambodia and Nepal, provide support for corresponding languages in product brochures</li> </ul>

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# FINANCIAL INCLUSION ACTIVITIES

## Increasing Financial Accessibility

KB Financial Group provides diverse services to the financially vulnerable, including the disabled, seniors, foreigners, and youths, thereby enhancing financial accessibility.

### Expansion of convenience facilities for the financially vulnerable

Subsidiary	Target	Product and service details
KB Kookmin Bank	Seniors	<ul style="list-style-type: none"> <li>Operate "KB Senior Lounge" mobile branch                             <ul style="list-style-type: none"> <li>Visit a welfare center every week to handle banking business of senior customers</li> </ul> </li> </ul>
	The disabled	<ul style="list-style-type: none"> <li>Have expanded convenience facilities for person with disabilities at 50 branches across the nation</li> </ul>
	Foreigners	<ul style="list-style-type: none"> <li>Operate 8 foreign currency remittance centers in regions with a high concentration of foreign workers, with native-speaking staff stationed</li> </ul>
	Small business owners	<ul style="list-style-type: none"> <li>Operate inter-bank joint brand alliance ATMs at traditional markets in regions where the population is declining</li> <li>Have installed alliance ATMs at three traditional markets across the nation</li> </ul>
KB Life Insurance	The disabled	<ul style="list-style-type: none"> <li>Improved customer center facilities (removed doorsills, expanded entrance doors, installed braille signs, etc.)</li> <li>Operate exclusive online and offline consultation channels for disabled customers.</li> <li>Operate the Sign Language Relay Service Center for person with language disorders and the hearing-impaired to provide real-time communication relay services</li> </ul>

### Increasing digital accessibility of the financially marginalized

Subsidiary	Target	Product and service details
KB Kookmin Bank	Seniors	<ul style="list-style-type: none"> <li>Allow elderly aged 65 and older to choose between "AI consultation" and "human consultant" when connecting via phone.</li> <li>Provide slow speech and fast speech functions during AI consultation</li> </ul>
	Youths	<ul style="list-style-type: none"> <li>Launched "KB Star Teens," a youth-only financial platform in the KB Star Banking app</li> <li>Allow easy signup with mobile phone authentication; exempt financial service fees for deposits, withdrawals, and transfers; and provide various products and services for youth</li> </ul>
	Foreigners	<ul style="list-style-type: none"> <li>Have adopted a convenient KB Star Banking member system and support 11 language services</li> </ul>
	Seniors	<ul style="list-style-type: none"> <li>Have improved leading apps to enable large font mode application</li> <li>Provide customer-tailored services by advancing ARS and AI counseling advisor</li> </ul>

### Financial education for the financially vulnerable

Subsidiary	Program	Key content	Support provided <sup>1)</sup>
KB Kookmin Bank	Senior digital financial education	<ul style="list-style-type: none"> <li>Provide education to seniors on mobile banking, integrated account information management, and fraud prevention</li> </ul>	120 training sessions conducted, with 1,916 participants
	Sponsoring the financial fraud prevention play	<ul style="list-style-type: none"> <li>Sponsor theatrical performances related to financial scams for seniors</li> </ul>	12 instances of support provided
KB Insurance	Voice phishing prevention education, economic/financial education	<ul style="list-style-type: none"> <li>Provide voice phishing prevention education to elderly individuals engaged in waste paper collection</li> <li>Offer economic/financial education to children from global families and self-reliance preparing youth</li> </ul>	<p>Provided to 40 persons</p> <p>Provided to 170 persons</p>

<sup>1)</sup> As of 2024

## KB Sustainability Story

### Activities to Prevent Jeonse Fraud Damage and to Protect Self-reliant Youth

KB Kookmin Bank carries out activities aimed at protecting the financially marginalized to fulfill social responsibilities as a leading bank in Korea and to build trust with customers and contribute to the stabilization of the financial market.



#### Creation of webtoons based on submissions of Jeonse fraud stories

KB Kookmin Bank collaborated with the Ministry of Land, Infrastructure and Transport and the Housing and Urban Guarantee Corporation (HUG) to raise awareness about Jeonse fraud among young adults who are new to society. To this end, it partnered with popular webtoon artist "keykney" to create comics based on customer submissions, providing information on real-life fraud cases and prevention methods.

#### Creation of content on preventing Jeonse fraud damage

KB Kookmin Bank produces the original content for web entertainment entitled "Time to thoroughly investigate the Jeonse fraud issue" to help prevent Jeonse fraud damages.



#### Production of an independent film on a youth preparing to become self-reliant

In collaboration with an NGO, KB Kookmin Bank produced an independent film "How to open a door" to raise public awareness about self-reliant youth, submitted it to film festivals, and screened it in theaters.



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# FINANCIAL INCLUSION ACTIVITIES

## Support Corporate Growth

### Providing Management Consulting Services

KB Financial Group provides diverse management consulting services to SMEs and small business owners who experience difficulties with stable operation owing to lack of management know-how and practical experience.

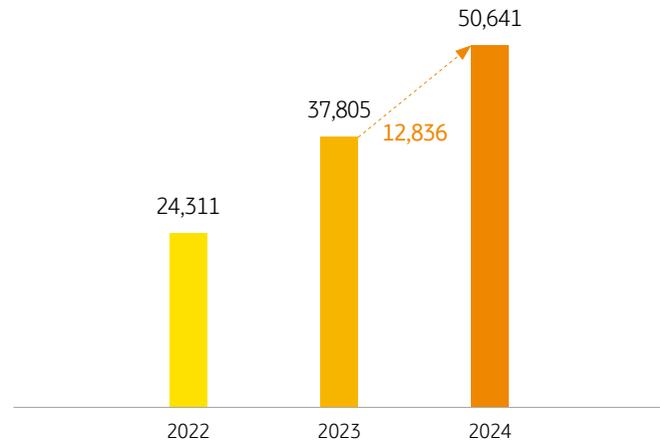
KB Kookmin Bank’s management consulting services

#### KB SOHO Consulting Center

- Became the first in the banking industry in 2016 to open 13 “KB SOHO Consulting Centers” across the nation
- Help self-employed individuals in the food service industry to strengthen their business capabilities in diverse areas, including commercial area analysis, financing, tax, and law
- Offer a preferential interest rate to a guarantee-secured loan for those who received consulting (cumulative total of KRW 43.1 billion by the end of 2024)

#### KB SOHO Consulting support performance

Number of consulting services provided (cases)



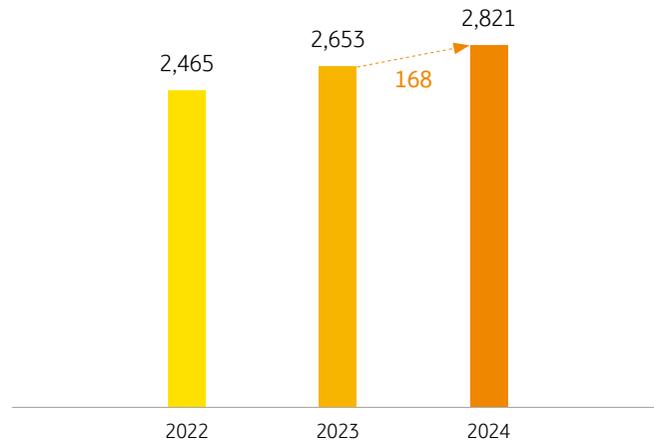
\* Cumulative basis

#### KB Wise Consulting

- Established a one-stop consulting system with a team—consisting of accountants, tax accountants, and other experts—in collaboration with each subsidiary
- Provide both “management consulting” which diagnoses issues that occur in each growth step of SMEs and offers alternatives, and the “family business succession consulting” that minimizes management succession risks

#### KB Wise Consulting support performance

Number of consulting services provided (cases)



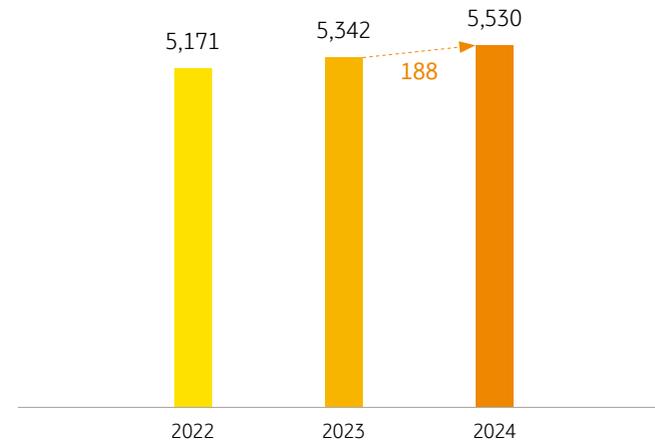
\* Cumulative basis

#### KB Bridge

- Platform that provides AI-based customized recommendations on policy funds for corporate customers

#### KB Bridge support performance

Number of support cases provided (cases)



\* Cumulative basis

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# FINANCIAL INCLUSION ACTIVITIES

## Fostering Startups

For startups with outstanding innovative technologies, KB Financial Group provides mentoring and infrastructure support and increases investments to actively support their growth.

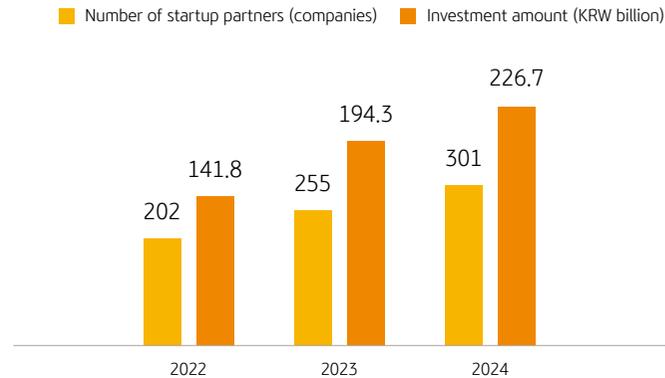
### Startup incubation program

#### KB Starters

KB Financial Group, Inc.

- Have established the “KB Innovation HUB Center,” an organization dedicated to supporting startup fostering; and select promising companies with growth potential and provide benefits such as office spaces, business mentoring, investment linking, and overseas expansion support

#### Startup incubation performance by KB Starters



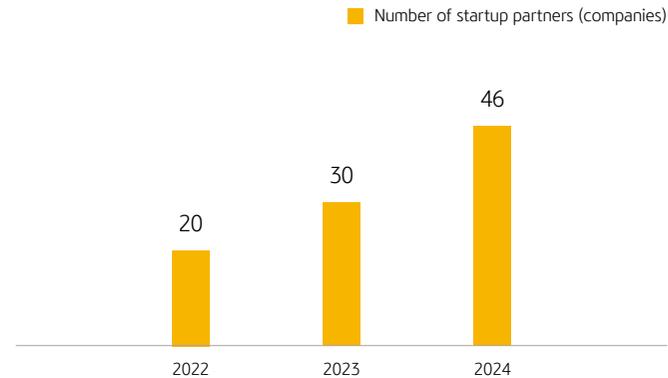
\* Cumulative basis

#### KB Unicorn Club

KB Kookmin Bank

- Invest in social innovation startups in future promising industries, operate a program designed to strengthen their business capabilities, and provide follow-up support

#### Startup incubation performance by KB Unicorn Club



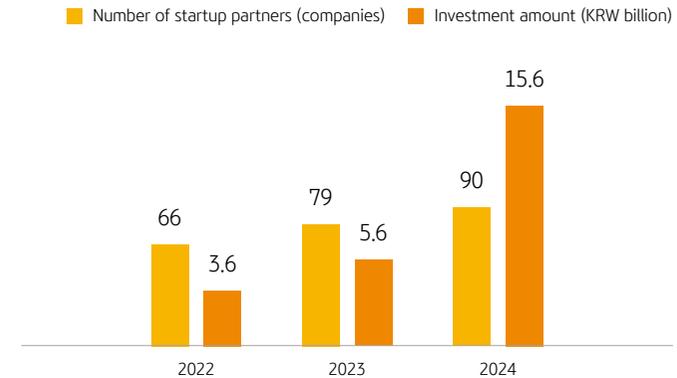
\* Cumulative basis

#### FUTURE9

KB Kookmin Card

- Operate “FUTURE9,” an open innovation program aimed at nurturing promising startups
- Have established a consortium where various entities such as government, public institutions, private investment organizations, and startup incubation specialists (accelerators) collaborate to evaluate investment target companies from multiple perspectives based on each entity’s expertise; and provide financial and non-financial support (expanded operation to public recruitment twice a year)
- Have supported a cumulative total of 4,257\* startups by 2024  
\* 90 startup partners and 4,167 companies that received non-financial support

#### Startup incubation performance by FUTURE9



\* Cumulative basis

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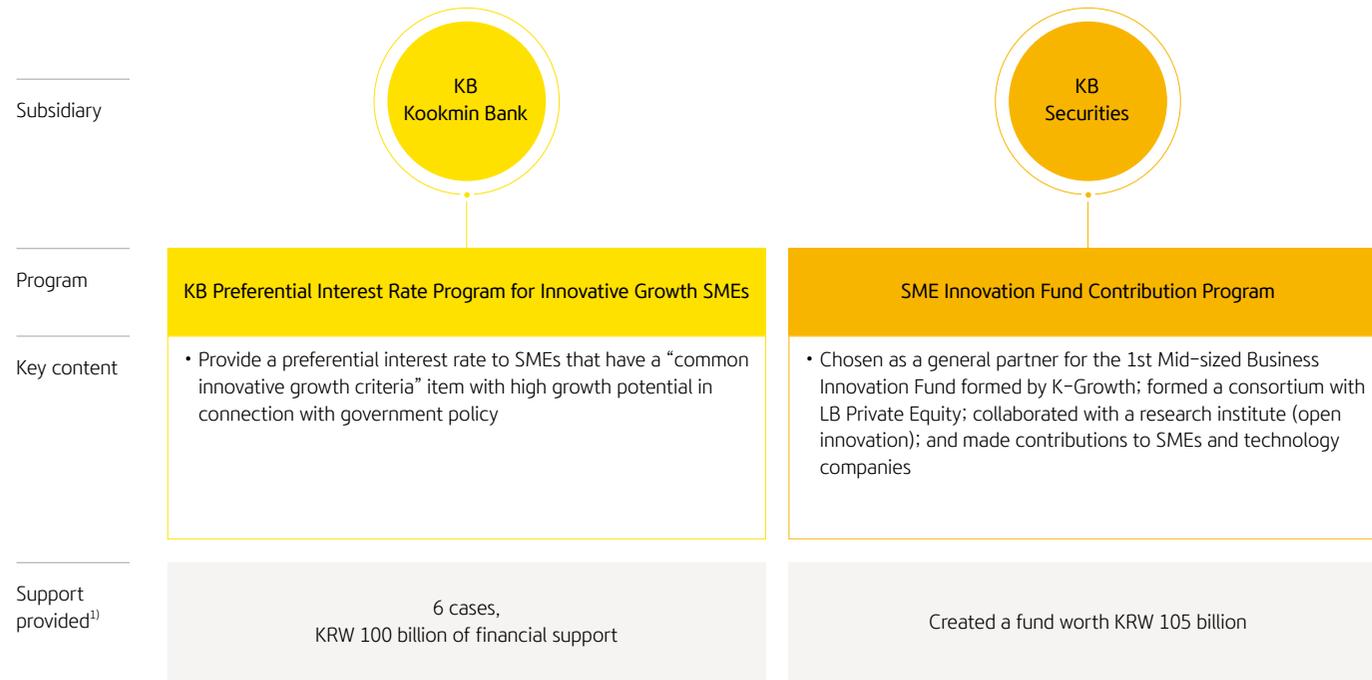


# FINANCIAL INCLUSION ACTIVITIES

## Investments in Innovative Companies and Social Ventures

By establishing funds and making investments, KB Financial Group is supporting the growth of innovative companies and vitalization of the social venture ecosystem.

### Financial support for innovative companies and social ventures



<sup>1)</sup> As of 2024

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# Protection of Financial Consumers

KB Financial Group is practicing customer-centric management that enhances value from the customer's perspective, based on a framework to protect the rights and prevent damage of financial consumers.

Commercial bank category in the National Customer Satisfaction Index survey

**No. 1 for 10 consecutive years**

(KB Kookmin Bank)

Financial fraud block rate through fraud detection

70.3% → 84.1%

**13.8%p ↑**

**year-on-year**

(KB Kookmin Card)

2024 Consumer Complaint Evaluation Awards organized by Consumer Research

**Grand Prize in securities category**

(KB Securities)

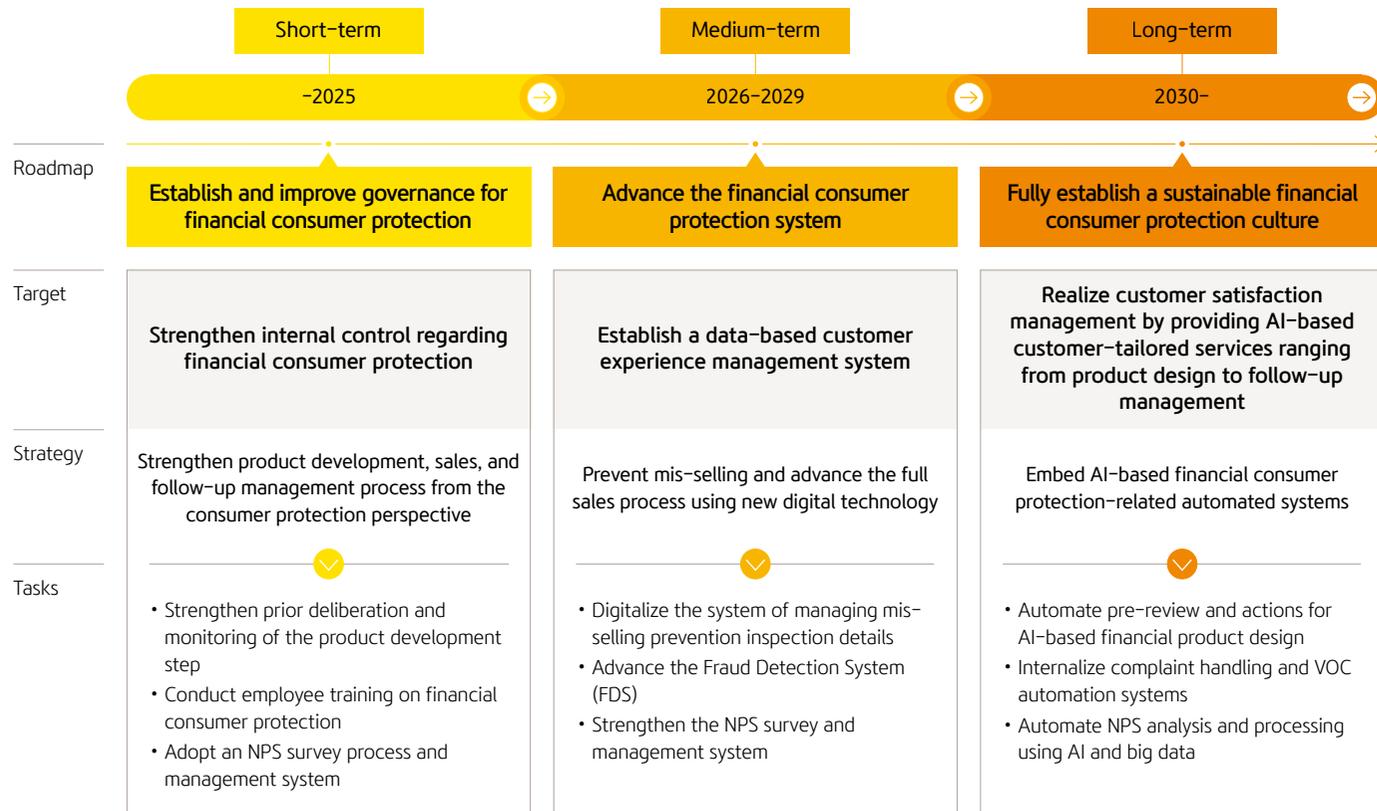
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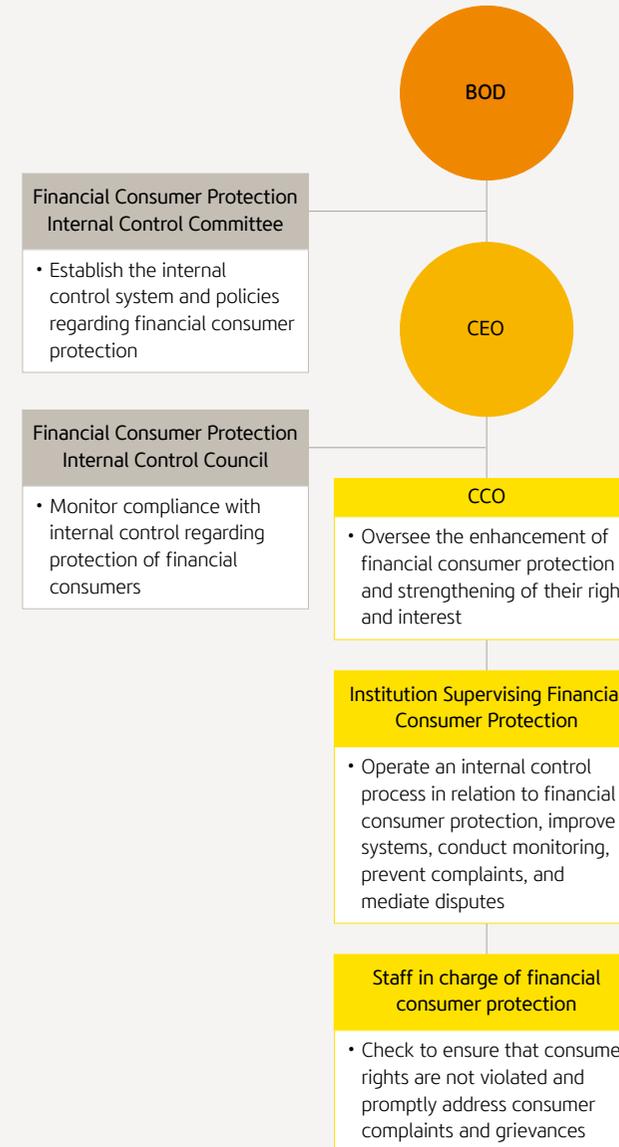
# GOVERNANCE FOR FINANCIAL CONSUMER PROTECTION

KB Financial Group has established a system for protection of financial consumers so that financial consumers are not subject to unreasonable discrimination and disadvantages while using financial products and services. The BOD establishes relevant policies and regularly monitors the execution of management strategies and appropriateness of internal control. Each subsidiary operates the “Financial Consumer Protection Internal Control Committee” that is chaired by the CEO to examine the consumer protection-related management direction and internal control, after which a report is made to the BOD. In addition, the “institution supervising financial consumer protection” is run under the Chief Consumer Officer (CCO) to independently handle such tasks as internal control, system improvements, monitoring, and prevention of complaints/mediation of disputes.

## Mid- to long-term roadmap for financial consumer protection



## Financial consumer protection system



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# GOVERNANCE FOR FINANCIAL CONSUMER PROTECTION

## Policy on Protection of Financial Consumers

To protect financial consumer rights and interests, KB Financial Group has established and operates the “KB Consumer Protection Charter” and “KB Consumer Protection Management Policy,” based on which each subsidiary separately stipulated standards and procedures on internal control for protection of financial consumers. KB Kookmin Bank has enacted and operates the “KB Consumer Protection Charter,” “Internal Control Regulations on Protection of Financial Consumers,” and “Regulations on Protection of Financial Consumers,” under the approval of the Bank’s CEO. It specifies detailed standards and procedures for internal control operations and the protection of consumer rights and publicly discloses them on its website.

 [KB Consumer Protection Charter](#)  [KB Consumer Protection Management Policy](#)

### KB Consumer Protection Charter

All employees at KB Kookmin Bank recognize that “protection of financial consumers” is a core value, and set the following code of conduct and are determined to actively practice it to contribute to financial consumers’ enhanced interests by promoting quality improvements to financial products and services through competition in good faith and to become the “best bank in protection of financial consumers” that grows/develops together with all financial consumers.

One, we will treat financial consumers fairly without unreasonable discrimination.

One, we will clearly and transparently provide information on financial products and services.

One, we will safely protect financial consumers’ assets.

One, we will use and protect financial consumers’ information legitimately and fairly.

One, we will be fair in handling financial consumer complaints and providing damage relief without neglect.

One, we will provide continued interest and support for the financially marginalized.

### Responsible Advertising Policy

KB Financial Group has established and operates the “Responsible Advertising Policy,” based on which each subsidiary created internal regulations. The department overseeing consumer protection at the holding company and each subsidiary performs a prior deliberation and follow-up audit of advertisements to examine the accuracy and credibility of advertisement/promotional descriptions. In addition, regular training is provided to employees for compliance with the “Responsible Advertising Policy.”

#### Advertising-related training status

Subsidiary	Training content	Training cycle
KB Kookmin Bank, KB Life Insurance	Written training on advertising matters to be conscious about stipulated in the Act on the Protection of Financial Consumers	Annually
KB Securities	Compliance training to comply with advertising regulations and prevent mis-selling	As needed
	Training on investment advertisement regulations and internal control procedures	Biannually
KB Insurance	Compliance training on advertisement review compliance and matters to be conscious about	Annually
KB Kookmin Card	Compliance training for advertising regulation compliance and mis-selling prevention	As needed
KB Asset Management	Training on advertisement review compliance and major inspection items	As needed

### Fair Debt Collection Policy

KB Financial Group operates the “Fair Debt Collection Policy” to ensure fair debt collection and debtor protection. Based on this policy, KB Kookmin Card established an internal control system to avoid illegal/fraudulent acts of debtors and unnecessary disputes in the debt collection process. When a customer delays payment, KB Kookmin Card’s Credit Counseling Center informs the customer, and entrusts a collection company to handle debt collection if the delay continues. It conducts regular reviews on collection companies, and prevents complaints by applying strong restrictions, such as stoppage of debt distribution, fee reduction, and assignment of damage compensation responsibility in the event of an illegal conduct, excessive collection, or complaint.

 [Fair Debt Collection Policy](#)

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# ACTIVITIES FOR FINANCIAL CONSUMER PROTECTION

KB Financial Group regularly identifies/evaluates risks related to protection of financial consumers through an evaluation on the actual state of protection of financial consumers and customer experience surveys. Based on risk analysis results, we establish response strategies and carry out improvement or preventive measures to preemptively manage risks related to protection of financial consumers.

## Consumer-Centered Product Development and Sales

### Preliminary Deliberation for Product Development

When developing new products and new businesses, KB Financial Group engages in preliminary deliberation with councils related to protection of financial consumers and consumer protection departments to review product suitability and risks. Each subsidiary operates the Product Committee to deliberate marketability before product launch and sales, and periodically checks follow-up monitoring and review results. As for those new products or new businesses that require the approval of the Risk Management Committee, discussions are held with the Group Risk Management Department for review at the Group level.

### Activities to prevent mis-selling

Subsidiary	Details
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Have established a continuous audit monitoring system to check for signs of incomplete sales and improper business practices in real-time</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Conduct on-site inspection of branch offices, review non-face-to-face sales processes, and conduct focused inspection on the appropriateness of selling high-risk financial investment products</li> <li>Strengthen measures against employees involved in mis-selling through an internal management standard</li> <li>Incorporate the annual selection of outstanding employees from mystery shopping evaluations into performance assessments</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Prevent mis-selling through full sales monitoring and call quality monitoring (QA) when selling insurance products</li> <li>Prevent unsound sales conduct by carrying out mystery shopping and onsite inspections after insurance products are sold</li> <li>Provide regular training on protection of financial consumers to employees and insurance solicitors to prevent mis-selling</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Implement the "mystery call system" to monitor customer service and work processes regarding subscription cancellations, followed by analyzing the causes of cancellations and taking corrective action</li> </ul>

## Financial Fraud Prevention Activities

### Voice Phishing Prevention

To prevent damage from voice phishing, we provide awards and prizes to individuals and groups that have contributed to prevention activities, while also adopting AI solutions and carrying out PR and training.

#### KB Kookmin Bank

- Through the "KB Kookmin Protector Award" ceremony, citizens recognized for preventing telephone financial fraud and capturing criminals are awarded a certificate of appreciation from the Commissioner General of the Korean National Police Agency, a KB Kookmin Protection Award certificate, and a cash prize of KRW 1 million.
- Outstanding bank branches in preventing voice phishing damage are awarded by the Bank CEO and their performance is reflected in KPI evaluations.



KB Kookmin Bank, 'KB Kookmin Protector Award' ceremony

### Advancement of FDS

To tackle new types of financial fraud, we have upgraded our fraud detection system (FDS) with AI-based incident detection models and automatic retraining solutions.

#### KB Kookmin Bank

- It makes continuous efforts to advance its AI voice phishing monitoring system.
- It achieved a year-on-year increase of KRW 12.5 billion in the amount of customer loss prevention.

#### KB Kookmin Card

- Through strengthened fraud detection capabilities, the financial fraud prevention rate increased by 13.8%p year-on-year (70.3% → 84.1%), and the amount of prevented customer losses also rose by KRW 7.1 billion year-on-year.



KB Kookmin Bank, AI voice phishing monitoring system

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# ACTIVITIES FOR FINANCIAL CONSUMER PROTECTION

## Customer Satisfaction Management

### Customer Satisfaction Level

KB Financial Group pursues service quality enhancement and innovation based on customer-centered management. As a result of such efforts, all subsidiaries are evaluated as being excellent in customer satisfaction surveys.

#### Customer satisfaction index survey results

Subsidiary	Details
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Ranked first among commercial banks for 10 consecutive years in the National Customer Satisfaction Index (NCSI) survey</li> </ul>
KB Kookmin Bank (KB Liiv Mobile)	<ul style="list-style-type: none"> <li>Received the "Outstanding" grade for 3 consecutive years in the "user protection evaluation" organized by the Korea Communications Commission (2022-2024)</li> <li>Ranked first place for 3 consecutive years (7 times) in mobile carrier customer satisfaction of Consumer Insight (second half of 2021, first/second halves of 2022-2024)</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Ranked first place in the long-term insurance and car insurance category of KS-CQI (call center quality index)</li> <li>Ranked first place for 4 consecutive years in the NCSI credit card category, and also first in debit card category</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Ranked first place for 10 consecutive years in the debit card category of the Korean Standard Service Quality Index (KS-SQI) and Korean Customer Satisfaction Index (KCSI)</li> </ul>



KB Liiv Mobile, ranked first place for 3 consecutive years (7 times) in mobile carrier customer satisfaction of Consumer Insight

### Customer Experience Management

KB Financial Group has been establishing an enterprise management system, with a focus on the net promoter score (NPS) to continually monitor, analyze, and improve all steps of the customer experiences.

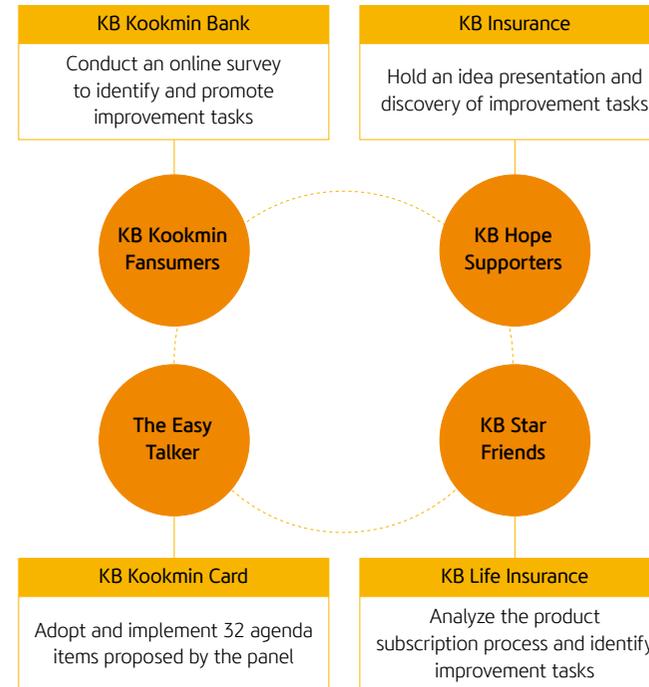
#### Customer experience management activities

Subsidiary	Details
KB Kookmin Bank	<p><b>Customer-centric management</b></p> <ul style="list-style-type: none"> <li>Became the first in the banking industry to adopt the "NPS management system"</li> <li>Conduct real-time analysis of NPS survey results and incorporate them into service improvement, using the in-house developed AI technology "KB-STA"</li> <li>Received Consumer Centered Management (CCM) certification</li> </ul> <p><b>Increase customer accessibility</b></p> <ul style="list-style-type: none"> <li>Operate 82 locations of "9To6 Bank" and 2 of "After Bank (To 5 Bank)" across the nation as specialized branches with adjusted business hours</li> <li>Have introduced 41 locations of "lunch-hour intensive consultation branches" nationwide, where all employees at the retail banking counter work during lunch time</li> </ul>
KB Securities	<p><b>Customer experience-centered culture</b></p> <ul style="list-style-type: none"> <li>Created the "Customer Experience Improvement Team" under direct control of the Consumer Protection Division</li> <li>Built an NPS survey and management system and established an NPS survey system and operation model</li> </ul>
KB Insurance	<p><b>Customer-centric management</b></p> <ul style="list-style-type: none"> <li>Conduct a customer satisfaction survey for each customer contact point (send 840 thousand a month)</li> <li>Build an NPS survey and management system (reflect improvements through real-time analysis)</li> <li>Promote the acquisition of the CCM certification</li> </ul>
KB Savings Bank	<p><b>Realize customer experience management</b></p> <ul style="list-style-type: none"> <li>2024 NPS survey: Customer satisfaction index of 4.3 points (out of 5 points) for the kiwibank app</li> <li>Analyze keywords of complaints to derive areas of improvement and prevent recurrence</li> <li>Facilitate the customer suggestion system: Provide a certain compensation when a suggestion is adopted, and disclose outstanding suggestions on SNS</li> </ul>

### Strengthening Customer Communication

KB Financial Group operates the customer advisory group system to regularly communicate with financial consumers and to strengthen the consumer-centered protection system. The opinions of the customer advisory group of each subsidiary are collected to reflect outstanding suggestions and improvement tasks in overall management. We actively gather diverse opinions about products and services through online surveys and task completion. Additionally, we analyze customer feedback and complaint keywords from online and offline communication channels to identify areas for improvement and take action to minimize recurrence. Furthermore, we are revitalizing the customer suggestion system to actively reflect the voice of the customers (VOCs).

#### Customer advisory panel programs



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# ACTIVITIES FOR FINANCIAL CONSUMER PROTECTION

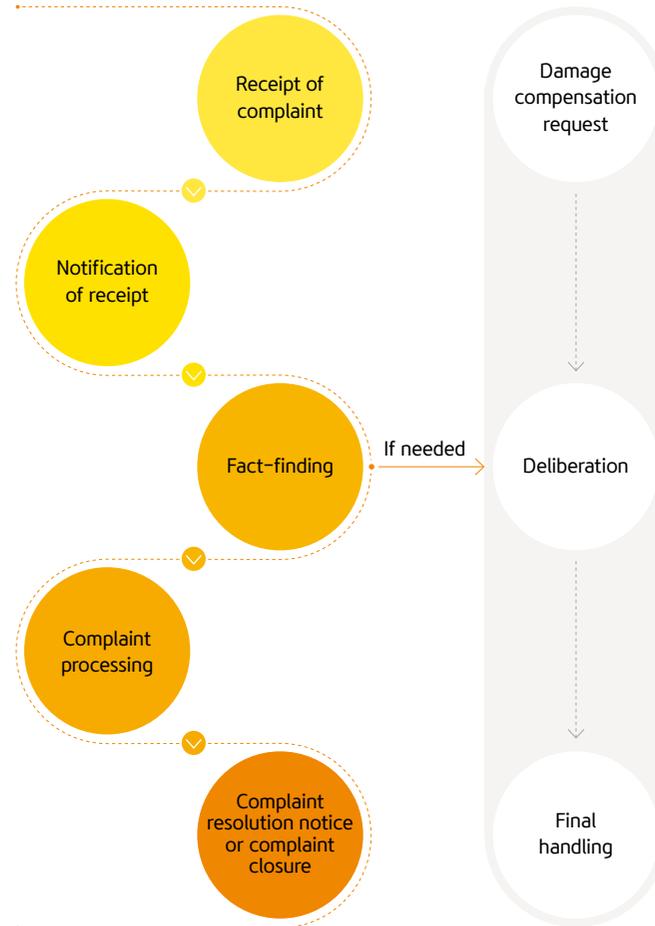
## Systematic Management of Complaints

KB Financial Group operates an integrated complaint management support system to streamline the complaint handling process.

### Complaint handling activities

Subsidiary	Details
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Establish an integrated complaint management interface and functions</li> <li>Continuous prevention activities such as preemptive measures against malicious complaints, post-checks, and sharing of consultant cases,</li> <li>Automate complaint prevention tasks using AI models</li> <li>Year-on-year reduction of 60% in the number of KB Liiv Mobile complaints</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Share complaint content and results of complaint-handling through the improvement of the complaint-handling system; and have adopted an alert function that provides information on the complaint-handling period</li> <li>Incorporate complaint-handling period into branch KPIs</li> <li>Received the Grand Prize at the “2024 Consumer Complaint Evaluation Awards”</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Established the “Standards on Handling Complaint-related Affairs” and “Standards on Managing Consumer Protection” to specify detailed guidelines on complaints response</li> <li>Record and manage the results of monitoring the entire process of complaint handling and the follow-up process in the VOC system</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Constantly monitor internal complaints and respond within two hours through the “Prompt Complaint-Handling Team”</li> <li>Provide outsourced training to complaint investigators to strengthen consumer protection capabilities and expertise</li> <li>4.54 cases of complaints per 100 thousand members based on disclosed data of the Credit Finance Association, indicating stable complaint management</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Financial review of products with frequent complaints and strengthened accountability for those responsible for complaints</li> <li>Reduce time through digital transformation (DT) of complaint receipt and cancellation handling</li> </ul>

### Complaint-handling and damage compensation process



## Financial Consumer Protection Training

KB Financial Group provides diverse training on financial consumer protection to enhance relevant employee capabilities.

### Employee training on financial consumer protection

Subsidiary	Details
Common for KB	<ul style="list-style-type: none"> <li>Training on financial consumer protection and complaint prevention</li> <li>6 major sales principles of the Act on the Protection of Financial Consumers and financial product training per duty</li> </ul>
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Training on financial consumer protection and sales process for employees handling household loans</li> <li>Training on financial consumer protection and execution of the duty of explanation for deposit products</li> <li>Training on financial consumer protection for employees who sell card products</li> <li>Customer opinion-based customized training for the regional sales group, regional office, and branches</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Training on complaint prevention and customer service</li> <li>Customer service training for employees who provide customer counseling</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Internal control training in relation to protection of financial consumers</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Operate the Financial Consumer Day every month to provide training on internal control regarding protection of financial consumers and matters to comply with during door-to-door sales</li> <li>Establish consumer protection standards by providing cyber training on consumer protection to all employees</li> </ul>
KB Savings Bank	<ul style="list-style-type: none"> <li>Field training for branch employees on protection of financial consumers</li> </ul>

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# Digital Innovation and Technology

On the back of human-centered digital technology,  
KB Financial Group innovates customer experience and creates sustainable value.

Designated as innovative financial services by FSC

“Financial Consulting Agent”  
and “Automated Review”  
services, using generative AI

(KB Kookmin Bank, KB Securities, KB Insurance,  
KB Kookmin Card, KB Life Insurance, KB Asset Management,  
KB Capital, KB Savings Bank)

Minister of the Interior and Safety  
Commendation for  
Digital Government Innovation

Facilitation of  
public MyData

(KB Kookmin Card)

Used car platform category in the  
Korean Customer Satisfaction Index

1st place for  
3 consecutive years

KB Chachacha  
(KB Capital)

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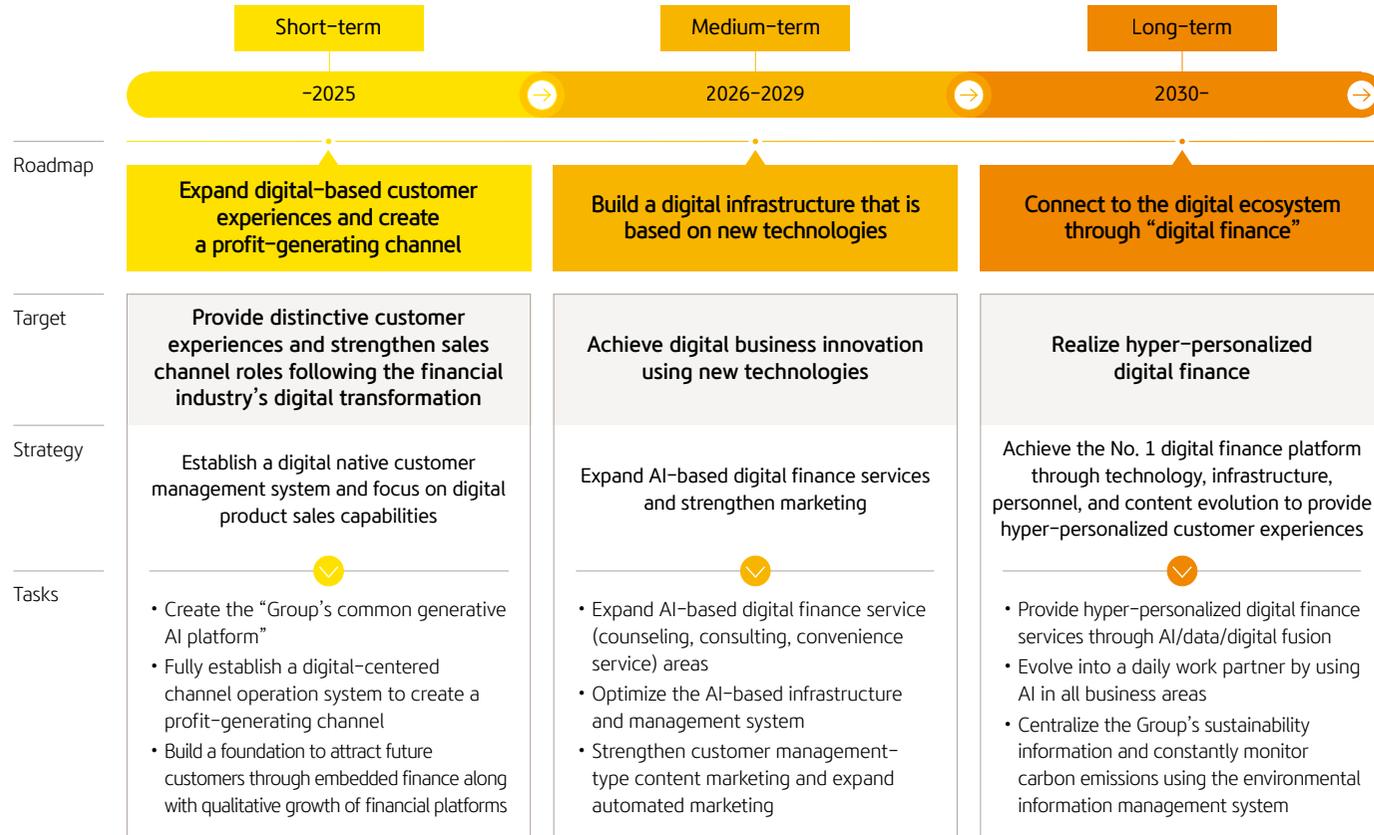


# DIGITAL INNOVATION MANAGEMENT SYSTEM

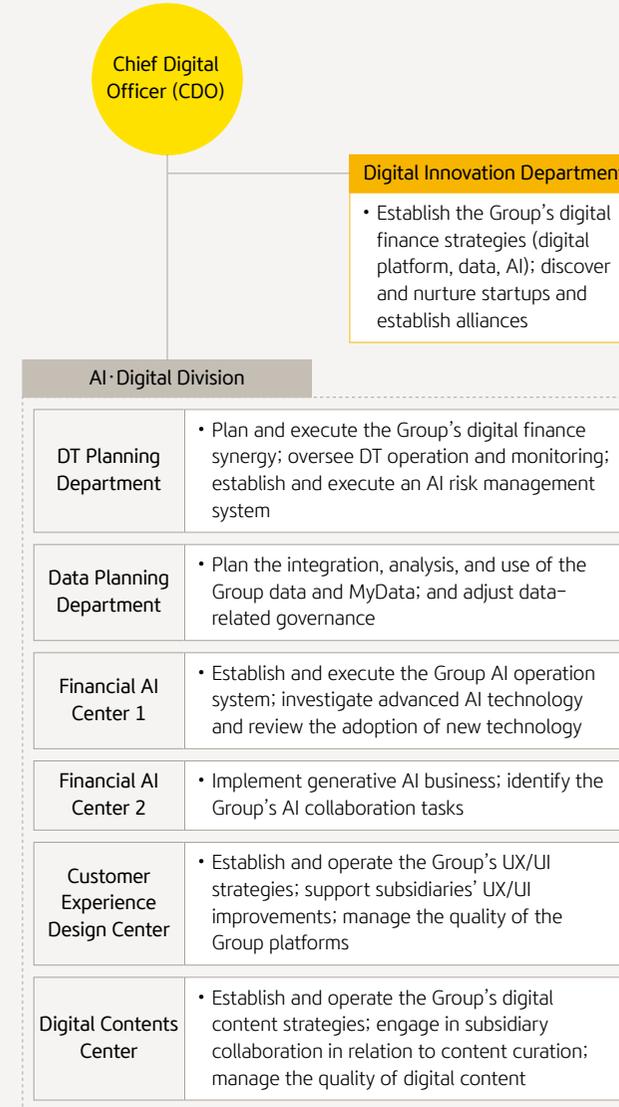
KB Financial Group operates the AI/Digital Division and seven organizations exclusively in charge of digital technology under the “Digital Segment.” In 2025, we merged the AI Division and DT Division and reformed the organization into the AI/Digital Division, and also created the “Digital Innovation Department”—a control tower of digital platforms, AI, and all areas of data—to establish the Group’s digital finance strategies. In addition, the Financial AI Center was expanded into Center 1 and 2 to secure AI capabilities and fully implement generative AI business strategies.

The Chief Digital Officer (CDO) and top management in charge of digital technology by subsidiary discuss pending digital-related issues at the Group level at the “Digital Segment Strategy Meeting” and review relevant business. In addition, each subsidiary has a management-led council, including KB Kookmin Bank’s “Star Banking Steering Committee” and KB Kookmin Card’s “KB Pay Operation Council.”

## Mid- to long-term roadmap for digital innovation



## Digital-dedicated organization



\* As of 2025, based on KB Financial Group, Inc.

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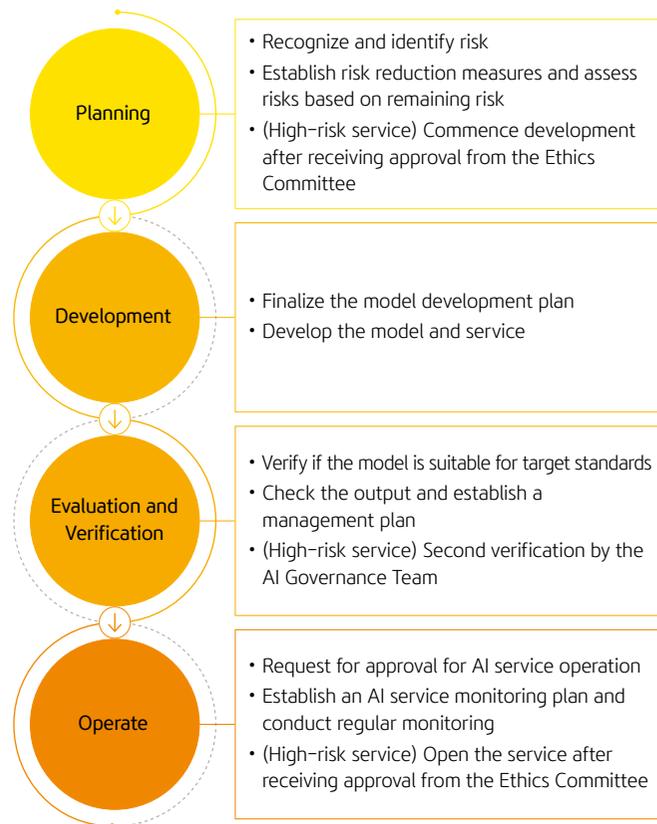


# DIGITAL INNOVATION MANAGEMENT SYSTEM

## AI Governance System

KB Financial Group has established the “AI governance system” and applies it to all services that use AI technology within the Group. We set an AI risk management process, based on which we examine and manage AI risks to secure customer trust with the adoption of AI, minimize AI risks, and build a foundation for expansion of safe, quick AI services.

### AI risk management process



## AI Ethics Standards

KB Financial Group established the “AI Ethics Standards” to prevent ethical risks that may arise from the spread of new digital technologies, such as AI, big data, cloud, and zero trust, and the expansion of products and services based on these technologies, and discloses it on our website.

### AI Ethics Standards



## Strengthening Employees’ Digital Capabilities

KB Financial Group operates various educational programs to achieve digital innovation and actively supports strengthening the digital, AI, and data technology competencies within the Group. We formed the “Horizontal Technology Organization Chapter” that promotes technology exchange and collaboration and adopted coding skill certifications (PCCP, Python Coding Competency Professional/PCCE, Python Coding Competency Entry), establishing an objective measurement and management system for technical capabilities. We also implemented a new “data analysis personnel management system” that systematizes the fostering and management of personnel in the data sector, and are strengthening data usage skills by operating data analyst certification, data visualization workshop, and practical training.

### Digital training programs

Subsidiary	Key content
KB Financial Group (common)	<ul style="list-style-type: none"> <li>Hold a know-how-sharing workshop for the “Group generative AI taskforce team”</li> <li>Hold a Group AI Sharing Session</li> <li>Operate an “Advanced AI Curriculum”</li> </ul>
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Provide training on DT planning and development through the “KB ACE Academy”</li> <li>Strengthen data analysis capabilities through the “KB Data Analysis Academy”</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Provide support for an AI graduate school course to expand use of AI and internalize advanced data analysis capabilities</li> <li>Provide generative AI prompt training and an introductory course for data analysis</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Provide basic training on generative AI (individually conducted for business and IT)</li> <li>Conduct MS Teams training for employees in preparation for company-wide use of “M365 Copilot—a generative AI assistant</li> </ul>

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# SUSTAINABILITY MANAGEMENT USING DIGITAL TECHNOLOGY

KB Financial Group enhances work efficiency and transparency, while contributing to social value creation by adding digital technology to sustainability management. We manage sustainability information in the form of data and use digital technology to implement a way of management that overcomes previous limitations.

## Enhancing Customer Accessibility and Convenience

By adopting AI technology in financial services, KB Financial Group makes customer experiences distinctive and advanced, leading digital finance.

### Financial Platform

KB Financial Group delivers distinctive value to financial consumers by establishing various digital platforms.

### KB Kookmin Bank

#### KB Star Banking

##### → “KB Star Teens,” youth-only financial service

- Easy subscription through mobile phone verification
- Provide distinctive content to young customers, including prepayment wallet and education quiz

#### KB Kookmin Authentication Certificate

##### → Company-specialized authentication certificate “KB Kookmin Authentication Certificate (company)”

- Became the first in the financial industry in 2024 to receive government approval for personal businesses and corporations

##### → “KB Kookmin Authentication Certificate Lite”

- A certification service that can be used by customers who don’t have a KB Kookmin Bank account



MAU **13.03 million persons**

No. 1 in MAU among commercial banks

Number of subscribers **15.52 million persons**

\* Based on performance as of December 2024

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# SUSTAINABILITY MANAGEMENT USING DIGITAL TECHNOLOGY

## KB Kookmin Bank

### Kookmin Wallet

- ➔ Operate the “digital ID” service in connection with the Ministry of the Interior and Safety
  - Became the first in the financial industry to open the “resident registration card mobile check service”
  - Became the first private company to sign an MOU with the National Health Insurance Service and opened the “medical institution-only QR” service
  - Chosen as the official business operator for the government’s “mobile ID”
- ➔ Launch the “passport reissuance service” in connection with the Ministry of Foreign Affairs
  - Became the first private company to open an exclusive service
- ➔ Launch the “Kookmin QR Payment” service
  - Enable customers to make an offline merchant payment based on QR code
  - Allow real-time deposit of merchant payment amount
  - Provide an affordable merchant fee



Number of subscribers **7.45 million persons**

## KB Kookmin Card

### KB Pay

- ➔ Expansion of customer scope
  - Established a new subscription process for customers who find mobile phone identity verification difficult
  - Changed the subscription age limit from 14 → 12
- ➔ Expansion of payment method
  - Added a total of 8 companies, including KakaoBank and PAYCO
  - Expanded merchants in Korea where QR payment can be made



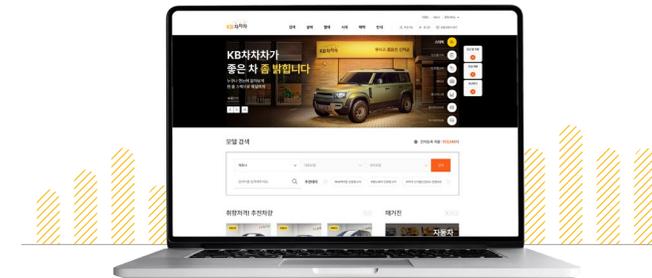
MAU **8.17 million persons**

Payment volume **KRW 13.9 trillion**

## KB Capital

### KB Chachacha

- ➔ Enhancement of customer convenience in used car sales
  - Adopted a home delivery service for used cars
  - Non-face-to-face used car purchase service that allows the user to purchase a car online and get it delivered to a desired location
  - Paid advertisement service through which dealers recommend directly handpicked cars



MAU **1.12 million persons**

**No. 1** for 3 consecutive years Used car platform category in the KCSI

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\* Based on performance as of December 2024



# SUSTAINABILITY MANAGEMENT USING DIGITAL TECHNOLOGY

## Use of AI Technology

KB Financial Group is introducing innovative services by adopting AI technology as a tool for providing new customer experiences.

### KB Kookmin Bank

#### AI Financial Consulting System

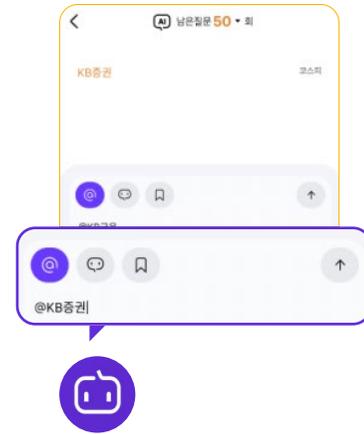
- Apply AI-based voice recognition and synthesis technology to the video consultation and Outdoor Sales (ODS) system
- Prevent mis-selling through product explanations and recording/analysis
- Provide non-face-to-face “AI chatbot” counseling service



### KB Securities

#### Generative AI customized investment counseling service

- Provide customized investment counseling services using generative AI
- “WM Assistant”<sup>1)</sup>, “AI Finance Coach”<sup>2)</sup>, and “AI Trading Coach”<sup>3)</sup> were designated as innovative financial services



Call Center Quality Index category: 3 consecutive years  
Service Quality Index category: 2 consecutive years

#### Chosen as outstanding company

### KB Kookmin Card

#### Everyone’s card life mate

- Provide customized card product information based on customer requirements by using generative AI technology, including question context analysis and customized response generation
- Plan to provide a dialogue-type financial service using generative AI in the first half of 2025

Credit card industry’s first generative AI application  
Designated as an “innovative financial service”

#### KB-AIMs (AI Marketing System)

- Automated personalization marketing, including customer targeting, provision of customized offers, and increased efficiency in time of contact
- Plan to commence development of the “integrated AI marketing system (provisional name: KB-AIMs2.0)” in the second half of 2025

Credit card industry’s first case  
Launch of the “AI marketing-only system”

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\* Based on performance as of 2024 <sup>1)</sup> WM Assistant: Use generative AI to support work and product counseling of the Customer Center and Prime Center <sup>2)</sup> AI Finance Coach: Provide data-based analysis information, including domestic and overseas news and disclosed information, and support customers’ investment decision-making <sup>3)</sup> AI Trading Coach: Create customized investment strategies, track performance of strategies, and connect to reserved sales system



# SUSTAINABILITY MANAGEMENT USING DIGITAL TECHNOLOGY

## Use of MyData

KB Financial Group has obtained final approval to operate the MyData business and provides services by subsidiary.

### KB Financial Group

#### KB Customer Data Platform

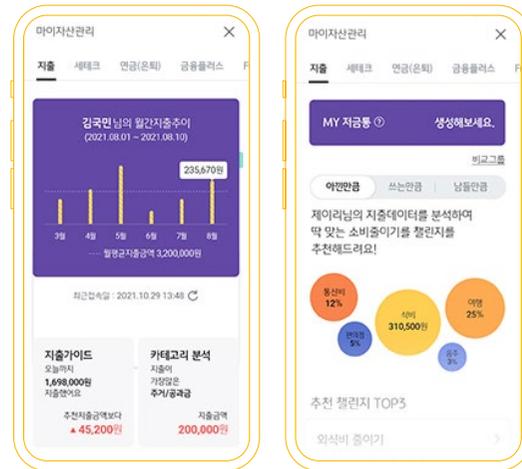
- A cloud-based integrated analysis platform that enables subsidiaries to jointly use the financial MyData of five subsidiaries—KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, and KB Capital
- Provide advanced customer-tailored products by standardizing the Group's MyData

First domestic financial group to establish a subsidiary  
**MyData integrated platform**

### KB Kookmin Bank

#### KB MyData

- Use public MyData for deposit and loan-related tasks for individuals and individual businesses
- Have improved the non-face-to-face account-opening process to reduce document counterfeit and falsification risk



My Cashflow Service MAU **250,000 persons**

### KB Kookmin Card

#### Public MyData Service

- Established a data-based automation process: Increased customer convenience and work efficiency through unmanned automatic issuance during card issuance review
- Safe and convenient submission of documents by providing consent once: Submit documents that are required for credit card issuance and DRS income calculation in real-time data form
- Provide an optimal financial product (long-term card loan, etc.) by reflecting the latest customer income
- Paperless required documents: Reduce social costs by replacing paper documents

Cumulative usage **13 million cases**  
6th place in the no. of cases of use among 106 institutions that use MyData, 1st in the credit card industry

---

**80%**  
Card issuance review - rate of unmanned automatic issuance

---

**17.3 tons, 21.8 billion liters**  
Carbon emission reduction and water-saving effects from paperless required documents

---

Received the Minister of the Interior and Safety Commendation for **Digital Government Innovation<sup>1)</sup>**  
Facilitation of Public MyData

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\* Based on performance as of 2024 <sup>1)</sup> Identify and cite entities/individuals that have contributed to digital platform government innovation in 21 areas, organized by the Ministry of the Interior and Safety



# SUSTAINABILITY MANAGEMENT USING DIGITAL TECHNOLOGY

## Enhancing Work Efficiency

KB Financial Group facilitates revolutionary changes in how work is handled and raises work productivity by using AI-based work tools.

### AI Technology-based Work Tools

#### KB Financial Group

##### The Group's common generative AI platform

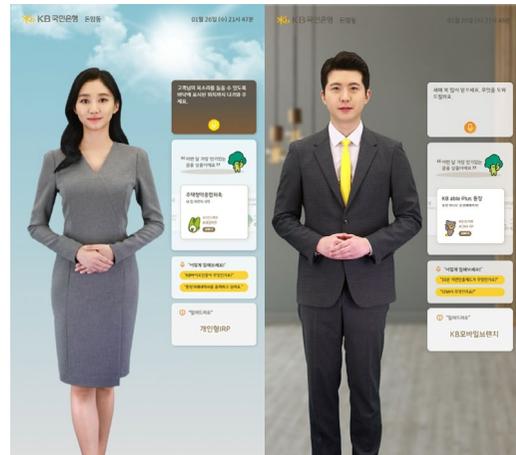
KB Financial Group built the Group's common generative AI platform at the Group level to apply effective generative AI business to all subsidiaries. By using the platform to integrate and manage graphic processing unit (GPU) resources across subsidiaries, generative AI can be provided at lower costs more efficiently, and commercial large language models (LLM) can be adapted to the service environments of each subsidiary.

In addition, with the easing of network separation regulations, KB Financial Group obtained designation as an "innovative financial service" for cloud-based generative AI SaaS for use in the internal network. Employees at headquarters and branches can use "M365," an external cloud-based collaborative tool, on internal work terminals.

#### KB Kookmin Bank

##### AI complaint-handling

KB Kookmin Bank used an AI model to develop an automated complaint prevention and task function. When a complaint is received, the content is analyzed/summarized to extract keywords, which is followed by search and visualization to enable efficient use of information by employees. In addition, it forecasts complaints and accidents based on frequency and severity, and provides proactive measures.



#### KB Insurance

##### Open innovation

KB Insurance is working on digital innovation of insurance work in collaboration with startups. In particular, it is providing a digital claim adjustment service that has applied AI human technology in collaboration with "DeepBrain AI," a startup specializing in AI image synthesis. It is also developing an AI technology that detects counterfeit and falsified insurance claim documents together with "AIMS," a startup that provides Insurtech services. This technology cooperation raises efficiency in the insurance-handling process and contributes to reduced insurance fraud.



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# SUSTAINABILITY MANAGEMENT USING DIGITAL TECHNOLOGY

## Financial Fraud Prevention and Fraud Detection

KB Financial Group’s major subsidiaries are blocking fraudulent financial transactions in advance through the financial fraud detection system (FDS), enhancing the system using AI technology, and strengthening detection capabilities to effectively respond to new types of financial fraud.

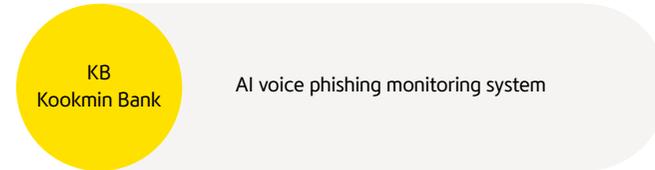
KB Kookmin Bank operates an AI voice phishing monitoring system to prevent telecommunication financial fraud damage. In addition, it continues to advance the system to promptly respond to financial fraud that is evolving through various means and to detect phantom accounts in real time to prevent loss.

## Personal Information Protection

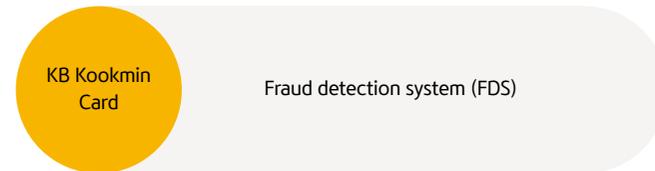
KB Financial Group detects and prevents personal information misuse/abuse and leakage risks through the AI and big data-based monitoring system. We plan to advance the AI learning model to strengthen internal control and inspection for personal information protection.

In 2024, KB Securities strengthened digital identity certification security by building an AI-based ID copy authenticity check system. In addition, it is setting aside a budget every year to support new technology businesses and strengthen the personal information protection system to respond to personal information violation threats that are becoming more intelligent. By doing so, it plans to establish a voluntary security system and complete a futuristic information protection management system that responds to the development of new digital technology.

### AI-based financial fraud prevention and FDS advancement



- Build own learning environment through AI re-learning
- Advance data analysis and improve the voice phishing detection rate
- Develop a voice phishing damage analysis and monitoring dashboard function
- Expand phantom account detection and strengthen incident prevention through rule and AI model upgrade
- Strengthen financial incident monitoring by connecting to FDS



- Advance the system using an AI model that applied the latest algorithm
- Reflect the latest incident patterns to strengthen prevention of new types of financial fraud
- Establish a new KB Kookmin Card transaction-specialized phishing model
- Build an automatic re-learning logic that can respond to incident pattern changes
- Increase use of big data variables, including online access information, to strengthen the non-face-to-face incident detection function

## KB Sustainability Story

### Management of Sustainability Information

KB Financial Group has been establishing a “sustainability information disclosure system” that enables integrated management of all subsidiaries’ sustainability information by advancing the Environmental Information Management System and building the new Group ESG Information Disclosure System.

The Group ESG Information Disclosure System enables centralization of sustainability data, allowing systematization of sustainability data, which was previously dispersed, and more systematic responses to global sustainability information disclosure demands.

Separately, we are operating an environmental information management system, measuring and integrating major FGF emissions to implement net zero strategies and monitor carbon emission reductions.

By using such digital systems, we will strengthen enterprise sustainability management as well as the establishment of efficient, effective policies.



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# Information Security



KB Financial Group collects personal information in accordance with laws or the consent of information subjects, and manages it securely. We continuously enhance our information protection system to set new standards of financial security in line with advancements in digital technology and regulatory changes.

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Assessment of comprehensive information protection levels for major information and communication infrastructure in the private sector organized by the MSIT and KISA

**Best Grade**

(KB Kookmin Bank)

Newly acquired international standard on privacy information management system

**ISO 27701**

(KB Kookmin Card)

Regular assessment of the utilization and management of personal credit information by FSC

**Top Grade**

(KB Financial Group, Inc., KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Capital, KB Real Estate Trust)



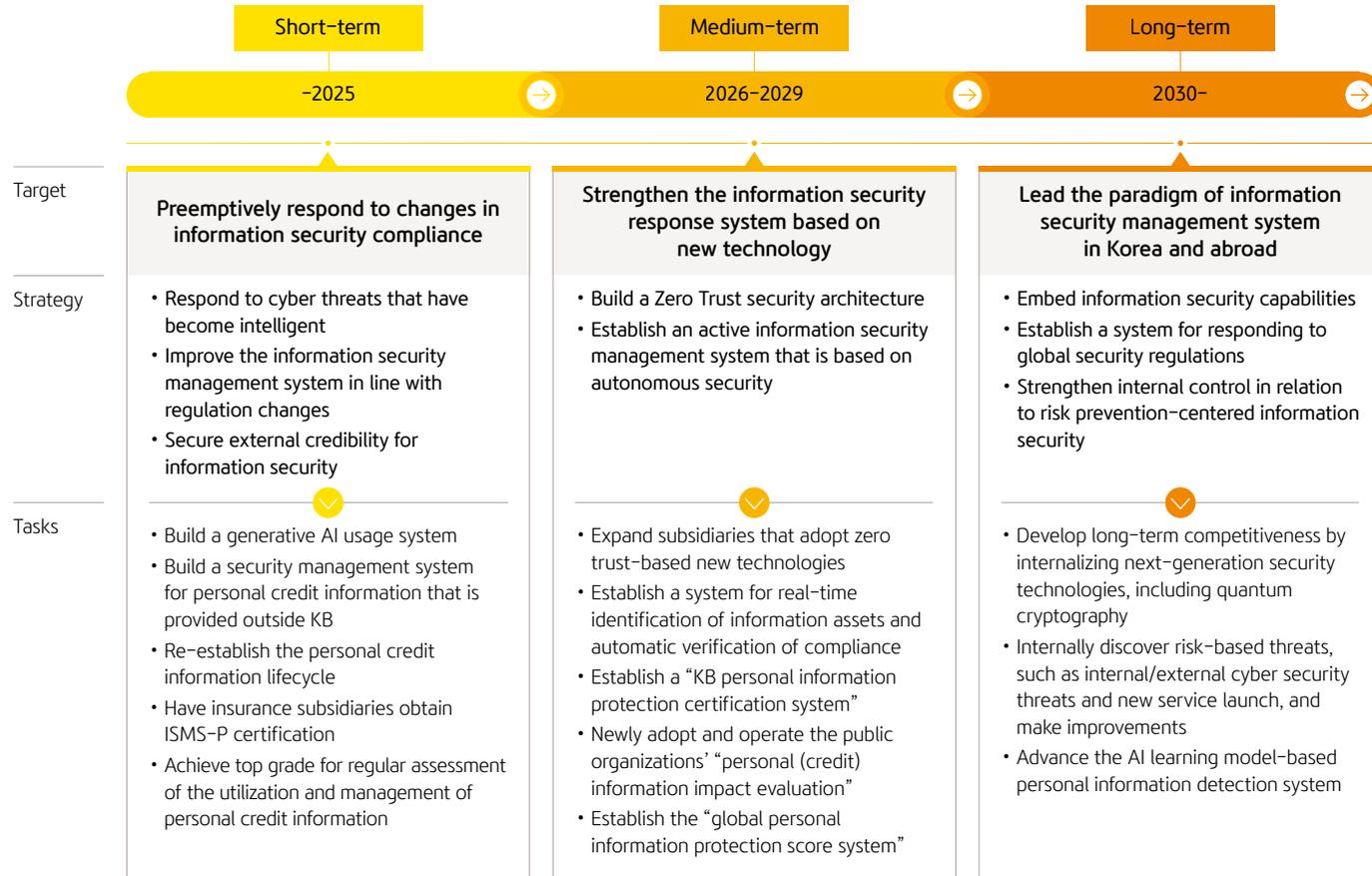
# INFORMATION SECURITY SYSTEM

KB Financial Group has established a Group-wide information security management system, and operates information security policies and internal rules that commonly apply to all subsidiaries. Directors with digital/IT expertise are members of the Group's BOD, and the Information Security Officer oversees cyber security strategies.

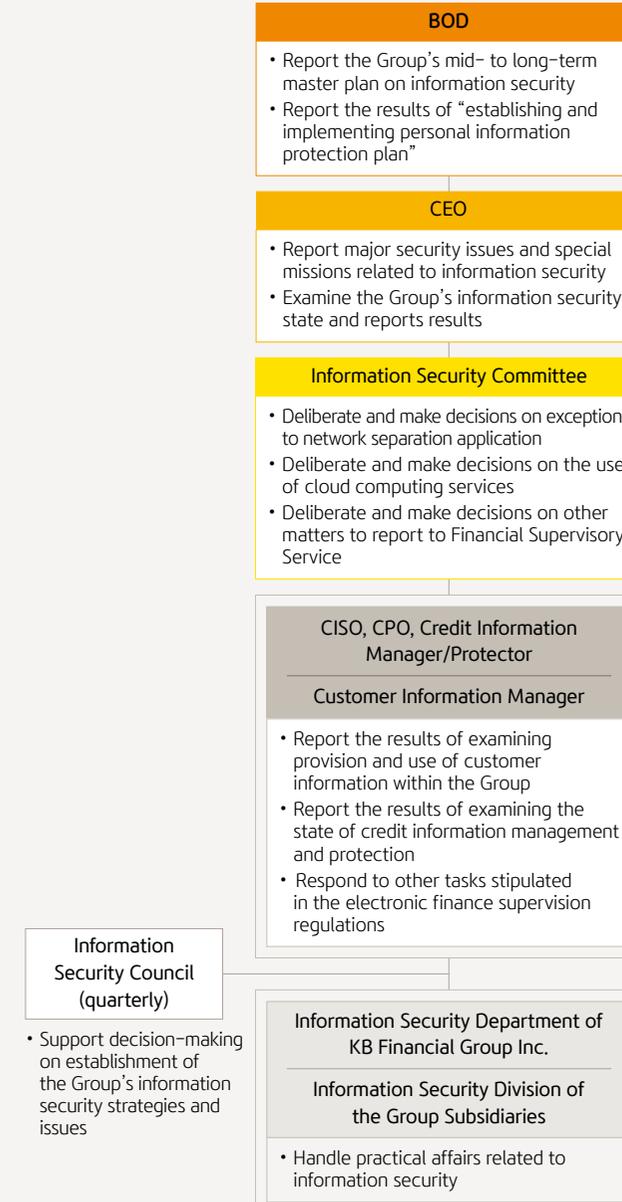
KB Financial Group's Information Security Department examines the Group's information security work and holds a council every quarter to discuss major strategies and pending issues.

Major subsidiaries also operate an organization dedicated to information security, and formed the Information Security Committee, at the center of which is the Chief Information Security Officer (CISO), to manage electronic finance and IT security. Important matters are regularly reported to the CEO and BOD after deliberation/decision. The roles of the CISO and Chief Information Officer (CIO) were separated to ensure independence. KB Kookmin Bank's CISO serves as both Chief Privacy Officer (CPO) and credit information manager/protector, resulting in increased expertise.

## Mid- to long-term roadmap for information security



## Information protection decision-making organizational structure



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# INFORMATION SECURITY SYSTEM

## Information Security Policy

KB Financial Group establishes regulations and guidelines in compliance with personal information protection and IT information security laws, and reflects revised regulatory matters. Based on the “Information Security Operational Policy,” the highest level of regulations, we examine such detailed guidelines as the “Personal Information Management Policy,” “Customer Information-Handling Policy,” and “Credit Information Usage System,” and all customer information is managed according to the “Privacy Policy.”

KB Financial Group does not process personal information in excess of the original scope for a third party without the respective customer’s prior consent, and does not lend, sell, or provide information to a third party. Personal information is provided to a third party only within the scope allowed by relevant laws. In case of consignment, we receive customer consent through a security management agreement and strictly observe security standards. Customers can demand perusal, change, and deletion of personal information anytime. Collected information is used only for legal purposes, such as internal credit risk management. Personal information whose purpose was accomplished is immediately destroyed, and the entire process is implemented in accordance with a strict security process.

 [Personal Information Management Policy](#)

 [Customer Information-Handling Policy](#)

 [Credit Information Usage System](#)

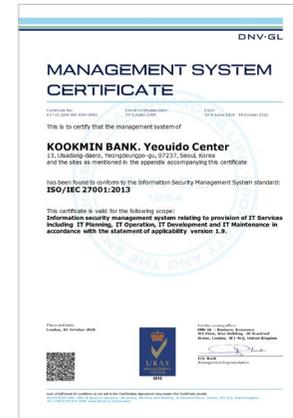
 [KB Kookmin Bank’s Privacy Policy](#)

## Acquisition of Information Security Certification

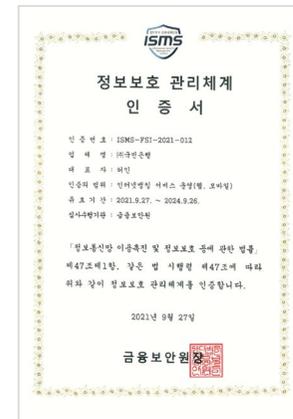
KB Financial Group and our major subsidiaries undergo regular reviews by domestic and international certification bodies, acquire certifications for information security and personal information protection management systems, and thus maintain a global-level security framework

### Status of information security certifications

Information security certification	Certified status
ISMS	Information security management system certification KB Financial Group Inc., KB Kookmin Bank, KB Insurance
ISMS-P	Information security and personal information protection management system certification KB Kookmin Bank, KB Securities, KB Kookmin Card, KB Capital
ISO 27001	International standard for information security management system KB Kookmin Bank, KB Securities, KB Kookmin Card
ISO 27701	International standard for personal information protection management system KB Kookmin Bank, KB Kookmin Card
APEC CBPR	Cross-border privacy rules (CBPR) jointly developed by APEC member economies KB Kookmin Bank
PCI DSS	Payment card industry data security standard KB Kookmin Card



KB Kookmin Bank  
ISO 27001 certification



KB Kookmin Bank  
ISMS certification

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# INFORMATION SECURITY RISK MANAGEMENT

## Information Security Incident Response

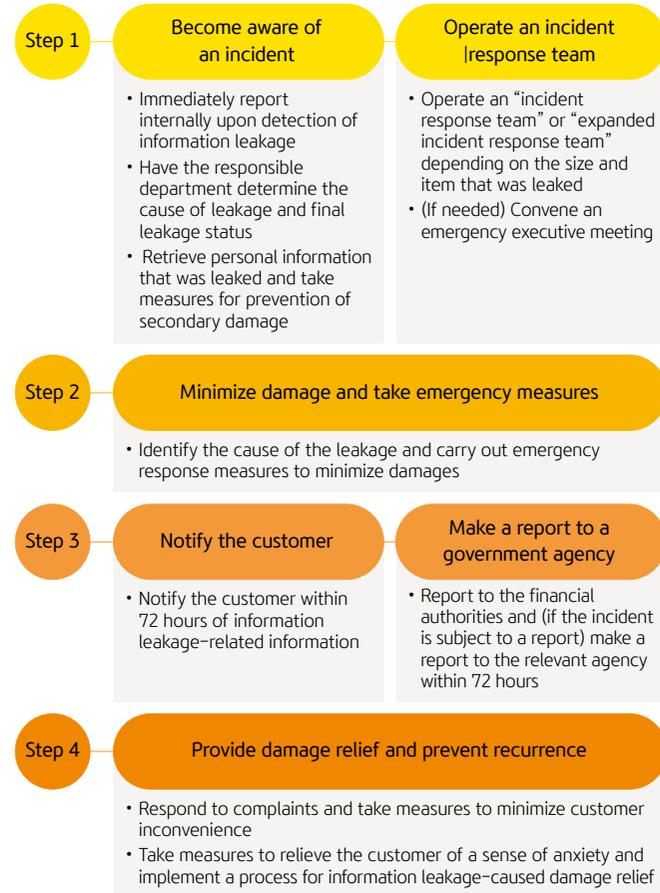
Based on the “personal information leakage response manual,” KB Kookmin Bank promptly responds to information security incidents and strives to prevent the spread of damage. KB Financial Group also purchased a liability insurance policy on personal information protection in preparation for leakage incidents.

## Information Security Vulnerability Assessment

KB Financial Group conducts a vulnerability analysis and assessment of electronic financial infrastructure every year in accordance with “information protection guidelines.” We identify and categorize all information assets and measure their importance levels, through which we choose inspection targets and analyze and assess vulnerability. Based on the results of analyzing the internal status and evaluating the level, we establish protection measures and execution plans. We comprehensively examine whether the protection measures were executed and whether personal information violation-related leakage incidents occurred to evaluate the effectiveness of risk management activities. Execution plan implementation results are reported to the CISO and the CEO.

As a result of implementing protection measures for information assets and conducting risk management activities, there have been no personal information leakage incidents in the past three years. We also regularly and frequently examine vulnerability of websites, apps, and major systems, and also conduct mock hacking response training twice a year.

KB Kookmin Bank’s personal information leakage response process



Process for vulnerability analysis and assessment of electronic financial infrastructure



## Information Security Inspection

Based on an information protection compliance checklist and inspection standards on provision and use of customer information, KB Financial Group checks all subsidiaries’ compliance with laws every year. The quarterly status is reported to the board of directors, and the management status of personal credit information is regularly inspected and submitted to supervisory authorities.

External verification of KB Kookmin Bank’s information protection

Verification agency	Verified content	Verification cycle
Financial Services Commission	Analyze and evaluate electronic financial infrastructure vulnerability, establish protection measures for major information and communication infrastructure	Annually
Financial Supervisory Service	Inspect vulnerability of public websites, report the results of an internal security review	Biannually, As needed
Korea Financial Telecommunications & Clearings Institute	Inspect security vulnerability of open banking service	Every 2 years
Financial Security Institute	Inspect security vulnerability of MyData service	Annually

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# INFORMATION SECURITY ACTIVITIES

## Establishment of an Information Security Infrastructure

KB Kookmin Bank is adopting a “zero trust security architecture” that verifies internal users and even devices, going beyond the previous approach of blocking outside intrusion. To this end, the Bank has been implementing plans by step since 2023. It participated in a zero trust pilot project organized by the Ministry of Science and ICT and Korea Internet & Security Agency (KISA) in 2024, and successfully verified a security certification model in the cloud environment. In 2025, it plans to steadily advance financial security by advancing the zero trust policy and expanding the subsidiaries to which it is applied.

**KB Kookmin Bank’s information security-related investments and personnel**

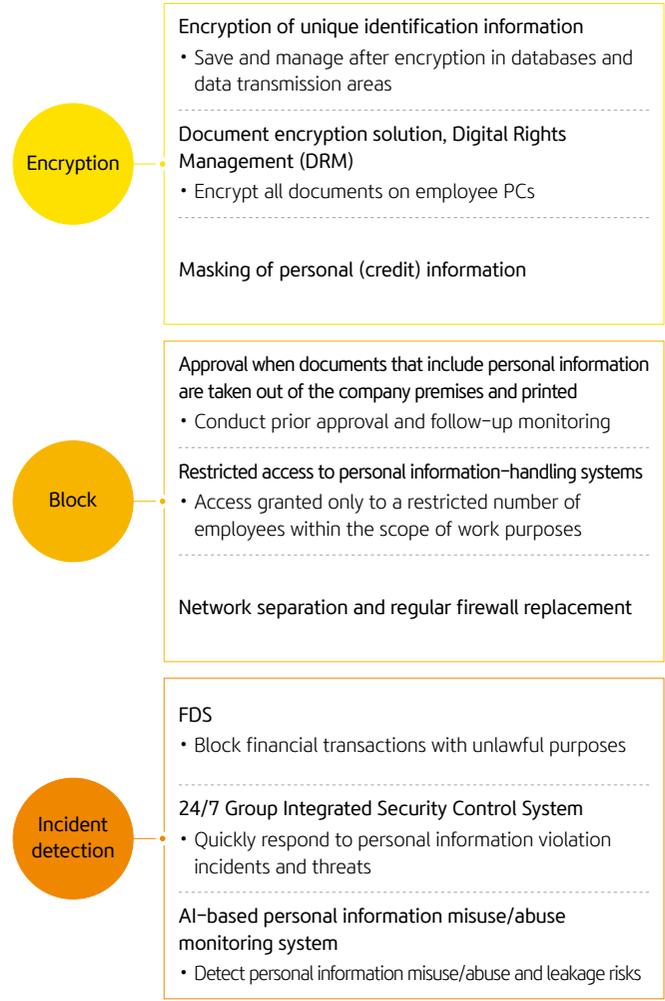
**KRW 42.1 billion**  
Investment in the information security sector

**7.4%**  
Percentage of information security investment against overall IT investment

**97.5 persons**  
Personnel in the information security sector

**5.1%**  
Percentage of information security personnel against overall IT personnel

### KB Financial Group’s personal information protection environment



## Employee Training on Information Security

KB Financial Group provides information security training to all employees on a half-yearly basis. We provide various information security training programs that are specialized by position and job. We reflect the violation of information security regulations as an indicator in employee KPI evaluation so that KPI points are taken away in case of any breaches, for the purpose of thorough review and disciplinary actions.

We also hold the “KB HackCon,” which is an internal vulnerability-finding competition, at the Group level, and run the Information Security Technology Lab to encourage employees’ voluntary development of information security capabilities.

### Status of information security training by position and job

Target	Training hours	Training content
All employees (including contract workers)	6 hours or more	<ul style="list-style-type: none"> <li>Cyber training on information security</li> <li>Monthly information security training</li> <li>Monthly campaign for personal information file minimization</li> </ul>
Executives	3 hours or more	<ul style="list-style-type: none"> <li>Group security technology and policy seminar</li> </ul>
CISO	6 hours or more	<ul style="list-style-type: none"> <li>Outside organization training/seminar/conference</li> </ul>
Employees in charge of IT	9 hours or more	<ul style="list-style-type: none"> <li>Information security training to help them earn certificates</li> </ul>
Employees in charge of information security	12 hours or more	<ul style="list-style-type: none"> <li>Special lecture by an information security expert</li> <li>Training to comply with information security laws in relation to entrustment of personal information processing</li> </ul>

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\* Based on a notice made to the Ministry of Science and ICT (MSIT) in 2024

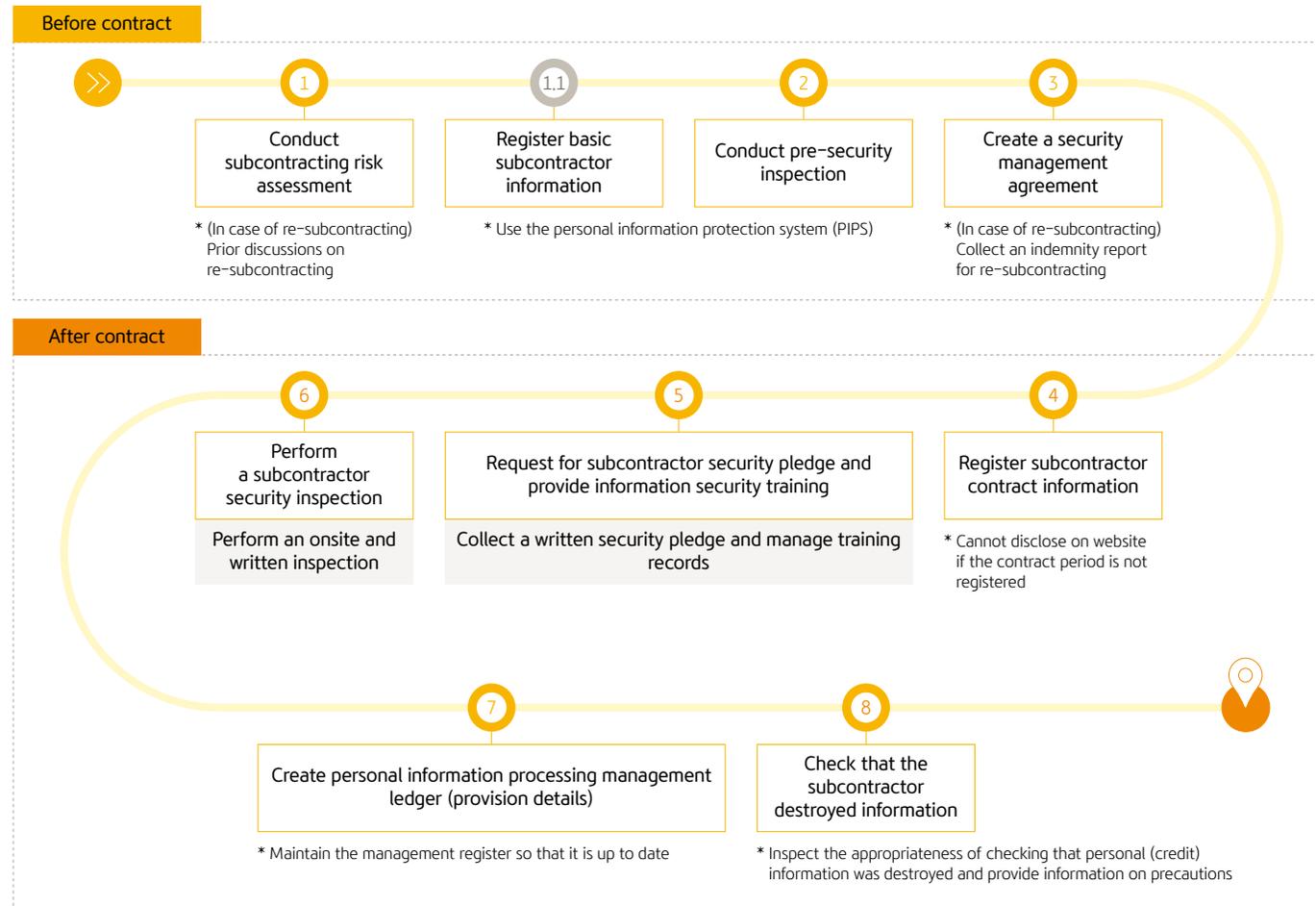


# INFORMATION SECURITY ACTIVITIES

## Security Inspection and Training for Subcontractors

KB Financial Group signed a security management agreement that includes technical measures to protect personal information processing information, physical security such as entry control, and administrative procedures. We also provide regular training and conduct onsite inspections on subcontractors. If a vulnerability is discovered in the inspection process, we assign an improvement period and re-examine whether measures are complete, after which a report is made to the BOD.

### KB Kookmin Bank's subcontractor security management process



### Status of security inspection and training for subcontractors

Category	Key content
Security inspection	<ul style="list-style-type: none"> <li>• Conduct a joint inspection of the Group's common personal information-processing subcontractors</li> <li>• Conduct an onsite/written inspection of customer information subcontractors once a year</li> <li>• Conduct periodic security inspections on suppliers, including customer counseling centers and loan soliciting companies</li> </ul>
Security training	<ul style="list-style-type: none"> <li>• Provide joint training on compliance with information security laws to the Group's common personal information-processing subcontractor employees</li> <li>• Establish an annual training plan for subcontractor employees and provide personal credit information training</li> </ul>

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# Respect for Human Rights



KB Financial Group acknowledges human rights as a key element of sustainable growth, and thus protects the dignity and rights of all stakeholders. Furthermore, we actively promote a culture of respect for human rights through proactive communication.

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Acquisition of the  
international standard

**ISO 45001** Health and Safety  
Management Systems

(KB Securities)

Employee union membership rate

85.6% → 92.3%

**6.1%p** ↑ year-on-year

(KB Financial Group)

Number of employee grievance cases  
received

**9.8%** ↓ year-on-year

(KB Financial Group)



# HUMAN RIGHTS MANAGEMENT SYSTEM

In 2016, KB Financial Group declared that we would implement human rights management to protect and promote the human rights of all stakeholders, including customers, employees, shareholders and investors, suppliers, and local communities, and disclosed our human rights policy. In 2021, we joined the “United Nations Global Compact (UNGC),” and have since supported its ten UNGC principles in relation to human rights, labour, environment, and anti-corruption. Our human rights policy reflects major international standards and laws in Korea and abroad, including the Universal Declaration of Human Rights, UN Guiding Principles on Business and Human Rights, and ILO Constitution.

 KB Financial Group Human Rights Policy

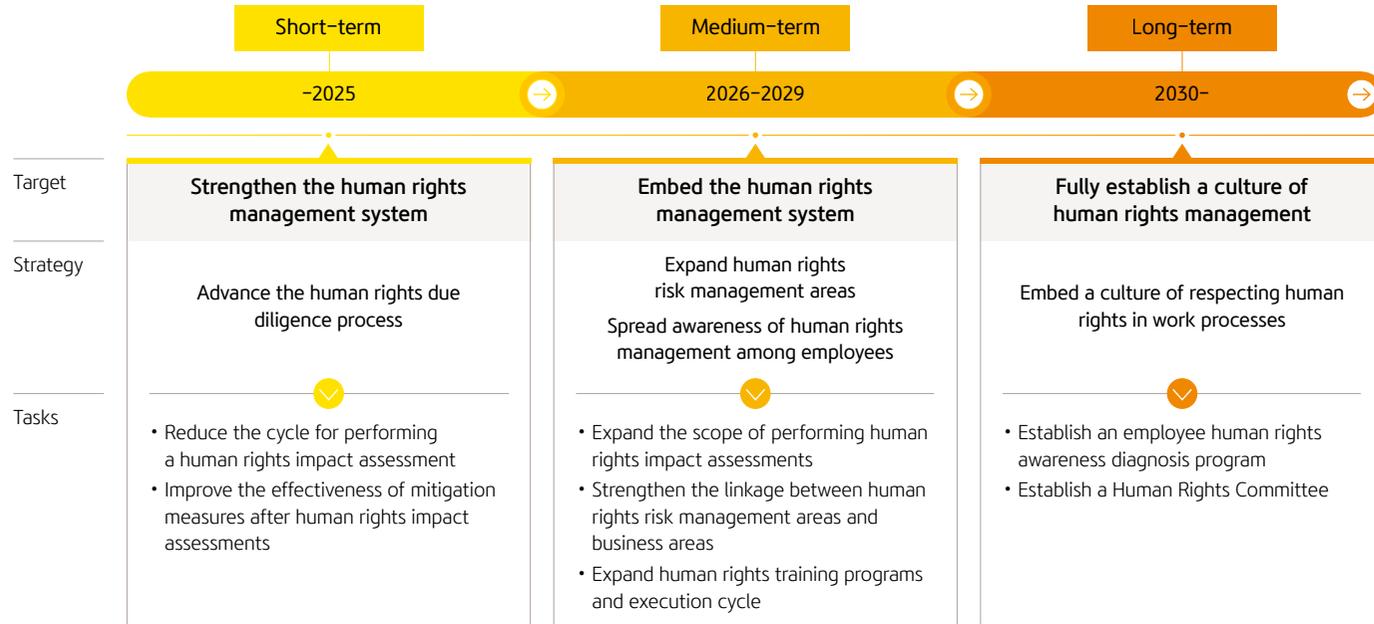
## Human Rights Management Process

Based on a process for managing human rights management that is in line with our human rights policy, we manage the Group’s human rights risks. We continually monitor risks that are inherent in overall corporate activities and implement improvement measures, after which we transparently disclose the results.

## Mid- to Long-term Human Rights Management Goals

KB Financial Group has established mid- to long-term goals of human rights management and continues to monitor whether the goals are achieved. We set tasks that are based on the human rights risk management scope and items for phased implementation of our mid- to long-term roadmap, and plan to progressively expand activities to spread the culture of respecting human rights.

### Mid- to long-term roadmap for human rights management



### Human rights management process



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# HUMAN RIGHTS RISK MANAGEMENT

## Human Rights Impact Assessment

KB Financial Group performs regular human rights impact assessments as part of our human rights management investigation process, and examines human rights risks and derives major improvement tasks. Based on the assessment results, we implement risk mitigation activities after discussions by department, and the results are used to monitor the effectiveness before/after the activities.

### Human rights impact assessment process



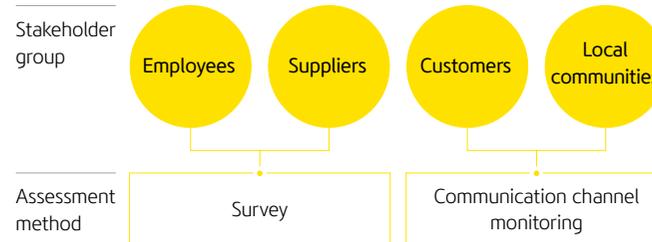
### STEP 1 Establish a plan

#### Define human rights management areas

Non-discrimination in employment	Child labor
Forced labor	Assurance of industrial safety
Freedom of association and collective bargaining	Establishment of a human rights management system
Responsible supplier management	Guarantee of environmental rights
Protection of consumer's human rights	Protection of basic human rights in the workplace

#### Select stakeholder groups

Identify the groups by including workers engaging in emotional labor (supplier workers), women, children, migrant workers, and local community residents (indigenous people), who are the potentially vulnerable



### STEP 2 Conduct an assessment

#### Assessment outline

- Time of assessment: December 2024
- Scope of assessment: All business sites in Korea of KB Financial Group (employees, suppliers)

#### Assessment results

The results of a human rights impact assessment that was carried out on all business sites of KB Financial Group indicate that employees and suppliers have a positive view of all 10 human rights management areas.

The results of implementing detailed mitigation/relief measures for major human rights issues that were derived from a past human rights impact assessment indicate a high improvement rate in responsible supplier management and guarantee of environmental rights, thus proving effectiveness of the measures.

The most vulnerable areas in relation to human rights risk are protection of basic human rights in the workplace, non-discrimination in employment, and establishment of a human rights management system. The most vulnerable targets in relation to human rights risk are new hires and customer service employees.

We have identified human rights management areas with relatively low positive response rates or high negative response rates based on evaluation results and are promoting detailed implementation tasks to mitigate human rights risks.

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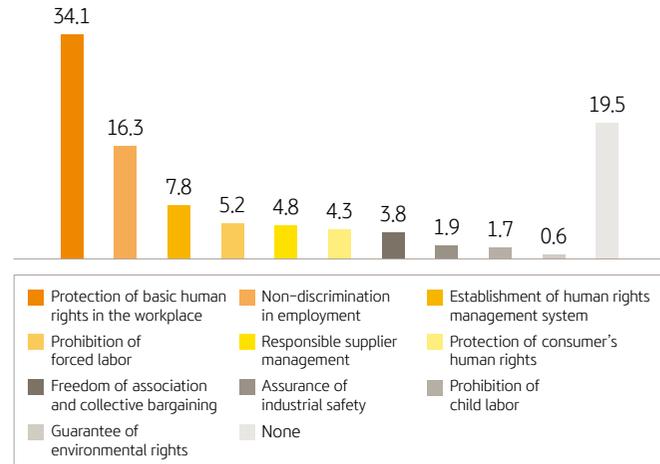
# HUMAN RIGHTS RISK MANAGEMENT

Human rights impact assessment results



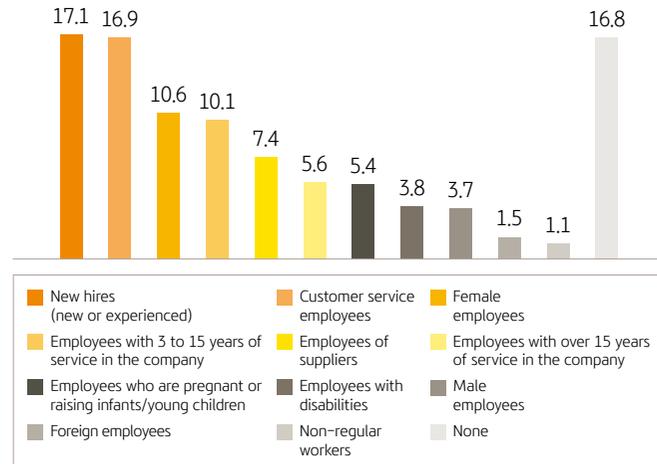
Vulnerable areas of human rights risk

What do you think are the human rights areas where violations are most frequent or likely to occur?



Vulnerable targets of human rights risk

Which group do you think experiences the most frequent human rights violations or is most likely to experience them?



Identification of human rights risks and development of improvement tasks



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# HUMAN RIGHTS RISK MANAGEMENT

## Human Rights Risk Management Activities

### Human Rights Risk Mitigation Measures

KB Financial Group identified human rights risks in key human rights management areas derived from the human rights impact assessment and implemented mitigation measures accordingly.

#### Mitigation measures and effectiveness evaluation

Major human rights management areas	Mitigation measures	Subsidiary	Effectiveness evaluation
Protection of basic human rights in the workplace	Designate in-house grievance counselors (workplace sexual harassment and non-sexual harassment)	All subsidiaries	<ul style="list-style-type: none"> <li>9.8% reduction in the number of cases of employee grievances received</li> <li>15.4% reduction in the number of cases of workplace discrimination and harassment received</li> <li>Achieved the employee engagement<sup>1)</sup> target for 2024 (Target: 85 points, Result: 86 points)</li> </ul>
	Provide on-demand training on the prohibition of workplace sexual harassment and bullying to branches requesting such education	KB Kookmin Bank	
	Reduce PC-OFF time and set system restrictions on overtime work registration for pregnant employees	KB Kookmin Bank	
Freedom of association and collective bargaining	Operate the "returnee program" to support work adaptation for employees returning from parental leave	KB Kookmin Bank	<ul style="list-style-type: none"> <li>Ratio of women's wage against men's wage: 100%</li> <li>Retention rate of employees who have worked for more than 12 months after returning from parental leave: 96.6%</li> </ul>
	Expand operation of the spouse maternity leave, childcare leave, reduced work hours for pregnant employees, and break for fertility treatment	KB Insurance KB Kookmin Card	
	Expand subsidiaries that implement blind hiring	KB Kookmin Bank KB Securities KB Insurance KB Kookmin Card KB Life Insurance	
Freedom of association and collective bargaining	Regularly operate labor-management communication channels and implement periodic/ad-hoc communication between the CEO and labor union chairman	All subsidiaries	<ul style="list-style-type: none"> <li>Increase in employee union membership rate (2023: 85.6% → 2024: 92.3%)</li> <li>Operate the flexible working hours system and adopt the selective working hours system through a labor-management agreement</li> <li>Raise child support funds through a labor-management agreement (KB Kookmin Card)</li> </ul>
	Operate the "Drawing Harmony Together with Labor and Management," a joint labor-management activity brand	KB Kookmin Bank KB Kookmin Card	
	Complete labor-management relations training that is organized by the Korea Labor Institute	KB Kookmin Card	

\* Implemented remediation actions for sites of operations (33.3%) and suppliers (16.3%) where risks have been identified

<sup>1)</sup> Employee engagement evaluation: 100% of the employees participate in an employee engagement evaluation every year that is based on factors we deem to have a high correlation with employee engagement, such as job satisfaction level, sense of purpose towards work, and sense of happiness and stress from work life

### Stakeholder Communication

KB Financial Group continually manages human rights risks that may arise by stakeholder, including employees, suppliers, customers, and local communities, by using various communication channels. We constantly examine human rights risks, implement mitigation/improvement tasks for risk mitigation, and monitor effectiveness.

#### Performance of major communication channels by stakeholder

stakeholder	Performance of major communication channels	Subsidiary
Employees	Labor-management communication channel (Labor-Management Council, Labor-Management Meeting): 4 times	KB Kookmin Bank
	Grievance handling system: No. of cases received and handled: 120 cases	
	Employee engagement assessment: 86 points Human rights survey: Conducted in Dec. 2024	KB Financial Group (common)
Suppliers	IT supplier meeting: 2 times	KB Securities
	Meeting with receipt/audit companies: 12 times Meeting with field investigation companies: 2 times	KB Insurance
Customers	Human rights survey: Conducted in Dec. 2024	KB Financial Group (common)
	Customer satisfaction survey: 79 points in the NCSI Customer complaint channel: 8,469 cases received and handled	KB Kookmin Bank KB Financial Group (common)
Local communities	KB Miso Foundation: 1,174 loan cases	
	KB Foundation: 297 beneficiaries	
	KB SOHO Consulting Center: 12,836 cases of consulting provided	KB Kookmin Bank
	KB Innovation HUB Center: 301 KB Starters startup support partners	

\* As of 2024

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# HUMAN RIGHTS RISK MANAGEMENT

## Grievance Handling System

KB Financial Group operates a grievance handling system to protect our employees. When grievances related to employee human rights are received, the group conducts consultations with relevant departments and interviews with the individuals involved to verify the facts, and responds with the results within 10 days. We guarantee strict confidentiality of the reported matter and implement victim protection measures, such as preventing any personnel management-related disadvantages. The Grievance Handling Center, if necessary, deploys a practical employee protection system, such as making personnel changes, through consultation with the relevant department.

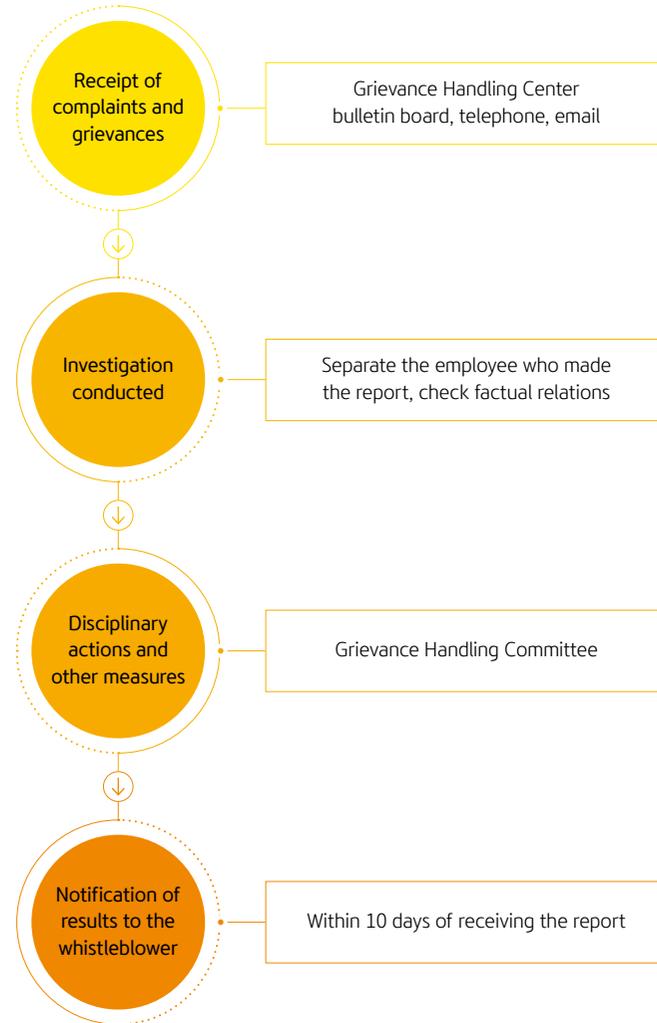
Please refer to page 148 of this report for cases of receipt and handling of employee human rights-related grievances.

## Prevention of Workplace Sexual Harassment, Bullying, and Discrimination

KB Financial Group has enacted the “Statement on the Prevention of Workplace Sexual Harassment, Non-Sexual Harassment, and Discrimination” and operates various report channels. In addition, to prevent discrimination and harassment in advance, training on prevention of workplace harassment and compulsory training on sexual harassment prevention are provided at least once a year for all employees.

 [Statement on the Prevention of Workplace Sexual Harassment, Non-Sexual Harassment, and Discrimination](#)

Grievance handling process



## Protection of Emotional Labor Workers

KB Financial Group proactively protects our customer service employees by addressing problematic consumer behaviors in accordance with our customer service manual and response processes. Furthermore, we provide counseling and various healing programs to manage the stress of customer service employees.

### Customer service employee protection programs

Subsidiary	Major programs
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Operate the “Guidelines on Customer-facing Employee Protection” and provides regular training on preventing health/hazards</li> <li>Operate the Grievance Handling Center for customer-facing employees</li> <li>Provide psychological counseling centers and psychological stability content, connect with medical institutions and support expenses when necessary</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Operate its own “Customer Service Employee Protection Committee”</li> <li>Run a healing center for customer-facing employees</li> <li>Install body cameras to protect customer service employees in the field</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Install CCTVs to protect customer service workers in the field</li> <li>Have established and operate the “Standards on Customer Service Worker Protection Measures”</li> <li>Provide counseling and therapy support by linking with external psychological counseling agency—EZNwellness</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Operate a call center employee service process for problematic behavior customers</li> <li>Apply ARS message prohibiting verbal abuse towards customer service staff</li> <li>Operate a worker psychological counseling support program—Employee Assistance Program (EAP)</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Have amended the customer service employee protection manual and provide training</li> <li>Provide psychological treatment and healing programs—HUGMOM Counseling, EZN wellness</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Provide a psychological counseling program for customer service employees</li> </ul>

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# HEALTH AND SAFETY MANAGEMENT

## Health and Safety System

### Health and Safety Management System

Each subsidiary of KB Financial Group has the BOD or top management as the top decision-making body for health and safety policy. They established the “Occupational Health and Safety Committee” and “Health and Safety Council,” which are organizations dedicated to health and safety management, and appointed a health and safety management supervisor.

KB Kookmin Bank’s health and safety management organization



### Health and Safety Management Plan

KB Financial Group established the “Group Goals and Management Guideline for Occupational Health/ Safety” that is applied to all stakeholders, including employees, customers, suppliers, and partner companies. KB Kookmin Bank publicly discloses its “Safety and Health Management Policy/Objectives,” approved by the Bank CEO, and all subsidiaries annually establish a “Basic Plan for Industrial Safety and Health Management,” being implemented after board approval. The Plan stipulates the role of the health and safety management organization and the elimination of hazards/risks identified through risk assessments as well as the establishment/ implementation of improvement measures. In particular, to actively collect opinions from workers while establishing a plan, it is stipulated in the “Occupational Health and Safety Management Regulations” that prior discussions be held with labor unions through the Occupational Health and Safety Committee.

KB Kookmin Bank’s Safety and Health Management Policy/Objectives

### Establishment of Health and Safety Targets and Monitoring

Each subsidiary of KB Financial Group establishes its health and safety goal and priority based on the Group Goals and Management Guidelines for Occupational Health and Safety and evaluates achievement levels every year. Major subsidiaries establish health and safety goals, including the number of accidents and occupational accident rate, and monitor year-on-year changes.

## ISO 45001

Obtained the ISO 45001 Certification—international standard for occupational health and safety management system (KB Kookmin Bank - June 2023, KB Securities - March 2024)

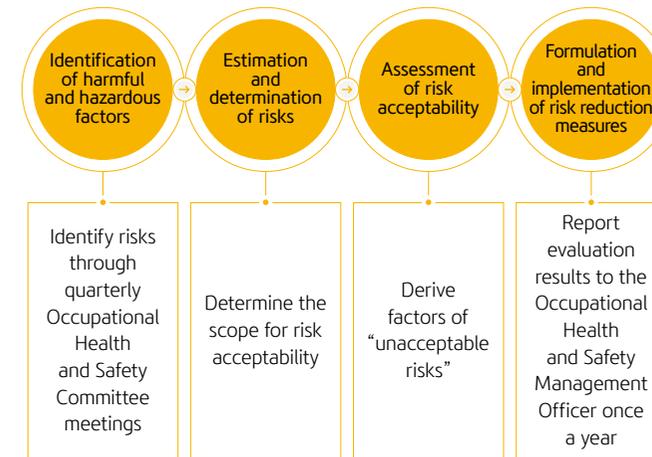
## Health and Safety Risk Management

### Health and Safety Risk Assessment

KB Financial Group conducts health and safety risk assessments in accordance with the basic plan on occupational health and safety management. This assessment is carried out by the Head of the Health and Safety Department based on the risk assessment manual. We provide training before a risk assessment to share assessment details and the importance with employees.

To address the hazards/risks that were derived as a result of a risk assessment in 2024, we carried out an environmental improvement project for old business sites and improved the work environment of emotional workers. In the process of conducting the environmental improvement project, we secured safety with priority and achieved “zero” safety accidents.

### Health and safety risk assessment process



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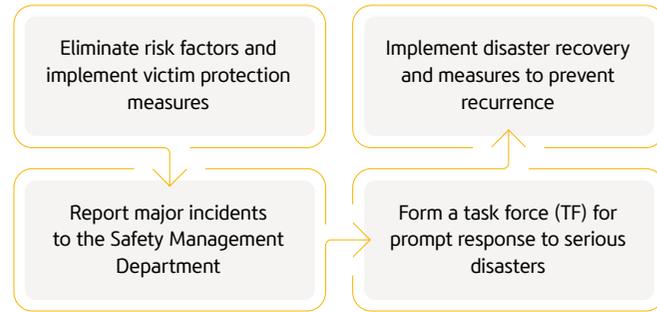


# HEALTH AND SAFETY MANAGEMENT

## Serious Industrial Accident Response System

Major subsidiaries, including KB Kookmin Bank, have established a response system for serious industrial accidents, and also established and are executing a “Response Manual for Serious Industrial Accidents.”

### Serious industrial accident response process



## Business Continuity Plan

KB Financial Group has established a business continuity plan (BCP) and carries out semi-annual mock trainings and emergency evacuation drills to recover core businesses in case business activities are suspended due to accidents and disasters. Before establishing the BCP, KB Kookmin Bank conducts a business impact analysis (BIA) to identify the qualitative/quantitative impact that can be caused by business stoppage and resources, based on which it sets the recovery priority of unit businesses by department and recovery time objective (RTO). During mock trainings, recovery and operability of all systems including management information system, Basel system, and Cloud system, etc are tested to ensure information security of the Group. Additionally, the Bank conducts simulation training to verify the feasibility of business recovery at alternative workplaces or dispersed locations, and has strengthened the crisis response management system for overseas branches.

### Serious industrial accident response activities

Subsidiary	Key activities
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Form a serious accident response system organization beforehand for each department and branch (Situation Management Team, Emergency Aid Team, Restoration Support Team) in accordance with the “KB Kookmin Bank Serious Accident Response Manual”</li> <li>Provide regular education and training semiannually</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Check the compliance of obligations set forth in the “Serious Accidents Punishment Act” semiannually</li> <li>Create the “Response Manual for Serious Industrial Accidents”</li> <li>Purchase a serious corporate accident liability insurance policy</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Form an internal fire brigade per department and branch (hose team, transfer team, evacuation team)</li> <li>Perform emergency drills semiannually</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Establish/amend the “Detailed Rules on Operation of the Serious Accident Management System”</li> <li>Conduct a joint fire drill once a year with the fire station that has jurisdiction over where headquarters is located</li> </ul>

## Health and Safety Management Activities

KB Financial Group provides training to enhance employees’ awareness on health and safety and reduce related incidents. The health and safety management supervisor completes job training regarding health and safety, and workers who handle harmful or dangerous work complete accident-related special training. In 2024, KB Kookmin Bank and KB Kookmin Card provided risk assessment, serious accident response, and CPR training.

KB Financial Group is also committed to supply chain safety and health management activities. When signing contracts with service providers and contractors, KB Financial Group includes whether the other party has the ability and technology to prevent incidents to secure workers’ health and safety as major contract terms and has standards and processes in place to conduct a relevant evaluation.

### Supply chain health and safety management activities

Subsidiary	Key activities
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Specify the qualifications of subcontractors regarding health and safety in its work manual</li> <li>Conduct site inspections and operate relevant consultative groups so that contract-based workers are not exposed to industrial accidents</li> <li>Hold on-site briefings for major projects of facility construction suppliers</li> </ul>
KB Insurance KB Life KB Real Estate Trust	<ul style="list-style-type: none"> <li>Conduct a weekly worksite patrol inspection, hold a monthly “health and safety council” meeting, and conduct a quarterly joint safety inspection</li> <li>Implement occupational accident prevention activities for customer service employees</li> <li>Assess health and safety levels when signing a contract with a supplier</li> </ul>
KB Asset Management	<ul style="list-style-type: none"> <li>Establish and operate a health and safety management manual and procedure</li> <li>Hold health and safety briefing sessions at business sites targeted for investment, including real estate and REITs</li> <li>Inspect the safety establishment status of infrastructure investment business sites and support the health and safety management system</li> </ul>

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# Human Resources Management



KB Financial Group has adopted the “cultivation of world class talent” as our talent management strategy and strives to realize the Group’s vision through the acquisition and development of outstanding talent, fair compensation, and the creation of an inclusive organizational culture.

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Korea Human Resources Development  
Awards

**Overall  
Grand Prize** Winner for  
2 consecutive years

(KB Kookmin Bank)

Obtained the international standard  
on guidelines for human capital  
reporting

**ISO 30414** First in the  
Korean financial industry

(KB Financial Group)

Ratio of female deputy branch  
managers

(As of the end of January 2025)

**22.2%** Early achievement of the  
KB Diversity 2027 target of 20%

(KB Kookmin Bank, KB Securities, KB Insurance,  
KB Kookmin Card, KB Life Insurance)

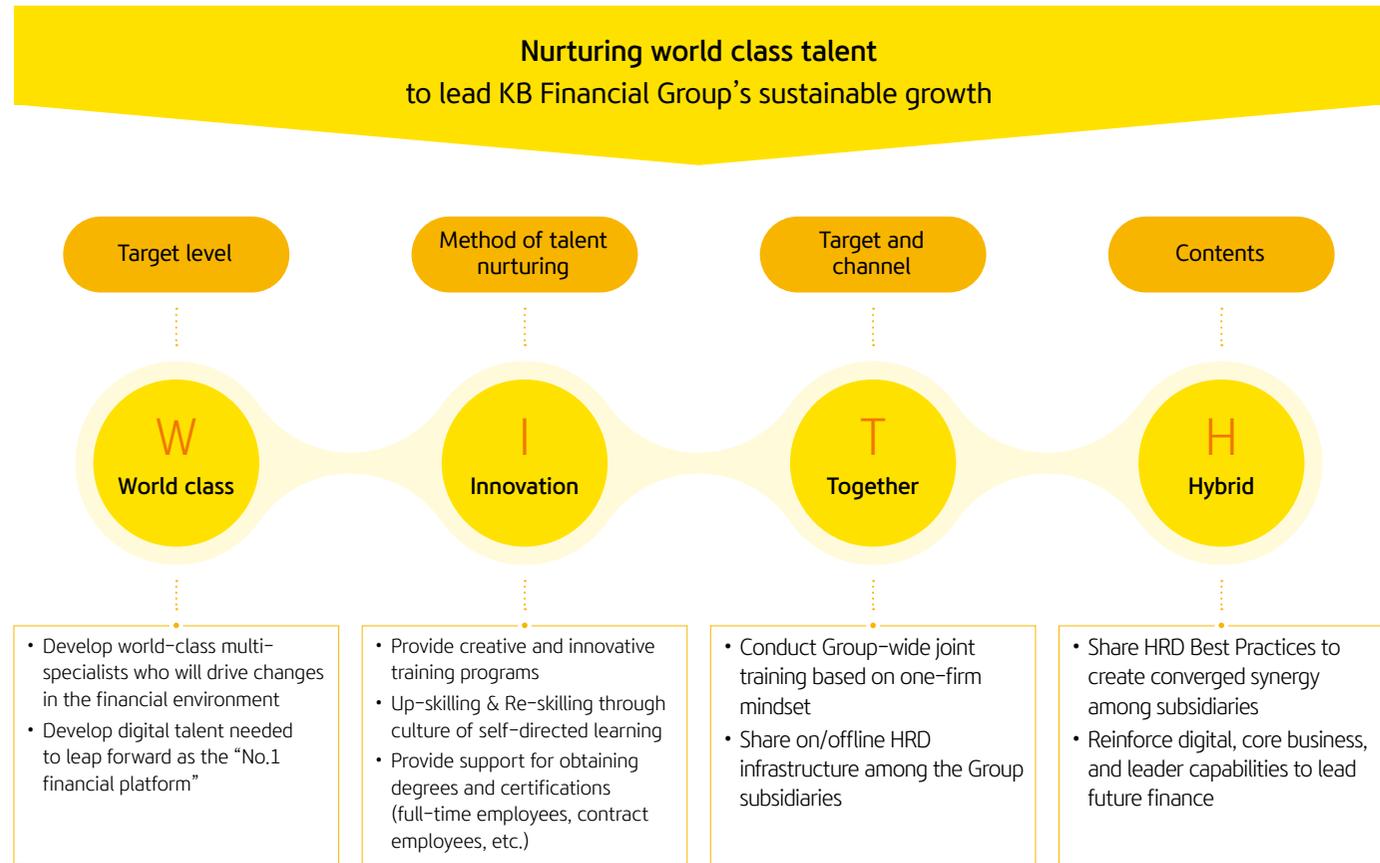


# SECURING AND NURTURING TALENT

## HRD Strategy

KB Financial Group has established “W.I.T.H.,” our human resources development (HRD) strategy, and is striving to nurture talents who will lead sustainable growth. This not only supports the growth of individual employees, but also strengthens our core asset—human capital—and ultimately contributes to enhancing corporate value.

### W.I.T.H—HRD strategy

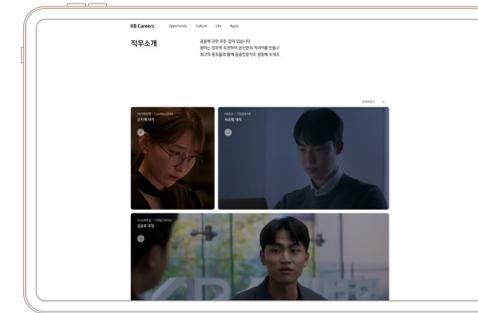


Based on One-firm Mindset

## Talent Acquisition

KB Financial Group operates ongoing recruitment for specific job positions as well as specialized professional roles. When hiring new employees, we observe blind hiring principles to provide fair opportunities. Most of KB Financial Group’s overall overseas network employees, including overseas subsidiaries and branches, are local personnel to implement strict localization strategies.

In accordance with our talent pipeline development strategy, we regularly forecast mid- to long-term personnel demand of headquarters departments and domestic and overseas branches, based on which we determine the hiring size per year and establish a personnel operation plan by job function/job group to systematically manage the talent pool. We set detailed talent-nurturing goals to respond to new changes in the financial environment, such as AI, and choose talents who are in line with the job-specific capabilities for connection with actual personnel placement. By doing so, we are advancing the sustainable talent recruitment and nurturing system that can preemptively respond to future financial environment changes.



KB Recruitment Website - KB Careers

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# SECURING AND NURTURING TALENT

## Employee Training

### Customized Training by Position

KB Financial Group implements customized training by position in order to help our employees build capabilities relevant to their positions.

#### Management

KB Financial Group provides leadership training programs for management that are specialized for different target groups, thereby enhancing employees' leadership skills.

Leadership training programs for management

Program name	Target	Training content
FGC (Future Group CEO Course)	Group CEO candidates	Strengthen leadership and CEO skills, including providing expert advice per area
EMC (Existing Management Course)	Incumbent executives	Foster subsidiary CEOs through expert forums and external university-affiliated executive programs
NMC (New Management Course)	New executives	Conduct group training and coaching based on leadership diagnosis results, and provide compliance/risk education
FMC (Future Management Course)	Prospective executives	Special lectures on MBA and business insight, leadership skill diagnosis, etc.
KB Leaders Academy	All executives of the Group	Training to strengthen the business area capabilities of the Group management, including AI and financial accounting

#### Management Positions

KB Kookmin Bank provided "Value-up training" to 2,131 employees, including 159 new deputy branch managers, to strengthen their organizational management and leadership capabilities and support effective branch operations. In addition, the "Jump-up Course" was provided to 634 Heads of Regional Head Office/General Managers/department heads at headquarters in 2024 with the goal of setting the right leadership direction and strengthening field communication.

KB Kookmin Bank's Value-up training

Target	Content	No. of trainees
Newly appointed deputy branch heads	Provide support to help employees understand their new roles as a leader and adapt to the roles at an early stage	159
Preliminary branch managers	Develop organizational management and leadership capabilities that are needed to perform roles as branch managers	1,184
Promotion candidates	Develop organizational management and leadership skills needed to perform second-highest-level positions	
New appointment course	A mandatory course for each position to establish and support role changes associated with promotion	788
<b>Total</b>		<b>2,131</b>

#### New Hires

In 2024, KB Financial Group provided Group joint training to 254 newly hired employees. KB Kookmin Bank provides a phased onboarding program for new hires.

KB Kookmin Bank's onboarding program



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# SECURING AND NURTURING TALENT

## Job-specific Development Training Programs

KB Financial Group supports tailored job-specific training to intensively cultivate internal talent from the perspective of “fostering”—Reskill & Upskill—which enables employees to enhance their professional expertise. We provide joint training to strengthen competencies in core business areas at the Group level, and measure training effectiveness by using diverse methods after each training course ends. We implement the KB Techmap-based digital competency diagnosis program to nurture digital talents and develop IT experts in-house.

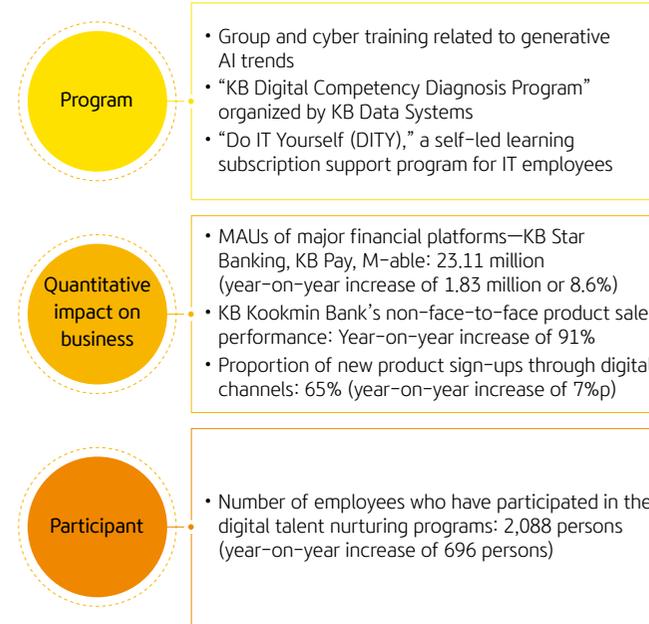
As a result of focusing on training to foster digital talents, digital-based work processes have improved to become more efficient.

Number of monthly active users (MAUs) of major financial platforms—KB Star Banking, KB Pay, M-able—increased 8.6% year-on-year from 21.28 million in 2023 to 23.11 million in 2024. Additionally, on the back of digital-based process improvements and increased efficiency, KB Kookmin Bank’s non-face-to-face product sales performance increased by 91% year-on-year as of the end of 2024. The proportion of new product sign-ups through digital channels also increased from 58% in 2023 to 65% in 2024, marking a 7%p increase.

## Major job-specific development training programs

Job classification	Content
Business talent development	<ul style="list-style-type: none"> <li>KB ACE Academy (No. of employees who have completed the training: 30,684 persons in 9 areas)                             <ul style="list-style-type: none"> <li>Strengthen job expertise in core businesses, including IB, capital market, risk, DT planning, and DT development</li> </ul> </li> <li>Program to foster specialist candidates for accounting at KB Financial Group Inc. (No. of employees who have completed the training: 100 persons)                             <ul style="list-style-type: none"> <li>Strengthen practical accounting skills</li> </ul> </li> <li>Asset Management Academy, New PB Nurturing Program, Pre-PB Program, and WM Knowledge Seminar, etc.                             <ul style="list-style-type: none"> <li>Nurture asset management experts</li> </ul> </li> </ul>
Digital talent development	<ul style="list-style-type: none"> <li>KB Data Analysis Academy (No. of employees who have completed the training: 22 employees at 8 subsidiaries)                             <ul style="list-style-type: none"> <li>Nurture financial and big data experts and establish an industry-academia cooperation network</li> </ul> </li> <li>AI Literacy Cyber Training (No. of employees who have completed the training: 1,791 persons)                             <ul style="list-style-type: none"> <li>Support knowledge and skill training in relation to generative AI trends</li> </ul> </li> <li>Soongsil University Digital Finance Innovation Course (No. of employees who have completed the training: 26 persons)                             <ul style="list-style-type: none"> <li>Early nurturing of experts in each digital area, including digital marketing and AI</li> </ul> </li> <li>“KB Digital Competency Diagnosis Program” training organized by KB Data Systems (No. of employees who completed training: 248 persons)                             <ul style="list-style-type: none"> <li>Training on subjects related to IT and DT trends</li> </ul> </li> </ul>
Global talent development	<ul style="list-style-type: none"> <li>KB Global Language Course, KB Global Language Appraisal                             <ul style="list-style-type: none"> <li>Enhance understanding of global cultures and strengthen language skills</li> </ul> </li> <li>Course for preliminary overseas branch appointment employees, KB Global Local Expert Course, Overseas Branch (S)Expert OJT                             <ul style="list-style-type: none"> <li>Strengthen business management and localization capabilities</li> </ul> </li> </ul>

## Effectiveness of digital talent development training



## Support for Certification Acquisition

KB Financial Group operates a degree and certificate assistance program for employees, including full-time and temporary employees. In 2024, a total of 42 employees from seven subsidiaries participated in the Project Management Professionals (PMP) certificate acquisition course. We also provided group training and online lectures to help employees obtain various certificates, including ADsP, SQLD, and big data analytics. After the completion of the program, the effectiveness of the training is assessed by identifying the number of employees who have obtained certifications. The number of employees who acquired certifications after attending ADs’ and SQLD training increased by 7%, from 382 in 2023 to 409 in 2024.

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## Support for Self-directed Learning

KB Financial Group supports self-directed competency development activities in accordance with the career development plan (CDP) system.

### KB STARDIUM

In January 2025, KB Financial Group launched “KB STARDIUM,” a training platform to support employees’ systematic learning and competency development.

KB STARDIUM provides up-to-date content in various areas, including digital, AI, management, leadership, and corporate culture, and makes daily updates to information necessary for practical business. We also adopted a live lecture function that enables employees to directly produce content and engage in real-time communication, thereby raising learning effects. KB STARDIUM spreads a culture of voluntary learning without the limitations of time and space, contributing to the enhancement of employees’ expertise and leadership.

### KB Star Run

KB Kookmin Bank has established a new multi-cloud-based training platform called “KB STAR-LUN,” as well as a system within the platform to measure the effectiveness of education, and systematically manages the performance of training programs.

Index	Index characteristics
Participation level	Measure and manage the number and percentage of employees who participated in the training program
Satisfaction level	Assess the training program through a satisfaction survey of employees who participated in the training program and through computerized management
Strengthened competency	Manage competency indexes based on National Competency Standards (NCS) for each program
Cost effectiveness	Measure and manage effectiveness against costs through computerized management of training costs per person and total budget

Additionally, we evaluate employee training effectiveness by using four indices—participation level, satisfaction level, strengthened competency, and cost effectiveness. Employees can easily use the systematic training system and content through a user-centered menu. In addition, customized coaching and feedback are provided to promote active participation in learning.

KB Kookmin Bank also supports employees’ self-directed learning by operating various programs and platforms, including SSL and HRD Cloud.

### KB Kookmin Bank’s self-directed learning programs

#### Self & Social Learning (SSL)

- Unstructured learning program that enables individual employees to freely participate in a learning process, including self-learning and group learning

#### HRD Cloud

- Provide short video content in various fields in a PC/mobile environment
- Recommend optimal content based on user learning experience
- Provide 2,783 new contents, with an average of 1,800 learners accessing daily



## Collaborative Training with External Institutions

KB Financial Group partners with external institutions to provide various training opportunities for staff.

### Collaborative training programs with external institutions

#### KB Seoul National University Finance Academy

- Support the fostering of middle management level experts (35 persons have completed the program)

#### KB Aalto University EMBA Course

- Training on the latest management trends and professional financial knowledge (27 persons have completed the program)

#### Connection with Major Universities’ MBA Program

- Fostering talents in the field of business management and AI in connection with MBA programs at major universities, including KAIST, Seoul National University, Yonsei University, Korea University, Sungkyunkwan University, and Soongsil University



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# FAIR EVALUATION AND COMPENSATION

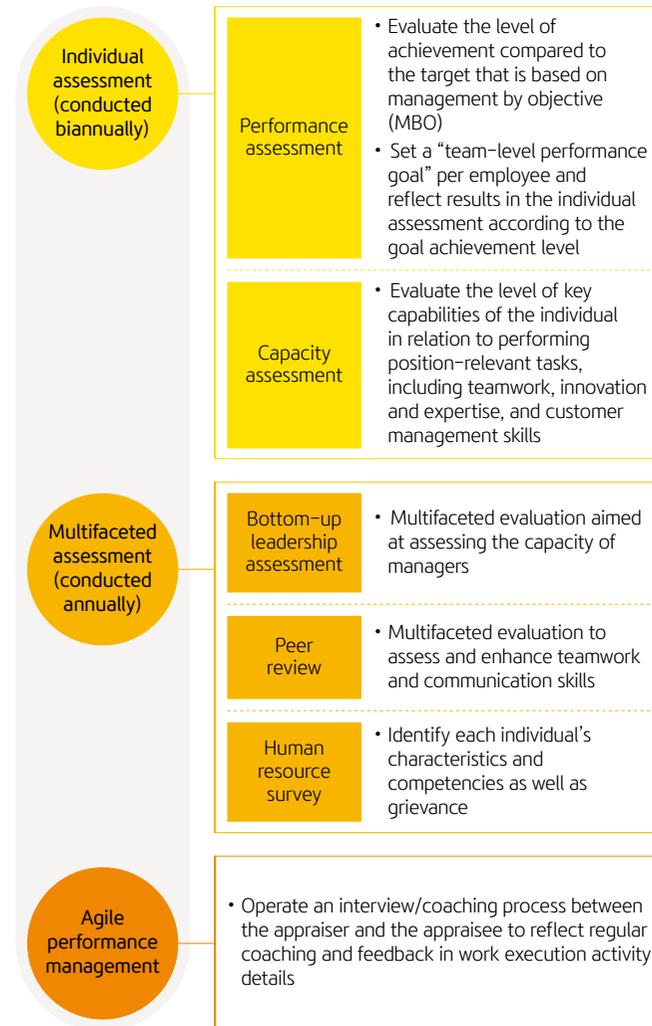
## Performance Evaluation System

KB Financial Group has a fair, objective evaluation system in place to ensure that employees' performance is properly assessed and compensated. Performance evaluation is carried out for all employees, including regular and contract workers, and the results are used for compensation and bonus payment as well as promotion, job assignment, training, and competency development.

KB Kookmin Bank strengthens the process' fairness through "rating-type relative assessment," "discussion-type assessment," and "assessment result confirmation system," and provides appraiser training through an outside expert training company in line with the timing of assessments in the first and second half of every year.

KB Financial Group has no difference in pay between male and female employees. Please refer to page 147 of this report for details on equal pay.

### Evaluation system



## Employee Stock Ownership Plan (ESOP)

KB Financial Group operates the Employee Stock Ownership Plan (ESOP), promoting long-term financial stability of employees and building a sustainable management culture where the company and employees grow together.

All workers, including full-time and temporary workers, directly employed by the subsidiaries, except for registered executives, can join the ESOP. Employees can purchase employee stocks with their own funds through monthly payroll deductions and can receive income deduction benefits of up to KRW 4 million per year.

Furthermore, corresponding to the amount contributed by an employee, major subsidiaries make an additional contribution using their own funds.

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# EMPLOYEE WELFARE

## Creating a Flexible Work Environment

### Work-Life Balance Systems

KB Financial Group operates systems that strike balance between work and family life. These systems help employees enhance their work engagement in a flexible work environment that is suitable for each individual's circumstances.

#### Status of work-life balance systems

Category	System	Details
Childbirth	Maternity leave	• Support 6 months of paid leave before/after childbirth
	Spouse maternity leave	• Provide up to 20 days of paid leave
	Childcare leave	<ul style="list-style-type: none"> <li>• Guarantee 1 year of paid childcare leave<sup>1)</sup> per child equally for male and female employees</li> <li>• Expand support beyond the legal eligibility scope for major subsidiaries                             <ul style="list-style-type: none"> <li>- Persons subject to childcare leave at KB Kookmin Card: Expanded to include employees with children aged 12 or under, or up to 6th grade in elementary school</li> <li>* Children aged 8 or under, or up to 2nd grade in elementary school according to the "Equal Employment Opportunity and Work-Family Balance Assistance Act"</li> </ul> </li> </ul>
	Conditional rehire system for employees who resigned after childcare leave <sup>2)</sup>	• Rehire employees who have used all childcare leaves as experienced workers after 3 years
Reduced work hours	Pregnancy	• Employees who have registered their pregnancy are allowed to work reduced hours within 2 hours a day
	Childcare	• Employees who are eligible for childcare leave are allowed to work either 4 hours and 30 minutes or 6 hours a day
	Entry into elementary school	• Employees who have children entering elementary school are allowed to start work at 10 a.m. or leave work at 5 p.m. during March for one month
	Family care, etc.	• Working 4 hours a day is allowed for purposes such as family care, health recovery, and retirement preparation
Childcare, family care	Childcare expenses and subsidy support	<ul style="list-style-type: none"> <li>• Support educational expenses for preschool children to attend kindergarten, educational institute, etc. and school expenses for children</li> <li>• Provide a subsidy to pay for living expenses to employees with a disabled child</li> </ul>
	Operation of workplace childcare centers	<ul style="list-style-type: none"> <li>• Operate workplace childcare centers (KB Kookmin Bank, KB Insurance, KB Kookmin Card, etc.)</li> <li>• Jointly operate and support operating through an outsourcing contract with the Korea Financial Investment Association and local childcare centers</li> </ul>
	Operation of breastfeeding rooms	• Operate breastfeeding rooms (KB Financial Group Inc., KB Kookmin Bank, KB Life Insurance, KB Investment, etc.)
	Leave of absence for family care	• Provide up to 1 year of support for reasons such as a family member's illness, accident, or old age
	Family care leave	• Support up to 10 days of paid leave for reasons such as a family member's illness or childcare
	Leave of absence and paid leave for fertility treatment	• Offer paid leave of absence (up to 1 year) and paid leave (3 to 5 days per year) for treatment purposes such as artificial insemination or in vitro fertilization

<sup>1)</sup> Employees can use parental leave, including maternity leave before and after childbirth as well as infertility treatment leave, for a total of 2 years (2 years and 6 months for premature babies or children with disabilities, 1 year and 6 months for the second and subsequent children in case of multiple births, and 1 year and 6 months for male employees).

<sup>2)</sup> Became the first in the industry to adopt the conditional rehire system for employees who resigned after childcare leave in December 2023. The same job function and salary class as before retirement are applied when rehired.

### KB Sustainability Story

## Family-friendly Company Certification

KB Kookmin Bank operates various welfare systems to support employees' balance between work and family life, including the childbirth encouragement fund, support for fertility medical expenses, expansion of spouse maternity leave, reduced work hours for childcare, and conditional rehire system.

In particular, it became the first in the financial industry to adopt the "conditional rehire system," which provides an employee who retired after using up two years of parental leave with a rehiring opportunity after three years. The employee's position before retirement is maintained without a separate recruitment process during re-hiring, resulting in minimization of career interruption.

As a result of these efforts, KB Kookmin Bank first received family-friendly company certification from the Ministry of Gender Equality and Family in 2019 and extended the certification in 2024. KB Securities, KB Life Insurance, KB Asset Management, and KB Data Systems also received certification as a family-friendly company.



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# EMPLOYEE WELFARE

## Flexible Working System

KB Financial Group has a flexible working system in place to support employees' efficient work according to individual circumstances. We operate various programs to comply with statutory working hours and guarantee rest time.

We implement the PC OFF system, in which PCs turn off after 6 p.m., to comply with the 52-hour workweek system. To encourage employees to go on vacation and take a break, we have the half-day (4 hours) leave and half-half day (2 hours) leave at the Group level.

In addition, we strive for workers' life stability by paying the minimum wage stipulated in national laws. Overtime pay is ensured for hours worked beyond regular working hours.

### Status of flexible working systems

System	Details
Staggered working hours	Allow employees who need adjustments to their commuting hours due to work characteristics or childcare reasons to autonomously adjust their commuting times within working hours
Flexible working hours	Operate flexible working hours for departments with peak work periods
Substitute holidays	Allow substitution of regular workdays for specific holidays when employees work on those holidays
Selective working hours	Adjust working hours autonomously within the scope of 1-month working hour limits
Work from home	Perform part or all of working hours at home or other designated locations
Part-time work	Implement part-time work to respond to temporary increases in workload

## Employee Lifecycle Management

KB Financial Group systematically manages all steps ranging from joining the company to retirement and retains good talents, thus raising organizational performance. We operate various support programs for long-term employees and have established and run retirement support systems to help employees design their future after retirement.

### Support program for long-term employees

Support system	Support details
Self-development leave program	<ul style="list-style-type: none"> <li>Provide a paid leave of as long as two years for purely self-development purposes, such as earning a master's degree, and a paid leave of six months to a year for the purpose of recharging oneself both mentally and physically to employees who worked continuously for ten years or longer</li> </ul>
Reward leave and reward fund payment	<ul style="list-style-type: none"> <li>Provide a reward leave and fund according to the number of years of continued service to employees who worked continuously for ten years or longer</li> </ul>

### Support program for retirees

Subsidiary	Details
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Provide reemployment support services for career review and career planning for those nearing retirement and voluntary retirees ("Life Design II," "Career Change School II")</li> <li>Support for improving work concentration and future planning for employees aged 50 and older</li> <li>Operate the "Life Planning Training" program for those subject to the wage peak system</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Establish a career development roadmap for middle-aged employees and provide a life planning program by age and life stage (Add Happiness I (50), Add Happiness II (54), Happiness Campus, Smart Happiness Campus, etc.)</li> <li>Provide a re-employment support service for retired (planned) employees aged no less than 50</li> <li>Developed a career development coaching program for retired (planned) employees</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Provide re-employment support services to retired employees, including life and career planning education</li> <li>Operate retiree clubs, providing funeral items and artificial flowers in case of a funeral</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Provide consulting by a professional organization (Korea Labor Foundation) for re-employment after retirement</li> </ul>

## Employee Health Management

KB Financial Group has launched and operates various support measures so that employees can manage their health in a way that is appropriate for their respective circumstances.

### Employee health management support systems

Support system	Details
Physical health management	<ul style="list-style-type: none"> <li>Launched "O-Care," a non-financial healthcare platform</li> <li>Provide points worth KRW 200 thousand per person so that employees can receive health management services or purchase products</li> <li>Have a group accident insurance policy and support medical expenses to help employees prepare themselves for accidents or diseases</li> <li>Operate the Health Strategy Center, nurse's office, and fitness center</li> <li>Provide health checkups to employees and their families</li> </ul>
Psychological health management	<ul style="list-style-type: none"> <li>Operate "KB Hearim," a psychological counseling program linked to psychological counseling centers and hospitals</li> <li>Provide "Employee Assistance Program (EAP)," which is a psychological counseling service, in the "O-Care" platform</li> </ul>



"O-Care" platform

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# ORGANIZATIONAL CULTURE

## Organizational Culture Improvement

### Diagnosis of the Organizational Culture

KB Financial Group conducts a Group-level organizational culture diagnosis twice a year to enhance employee engagement and establish a horizontal/creative organizational culture, based on which it carries out continuous improvement activities.

In 2023, the diagnostic system was shifted from a “company” focused to an “employee” focused. To enable practical improvements, the overall diagnostic method was revamped to reduce participation burden (33 questions) while delivering effective results.

The Group’s organizational culture diagnosis results are analyzed based on data along with issues that employees are curious about, and transparently shared (twice a year) with all Group employees through the “PEOPLE & CULTURE STORY.”

In addition, the Group and each subsidiary carry out organizational culture improvement activities based on the results of organizational culture diagnosis.

At the Group level, common improvement tasks are derived and are implemented together with all subsidiaries. Each subsidiary also autonomously selects and executes improvement tasks.

Additionally, we continue to manage the process by incorporating employees’ feedback and reviewing the status of improvement tasks through additional surveys, conducted as needed.

## Healthy Labor-Management Relations

### Horizontal Communication

KB Financial Group regularly examines the organizational culture and establishes an environment for free, open communication among employees. By doing so, we are fully establishing a horizontal corporate culture where employees’ creativity and autonomy are respected.

#### Employee communication channels

Subsidiary	Program	Content
KB Financial Group Inc.	Townhall Meeting	Hold the Group town hall meetings and town hall meetings by subsidiary to share and empathize with current issues
	KB Friends	Operate the Group webzine, an employee communication channel
	KB-Changing TalkTalk	Operate the Group bulletin board to listen to employee opinions and promote free communication
KB Kookmin Bank	Small Unit Communication Event	Communicate regularly between the CEO and employees in an open and free manner
	Hot/Talk Meeting	Visit sites to encourage employees and listen to suggestions by the CEO
KB Securities	Kkaebi Salon (onboarding for new employees with job experience)	Implement programs to strengthen cohesion and foster a collaborative work atmosphere
	Idea Board	Establish official communication channels between junior employees and management to promote a horizontal organizational culture
	Reverse Mentoring	A mentoring program where employees in their 20s and 30s become mentors and executives become mentees
	Our Connection Day	Program that facilitates in-house exchange with employees in other sectors
KB Insurance	Let’s try our best!	Promote employee communication at each regional hub office building
KB Asset Management	Creating a Better KBAM Committee	Collect employee suggestions and make improvements

### Labor-Management Communication

KB Financial Group maintains healthy labor-management relations based on trust and cooperation between labor and management. Major subsidiaries operate diverse channels, including a labor union, labor-management council, and labor-management meetings, to actively listen to employee opinions and resolve grievances.

When implementing a major operational change that can impact employees, such as an M&A, organizational restructuring, and restructuring, prior notice is sent to employees at least 9-25 weeks in advance. The purpose of this measure is to provide time for sufficient communication between labor and management.

#### Labor-management communication channels

Subsidiary	Communication channels
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Run a labor union, labor-management council (quarterly), and labor-management meeting (constantly)</li> <li>Provide labor training (dialogue with the management) to labor union members four times a year</li> <li>Run “Drawing Harmony Together with Labor and Management,” a joint labor-management activity brand</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Run a labor union and quarterly labor-management council</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Run a quarterly labor-management council</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Run “Drawing Harmony Together with Labor and Management,” a joint labor-management activity brand</li> <li>Operate the “Union Shop System,” in which an employee becomes a labor union member at the same time the employee joins the company</li> <li>Operate the “Check Off System,” in which the labor union fee is withheld from the salary and paid to the labor union</li> <li>Labor and management jointly completed the “top leader course on labor-management relations” organized by the Korea Labor Institute</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Run a quarterly labor-management council, holds a regular exchange meeting with the executive branch</li> </ul>
KB Asset Management	<ul style="list-style-type: none"> <li>Operate a quarterly labor-management council</li> <li>Held 4 regular meetings and 3 extraordinary meetings in 2024</li> </ul>

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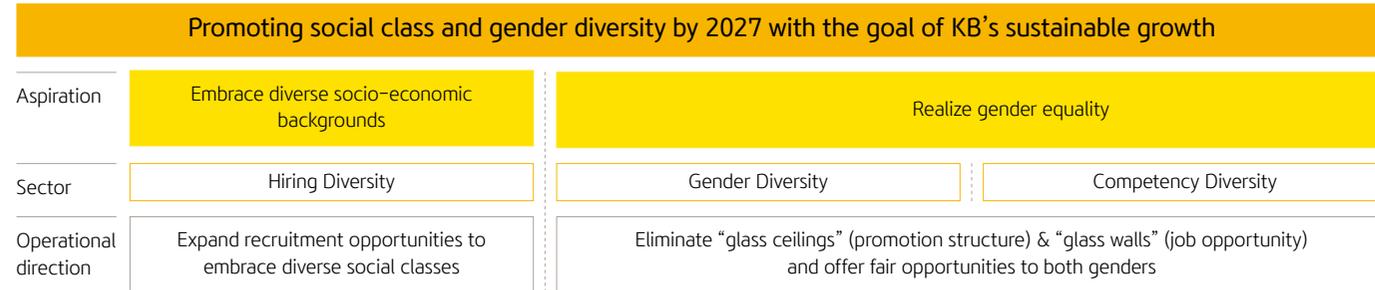


# MANAGEMENT OF EMPLOYEE DIVERSITY

## Mid- to Long-term Diversity Strategy

KB Financial Group’s ESG Committee established “KB Diversity 2027,” a mid- to long-term diversity strategy, to systematically manage diversity-related indicators and activities in the Group. The goal of “KB Diversity 2027” is priority achievement of “embracing diverse classes” and “realizing gender equality” by 2027. We have established 14 diversity indicators focused on recruitment, gender, and competencies, in accordance with our diversity roadmap. Of these indicators, we chose seven key indicators, which was followed by the establishment of goals to be accomplished by 2027, and we are now making system improvements through periodic monitoring. In consideration of a balance between diversity targets and HR strategies, we are also disclosing actual institutional support performance for diversity expansion as supplementary indicators.

### KB Diversity 2027



### Diversity roadmap



## Embracing Diverse Classes

KB Financial Group is increasing employment opportunities by applying preferential additional points when hiring the disabled and by adopting the special employment system for veterans. Based on “ESG Shared Growth,” a special employment system that was adopted in 2021, KB Kookmin Bank hired disabled persons, people from global families, North Korean defectors, recipients of basic livelihood security, and veterans.

### Target for diversity hiring

Index	Category (Ratio)	2023	2024	2027 target
Hiring diversity <sup>1)</sup>	Hiring vulnerable groups	13.0%	8.9%	15.0%

\* Based on the major subsidiaries that make up 91.6% of the entire Group’s members (KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance)

<sup>1)</sup> Targets: veterans, people with disabilities, global families, North Korean defectors, and basic livelihood security recipients

KB Kookmin Bank collaborates with the “Consulting Center for Korea Employment Agency for Persons with Disabilities” to continue increasing employment of disabled part-time workers at headquarters departments and provides tailored training in partnership with the Training Center. Additionally, KB Kookmin Bank, KB Securities, and KB Capital contribute to creating job opportunities for persons with disabilities by investing equity in “Bravo Beaver”<sup>1)</sup> and purchase products every month to donate to welfare facilities and use for their own promotional materials.

Companies that face difficulties in hiring persons with disabilities due to the need for job-specific expertise or a lack of know-how in managing disabled personnel can fulfill their social responsibilities by making equity investments in standard workplaces, while also helping to establish a stable employment foundation for persons with disabilities in regional areas.

<sup>1)</sup> An equity-invested standard workplace operated by “BEAR, BETTER,” established in non-Seoul regions to promote employment for individuals with developmental disabilities. Companies investing in the workplace are recognized for employing disabled individuals in proportion to their equity ratio.

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# MANAGEMENT OF EMPLOYEE DIVERSITY

## Realizing Gender Equality

### Empowering Female Talents

KB Financial Group has implemented diversity principles to provide both genders with fair opportunities. We will strengthen the competencies of female talents and increase the percentage of female executives and managers by 2027, and actively assign female talents to key departments to enhance gender and competency diversity.

#### Target for gender and competency diversity

Index	Category (Ratio)	As of 2024 year-end	As of the end of Jan. 2025 <sup>1)</sup>	2027 target
Gender diversity <sup>1)</sup>	Female executives	8.8%	10.9%	20.0%
	Female deputy branch managers	20.3%	22.2%	20.0%
	HQ female team leaders	19.0%	20.6%	30.0%
	HQ female team members	47.3%	47.6%	40.0%
Competency diversity <sup>2)</sup>	Female leaders of corporate finance team	20.4%	23.3%	30.0%
	Female members of corporate finance team	58.2%	59.8%	50.0%

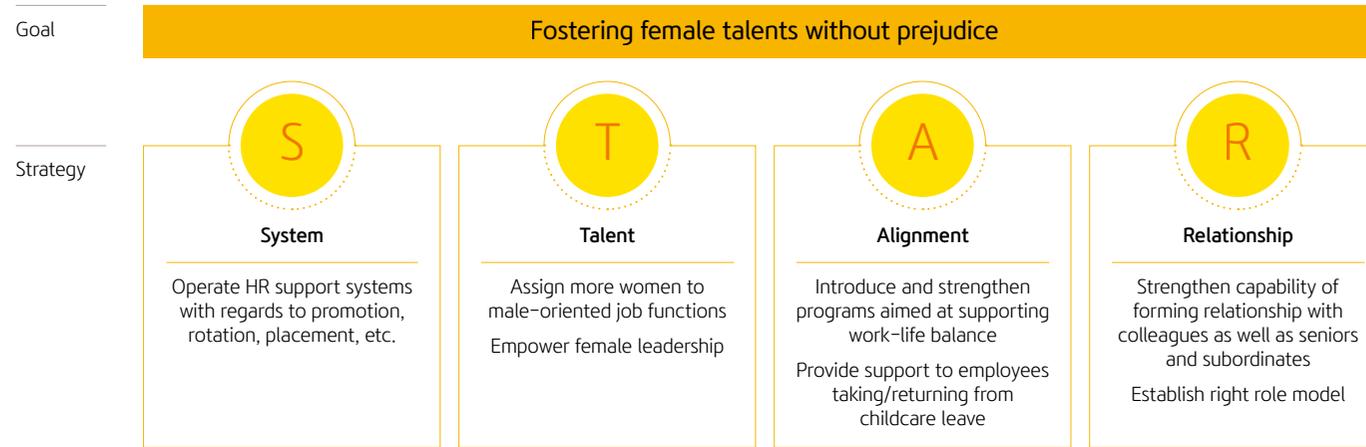
\* Based on the major subsidiaries that make up 91.6% of the entire Group's members (KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance)

<sup>1)</sup> Reflecting the results of personnel reshuffling conducted in January 2025

<sup>2)</sup> Based on KB Kookmin Bank

KB Financial Group set in place the "Womans Empowerment (WE) STAR" system to cultivate female talents and leaders. With the goal of "fostering talents without prejudice," WE STAR is built on four areas of System, Talent, Alignment, and Relationship. KB Financial Group's subsidiaries operate various female talent competency-building programs in accordance with the WE STAR system.

#### WE STAR system



#### Female talent competency-building systems

Subsidiary	Content
Common for the Group	<ul style="list-style-type: none"> <li>KB WE STAR mentoring program: Secure balanced competencies of new female deputy branch managers at all subsidiaries and support the establishment of good role models (48 mentees, 50 mentors)</li> </ul>
KB Kookmin Bank	<ul style="list-style-type: none"> <li>KB Women of Excellence (WE) program: Strengthen female talents' capabilities through group coaching/individual tasks for female heads of regional head office/deputy branch managers (18 persons)</li> <li>Pilot program for the "Self-Branding Workshop": Develop a competitive positioning and design self-growth roadmap to grow into next-generation female leaders (30 persons)</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>KB-Ewha Leadership Forum: Women-specialized program of Ewha Womans University to improve female leaders' leadership (53 persons)</li> <li>Course for prospective female leaders: Strengthen the leadership of middle managers and communication with millennials and Generation Z (26 persons)</li> <li>Course for highly competent junior female employees: Self-leadership improvement, personal relations, work management method, etc. (32 persons)</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>KB WE Story Conference: Conference for career growth and networking in celebration of International Women's Day (64 persons)</li> <li>KB Dream Campus: Internal college for women that promotes growth and change into preliminary female leaders (30 persons)</li> <li>KB WE Campus: Re-examine individual leadership model and share experiences to nurture next-generation leaders (18 persons)</li> <li>KB WISH mentoring course, coaching course for newly-appointed female department heads</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Quarterly Women of Excellence (WE) Class: Provide a role model through special lectures by female leaders with professional capabilities (60 persons)</li> <li>Soft On-Boarding (SOB) course for early adaptation by returning employees</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Women In Innovation (WIN) Saturday Matinee: Coaching and motivation for self-understanding and performance improvement (3 persons)</li> <li>Next-generation Female Leader Conference: Communication with corporate female leaders in Korea and abroad and Group mentoring (2 times, 20 persons)</li> </ul>

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# Local Community Involvement



Another name for hope is “Citizen”—the starting point and the destination of KB. KB Financial Group is carrying out social contribution activities, delivering hope to people, based on the two pillars of “care” and “co-prosperity.”

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Support for establishing an all-day care system

**KRW 10 billion**

(For five years from 2023 to 2027, KRW 50 billion)

Care

KB Dream Wave 2030

No. of beneficiaries    Support amount

**0.2 million** persons    KRW **53.1 billion**

(Cumulative figure as of 2024)

Economic/financial education

No. of beneficiaries

**1,539,310** persons

No. of persons who successfully found a job through the KB Good Job Program

**40,384 persons**

(Cumulative figure as of 2024)

Co-prosperity

No. of cases of KB SOHO Consulting

**50,641 cases**

(Cumulative figure as of 2024)



# SOCIAL CONTRIBUTION SYSTEM

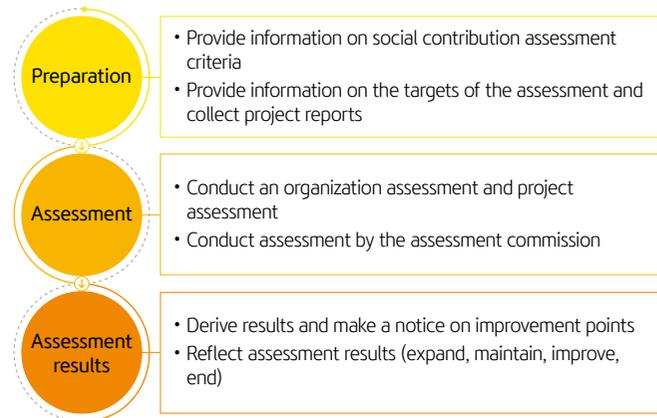
## Social Contribution Strategy

Based on the Group mission, “Another Name for Hope is “Citizen”— KB’s Together with Others Project,” KB Financial Group has established and operates social contribution strategies with care and co-prosperity as key areas. KB Financial Group established a social contribution system by setting mid- to long-term social contribution goals and evaluates the performance and effectiveness of leading social contribution activities. We also execute social contribution projects that are aligned with ESG management strategies to generate sustainable social value and realize economic value.

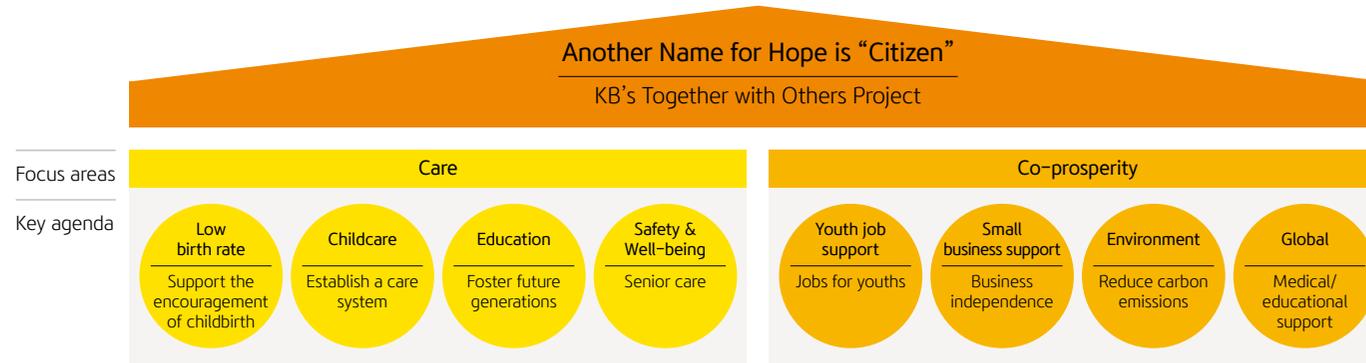
## Assessment of Social Contribution Projects

To implement fair and efficient social contribution projects, we established the “Group social contribution project assessment system” and conduct an assessment on major social contribution projects of the Group and subsidiaries. In case a profit-making corporation with expertise is the main project-executing party owing to project characteristics, we assess both the non-profit foundation (partner organizations such as NGO) and profit-making corporation (project-executing party).

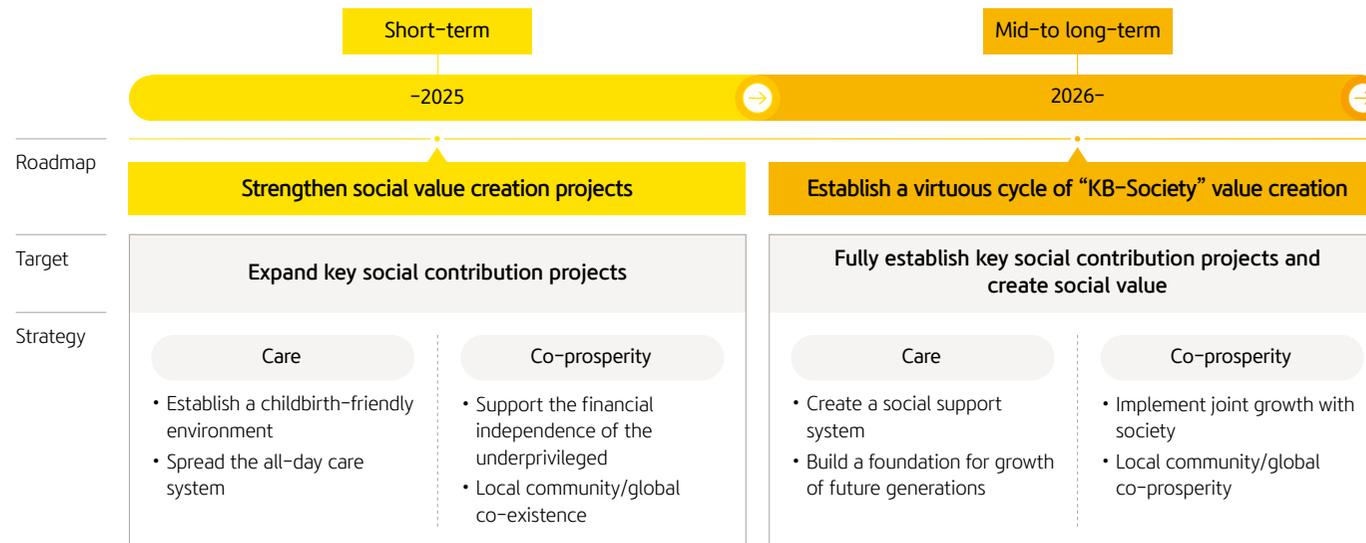
### Social contribution project assessment process



### Social contribution strategy



### Mid- to long-term roadmap for social contributions



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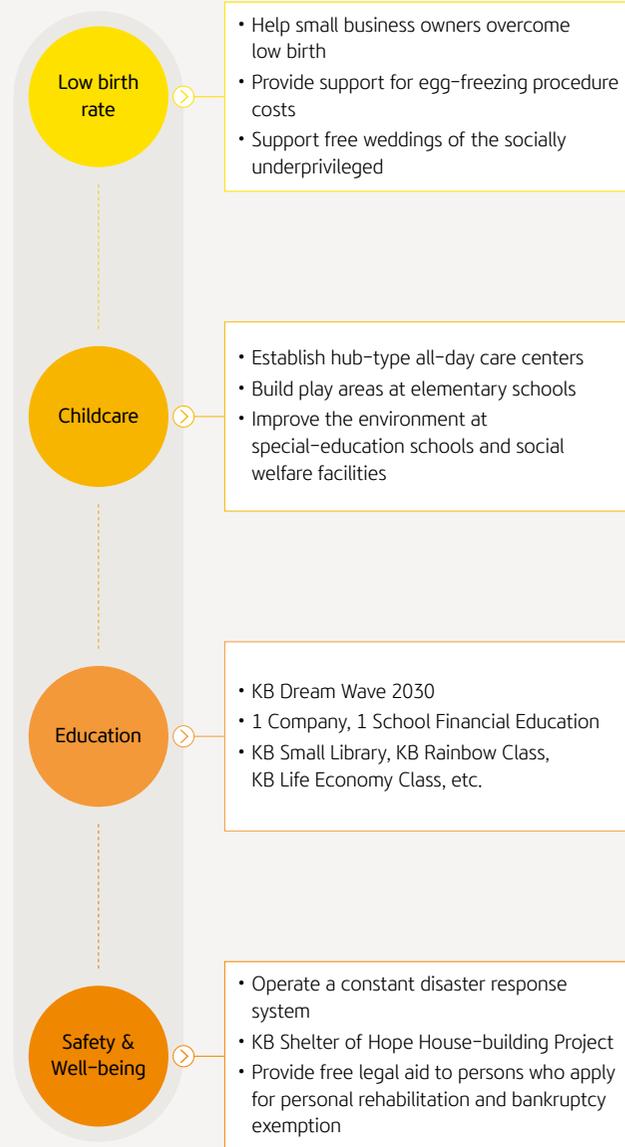
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# CARE

## Care Projects



## Help Overcome Low Birth Rate

KB Financial Group is carrying out various support activities to “overcome the low birth rate crisis,” which is a national task. We are contributing to easing financial burden by providing financial support in relation to childbirth/childcare, support for infertility treatment costs, and customized services for small business owners.

### Support for Overcoming Low Birth Rate for Small Business Owners

KB Financial Group signed an agreement with major local governments across the nation as part of measures to respond to low birth for small business owners. By providing childcare services and supporting personnel costs for workers replacing those who took childbirth leave for small business owners who find it difficult to take childbirth leave or childcare leave, we are easing their livelihood burden and building a stable care environment. In addition, KB Insurance became the industry’s first to launch an insurance that covers temporary business-closing costs for small business owners, thus covering losses in case of suspension of business due to care and health.

### Activities to tackle low birth rate

Subsidiary	Activity details
KB Financial Group	• Signed a “customized low birth rate-overcoming support project for small business owners” with major local governments across the nation
KB Kookmin Bank	• Provide support for medical costs for mothers of double twins and childcare costs
KB Securities	• Provide Kkaebi Securities Hope Strollers • Support free weddings
KB Insurance	• Provide support for egg-freezing procedure costs • Hold an ovarian health knowledge campaign



Signed a “customized low birth rate-overcoming support project for small business owners”



KB Securities, providing Kkaebi Securities Hope Strollers



KB Insurance, holding an ovarian health knowledge campaign

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## Childcare Support

To address gaps in childcare, KB Financial Group is taking the lead in improving the childcare environment in cooperation with the Ministry of Education. In particular, we are reducing the childcare burden of school parents and helping to maintain balance between work and family life by establishing an afterschool care system for elementary school students and providing various childcare programs. In addition, each subsidiary is providing customized support for disabled students, low-income family children, and child daycare centers, thus strengthening the social roles of the private sector in the area of childcare and welfare.

### Hub-type All-day Care Centers

KB Financial Group is supporting the expansion of “Neulbom Schools” and the creation of “hub-type all-day care centers” in line with the Ministry of Education’s “Neulbom School” expansion policy to provide a stable care environment and various afterschool programs to elementary school students. From 2018 to 2023, we invested KRW 75 billion to create a total of 2,265 classes, including 1,648 childcare classrooms in elementary schools and 617 public kindergartens. In addition, we signed an agreement with the Ministry of Education on providing KRW 50 billion over five years to support the establishment of a total of 68 hub-type all-day care centers by 2027.

**No. of KB Foundation beneficiaries**

**3,418 persons** (297 persons in 2024)

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**KB Foundation’s scholarship support**

**KRW 6 billion** (KRW 0.5 billion in 2024)

\* As of 2024, cumulative basis

## Education Support

KB Financial Group is carrying out continuous education support activities to strengthen the competencies of future generations and reduce the education gap. Through “1 Company, 1 School Financial Education,” we systematically provide financial education in connection with 811 elementary/middle/high schools around the nation. We provided financial education across 657 occasions to around 25 thousand beneficiaries as of the end of 2024 on a cumulative basis.

The KB Foundation operates an expert instructor group for economic/financial education and has expanded the scope to cover all age groups. Each subsidiary is also carrying out various education and childcare support activities.

### Childcare support activities

Subsidiary	Activity details
KB Financial Group	<ul style="list-style-type: none"> <li>Build childcare classrooms in elementary schools and public kindergartens</li> <li>Support the establishment of hub-type all-day care centers</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Provide the “Baemin School Break Lunch Box” to children who cannot afford meals</li> <li>Establish play areas at elementary schools and improve the play culture</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Install and remodel 23 sensory integration therapy rooms in special schools</li> <li>Support education that is aimed at strengthening teacher capabilities</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Donate backpacks for incoming elementary students from low-income families</li> <li>Donate air-purifying plants to child daycare centers</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Provide college entrance scholarship support for children of families with financial difficulties among life insurance beneficiaries</li> </ul>
KB Asset Management	<ul style="list-style-type: none"> <li>Implement the value-up project that supports the growth and independence of children with a developmental disability</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Improve social welfare facility environments and conduct mural painting volunteer activities</li> </ul>

### No. of economic/financial education beneficiaries

**1,539,310 persons**  
(103,691 persons in 2024)

\* As of 2024, cumulative basis

### Education support activities

Subsidiary	Activity details
KB Financial Group	<ul style="list-style-type: none"> <li>1 Company, 1 School Financial Education</li> <li>“KB Dream Wave 2030” KB La School</li> <li>“KB Dream Wave 2030” KB IT’S Your Life</li> <li>Digital financial education support to facilitate financial convenience of seniors</li> </ul>
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Creating the “KB Small Library” in culturally alienated regions</li> <li>Providing support for old library remodeling and electronic library services</li> <li>Providing “Visiting Book Bus” and various reading culture programs</li> <li>Helping to create a safe learning environment through remodeling of 60 KB Regional Childcare Centers</li> <li>Providing laptops to new college students (disabled)</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Completed construction of 23 “Rainbow Class” in Korea and 13 overseas since 2009 (established one in Korea and one overseas in 2024)</li> <li>Improving and repairing learning space of Rainbow Class, establishing a library, and donating books</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Providing customized education to the financially marginalized through the “KB Pro Bono Volunteer Group”</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Providing professional art/sports education to disabled youths</li> <li>Operating the “KB Kookmin Card Joyful Digital Classroom” (digital talent-nurturing program)</li> <li>Operating the “KB Kookmin Card Joyful Financial Classroom” for elementary/middle school students (financial education based on Ministry of Gender Equality and Family-Financial Supervisory Service agreement)</li> <li>Providing the “KB Kookmin Card Hope Study Room” for children at local children’s centers</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Operating the “KB Life Economic Classroom” for underprivileged children and youths</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Providing the “KB Star Economic Classroom” for female youths from low-income families</li> </ul>
KB Data Systems	<ul style="list-style-type: none"> <li>Digital/AI education for underprivileged youths (“KBDS Digital Education Volunteer Group”)</li> </ul>

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# CARE

## KB Dream Wave 2030

KB Kookmin Bank's flagship social contribution project, "KB Dream Wave 2030," provides various customized programs according to every growth stage from preschoolers to university students, with a focus on the three areas of learning/career/infrastructure. Through KB Dream Wave 2030, we supported around 200 thousand students, amounting to a total of KRW 53.1 billion, on a cumulative basis as of 2024.

### KB Kookmin Bank's KB Dream Wave 2030

		Preschoolers, Elementary students	Middle school students	High school students	College students
Education	Support for lifecycle learning and growth programs	KB La School			
Career path	Specialized education for fostering digital talent				KB IT's Your Life
	Scholarship support, etc.		KB Talent Development		
Infrastructure	Improvement of educational conditions, such as creating learning spaces	KB Small Library, KB Regional Childcare Center			

### KB La School

KB Kookmin Bank runs the "KB La School" mentoring program to support youths' learning capabilities and emotional growth. We provide customized mentoring that is in line with every development stage from preschoolers to high school students and carry out various activities, such as supporting cultural experiences.

### KB IT'S Your Life

Since 2022, KB Kookmin Bank has been providing systematic software education to foster future young IT talents, enabling (prospective) college graduates to enhance their IT capabilities and employment competitiveness. The "KB IT'S Your Life" was completed by a total 403 persons by 2024. It provides practical work-centered professional IT education for six months, including Java-based algorithm, SQL, database use, and team project, thus helping the participants grow into digital talents.

No. of KB Dream Wave 2030 beneficiaries

**206,023 persons** (3,770 persons in 2024)

KB Dream Wave 2030 support amount

**KRW 53.1 billion** (KRW 8.0 billion in 2024)

\* As of 2024, cumulative basis



KB Kookmin Bank, 'KB La School'



KB Kookmin Bank, 'KB La School'



KB Kookmin Bank, KB IT'S Your Life

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## Support for Safety and Well-being

KB Financial Group continues our life and safety-focused social contribution activities to support vulnerable communities. We have established a constant response system to address disasters and calamities and fulfill our role as a social safety net through financial support programs and emergency relief activities.

Each subsidiary is contributing to improved welfare of local communities by extensively providing practical daily life support, including dietary life, medical service, residence, and education, for the underprivileged, including the low-income class, the disabled, seniors, and children.



KB Kookmin Bank, providing learning kits to underprivileged and global family children



KB Insurance, stable body and mind support program for firefighters

### Safety and well-being support activities

Subsidiary	Activity details
KB Financial Group	<ul style="list-style-type: none"> <li>Program on prompt response to disasters</li> </ul>
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Providing free meals and snacks to the underprivileged at facilities</li> <li>Providing free legal aid to persons who apply for personal rehabilitation/bankruptcy exemption</li> <li>Providing learning kits to underprivileged and global family children</li> <li>Providing kimchi for the winter to 650 low-income families and seniors living alone</li> <li>Providing support for surgery costs/medical supplies to low-income child patients using donations that are based on customer satisfaction survey participation</li> </ul>
KB Securities	<ul style="list-style-type: none"> <li>Supporting the establishment of ramps that help improve accessibility to daily life convenience facilities for the transportation disadvantaged and mobility-impaired ("Everybody's First Floor x Seoul")</li> <li>Providing support to pay health insurance premiums that are overdue by low-income youths</li> </ul>
KB Insurance	<ul style="list-style-type: none"> <li>Stable body and mind support program for firefighters</li> <li>Improving the residential environment for underprivileged children ("KB Shelter of Hope House-building Project")</li> <li>Providing proceeds from the "KB Hope Bazaar" to underprivileged children</li> <li>Providing winter blankets, long underwear, food, beverages, etc. to seniors living in "tiny room villages" ("Cold Wave Relief Kit")</li> <li>Providing learning supplies to elementary/middle school students from small business owner families</li> </ul>
KB Kookmin Card	<ul style="list-style-type: none"> <li>Providing support for treatment costs of children with cancer from low-income families and underprivileged atopic children</li> <li>Helping underprivileged children fulfill their wishes on Children's Day and their cultural experience activities</li> <li>Emotional/financial support for vulnerable seniors ("Connecting the Hearts of Vulnerable Seniors")</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Produced content and held a campaign to improve people's perceptions towards hematopoietic stem cell donation, raised funds, and provided surgery funds to children with incurable disease (College Student Supporters "Hematopoietic Friends," "Hematopoietic Working On Life" Campaign)</li> <li>Sharing kimchi for the winter with underprivileged seniors and carrying out non-face-to-face volunteer activities ("Giving Hope Volunteer Group")</li> </ul>
KB Asset Management	<ul style="list-style-type: none"> <li>Conducting the win-win spending campaign and providing food and beverages to underprivileged seniors ("traditional market X underprivileged senior win-win project")</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Providing eco-friendly feminine products to low-income female youths</li> <li>Created a professional medicine-taking counseling channel service to help with administering medicine for low-income independence patriots aged no less than 65 and bereaved families</li> <li>Providing support for treatment costs of low-income family children with an incurable disease and rare disease</li> <li>Purchasing KB diagnosed used vehicles that were verified by "KB ChaChaCha" and making donations to social services ("Vehicles for Hope")</li> </ul>
KB Savings Bank	<ul style="list-style-type: none"> <li>Providing "win-win hope funds" to small business owners with a median income of 100 percent or less</li> <li>Helping with recovery from flood damage and global families raising children (single mothers)</li> <li>Helping with medical costs and providing psychological counseling to single mothers</li> </ul>
KB Investment	<ul style="list-style-type: none"> <li>Supporting the treatment of developmental disability of infants and children</li> </ul>

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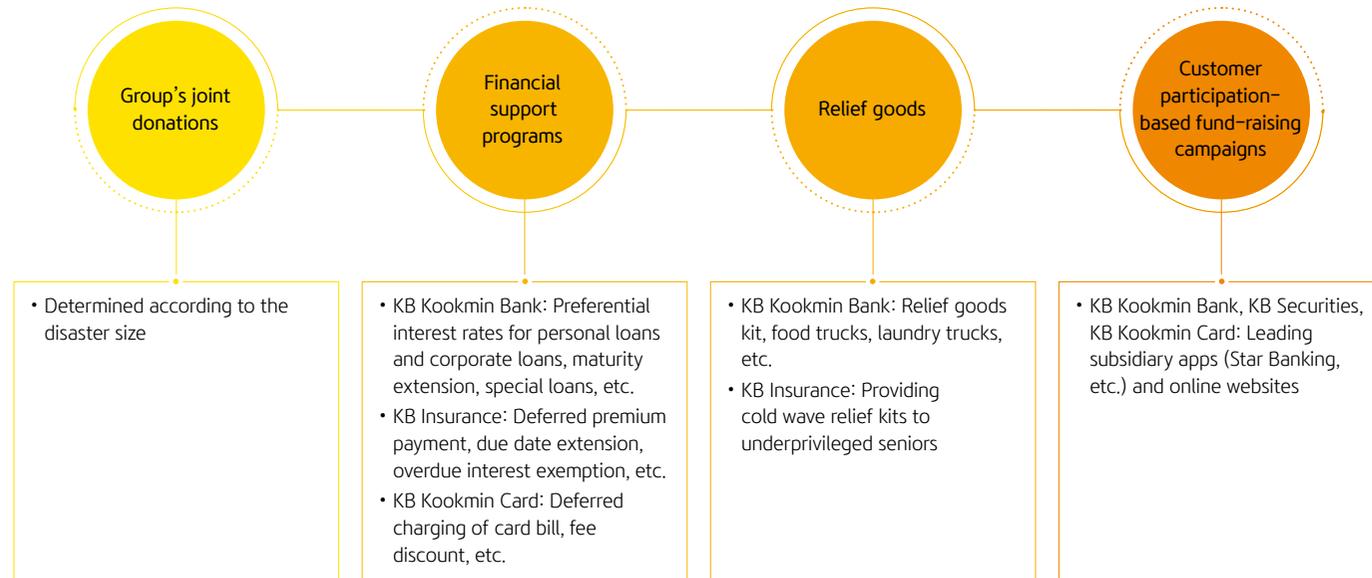
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## All-time disaster response system

KB Financial Group operates an all-time disaster and emergency response system to promptly support local communities during disasters and calamities. Through this system, the group provides joint donations, loans, financial support, and essential relief supplies required at disaster sites. Additionally, we hold “customer participation-based fund-raising campaigns” so that KB Financial Group customers can quickly and conveniently donate damage recovery funds. The customer participation-based fund-raising campaigns are systematically operated according to an internal process that was prepared beforehand on major subsidiaries’ digital platforms.

### Prompt disaster response programs



KB Insurance, Providing cold wave relief kits to underprivileged seniors



KB Insurance, KB Shelter of Hope House-building Project



KB Financial Group, program on prompt response to disasters

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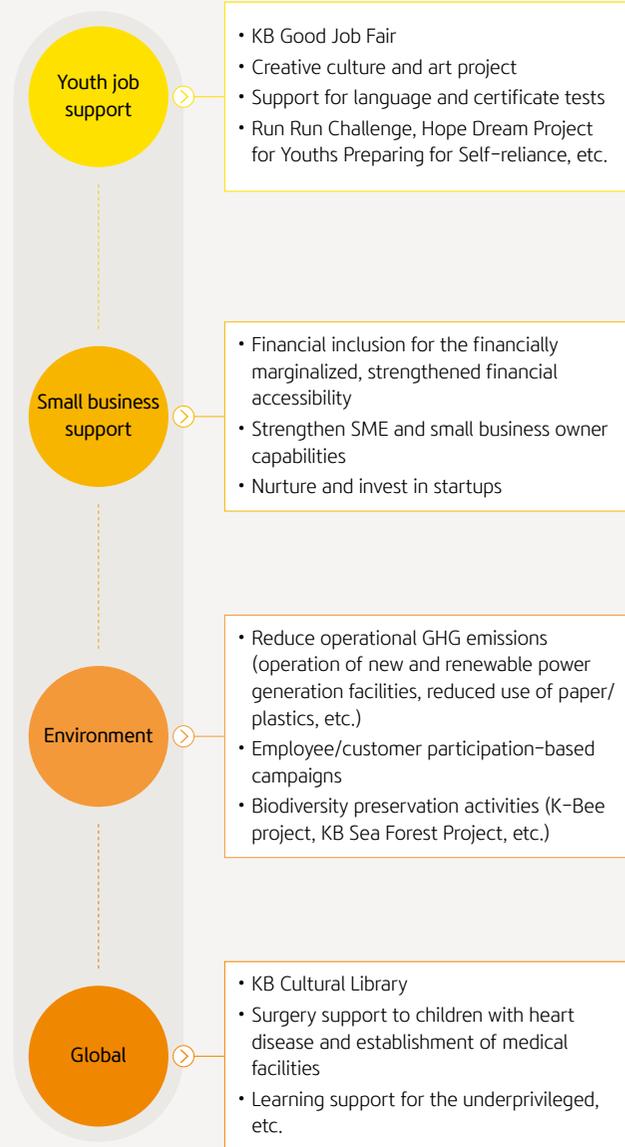
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# CO-PROSPERITY

## Co-prosperity Projects



## Youth job support

To resolve youth unemployment and create many quality jobs, KB Financial Group is operating various job support programs. Through “KB Good Job Fair,” which is the largest of its kind in Korea, KB Kookmin Bank facilitates connections between job seekers and companies. The Bank is also contributing to youth employment stability by providing employment education and financial support connection programs. Comprehensive support is offered to youths preparing to become self-supporting, such as education that is aimed at strengthening employment capabilities and economic activity experiences, thus building a foundation for stable independence.

### KB Good Job Fair

KB Kookmin Bank holds the “KB Good Job Fair,” which is the largest job information-sharing event in Korea, thus providing opportunities for encounters between job seekers and outstanding SMEs/micro businesses and contributing to the resolution of the youth unemployment issue. To address the unemployment rate deviation among regions, the Bank held the job fair jointly with Gyeonggi Province and the Gyeonggido Job Foundation in 2024 and plans to diversify regional areas where the job fair is held starting in 2025.

In addition, it operated the “KB Good Job Preferential Interest Rate Program” that provides preferential interest rates to companies participating in the KB Good Job Fair when they apply for new loans from KB Kookmin Bank. In addition, it operates the “KB Good Job Employment Grants system” to help SMEs/micro businesses reduce their financial cost and personnel expense burden and secure employment stability, targeting companies that hired regular employees through the job fair.



2024 KB Good Job Fair

### Outcome of KB Good Job Fair

**Held 26 times**

KB Good Job Fair  
(5,778 recruitment companies participated, some 1,217,600 job seekers visited)

**40,384 persons** (5,152 persons in 2024)

No. of job seekers who successfully found a job through the KB Good Job program

**KRW 1,184.5 billion**

KB Good Job Preferential Interest Rate Program

**KRW 9.5 billion**

(KRW 800 million for 130 companies and 715 persons in 2024)

KB Good Job Employment Grants system  
(KRW 9.5 billion in employment grants provided to 2,593 companies and 12,708 persons)

\* As of 2024, cumulative basis

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# CO-PROSPERITY

## KB Good Job Employment Training Program

KB Kookmin Bank provides tailored job search programs for specialized high school students, undergraduate students, and (prospective) discharged soldiers. The programs consist of the “KB Good Job Academy” that is connected with the KB Good Job Fair and the “KB Good Job School” that provides a job camp as well as job consulting and matching for six months for specialized high school students.

**OUTCOME OF KB GOOD EMPLOYMENT TRAINING PROGRAM**

**Completed by 2,580 persons**

KB Good Job Academy  
(Operated a total of 15 times since 2013)

**Completed by 1,903 persons**

KB Good Job School  
(Operated a total of 17 times since 2016)

\* As of 2024, cumulative basis



KB 국민은행  
KB Good Job School

## Employment and Entrepreneurship Support for Youth Preparing for Independence

To help youths achieve stable independence and settle down as members of society, KB Financial Group provides education that strengthens youths’ self-supporting capabilities and financial activity experiences.

### Employment and entrepreneurship support activities for youth preparing for independence

Subsidiary	Activity details
KB Kookmin Bank	<ul style="list-style-type: none"> <li>Provide daily necessities to cheer youths as they settle down as members of society</li> <li>Provide the mental care program for psychological stability</li> <li>Support creative culture and art projects</li> </ul>
KB Insurance (Run Run Challenge)	<ul style="list-style-type: none"> <li>Provide customized competency-building and professional technology training</li> <li>Provide comprehensive support, such as funds to support livelihood and psychological counseling</li> <li>Operate a futsal club to promote health and help form a network</li> </ul>
KB Life Insurance	<ul style="list-style-type: none"> <li>Recruit young people preparing for self-reliance as mentors to provide economic education to children and youths</li> </ul>
KB Asset Management	<ul style="list-style-type: none"> <li>Provide education to children at childcare institutions and youths preparing for self-reliance (“Hope Dream Project for underprivileged children and youths preparing for independence”)</li> </ul>
KB Capital	<ul style="list-style-type: none"> <li>Operate programs that support technical education and language-related certifications and qualification exams</li> </ul>



KB Insurance ,  
Run Run Challenge

## Small Business Support

KB Financial Group is promoting various management support activities to achieve mutual growth with small business owners. To support small business owners struggling with high interest rates and inflation, we operate the “KB Maeumgage” and “Female Small Business Owner” support programs. Through the “KB Kind Good Truck” and “STARCORN FESTA,” we provide opportunities for small business owners to expand their market and grow their business. We are also realizing the value of co-prosperity through diverse methods, including a nurturing program for growth of companies that are in their early years, investment support, and customized financial products for the financially marginalized. Please refer to pages 53-58 of this report for details.



KB Maeumgage

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# CO-PROSPERITY

## Environment

KB Financial Group carries out diverse eco-friendly activities to respond to climate change and preserve biodiversity. We are striving to reduce GHG emissions by installing new and renewable power generation facilities, conducting resource-recycling activities, and holding green campaigns that are participated in by employees and customers, in addition to implementing projects that are aimed at restoring the ecosystem.

As part of the “K-Bee” project, KB Financial Group is building urban bee farms throughout the city center and setting up bee hotels in Seoul Botanical Garden for honeybees, which were designated as a nationally-protected species, thus taking the lead in establishing a honeybee ecosystem environment in the city center. We are also contributing to the recovery of biodiversity by establishing honey tree forests by planting honey trees that provide food to honeybees in Hongcheon, Gangwon Province and Uljin, North Gyeongsang Province, which is an area that was damaged by a forest fire.

KB Kookmin Bank conducts the “KB Sea Forest Project” together with the Ministry of Oceans and Fisheries and strives to protect the marine ecosystem. Please refer to page 124 of this report for details.



K-Bee project

## Global

KB Financial Group is expanding various overseas social contribution projects for development of overseas local communities. We are creating the value of co-prosperity with local communities around the world by providing medical services to the underprivileged, expanding the learning and cultural infrastructure, and helping youths find jobs especially in Indonesia and Cambodia, where many of our subsidiaries have a presence.

### Overseas Volunteer Group

KB Kookmin Bank formed “RaonAtti,” an undergraduate overseas volunteer group, and carries out social innovation projects that are aimed at solving social/environmental issues in local communities around the world, including Indonesia, Vietnam, Cambodia, and Malaysia, and is providing an arena for new experiences so that youths can grow into global talents.

RaonAtti is pure Korean that means “fun friends” and consists of undergraduates in Korea who were chosen for their talent and passion. It provides the undergraduates with an opportunity to expand their global experience by carrying out diverse international support activities and develop local communities.



KB Kookmin Bank, RaonAtti

### Overseas social contribution activities

Subsidiary	Country	Activity details
KB Kookmin Bank	Indonesia	• Build the “KB Cultural Library” for youths and local residents
KB Securities		• Improve the educational infrastructure of the Al Ayaniyah High School in Tangerang
KB Insurance		• Provide two-wheeled vehicle safety helmets to underprivileged children and youths • Produce safety helmets through collaboration with a local company, vitalizing the local economy
KB Kookmin Card	Indonesia	• Provide t-shirts of love, sharing boxes, financial story pop-up books, photovoltaic lanterns, reading desks, and eco-bags to children/youths from low-income families • Provide goods to overseas low-income families through customer participation-based volunteering during summer/winter break
KB Capital		• Support the installation of road safety facilities near schools
KB Kookmin Bank	Cambodia	• Provide medical treatment and surgery support to children with heart disease • Provide IT and Korean language education to undergraduates (“KB IT Academy”)
KB Kookmin Card		• Provide t-shirts of love, sharing boxes, financial story pop-up books, photovoltaic lanterns, reading desks, and eco-bags to children/youths from low-income families • Provide goods to overseas low-income families through customer participation-based volunteering during summer/winter break
KB Life Insurance	Myanmar	• Improve the environment and repair facilities at the Oddar Meanchey Elementary School and provide an education program (“KB Life Overseas Volunteer Group”)
KB Kookmin Bank		• Run the “Yangon KB School” for youths and local residents
KB Securities	Vietnam	• Implement the “Rainbow Class” program
KB Kookmin Card	Thailand	• Provide t-shirts of love, sharing boxes, financial story pop-up books, photovoltaic lanterns, reading desks, and eco-bags to children/youths from low-income families • Provide goods to overseas low-income families through customer participation-based volunteering during summer/winter break
KB Capital		Laos

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# Environment —Valuing nature

We advance climate strategies and embed eco-friendly management, all in our efforts to foster values toward nature.

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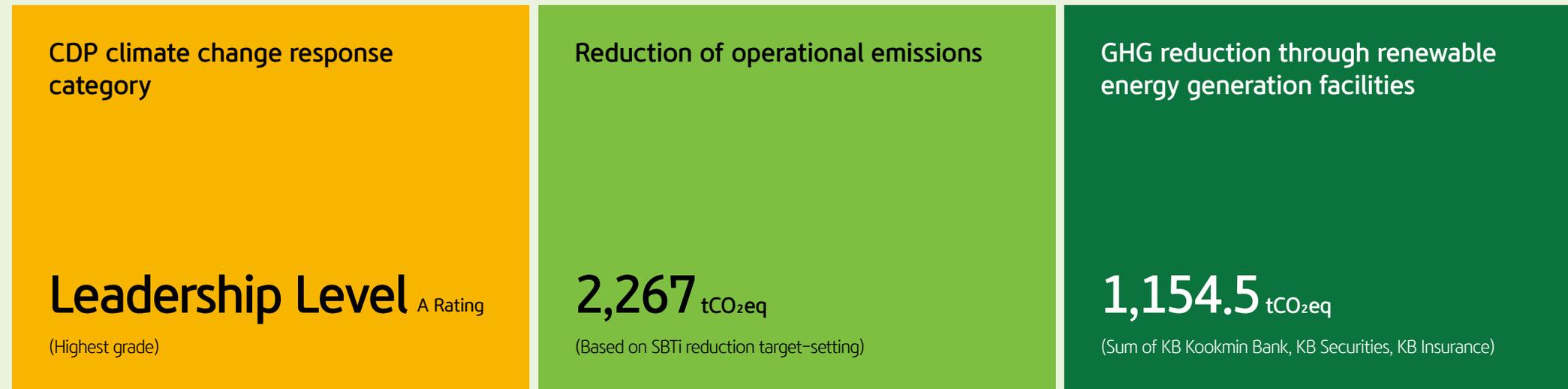
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# Climate Change Strategy



KB Financial Group is leading the way in building a sustainable low-carbon society based on “KB Net Zero S.T.A.R.” to achieve sustainable growth and ensure the stability of the financial system.

 Climate-related sustainability information in accordance with TCFD Framework and IFRS Sustainability Disclosure Standard S2 by ISSB can be referenced in the “Sustainability Management Report – Investor Perspective.”

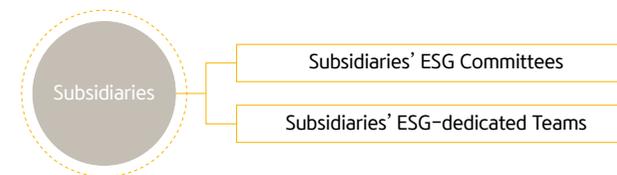
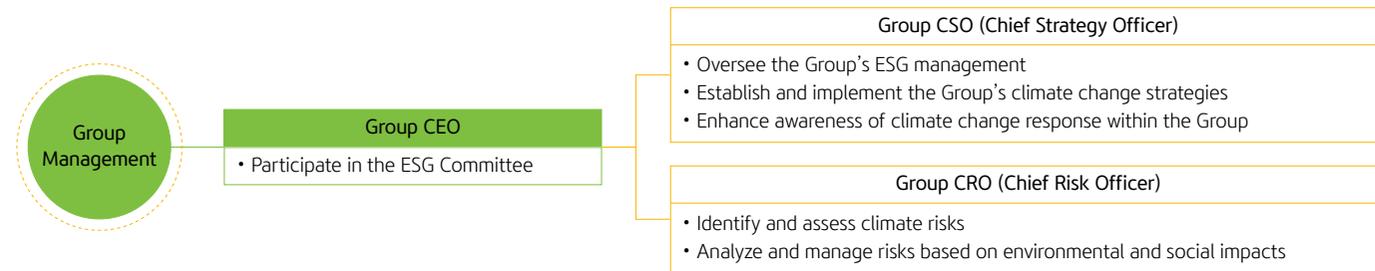
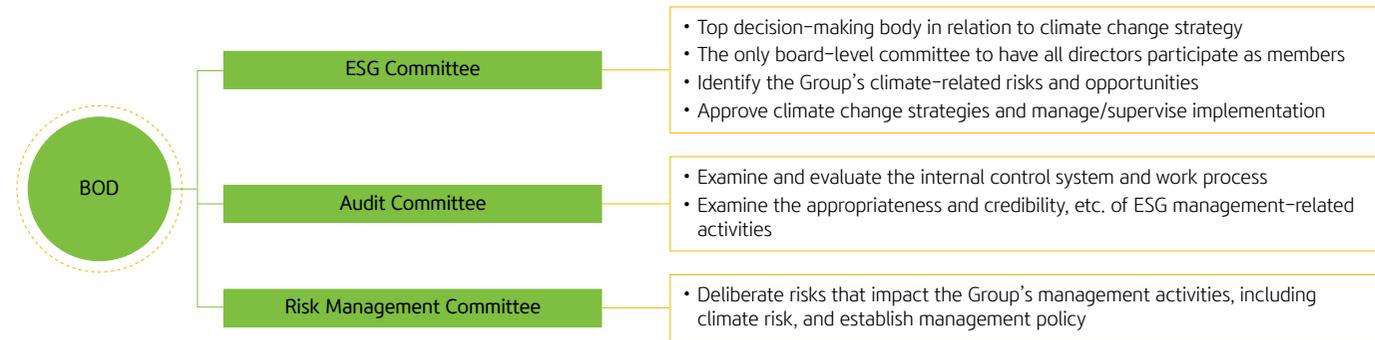


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# CLIMATE CHANGE GOVERNANCE

KB Financial Group has established climate change governance, at the center of which is the BOD—the Group’s top decision-making body. Each subsidiary has an ESG council and dedicated organization and responds to climate change based on the Group’s climate change strategy.



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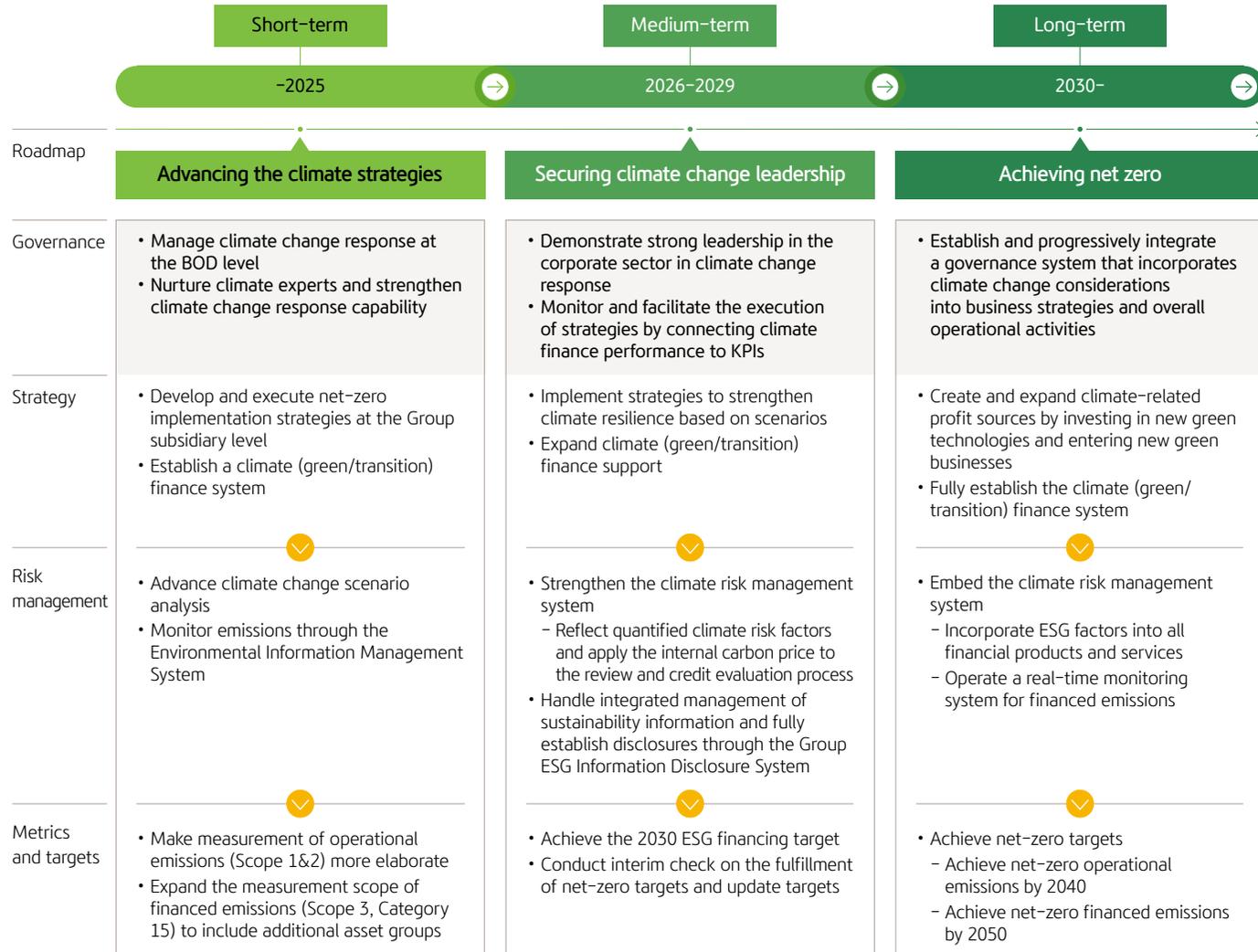
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# CLIMATE CHANGE STRATEGY

KB Financial Group identified and analyzed climate-related risks and opportunities, and established mid- to long-term strategies to respond to them. We have established and implement climate change response strategies, focusing on “KB Net Zero S.T.A.R.” that aims at the Group’s net zero and “KB Green Wave 2030” for increased sustainable finance support.

## Mid- to long-term roadmap for climate change response



## KB Net Zero S.T.A.R.

In accordance with KB Financial Group’s climate change strategy, “KB Net Zero S.T.A.R.,” we are striving to achieve net zero. To this end, we are seeking to transition to a net-zero society based on the positive method by increasing eco-friendly investments and actively supporting our clients’ transition to green business models and reduction of GHG emissions as well as continuing our own efforts to cut internal GHG emissions.

### Direct GHG emissions reduction

- Expand use of renewable energy
- Increase conversion to eco-friendly business vehicles
- Conduct eco-friendly campaigns
- Join and participate in discussions on global eco-friendly initiatives

### Financed emissions management

- Monitor financial emissions consistently
- Establish and enhance environmental management systems
- Measure emissions and carbon intensity by company and subsidiary

### Advancement of environmental policy

- Operate the ESRM
- Continue implementing the Equator Principles
- Declare coal-free finance
- Incorporate ESG factors into investment and loan decision

## KB Green Wave 2030

KB Financial Group has set a target to expand products/investments/loans in the environment sector to KRW 25 trillion by 2030 based on the “KB Green Wave 2030” strategy, and is facilitating GHG reduction by increasing investments in green finance.

### Increase climate (green/transition) finance support

- Establish and advance the climate finance system
  - Establish guidelines and develop IT, strengthen professional capabilities
- Promote the implementation of climate finance by connecting with KPIs

### Support the eco-friendly management of SMEs

- Provide ESG consulting service – support for the establishment of a green business portfolio and reduction of greenhouse gas emissions
- Provide the carbon management system
- Provide financial support to outstanding ESG companies – preferential interest rate limit to companies that promote green transition

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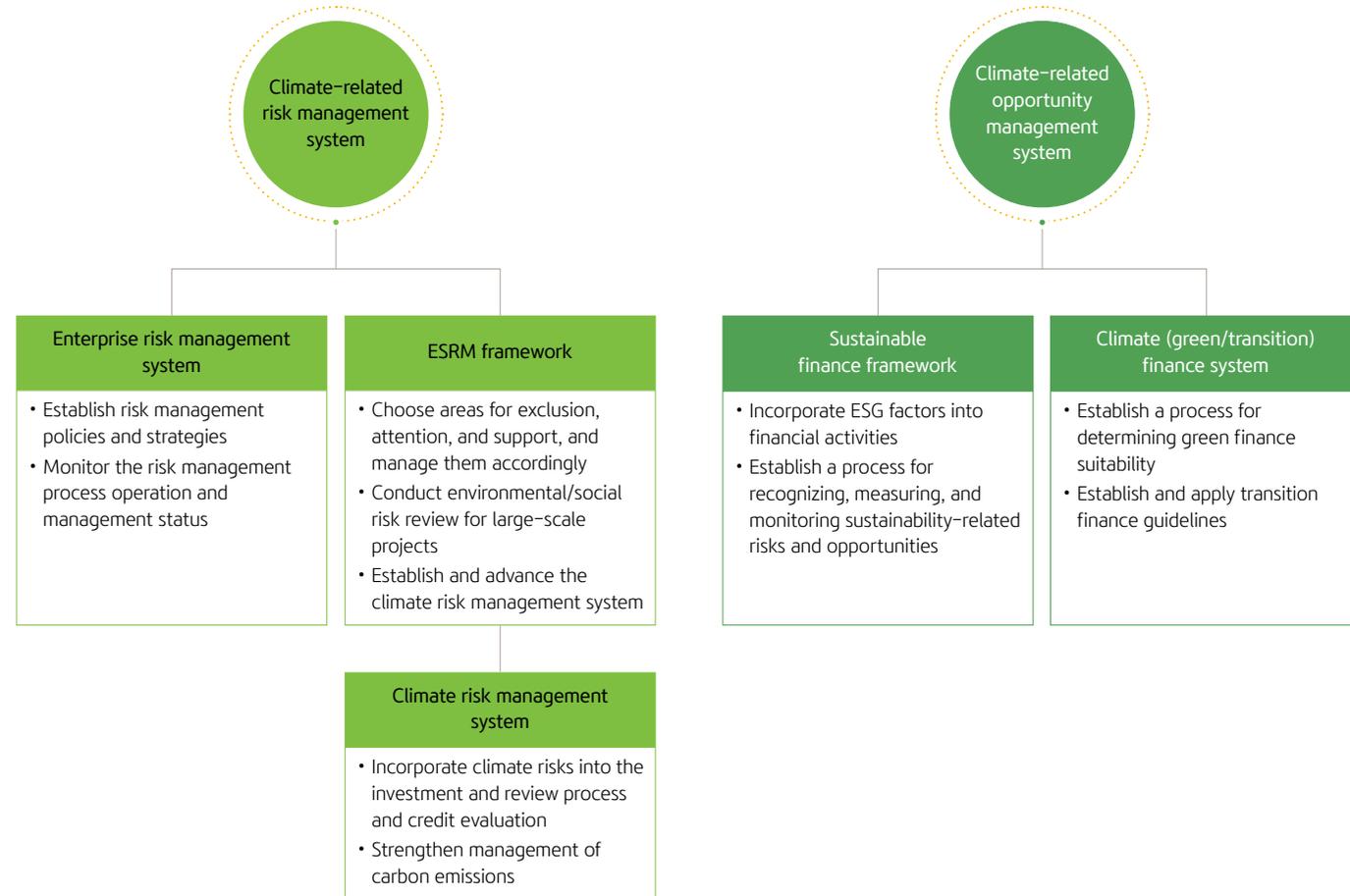
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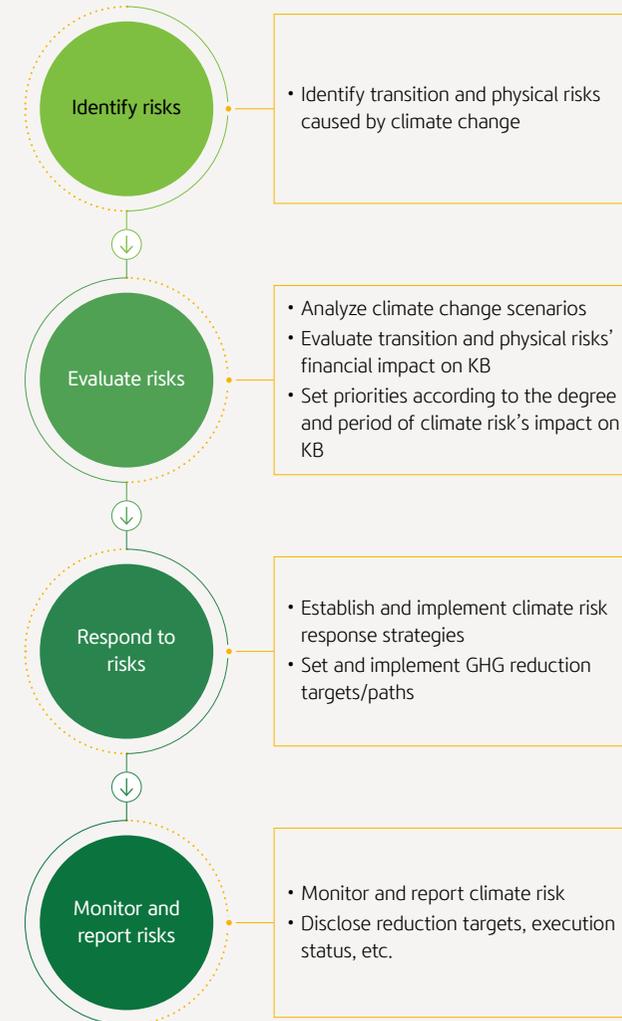


# CLIMATE RISK MANAGEMENT

KB Financial Group included the climate risk area in the enterprise risk management system for integrated management of climate change issues. We established the “Environmental and Social Risk Management (ESRM)” Framework to preemptively manage risks from environmental/social impact, in addition to traditional risk management. For climate risk, we have established a climate risk management system, based on the TCFD framework, under which we identify climate risks, establish response strategies, and implement them.



## Climate risk management process



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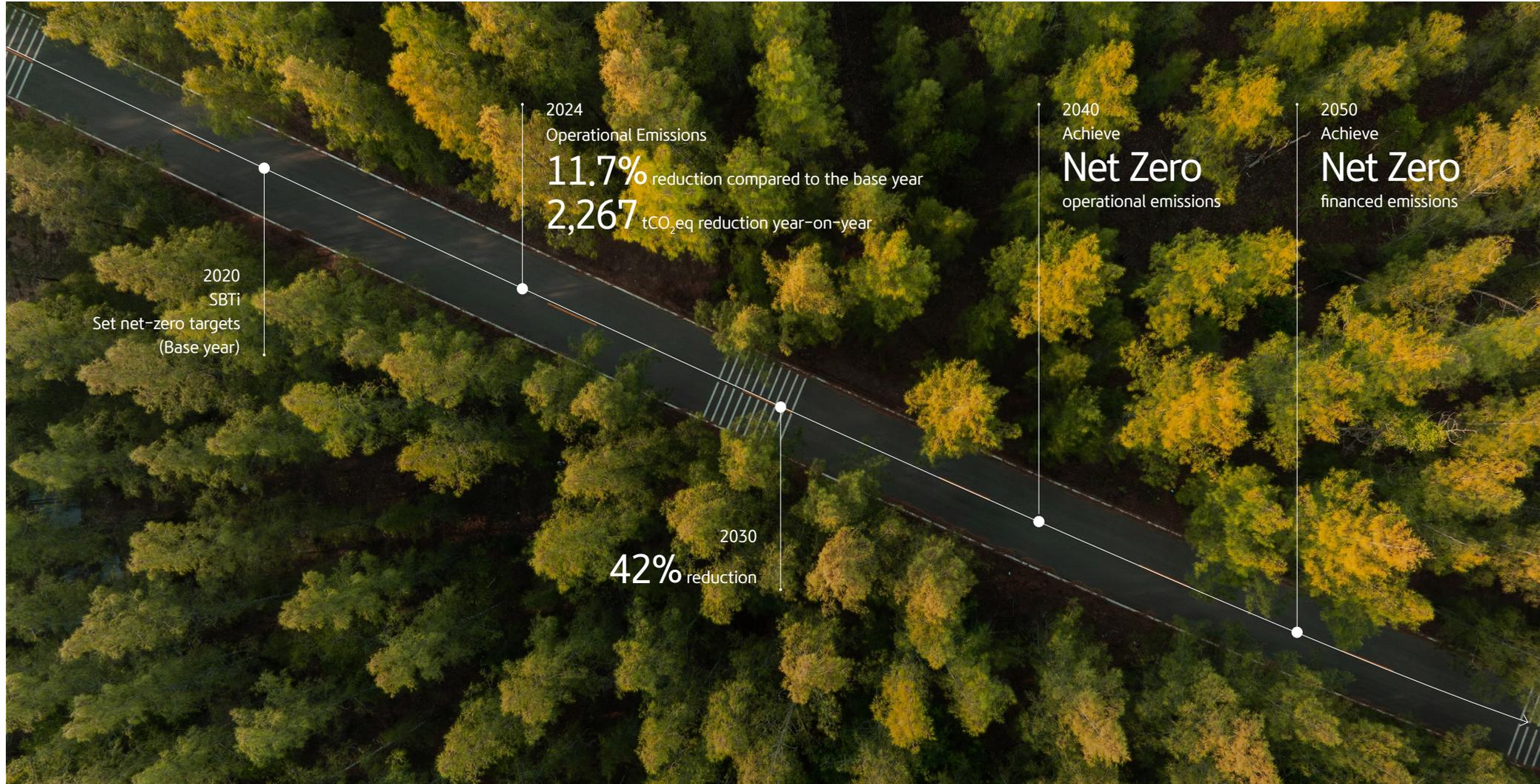
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# CLIMATE CHANGE RESPONSE ACTIVITIES

KB Financial Group has established mid- to long-term strategies to respond to climate-related risks and opportunities and regularly monitors the status of task execution.

## Net-Zero Implementation Performance



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# CLIMATE CHANGE RESPONSE ACTIVITIES



## PERFORMANCE OF CLIMATE CHANGE RESPONSE ACTIVITIES

### Direct GHG reduction

#### Transition to renewable energy

(Unit: Units, MWh)

##### Self-generation status of renewable energy

- Number of power generation facilities
- Annual renewable energy power generation



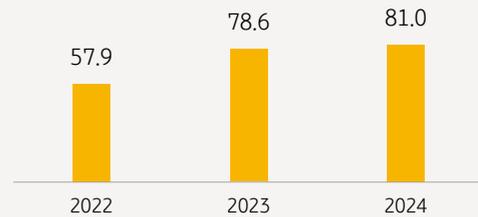
#### Join global eco-friendly initiatives and participate in discussions

Principles for Responsible Banking (PRB)	Glasgow Financial Alliance for Net Zero (GFANZ)
RE100	Member of the ESG Advisory Committee, which is an internal standing committee within the Korea Federation of Banks (KB Kookmin Bank)

#### Conversion rate of eco-friendly vehicles for business use

(Unit: %)

##### Conversion rate of eco-friendly vehicles for business use



#### Run internal and external eco-friendly campaigns

##### Conducted various campaigns by subsidiary

- Conducted “KB Green Wave Essential Environment Campaign Season 2”
- Installed “Nephron”—a recycled resource-collecting robot
- Plogging, bazaar, recycling of waste plastics, etc.



### Manage financed emissions

#### Establish and advance environmental management systems

##### 2024 Advance the Environmental Information Management System

- Expand the scope of business sites subject to emissions calculation
- Build an integrated management system for business sites in Korea

##### 2025 Establish the Group ESG Information Disclosure System

- Integrate sustainability information by subsidiary

### Advance environmental policies

#### Continue implementing the Equator Principles

##### Number of projects subject to the Equator Principles



#### Enhance the integration of ESG factors into investment and loan decision-making processes

##### Introduce scoring and deduction criteria for environmental factors in industry risk (IR) assessment

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\* Please refer to pages 119–122 of this report for details on GHG reduction activities.



# CLIMATE CHANGE RESPONSE ACTIVITIES

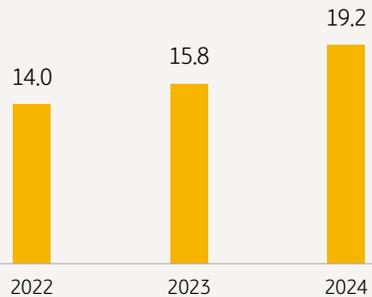


## PERFORMANCE OF CLIMATE CHANGE RESPONSE ACTIVITIES

### Increase climate (green/transition) finance support

Operate ESG financial products (Unit: KRW trillion)

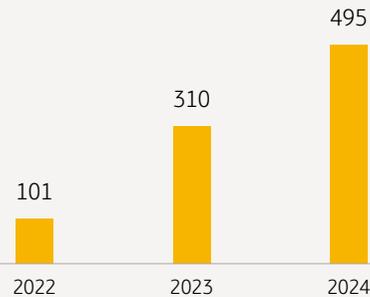
ESG financial product size in the environmental area



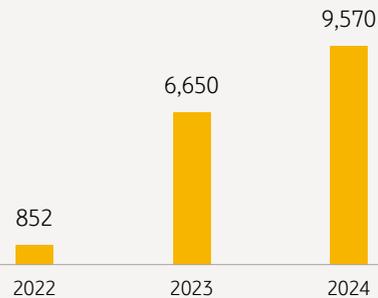
### Support the eco-friendly management of SMEs

Provide ESG consulting service (Cumulative basis)

Number of KB ESG Consulting Services offered



Number of ESG Self-Assessment Services offered



Provide the carbon management system

#### KB Carbon Management System

- Launched the online platform “KB Carbon Management System” in February 2024, equipped with functions for calculating and managing GHG emissions based on energy consumption

**79**

No. of companies that used the KB Carbon Management System in 2024

Provide financial support to outstanding ESG companies

#### KB Green Wave Loans for Outstanding ESG Companies

- Offer benefits of a preferential interest rate to companies that fulfill ESG evaluation criteria and internal credit rating requirements
- Offer benefits of a preferential interest rate to companies that use the KB Carbon Management System

**KRW 526.8 billion**

Loan balance as of 2024 year-end

\* Please refer to pages 43-49 of this report for details on sustainable finance activities.

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# Eco-friendly Management

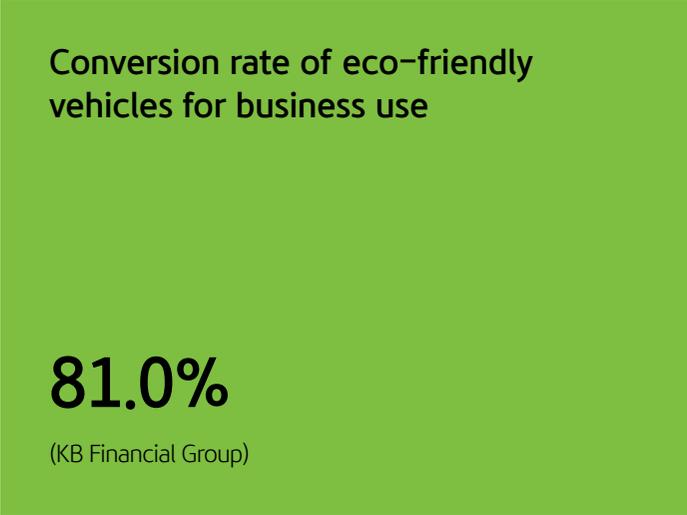
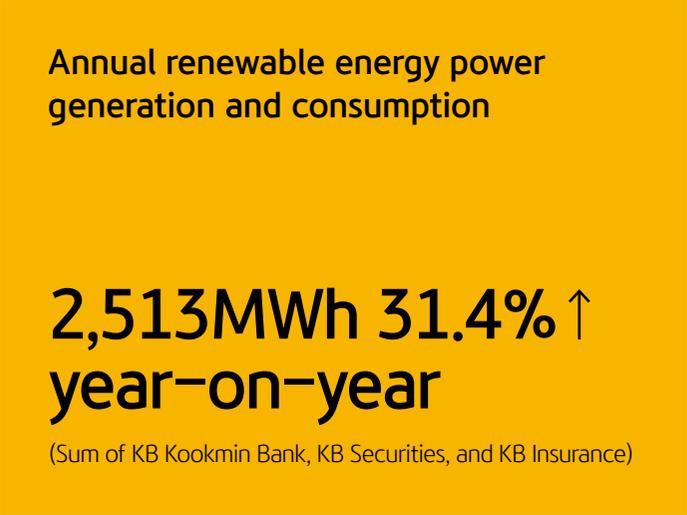


KB Financial Group has established an eco-friendly management system based on international standards, which serves as a foundation for carrying out a wide range of eco-friendly management activities.

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# ECO-FRIENDLY MANAGEMENT SYSTEM

## Strengthening of the Eco-friendly Management System

### Management of Environmental Certifications

KB Financial Group has established climate change response principles at the Group level, based on which subsidiaries implement environmental management based on these principles. Major subsidiaries maintain “ISO 14001” certification—an international standard on environmental management system—and “ISO 50001” certification—an international standard on energy management system—operating an environmental management system in accordance with international standards.

#### STATUS OF ENVIRONMENTAL CERTIFICATIONS

### ISO 14001

International standard on environmental management system (KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Capital)

### ISO 50001

International standard on energy management system (KB Kookmin Bank, KB Capital)

### Dedicated Environmental Management Organization

KB Financial Group has established a dedicated ESG organization, ESG Division, under the Group CSO (Chief Strategy Officer) to address environmental issues. The team dedicated to environmental management within the ESG Division consists of four members and is responsible for managing the Group’s carbon emissions (financed emissions), overseeing eco-friendly initiatives, supporting the Group’s eco-friendly management activities, and disclosing information related to natural capital.

## Eco-friendly Initiatives

KB Financial Group actively takes part in global efforts to address environmental issues by joining environmental initiatives.

### Principles for Responsible Banking

**PRB**  
Principles for Responsible Banking



As the Core Group of the Principles for Responsible Banking (PRB), KB Financial Group took part in establishing a mid- to long-term operation plan and guidance for global financial institutions.

### Glasgow Financial Alliance for Net-Zero

**GFANZ**  
Glasgow Financial Alliance for Net-Zero



KB Financial Group serves as a member of the Advisory Board of the Asia-Pacific, overseeing and managing the net-zero strategic direction, target setting, and priorities of the Asia-Pacific member companies.

### RE100

Renewable Electricity 100%



KB Financial Group has been building solar power facilities and considering the signing of power purchase agreements (PPA) and renewable energy certificates (REC) purchase to fulfill its RE100 commitment.

### Taskforce on Nature-related Financial Disclosures

**TNFD**  
Taskforce on Nature-related Financial Disclosures



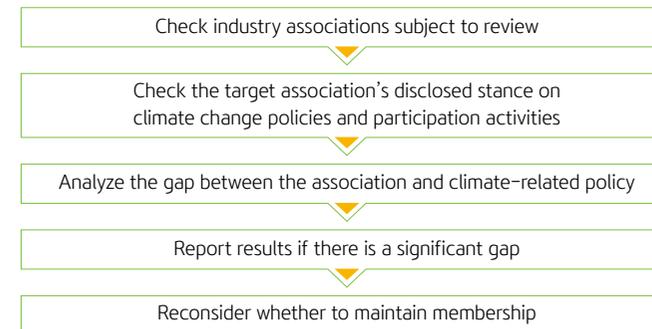
In accordance with the TNFD framework, KB Financial Group recognizes the potential negative impacts of our activities on biodiversity loss and ecosystem degradation, and is therefore striving to minimize these impacts.

## External Green Communication

KB Financial Group supports the Paris Agreement and climate-related public policies and actively participates in global alliance activities to address environmental issues by joining environmental initiatives. We also take part in industry associations that impact public policies. Together with the Korea Federation of Banks, which is a leading association of domestic banks, we are actively helping citizens carry out green activities. In line with government policies, we provide active cooperation for the development of various eco-friendly industries.

KB Kookmin Bank is a member of the ESG Advisory Committee, which is an internal standing committee within the Korea Federation of Banks. It makes policy suggestions on the development direction of green finance and suggests that association members take part in the facilitation of green finance. In addition, it conducts reviews on whether the Korea Federation of Banks continually participates in climate policies. When there are significant misalignments with our own climate position or the climate-related policies we support, we report the matter to the ESG Committee in accordance with the industry association review process. If needed, we may indirectly reflect the Group’s position through global alliance activities, such as global initiatives. Through this industry association review process that applies to the overall Group, KB Financial Group seeks to strengthen cooperation at the industry-level for climate change response.

### Industry Association Review Process



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# ECO-FRIENDLY MANAGEMENT ACTIVITIES

## Installation of Renewable Energy Generation Facilities

KB Financial Group is reducing GHG emissions by operating renewable energy generation facilities at our educational institution and major business sites.

### Renewable energy generation

Subsidiary	No. of power generation facilities	Annual renewable energy power generation <sup>1)</sup>	GHG emissions reduction effect
KB Kookmin Bank	56 units	2,184,052 kWh	1,003.4 tCO <sub>2</sub> eq
KB Securities	2 units	82,765 kWh	38.0 tCO <sub>2</sub> eq
KB Insurance	1 unit	246,182 kWh	113.1 tCO <sub>2</sub> eq
<b>Total</b>	<b>59 units</b>	<b>2,512,999 kWh</b>	<b>1,154.5 tCO<sub>2</sub>eq</b>

<sup>1)</sup> As of 2024

## Conversion of Corporate Vehicle Fleets to Eco-friendly Vehicles

Major subsidiaries of KB Financial Group are converting corporate fleets whose rental contract expired to eco-friendly vehicles—hybrid electric vehicles and electric vehicles.

### Eco-friendly vehicles owned by KB Financial Group

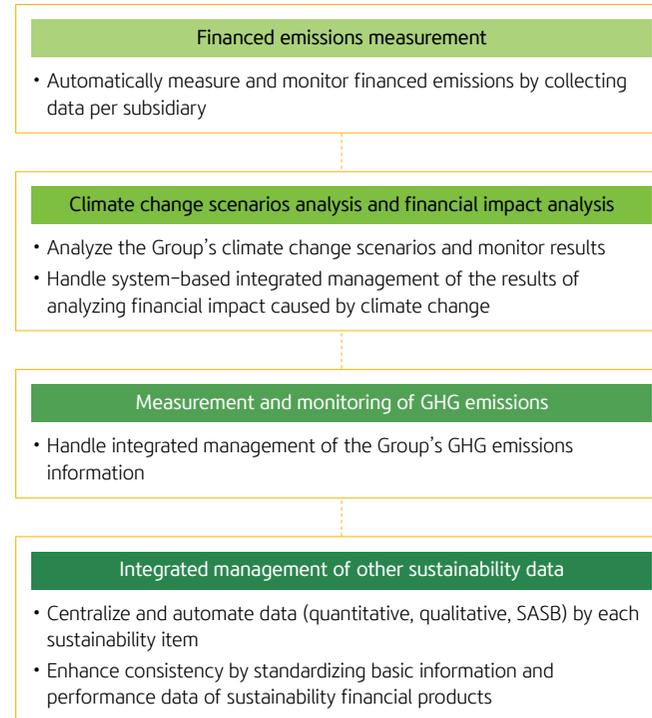


## Environmental Management System

### ESG Information Disclosure System

KB Financial Group is building the “Group ESG Information Disclosure System” to more appropriately respond to global ESG disclosure standards’ requirements by systematizing sustainability data that was previously dispersed and by raising credibility and efficiency.

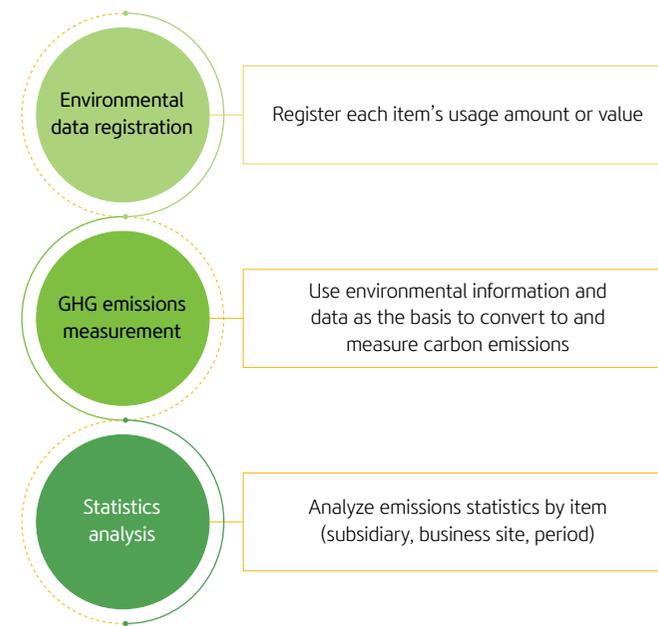
### Key functions of the ESG Information Disclosure System



### Environmental Information Management System

KB Financial Group operates the “Environmental Information Management System” to measure and handle integrated management of the Group’s major GHG emissions—direct emissions, indirect emissions, external emissions. We also use the system to monitor the “execution of net-zero strategies” and “reduction of carbon emissions.”

### Key functions of the Environmental Information Management System



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# ECO-FRIENDLY MANAGEMENT ACTIVITIES

## Resource-Recycling Activities

Major subsidiaries of KB Financial Group are practicing resource circulation activities such as reducing paper and plastic use and conserving energy, thereby reducing waste and carbon emissions and contributing to minimizing the impact of global warming.

KB Kookmin Bank expanded and reorganized its environmental management-practicing campaign, “KB Green Wave Essential Environment Campaign Season 2,” and is carrying out eco-friendly activities under the slogan, “Green Tomorrow Together.” It is actively drawing out participation by employees and customers.



KB Kookmin Bank, “Nephron”—a recycled resource-collecting robot



KB Securities, Kkaebi E Cup

### Key resource-recycling activities

Subsidiary	Activity	Key content <sup>1)</sup>
KB Green Wave Essential Environment Campaign Season 2		
KB Kookmin Bank	Less Paper	Carbon neutrality point system • Became the first financial institution in Korea to sign an MOU with the Ministry of Environment, providing KRW 100-worth of points transaction for customers using electronic receipts • Issued around 393,000 electronic receipts
		Digital business card • Built a digital business card system that replaces paper business cards
	No Plastic	“Nephron”—a recycled resource-collecting robot • Installed “Nephron” in the rest area at the head office building and new building (for employees only) • Collected around 7,600 cans and PET bottles
		Use of reusable cups • Replaced all disposable cups at the in-house café with reusable cups, using around 460 thousand reusable cups
	Save Energy	Participation in energy trading • Participated in the electricity demand resource trade market • Reduced electric energy use by 4,698 kWh
	Care Us	KB Green Wave Walking-Up-The-Stairs Proof Picture Challenge • Marking Earth Day, 4,090 employees used stairs to practice energy conservation and reduce carbon emissions
KB Securities	Reduction of copy paper use	• The amount of copy paper used went down by around 3% year-on-year by posting monthly usage and rewarding outstanding departments and branches
	Use of reusable cups	• Adopted an in-house reusable cup (“Kkaebi E Cup”) system
KB Insurance	“BI:CYCLE”—hand towel resource recycling	• Reused discarded hand towels as raw materials
	Recycling of unused terms and conditions	• Delivered art therapy tool “Mind Strong KIT,” made by recycling unused terms and conditions, to 500 children from global families
	Use of reusable cups	• Adopted reusable cups at the in-house café
KB Kookmin Card	Eco-friendly statement	• The total number of eco-friendly statement members reached 9.65 million (79.0%), indicating a year-on-year rise of 840 thousand. Accordingly, we reduced 5.73 million regular mail statements (28.65 million pieces of paper).
	“Nephron”—a recycled resource-collecting robot	• Installed “Nephron” in the company lobby and Jongno-gu Office (available for local residents) • Collected around 160 thousand cans and PET bottles
	KB Pay	• Strengthened the offline payment service, reducing the use of physical cards • Offline payment amounts increased by 1.2 times year-on-year
	Use of reusable cups	• Adopted reusable cups at the in-house café
KB Life Insurance	Reduction of paper use	• Provided KB electronic document intermediation service to guide and view insurance contract information via KB electronic document • Fully launched mobile terms and conditions of products
	Reduction of power consumption	• Operated a separate overtime zone to reduce electric power consumption
	Recycle	• Installed personal cup sterilizing machines to realize zero disposables
KB Capital	Reduction of copy paper use	• Strengthened ordering conditions and monitored usage to reduce copy paper consumption by approximately 19% year-on-year
	Replacement with LED lights	• Replaced fluorescent lights with high-efficiency LED lights

<sup>1)</sup> As of 2024

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# ECO-FRIENDLY MANAGEMENT ACTIVITIES

## Environmental Campaigns

KB Financial Group holds environmental events to raise employees' awareness of environmental issues, while also conducting various campaigns that link eco-friendly activities with donations.

### Key environmental campaigns in 2024

Subsidiary	Activity	Key content	Date
KB Kookmin Bank	Green Month, Plogging Together	Collected waste and clean the environment in Seoul and Busan	2024 April (Seoul) 2024 May (Busan)
		Collected waste and clean the environment at Hamdeok Beach, Jeju Island	2024 July
KB Securities	"Kkaebi Securities Change Our Life" Plogging Campaign	Collected waste and clean the environment at Hamdeok Beach, Jeju Island	2024 July
	Jeans Resource-Recycling Campaign	Donated upcycled products made from old jeans to crisis pregnant women and self-reliant youth	2024 September
KB Insurance	Resource Recycling-Type Job Creation	Provided PET bottle recycling products to major beaches in Jeju to revitalize the local economy and create jobs	2024 June-August
	KB Hope Bazaar	Donated proceeds from employee merchandise sales to children in vulnerable groups	2024 May
	Seed Flag of Hope	Explored measures to promote environmental protection and sustainable use by reusing disposable cups	2024 May
KB Kookmin Card	KB Mud Flat Plogging	Collected waste and clean the environment in the mud flat area in Seocheon	2024 June
	"Green consumption week" event organized by the Ministry of Environment	Provided incentives for purchasing an environmental mark, low-carbon product with the "green card"	2024 June
KB Asset Management	KB Green Wave Campaign	Helped children from low-income families fulfill their wishes on Children's Day and provided medical expense support to low-income children with cancer through the employee hope walking donation campaign	2024 March, October
		Held an event on pledging to join the transition to paperless and raised awareness on how to put paperless into action	2024 April, September



KB Kookmin Bank, Green Month, Plogging Together



KB Insurance, Seed Flag of Hope



KB Kookmin Card, "Green consumption week"

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# ECO-FRIENDLY MANAGEMENT ACTIVITIES

## Eco-friendliness Education

KB Financial Group raises employees' awareness of eco-friendliness through sustainability education. Major subsidiaries provided in-depth, customized training to employees in charge of ESG such as responding to climate change and establishing a disclosure system. In particular, environmental management system education is provided every year to share information on relevant matters, performance, and execution measures.

In celebration of World Environment Day (June 5), KB Kookmin Bank held the "ESG Education Month" for employees. It also provided special lectures on ESG to newly hired employees and those in experiential internship programs.

### KB Kookmin Bank's ESG Education Month

<b>Target</b>	KB Kookmin Bank employees	
<b>Education content</b>	<b>I. ESG in general</b>	• A curriculum on general ESG matters to raise overall understanding of ESG
	<b>II. ESG finance</b>	• A specialized curriculum on ESG finance to foster ESG experts
<b>Number of employees who completed the program</b>	<ul style="list-style-type: none"> <li>• ESG in general: Around 1,600 persons</li> <li>• ESG finance: Around 1,400 persons</li> </ul>	

### KB Kookmin Bank's ESG special lectures in 2024

<b>Target</b>	90 newly hired employees	60 persons in experiential internship programs
<b>Date</b>	July, August	December
<b>Type</b>	In-person training	In-person training
<b>Education content</b>	KB Kookmin Bank's ESG strategy and management activities	

## Eco-friendly MOUs

### MOU on Providing Support to SMEs to Transition to Low-carbon and Respond to the Climate Crisis

In September 2024, KB Financial Group signed an MOU on providing support to SMEs to transition to low-carbon and respond to the climate crisis with the Financial Supervisory Service, Samsung Electronics, and Shinhan/Hana/Woori/NH Financial Group. Accordingly, KB Kookmin Bank will provide loans amounting to a total of KRW 2 trillion at a low interest rate to SMEs that run a business that is in line with K-Taxonomy or that has carbon-reducing effects. The amount includes KRW 1 trillion from the five banks' own funds (KRW 200 billion from each) and KRW 1 trillion deposit of Samsung Electronics. In addition, education/consulting services for carbon reduction and serious disaster prevention will also be provided to help companies strengthen their sustainable management capabilities.

### MOU on a Carbon Reduction Project in Ghana

In August 2024, KB Securities signed an MOU on charcoal production support for carbon reduction in Ghana with "Glencore," a natural resource company in Switzerland, and "CERTAIN GTS," a company specializing in carbon reduction projects. KB Securities and Glencore plan to invest funds in Ghana's carbon reduction activities and retrieve the resulting internationally transferred mitigation outcomes (ITMO) in accordance with Article 6 of the Paris Agreement<sup>1)</sup>. As the project developer, CERTAIN GTS will be in charge of project planning and management.

<sup>1)</sup> Article 6 of the Paris Agreement enables inter-country cooperation to achieve GHG reduction targets. It allows a country or a company to receive recognition for the GHG reduction performance it achieved overseas and use it to accomplish the country's own reduction target.

### MOU on Providing Support for the Korean Shipping Industry's Entry into the EU Emissions Trading System

In November 2024, KB Securities signed an MOU with "MarinaChain," a company specializing in marine logistics ESG, on providing support for the Korean shipping industry's entry into the EU emissions trading system. KB Securities' financial expertise and MarinaChain's technological capabilities will be combined to help shipping companies in Korea use carbon financial products as much as possible. The two companies will work together for shipping company carbon credit management and brokerage as well as risk hedging-related advice. They also plan to expand their business to eco-friendly energy areas, such as biofuel, in addition to the domestic carbon credit market.

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# BIODIVERSITY CONSERVATION ACTIVITIES

To protect the natural ecosystem and preserve biodiversity, KB Financial Group is actively conducting such initiatives as the “K-Bee Project,” “KB Sea Forest Project,” and “Forestation Project.” KB Kookmin Bank became the first financial institution in Korea to join the “Business N Biodiversity Platform (BNBP)” initiative in 2020, taking the lead in preserving biodiversity.

## K-Bee Project

KB Kookmin Bank has been conducting the “K-Bee Project” since 2022 to support the recovery of the terrestrial ecosystem, and is preserving the number of honeybees, which are designated as a nationally-protected species. The project consists of the “K-Bee Urban Bee Farm,” which saves honeybees in cities, the “K-Bee Hotel,” which is aimed at providing a habitat for wild bees, the “honey tree forest” that provides food to honeybees, and “honeybee experience event,” which publicizes the importance of honeybees. We are currently running three K-Bee Urban Bee Farms and two K-Bee Hotels. In 2024, we planted around 45 thousand honey trees in an area that was damaged by a forest fire in Uljin-gun, North Gyeongsang Province and are building our second honey tree forest totaling 10ha.

### Key activities in 2024



45,000 honey trees planted across 10ha

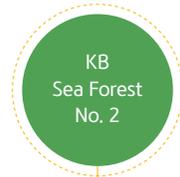
- Created a honey tree forest in Uljin, North Gyeongsang Province in celebration of Arbor Day

## KB Sea Forest Project

KB Kookmin Bank is conducting the “KB Sea Forest Project” that is aimed at increasing blue carbon to contribute to the establishment of a healthy coastal ecosystem and prevention of marine desertification. The KB Sea Forest Project creates colonies of seagrass, which is one of three major carbon sinks officially recognized by the Intergovernmental Panel on Climate Change (IPCC).

The ocean forest that was built near Eunpo village in Changseon-myeon, Namhae County, South Gyeongsang Province from 2022 to 2023 recorded growth density of 5.3 times and survival rate of 533%. Seagrass transplant, which involved collecting seeds from adult seagrass, was also successful. In 2024, we chose Daepo-dong, Sacheon City, South Gyeongsang Province as the site for Sea Forest No. 2 and successfully completed the transplant of 7,200 adult seagrasses.

### Key activities in 2024



7,200 adult seagrasses transplanted

- Created a sea forest consisting of seagrass colonies in the coastal waters of Sacheon-si, Gyeongsangnam-do



KB Kookmin Bank, K-Bee Project



KB Kookmin Bank, K-Bee beekeeping experience at the Seoul Forest



KB Kookmin Bank, KB Sea Forest Project

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# BIODIVERSITY CONSERVATION ACTIVITIES

## Forestation Project

KB Financial Group operates forestation projects to resolve environmental issues in Korea and abroad and to preserve biodiversity. Each subsidiary carries out various forestation projects and actively takes part in eco-friendly activities for net zero.

### Key forestation projects

Subsidiary	Activity	Key content
	KB Clear Sky Forestation No. 2	<ul style="list-style-type: none"> <li>Creating forests with windbreak trees and fruit trees to prevent desertification in Mongolia and reduce fine dust</li> <li>- A total of 100 thousand trees spanning 100 ha over five years from 2024 to 2029</li> </ul>
KB Kookmin Bank	Star Friends Garden No. 5	<ul style="list-style-type: none"> <li>Building family-friendly gardens using employee donations for experiencing nature in the city center</li> <li>- Created Star Friends Garden No. 5 in Maeheon Citizen's Forest</li> </ul>
	KB Green Wave Palace Forest	<ul style="list-style-type: none"> <li>Restoring trees and green areas on Gung Gwol Dam Jang Gil, a trail on Yulgok-ro near Changgyeonggung Palace, as a forest-cultivating volunteer activity that was participated by citizens</li> <li>- Maintained and managed green areas spanning 2,860m<sup>2</sup></li> <li>- Planted 155 azalea and Korean Azalea and 9,864 herbaceous flowers</li> </ul>
KB Securities	Kkaebi Securities Green Growth Road (Ttukseom Hangang Park)	<ul style="list-style-type: none"> <li>Created the "Kkaebi Garden with KB Securities" at the Ttukseom Hangang Park by participating in the Seoul International Garden Show's Corporate Companion Garden that was held by the Seoul Metropolitan Government</li> </ul>
	Creation of a red clay road	<ul style="list-style-type: none"> <li>Created a red clay road in Sillim Valley District in collaboration with Gwanak-gu Office</li> </ul>
	Rainbow Forest Tree-Planting Project	<ul style="list-style-type: none"> <li>Planted around 200 thousand mangrove trees on Tidung Island, Indonesia</li> </ul>
KB Kookmin Card	Donation of air-purifying trees and protection of endangered plants	<ul style="list-style-type: none"> <li>Donated 2,000 endangered air-purifying trees that employees took care of for a month to child daycare centers</li> <li>Propagated endangered plants corresponding to the number of donated air-purifying trees</li> </ul>
	Creation of a visitor-friendly needleleaf tree garden ecological observation path	<ul style="list-style-type: none"> <li>Using domestic timber, restored the needleleaf tree garden deck path of the Korea National Arboretum, which had been closed due to aging and damage, into a 172m barrier-free path with reduced slope and adjusted width, making it accessible for everyone including children, the elderly, and people with disabilities</li> </ul>
KB Life Insurance	Environmental cleanup at the Yeouido Saetgang Ecological Park	<ul style="list-style-type: none"> <li>Hope Dream Volunteer Group, composed of employees, engages in the removal of invasive plant species and management of native organisms</li> </ul>



KB Kookmin Bank, Star Friends Garden No. 5



KB Securities, Rainbow Forest Tree-Planting Project



KB Life Insurance, Hope Dream Volunteer Group

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## Financial Performance<sup>1)</sup>

Indicator	Unit	2022	2023	2024
Total assets	KRW trillion	689	716	758
Operating revenue	KRW trillion	83	78	85
Net income (based on equity attributable to shareholders of the parent company)	KRW trillion	4.1	4.6	5.1

<sup>1)</sup> Based on consolidated data of KB Financial Group

## Distribution of Economic Value<sup>1)</sup>

Indicator	Unit	2022	2023	2024
Customer Interest on deposits	KRW 100 million	46,374	100,528	103,790
Shareholders and investors Dividend	KRW 100 million	11,494	11,739	11,982
Employees Pay and benefits	KRW 100 million	41,570	40,142	42,211
Local community Investment in social contributions <sup>2)</sup>	KRW 100 million	2,251	3,208	7,263 <sup>3)</sup>
Government Corporate tax	KRW 100 million	15,183	16,070	19,566
<b>Total</b>	<b>KRW 100 million</b>	<b>116,872</b>	<b>171,687</b>	<b>184,736</b>

<sup>1)</sup> Based on consolidated data of KB Financial Group

<sup>2)</sup> Based on the sum of donations, funds for social contribution activities, and the monetary equivalent of employee volunteer activities

<sup>3)</sup> Including KRW 288.3 billion in interest cashback for small business owners under the banking industry's financial support measures for people's livelihoods

## Tax Information<sup>1)</sup>

Indicator	Unit	Operating revenue	Operating income	Income before tax	Accrued income tax	Income tax <sup>2)</sup>	Taxes and dues by region
Korea	KRW 100 million	808,165	75,328	68,147	5,033	17,398	88.92%
China	KRW 100 million	2,368	261	260	11	9	0.05%
U.S.	KRW 100 million	5,692	1,263	1,275	0	132	0.68%
Vietnam	KRW 100 million	1,336	440	374	31	91	0.47%
U.K.	KRW 100 million	3,950	166	166	0	56	0.29%
New Zealand	KRW 100 million	467	106	106	21	25	0.13%
Cambodia	KRW 100 million	494	246	(40)	1	2	0.01%
Cambodia (PRASAC)	KRW 100 million	12,349	1,657	1,656	132	337	1.72%
Japan	KRW 100 million	488	57	76	36	32	0.17%
Laos	KRW 100 million	229	41	52	3	10	0.05%
Singapore	KRW 100 million	2,361	107	109	0	37	0.19%
Indonesia	KRW 100 million	7,747	(622)	(3,030)	19	1,177	6.02%
Hong Kong	KRW 100 million	4,813	674	683	0	224	1.14%
India	KRW 100 million	472	(30)	(30)	15	15	0.08%
Myanmar	KRW 100 million	177	57	58	0	17	0.09%
Others	KRW 100 million	1,034	701	(9)	5	4	0.02%
<b>Total<sup>3)</sup></b>	<b>KRW 100 million</b>	<b>852,141</b>	<b>80,453</b>	<b>69,852</b>	<b>5,307</b>	<b>19,566</b>	<b>100%</b>

<sup>1)</sup> As of 2024

<sup>2)</sup> On an accrual basis of K-IFRS

<sup>3)</sup> Some figures may not sum to 100%, because of rounding

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## BIS Leverage Ratio

Indicator	Unit	2022	2023	2024
(Basel III) Tier 1 capital	KRW 100 million	450,320	493,903	524,774
(Basel III) Total exposure	KRW 100 million	7,453,341	7,439,596	7,868,691
(Basel III) Leverage ratio	%	6.04	6.64	6.67

## Net Defined Benefit Liabilities

Indicator	Unit	2022	2023	2024
Current value of net defined benefit liabilities	KRW 100 million	22,153	23,630	25,375
Fair value of plan assets	KRW 100 million	26,085	26,552	26,958
Net defined benefit liabilities (assets)	KRW 100 million	(3,932)	(2,922)	(1,583)

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## Corporate/Investment Finance<sup>1)</sup>

ESG Project	Category	Unit	2024	Product description
ESG loans	Green loans	KRW 100 million	31,092	Type of loan provided for financing projects that contribute to environmental performance, such as preventing and managing pollution, enhancing energy efficiency, and producing renewable energy
	Social loans	KRW 100 million	15,397	Type of loan provided for financing projects that contribute to social performance, such as raising basic social service accessibility, creating jobs, providing housing support for the working class, and providing basic infrastructure
	Sustainability loans	KRW 100 million	113	Type of loan that is provided for financing projects that contribute to SDGs performance other than green and social loans
	<b>Subtotal</b>	<b>KRW 100 million</b>	<b>46,602</b>	
	Sustainability-linked loans (SLL)	KRW 100 million	4,808	Loan for which loan interest rates are connected depending on the degree of the borrowing company's ESG management goal implementation
	<b>Total<sup>2)</sup></b>	<b>KRW 100 million</b>	<b>51,410</b>	
Total amount of corporate loans		KRW 100 million	1,056,134	
Ratio of ESG loans		%	4.9	

<sup>1)</sup> Loans for corporates

<sup>2)</sup> Some figures may not sum to 100%, because of rounding

## Retail Finance

ESG Project	Category	Unit	2024	Product description
ESG loans	Sustainability loans (including secured loans)	KRW 100 million	43,608	Retail credit loans to support sustainable activities such as socio-economic development and human rights enhancement, housing support for low-income households, and the use of eco-friendly transportation; or mortgage products with specified environmental conditions
Total retail loans and secured loans		KRW 100 million	1,899,180	
Ratio of ESG loans		%	2.3	

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## SME Finance<sup>1)</sup>

ESG Project	Category	Unit	2024	Product description
ESG loans	Sustainability loans for SMEs	KRW 100 million	33,912	Credit loans provided to SMEs that incorporate sustainability factors such as SME support, pollution prevention and management, and improved access to basic social services; or mortgage products for commercial real estate
Total amount of SME loans		KRW 100 million	967,915	
Ratio of ESG loans		%	3.5	

<sup>1)</sup> Loans for SOHO business

## Investment Banking and Brokerage

ESG Project	Category	Unit	2024	Product description
ESG bond underwriting and asset-backed securities	Fixed income underwriting – Green bonds	KRW 100 million	25,494	Type of bond that uses the issuance amount for financing only businesses and companies or sustainable projects that create green value
	Fixed income underwriting – Social bonds	KRW 100 million	9,624	Type of bond that uses the issuance amount for financing only businesses and companies or sustainable projects that create social value
	Fixed income underwriting – Sustainability bonds	KRW 100 million	3,000	Type of bond that uses the issuance amount for financing only businesses and companies or sustainable projects that create sustainable value, such as contributing to the achievement of the UN SDGs
	<b>Subtotal</b>	<b>KRW 100 million</b>	<b>38,118</b>	
	Fixed income underwriting – Sustainability-linked bonds	KRW 100 million	500	A sustainability-linked bond (SLB) and a type of bond product of which financial and structural characteristics depend on whether the issuer achieves the predefined ESG goals
	Sustainable securitization	KRW 100 million	-	Securities product that is used to finance projects or assets for which underlying assets are deemed as sustainable (green mortgage, energy efficiency loan, etc.) or securities transaction profits have a positive impact
	<b>Total</b>	<b>KRW 100 million</b>	<b>38,618</b>	
Total amount of fixed income underwritten and securitization issued		KRW 100 million	496,346	
Ratio of ESG fixed income underwritten and securitization issued		%	7.8	

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## Asset Management and Custody

ESG Project	Category	Unit	2024	Product description
AUM of sustainable investment products developed/managed by KB	ESG integrated investment	KRW 100 million	3,380	Product that invests in a company that is deemed to achieve sustainable growth upon reflecting ESG factors in the credit analysis process or that has a high ESG evaluation rating
	Positive screening (Best in Class)	KRW 100 million	2,013	Product that invests in a company with a relatively outstanding ESG performance compared to the comparative group in the same industry
	Thematic investment	KRW 100 million	40,774	Product that invests in loans and stocks of BTL business operators pursuant to the Private Investment Act for specific environmental areas (photovoltaic power plants, etc.)
	Impact investing	KRW 100 million	5,136	Product that invests in loans and stocks of BTL business operators pursuant to the Private Investment Act to enhance basic social service accessibility (sewer business, school, etc.)
	Others	KRW 100 million	831	Product that invests in a company with high shareholder value or whose shareholder value is expected to increase by evaluating excellence of its shareholder policy or commitment to improving the policy based on experience and know-how on shareholder policy improvement
	<b>Total</b>	<b>KRW 100 million</b>	<b>52,134</b>	
Total AUM		KRW 100 million	1,399,455	
Ratio of sustainable AUM against total AUM		%	3.7	

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## Operational GHG Emissions (Scope 1 & Scope 2)

Indicator		Unit	2021	2022	2023	2024
GHG emissions <sup>1)</sup>	Scope 1	tCO <sub>2</sub> eq	15,649	13,993	23,325	22,510
	Scope 2	tCO <sub>2</sub> eq	116,818	114,994	132,121	132,814
	<b>Total GHG emissions</b>	<b>tCO<sub>2</sub>eq</b>	<b>132,467</b>	<b>128,987</b>	<b>155,446</b>	<b>155,324</b>
Emissions intensity	Operating revenue <sup>2)</sup>	KRW billion	58,917	83,325	77,640	85,214
	Intensity per unit of operating revenue	tCO <sub>2</sub> eq/KRW billion	2.25	1.55	2.00	1.82
	Intensity per employee	tCO <sub>2</sub> eq/person	4.74	4.63	5.77	5.86

<sup>1)</sup> 2022: KB Financial Group and its subsidiaries (domestic business sites)

After 2023: KB Financial Group and its subsidiaries (including domestic and overseas business sites and each subsidiary's subordinate companies)

<sup>2)</sup> Based on the Group operating revenue, the operating revenue after 2022 was calculated by applying K-IFRS No. 1117 "Insurance Contracts"

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## External GHG Emissions (Scope 3)<sup>1)</sup>

Category <sup>2)</sup>		Emissions item	Unit	2021	2022	2023	2024	
Upstream	Category 1	Purchased goods and services	Paper consumption, water use, bankbook/card purchase	tCO <sub>2</sub> eq	2,388	2,027	3,399	3,605
	Category 2	Capital goods	Purchase of desktop, laptop, monitor, and multi-functioning printer	tCO <sub>2</sub> eq	416	406	7,284	3,502
	Category 3 <sup>3)</sup>	Energy (others)	Fuel- and energy-related activities not included in Scope 1 or Scope 2	tCO <sub>2</sub> eq	-	-	-	18,400
	Category 4 <sup>4)</sup>	Upstream transportation and distribution	Cash delivery	tCO <sub>2</sub> eq	-	-	205	141
	Category 5	Waste generated in operations	Waste to landfill and recyclable waste	tCO <sub>2</sub> eq	817	641	6,001	4,188
	Category 6	Business travel	Business travel distance	tCO <sub>2</sub> eq	634	3,339	2,285	6,874
	Category 7 <sup>4)</sup>	Employee commuting	Commuting distance	tCO <sub>2</sub> eq	-	-	19,383	36,110
<b>Subtotal<sup>5)</sup></b>			<b>tCO<sub>2</sub>eq</b>	<b>4,255</b>	<b>6,413</b>	<b>38,556</b>	<b>72,819</b>	
Downstream	Category 11	Use of sold products	Internet/mobile banking	tCO <sub>2</sub> eq	20,947	6,908	23,539	31,213
	Category 12	End-of-life treatment of sold products	Account closure, card cancellation	tCO <sub>2</sub> eq	149	148	98	195
	Category 13	Downstream leased assets	Building lease, car rental/lease	tCO <sub>2</sub> eq	5,471	1,754	617,196	588,857
<b>Subtotal<sup>5)</sup></b>			<b>tCO<sub>2</sub>eq</b>	<b>26,567</b>	<b>8,810</b>	<b>640,832</b>	<b>621,419</b>	
<b>Total</b>			<b>tCO<sub>2</sub>eq</b>	<b>30,822</b>	<b>15,223</b>	<b>679,389</b>	<b>694,239</b>	

<sup>1)</sup> 2021–2022: KB Financial Group and its subsidiaries (domestic business sites)  
 After 2023: KB Financial Group and its subsidiaries (including domestic and overseas business sites and each subsidiary's subordinate companies)  
 From 2024, the latest published emission factors were applied (due to the emission factor standard change, Category 1, 5, 6, 12 data for 2023 was recalculated).

<sup>2)</sup> Chose items related to financial companies among 15 categories of Scope 3

<sup>3)</sup> Data newly tallied since 2024

<sup>4)</sup> Data newly tallied since 2023; and from 2024, commuting distance calculation method was enhanced.

<sup>5)</sup> There is a difference in the sum from rounding off.

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## Financed Emissions by PCAF Asset Class

Financed Emissions (Scope 3)<sup>1)</sup>

(Unit: KRW trillion, tCO<sub>2</sub>eq)

Asset type	2020			2021			2022			
	Exposure	Emissions	Intensity <sup>1)</sup>	Exposure	Emissions	Intensity <sup>1)</sup>	Exposure	Emissions	Intensity <sup>1)</sup>	
Corporate/ Investment Finance	Corporate loans	46.1	19,427,481	54.1	22,798,468		74.5	30,004,806		
	Equity	2.7	1,073,911	0.402	3.9	166,462	0.391	2.3	455,046	0.400
	Corporate bonds	28.1	5,213,539		45.9	12,366,910		40.5	12,725,910	
Others	Power generation project finance	1.3	2,310,499	0.439	1.5	2,887,589	0.452	1.9	2,688,479	0.443
	Commercial real estate	2.7	36,531	0.052	5.1	65,629	0.046	6.5	85,472	0.047
	Residential real estate <sup>2)</sup>	-	-	-	47.8	367,895	0.033	50.0	417,302	0.035
	Auto loans <sup>2)</sup>	-	-	-	6.9	521,308	0.159	6.7	465,133	0.158
	Government bonds (net emissions) <sup>3)</sup>	-	-	-	-	-	-	12.7	2,379,113	0.722
	Government bonds (total emissions) <sup>3)</sup>	-	-	-	-	-	-	-	2,524,842	0.765
<b>Total<sup>4)</sup></b>	<b>80.9</b>	<b>28,061,961</b>		<b>165.2</b>	<b>39,174,261</b>		<b>195.1</b>	<b>49,366,990</b>		

<sup>1)</sup> Intensity per production unit applied  
 • Corporate/Investment finance: tCO<sub>2</sub>eq/KRW million (operating revenue)  
 • Power generation PF: tCO<sub>2</sub>eq /MWh (amount of power generated)  
 • Commercial real estate, Residential real estate: tCO<sub>2</sub>eq /m<sup>2</sup> (area)  
 • Auto loans: kgCO<sub>2</sub>eq /km (driving distance)  
 • Government bonds: tCO<sub>2</sub>eq/KRW billion (PPP-GDP)

<sup>2)</sup> Included in the measurement at the baseline point of 2021 year-end

<sup>3)</sup> Included in the measurement at the baseline point of 2022 year-end, Calculated net emissions and total emissions according to PCAF standards (financed emissions of government bonds included in the sum are based on total emissions)

<sup>4)</sup> There is a difference in the exposure and emissions total due to rounding off.

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## Financed Emissions by PCAF Asset Class

### Financed Emissions (Scope 3)<sup>1)</sup>

Asset type	2023			
	Exposure	Emissions	Intensity <sup>1)</sup>	
	KRW trillion	tCO <sub>2</sub> eq	tCO <sub>2</sub> eq/ KRW 100 million	
Corporate/ Investment Finance	Listed equity and corporate bonds	54.3	13,509,835	24.9
	Unlisted equity and corporate loans	89.1	29,914,545	33.6
Others	Electricity generation project finance	1.6	2,858,759	181.5
	Commercial real estate	6.8	92,213	1.4
	Residential real estate <sup>2)</sup>	18.0	92,489	0.5
	Auto loans	5.1	335,975	6.6
	Government bonds (net emissions) <sup>3)</sup>	40.5	8,691,579	21.4
	Government bonds (total emissions) <sup>3)</sup>		9,107,769	22.5
<b>Total<sup>4)</sup></b>	<b>215.4</b>	<b>55,911,585</b>		

<sup>1)</sup> Starting from the baseline point of 2023 year-end, intensity per exposure unit has been applied.

<sup>2)</sup> Exposure and emissions decreased over the previous year due to advancement of the calculation method (sorting of purchasing-purpose loans).

<sup>3)</sup> Calculated net emissions and total emissions in accordance with the PCAF standards. (Due to the non-disclosure of net emissions in some foreign countries, the financed emissions included in the total of government bonds are based on total emissions.)

<sup>4)</sup> There is a difference in the exposure and emissions total due to rounding off.

### Financed Emissions by Subsidiary<sup>1)</sup>

Subsidiary	Exposure		Emissions	Intensity	
	Amount	Ratio			
	KRW trillion	%	tCO <sub>2</sub> eq	tCO <sub>2</sub> eq/ KRW 100 million	
KB Kookmin Bank	161.6	72.2	41,630,898	25.8	
KB Securities	6.9	3.1	1,638,603	23.8	
KB Insurance	19.6	8.8	6,686,682	34.1	
KB Kookmin Card	2.9	1.3	177,200	6.2	
KB Life Insurance	18.5	8.3	4,719,840	25.5	
KB Asset Management	Proprietary assets	0.1	0.0	1,365	1.5
	AUM	8.4	3.8	5,626,883	66.8
KB Capital		5.3	2.4	1,005,021	18.8
KB Real Estate Trust		0.0	0.0	218	0.8
KB Savings Bank		0.2	0.1	20,060	11.3
KB Investment		0.2	0.1	31,698	14.5
<b>Total</b>	<b>223.7</b>		<b>61,538,468</b>		

<sup>1)</sup> KB Data System is excluded from the calculation scope as it does not generate financed emissions.

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## Financed Emissions by PCAF Asset Class

### Financed Emissions of Government Bonds by Country<sup>1)</sup>

Country	Exposure		Emissions	Intensity
	Amount	Ratio		
	KRW trillion	%	tCO <sub>2</sub> eq	tCO <sub>2</sub> eq/ KRW 100 million
Korea	37.6	91.4	8,244,075	21.9
U.S.	1.3	3.1	273,868	21.8
China	0.7	1.6	277,747	42.5
Indonesia	0.9	2.1	228,047	26.9
India	0.3	0.6	65,372	25.5
Saudi Arabia	0.2	0.4	54,814	37.5
Others	0.4	0.9	85,967	22.6
<b>Total</b>	<b>41.1</b>		<b>9,229,889</b>	

<sup>1)</sup> Including AUM and aggregated based on total emissions

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## Financed Emissions of Each Financial Activity and Asset Group based on ISSB Disclosure Standards

### Financed Emissions (Scope 3) – Commercial Bank

(Unit: KRW 100 million, tCO<sub>2</sub>e)

Asset type	GICS (Global Industry Classification Standard)	Exposure		Financed emissions			
		Amount	Ratio	Scope 1	Scope 2	Scope 3	Total
Loan	Energy	14,476	1.8%	353,702	70,919	625,171	1,049,793
	Materials	142,758	17.5%	2,484,450	1,022,375	5,238,314	8,745,138
	Industrials	162,507	19.9%	2,109,649	286,651	3,763,964	6,160,263
	Consumer discretionary	160,124	19.6%	407,558	393,061	3,539,023	4,339,642
	Consumer staples	56,048	6.9%	259,075	131,526	1,925,097	2,315,698
	Health care	29,474	3.6%	90,162	79,349	628,961	798,471
	Financials	103,639	12.7%	319,676	73,648	478,995	872,319
	Information technology	54,009	6.6%	188,791	229,442	939,861	1,358,094
	Communication service	16,606	2.0 %	14,032	52,251	122,308	188,591
	Utilities	8,514	1.0%	2,200,250	3,222	218,480	2,421,952
	Real estate	68,123	8.3 %	29,958	29,441	138,229	197,628
Equity investment	Energy	0	0.0%	0	0	0	0
	Materials	186	1.7 %	2,145	628	6,122	8,895
	Industrials	543	4.9%	3,256	910	8,150	12,316
	Consumer discretionary	2,590	23.4%	1,917	4,070	8,497	14,484
	Consumer staples	6	0.1%	16	6	101	123
	Health care	0	0.0%	0	0	0	0
	Financials	7,567	68.4%	8	78	503	589
	Information technology	140	1.3%	209	202	1,652	2,064
	Communication service	36	0.3%	169	48	476	693
	Utilities	0	0.0%	0	0	0	0
	Real estate	4	0.0%	1	1	3	4

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## Financed Emissions of Each Financial Activity and Asset Group based on ISSB Disclosure Standards

### Financed Emissions (Scope 3) – Commercial Bank

(Unit: KRW 100 million, tCO<sub>2</sub>e)

Asset type	GICS (Global Industry Classification Standard)	Exposure		Financed emissions			
		Amount	Ratio	Scope 1	Scope 2	Scope 3	Total
Bond	Energy	7,728	2.0%	268,688	38,210	369,600	676,498
	Materials	9,888	2.6%	399,483	67,162	306,430	773,074
	Industrials	118,449	30.8%	2,021,484	94,349	463,957	2,579,790
	Consumer discretionary	7,674	2.0%	5,112	15,189	159,103	179,404
	Consumer staples	5,312	1.4%	36,039	28,560	131,092	195,691
	Health care	150	0.0%	59	249	734	1,042
	Financials	211,883	55.1%	465,925	31,232	177,001	674,157
	Information technology	7,107	1.8%	67,726	30,500	75,696	173,922
	Communication service	6,936	1.8%	968	40,103	18,629	59,700
	Utilities	7,442	1.9%	1,936,751	91	103,406	2,040,248
	Real estate	2,079	0.5%	751	4,379	7,715	12,845
PF	Energy	0	0.0%	0	0	0	0
	Materials	0	0.0%	0	0	0	0
	Industrials	180	1.9%	3,159	0	0	3,159
	Consumer discretionary	0	0.0%	0	0	0	0
	Consumer staples	0	0.0%	0	0	0	0
	Health care	0	0.0%	0	0	0	0
	Financials	0	0.0%	0	0	0	0
	Information technology	0	0.0%	0	0	0	0
	Communication service	0	0.0%	0	0	0	0
	Utilities	9,487	98.1%	1,740,364	2,281	0	1,742,645
	Real estate	0	0.0%	0	0	0	0

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## Financed Emissions of Each Financial Activity and Asset Group based on ISSB Disclosure Standards

Financed Emissions (Scope 3) – Commercial Bank

(Unit: KRW 100 million, tCO<sub>2</sub>e)

Asset type	GICS (Global Industry Classification Standard)	Exposure						Financed emissions (Based on undrawn amount)			
		Based on undrawn amount		Based on drawn amount		Based on total commitment amount		Scope 1	Scope 2	Scope 3	Total
		Amount	Ratio	Amount	Ratio	Amount	Ratio				
Undrawn loan commitments	Energy	18,018	9.1%	4,622	7.0%	22,639	8.6%	703,554	97,615	1,307,237	2,108,407
	Materials	21,285	10.8%	11,157	16.8%	32,442	12.3%	541,984	214,636	824,980	1,581,599
	Industrials	29,930	15.2%	10,189	15.3%	40,119	15.2%	324,455	68,162	1,090,439	1,483,056
	Consumer discretionary	25,513	13%	11,104	16.7%	36,617	13.9%	64,134	63,042	678,730	805,906
	Consumer staples	14,172	7.2%	4,001	6.0%	18,172	6.9%	85,835	56,012	566,476	708,323
	Health care	4,889	2.5%	2,772	4.2%	7,661	2.9%	12,726	17,022	120,279	150,027
	Financials	50,584	25.7%	7,889	11.9%	58,474	22.2%	69,100	40,102	88,534	197,736
	Information technology	10,402	5.3%	5,566	8.4%	15,968	6.1%	70,480	19,606	193,345	283,432
	Communication service	10,849	5.5%	913	1.4%	11,763	4.5%	5,906	39,562	56,486	101,954
	Utilities	8,047	4.1%	7,132	10.7%	15,179	5.8%	3,817,709	898	286,245	4,104,852
	Real estate	3,313	1.7%	1,132	1.7%	4,445	1.7%	4,695	7,843	47,622	60,161

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## Financed Emissions of Each Financial Activity and Asset Group based on ISSB Disclosure Standards

### Financed Emissions (Scope 3) – Insurance

(Unit: KRW 100 million, tCO<sub>2</sub>e)

Asset type	GICS (Global Industry Classification Standard)	Exposure		Financed emissions			
		Amount	Ratio	Scope 1	Scope 2	Scope 3	Total
Loan	Energy	0	0.0%	0	0	0	0
	Materials	65	0.5%	245	405	239	889
	Industrials	6,620	47.3%	4,265	1,823	27,172	33,260
	Consumer discretionary	259	1.9%	20	14	499	532
	Consumer staples	0	0%	0	0	0	0
	Health care	114	0.8%	111	67	531	709
	Financials	999	7.1%	1,950	185	1,423	3,557
	Information technology	165	1.2%	302	631	3,935	4,868
	Communication service	90	0.6%	22	46	266	335
	Utilities	2,638	18.9%	189,011	35	10,052	199,097
	Real estate	3,034	21.7%	3,502	2,514	12,783	18,799
Equity investment	Energy	2	0.2%	1	1	16	17
	Materials	51	5.4%	346	245	475	1,066
	Industrials	91	9.6%	486	30	367	883
	Consumer discretionary	30	3.1%	37	107	769	914
	Consumer staples	12	1.3%	61	21	177	259
	Health care	23	2.4%	4	7	25	36
	Financials	502	52.9%	9,703	607	2,147	12,456
	Information technology	93	9.8%	138	270	502	909
	Communication service	22	2.3%	1	18	20	39
	Utilities	0	0.0%	0	0	0	0
	Real estate	123	12.9%	14	8	49	71

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## Financed Emissions of Each Financial Activity and Asset Group based on ISSB Disclosure Standards

### Financed Emissions (Scope 3) – Insurance

(Unit: KRW 100 million, tCO<sub>2</sub>e)

Asset type	GICS (Global Industry Classification Standard)	Exposure		Financed emissions			
		Amount	Ratio	Scope 1	Scope 2	Scope 3	Total
Bond	Energy	5,282	5.1%	331,700	28,085	301,959	661,745
	Materials	5,765	5.6%	110,360	40,838	124,412	275,609
	Industrials	34,801	33.6%	249,824	25,471	189,623	464,918
	Consumer discretionary	4,093	4.0%	3,283	5,667	78,355	87,306
	Consumer staples	1,548	1.5%	12,334	9,220	66,459	88,013
	Health care	301	0.3%	219	502	1,137	1,858
	Financials	36,641	35.4%	15,300	7,056	54,306	76,662
	Information technology	2,100	2.0%	13,554	12,426	16,470	42,449
	Communication service	3,238	3.1%	326	16,675	8,730	25,731
	Utilities	7,991	7.7%	2,879,405	82	167,427	3,046,914
	Real estate	1,773	1.7%	374	2,141	2,399	4,914
PF	Energy	0	0.0%	0	0	0	0
	Materials	0	0.0%	0	0	0	0
	Industrials	0	0.0%	0	0	0	0
	Consumer discretionary	0	0.0%	0	0	0	0
	Consumer staples	0	0.0%	0	0	0	0
	Health care	0	0.0%	0	0	0	0
	Financials	0	0.0%	0	0	0	0
	Information technology	0	0.0%	0	0	0	0
	Communication service	0	0.0%	0	0	0	0
	Utilities	5,859	100.0%	1,112,813	0	0	1,112,813
	Real estate	0	0.0%	0	0	0	0

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## Financed Emissions of Each Financial Activity and Asset Group based on ISSB Disclosure Standards

### Financed Emissions (Scope 3) – Insurance

(Unit: KRW 100 million, tCO<sub>2</sub>e)

Asset type	GICS (Global Industry Classification Standard)	Exposure						Financed emissions (Based on undrawn amount)			
		Based on undrawn amount		Based on drawn amount		Based on total commitment amount		Scope 1	Scope 2	Scope 3	Total
		Amount	Ratio	Amount	Ratio	Amount	Ratio				
Undrawn loan commitments	Energy	0	0.0%	0	0.0%	0	0.0%	0	0	0	0
	Materials	0	0.0%	600	2.1%	600	1.9%	0	0	0	0
	Industrials	1,602	50.5%	10,835	38.2%	12,757	39.4%	620	981	5,725	7,326
	Consumer discretionary	0	0.0%	394	1.4%	394	1.2%	0	0	0	0
	Consumer staples	0	0.0%	0	0.0%	0	0.0%	0	0	0	0
	Health care	0	0.0%	141	0.5%	150	0.5%	0	0	0	0
	Financials	471	14.8%	2,599	9.2%	3,070	9.5%	4	28	94	126
	Information technology	0	0.0%	250	0.9%	250	0.8%	0	0	0	0
	Communication service	0	0.0%	125	0.4%	125	0.4%	0	0	0	0
	Utilities	1,098	34.6%	9,138	32.2%	10,286	31.8%	232,020	2	313	232,335
	Real estate	3	0.1%	4,313	15.2%	4,761	14.7%	1	0	2	4

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## Energy Consumption

Indicator	Unit	2021	2022	2023	2024
Energy consumption <sup>1)</sup>	TJ	2,727	2,656	2,907	2,815
Energy consumption (intensity) <sup>2)</sup>	TJ/ KRW billion	0.05	0.03	0.04	0.03
New and renewable energy consumption <sup>3)</sup>	kWh	1,048,753	1,369,638	1,912,947	2,512,999
New and renewable energy consumption (intensity) <sup>2)</sup>	kWh/ KRW billion	17.80	16.44	24.64	29.49

<sup>1)</sup> • Expanded the calculation scope (inclusion of subsidiaries' overseas business sites) and advanced the calculation method starting in 2023  
 • For 2021-2022 data, the previous MWh unit-based disclosed data was changed to the TJ unit and disclosed accordingly

• Excluding renewable energy

<sup>2)</sup> Based on the Group operating revenue

<sup>3)</sup> Based on business sites in Korea

## Water Withdrawal<sup>1)</sup>

Indicator	Unit	2021	2022	2023	2024
Water consumption	m <sup>3</sup>	410,807	644,518	1,791,750	2,655,770

<sup>1)</sup> Expanded the calculation scope (inclusion of subsidiaries' overseas business sites) and advanced the calculation method starting in 2023

## Waste<sup>1)</sup>

Indicator	Unit	2021	2022	2023	2024
Landfill and incineration	ton	2,402	1,886	6,289	4,618
Recycle	ton	-	115	1,171	1,040

<sup>1)</sup> Expanded the calculation scope (inclusion of subsidiaries' overseas business sites) and advanced the calculation method starting in 2023

## Eco-friendly Vehicle

Indicator	Unit	2021	2022	2023	2024	
Eco-friendly Vehicle	Electric	Vehicles	32	56	109	142
	Hydrogen	Vehicles	2	2	2	0
	Hybrid	Vehicles	716	1,144	1,562	1,480
	Total	Vehicles	750	1,202	1,673	1,622
Total corporate fleets	Vehicles	2,049	2,076	2,129	2,002	
Conversion rate of corporate fleets to eco-friendly vehicles	%	36.6	57.9	78.6	81.0	

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## Customer Complaints

Indicator	Unit	2022	2023	2024
Total number of customer complaints received <sup>1)</sup>	Cases	9,066 <sup>2)</sup>	7,976	8,469
Number of received complaints that were handled	Cases	9,066	7,976	8,469
Rate of completion of complaint-handling	%	100	100	100
Number of complaints received through Financial Supervisory Service	Cases	6,261	4,919	5,193

<sup>1)</sup> KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Savings Bank: Based on the number disclosed by the Korea Federation of Banks, Korea Financial Investment Association, General Insurance Association of Korea, the Credit Finance Association, Korea Life Insurance Association, and Korea Federation of Savings Banks

<sup>2)</sup> The number of complaints increased from enhanced convenience in filing complaints (improvement to the Internet access path, reinforced personnel in charge of telephone complaints, etc.) and a rise in loan interest rates, etc.

## Customer Accessibility<sup>1)</sup>

Indicator	Unit	2022	2023	2024
ATMs with zoom-in screen features for visually impaired	Machines	4,532	4,305	4,268
Braille and audio guidance ATMs	Machines	4,559	4,329	4,288
Wheelchair accessible ATMs	Machines	4,559	4,329	4,288

<sup>1)</sup> Based on KB Kookmin Bank

## Achievement in Customer Satisfaction<sup>1)</sup>

Indicator	Unit	2022	2023	2024
NCSI <sup>2)</sup>	Points	80	79	79
	Rank	1	1	1

<sup>1)</sup> Based on KB Kookmin Bank

<sup>2)</sup> NCSI (National Customer Satisfaction Index): Comprehensively evaluate the overall product/service satisfaction level, satisfaction against expectation, and satisfaction against quality of ideal product/service

## No. of Breaches of Customer Privacy and Losses of Customer Data

Indicator	Unit	2022	2023	2024
No. of breaches confirmed by external organizations <sup>1)</sup>	Cases	0	0	0
No. of breaches confirmed by regulatory organizations <sup>2)</sup>	Cases	0	0	0

<sup>1)</sup> External organizations: Organizations without auditing authority, such as Korea Financial Investment Association, Korea Exchange, and National Human Rights Commission

<sup>2)</sup> Regulatory organizations: Financial Supervisory Service, KISA, Personal Information Protection Commission, Personal Information Dispute Mediation Committee, Cyber Investigation Department at the Supreme Prosecutors' Office, Cyber Investigation Bureau of the National Police Agency, etc.

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## Employees<sup>1)</sup>

Indicator		Unit	2022	2023	2024	
Gender	Total	Persons	27,832	26,959	26,505	
	Male	Persons	13,945	13,277	12,751	
	Female	Persons	13,887	13,682	13,754	
Conditions of contract	Executive	Total	Persons	245	248	243
		Male	Persons	228	231	223
		Female	Persons	17	17	20
	Full time <sup>2)</sup>	Total	Persons	24,152	23,348	22,530
		Male	Persons	12,017	11,341	10,749
		Female	Persons	12,135	12,007	11,781
Temporary <sup>3)</sup>	Total	Persons	3,435	3,363	3,732	
	Male	Persons	1,700	1,705	1,778	
	Female	Persons	1,735	1,658	1,954	
Position	Executive	Total	Persons	245	248	243
		Male	Persons	228	231	223
		Female	Persons	17	17	20
	General Manager	Total	Persons	2,726	2,836	2,787
		Male	Persons	2,271	2,308	2,208
		Female	Persons	455	528	579
	Manager to Senior Manager	Total	Persons	11,550	10,973	10,684
		Male	Persons	7,064	6,443	6,065
		Female	Persons	4,486	4,530	4,619
	Associate to Assistant Manager	Total	Persons	13,311	12,902	12,791
		Male	Persons	4,382	4,295	4,255
		Female	Persons	8,929	8,607	8,536

Indicator		Unit	2022	2023	2024	
Age	Under 30 years old	Total	Persons	2,520	2,177	2,410
		Male	Persons	871	720	802
		Female	Persons	1,649	1,457	1,608
	30s to 40s	Total	Persons	17,368	16,612	16,046
		Male	Persons	7,462	6,999	6,695
		Female	Persons	9,906	9,613	9,351
Over 50 years old	Total	Persons	7,944	8,170	8,049	
	Male	Persons	5,612	5,558	5,254	
	Female	Persons	2,332	2,612	2,795	
Nationality <sup>4)</sup>	Korea	Persons	27,781	26,907	26,464	
	U.S.	Persons	11	15	11	
	Canada	Persons	8	7	7	
	China	Persons	6	6	4	
	Others	Persons	26	24	19	

<sup>1)</sup> Recalculation of 2022 data due to changes in calculation standards

<sup>2)</sup> Including unlimited contract workers

<sup>3)</sup> Including part-timers

<sup>4)</sup> No. of personnel by nationality refers to employees with a foreign nationality who are working at a corporate body in Korea  
 · Management position ratio by nationality: Korea (99.87%), US (0.04%), Canada (0.06%), China (0.01%), Others (0.02%)

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## Employee Diversity

Indicator		Unit	2022	2023	2024
Veterans <sup>1)</sup>	Total	Persons	1,184	1,111	1,043
	Male	Persons	697	639	579
	Female	Persons	487	472	464
Persons with disabilities <sup>2)</sup>	Total	Persons	385	395	398
	Male	Persons	275	271	273
	Female	Persons	110	124	125

<sup>1)</sup> Veterans: Employees hired through the screening process that provides preferential benefits to veterans; the figures herein are the number of those in service as of the end of each year

<sup>2)</sup> Persons with disabilities: Based on a report on the employment status of persons with disabilities at the end of the year pursuant to the Act On The Employment Promotion And Vocational Rehabilitation Of Persons With Disabilities

## Gender Diversity & Competency Diversity

Indicator		Unit	2022	2023	2024
Female employees	Executive <sup>1)</sup>	%	7.4	8.7	8.8
	All management positions (Manager to Executive) <sup>2)</sup>	%	36.2	36.1	38.0
	Junior management positions (Manager and Senior Manager) <sup>2)</sup>	%	40.8	41.3	43.2
	Management positions in revenue-generating departments (Corporate finance-related departments) <sup>3)</sup>	%	10.1	15.2	20.4
	STEM-related positions <sup>4)</sup>	%	30.2	32.4	33.1

<sup>1)</sup> Based on KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, and Prudential Life Insurance (KB Life from 2023)

<sup>2)</sup> Based on KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, and Prudential Life Insurance for 2022  
Based on KB Financial Group for 2023

<sup>3)</sup> Based on KB Kookmin Bank

<sup>4)</sup> • Based on KB Financial Group

• STEM: Science, Technology, Engineering, Mathematics

## Professional Position<sup>1)</sup>

Indicator		Unit	2022	2023 <sup>2)</sup>	2024	
Gender	Total	Persons	6,516	6,181	5,950	
	Male	Persons	2,903	2,710	2,586	
	Female	Persons	3,613	3,471	3,364	
Position	Executive	Total	Persons	30	19	29
		Male	Persons	22	16	25
	General Manager	Female	Persons	8	3	4
		Total	Persons	772	848	886
	Manager to Senior Manager	Male	Persons	538	577	585
		Female	Persons	234	271	301
	Associate to Assistant Manager	Total	Persons	3,946	3,659	3,579
		Male	Persons	1,728	1,497	1,452
		Female	Persons	2,218	2,162	2,127
		Total	Persons	1,768	1,655	1,456
		Male	Persons	615	620	524
		Female	Persons	1,153	1,035	932

<sup>1)</sup> Scope: CFA, Tax Accountant, AICPA, CPA, Lawyer, CFP, AFPK

<sup>2)</sup> Recalculation of 2023 data due to changes in calculation standards

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## New Hires<sup>1)</sup>

Indicator		Unit	2022	2023	2024	
Gender	Total	Persons	1,143	867	1,006	
	Male	Persons	667	455	505	
	Female	Persons	476	412	501	
Age	20s and younger	Total	Persons	571	482	610
		Male	Persons	271	205	260
		Female	Persons	300	277	350
	30s	Total	Persons	361	251	300
		Male	Persons	245	149	172
		Female	Persons	116	102	128
40s	40s	Total	Persons	136	84	68
		Male	Persons	88	61	45
		Female	Persons	48	23	23
	50s and older	Total	Persons	75	50	28
		Male	Persons	63	40	25
		Female	Persons	12	10	3

<sup>1)</sup> Recalculation of 2022 data due to changes in calculation standards

## Employees Repositioned through Annual Personnel Reshuffling

Indicator		Unit	2022	2023	2024	
Gender	Total	Persons	7,600	7,252	7,377	
	Male	Persons	3,856	3,565	3,718	
	Female	Persons	3,744	3,687	3,659	
Position	Executive	Total	Persons	41	34	61
		Male	Persons	38	34	54
		Female	Persons	3	0	7
	Manager to General Manager	Total	Persons	4,294	4,071	4,329
		Male	Persons	2,784	2,554	2,794
		Female	Persons	1,510	1,517	1,535
Associate to Assistant Manager	Total	Persons	3,265	3,147	2,987	
	Male	Persons	1,034	977	869	
	Female	Persons	2,231	2,170	2,118	

## Internal Hires<sup>1)</sup>

Indicator	Unit	2022	2023	2024
Internal hiring ratio	%	86.9	89.3	88.0

<sup>1)</sup> • Recalculation of the internal hiring ratio data for 2022 due to changes in the criteria for calculating the number of new hires  
 • Calculation method: Employees repositioned through annual personnel reshuffling/(Number of new recruits + Employees repositioned through annual personnel reshuffling)

## Years of Continuous Service

Indicator	Unit	2022	2023	2024
Average for all employees	Years	15.4	15.8	15.6
Average for male employees	Years	16.9	17.3	17.1
Average for female employees	Years	13.5	14.5	14.4

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## Total Turnover<sup>1)</sup>

Indicator		Unit	2022	2023	2024
Total turnover rate <sup>2)</sup>		%	7.3	6.9	7.9
Gender	Male	%	9.4	8.5	9.5
	Female	%	5.2	5.4	6.3
Position	Executive	%	17.5	18.4	20.0
	Manager to General Manager	%	10.2	10.3	11.6
	Associate to Assistant Manager	%	5.9	5.0	5.7
Age	Under 30 years old	%	10.4	10.2	10.5
	30s-40s	%	4.2	3.4	4.1
	Over 50 years old	%	13.1	13.5	14.6

- <sup>1)</sup> • Turnover: Refers to the definition of job separation stipulated in Article 2, Sub-paragraph 2 of the Employment Insurance Act. It means the termination of employment relationship between the insured and the employer. It includes regular retirement, disciplinary dismissal, and contract (term) expiration, and excludes appointment of executives, change in the form of employment (contract→full-time), and subsidiary transfer.
- Calculation target: Executives (excluding non-executive director), full-time employees, contract workers (including professional position, technical position)
  - Recalculated 2022-2023 data due to a calculation criteria change

<sup>2)</sup> Calculation method: Number of employees who left / Total number of employees

## Voluntary Turnover<sup>1)</sup>

Indicator		Unit	2022	2023	2024
Voluntary turnover rate <sup>2)</sup>		%	2.3	1.7	1.9
Gender	Male	%	2.9	2.1	2.1
	Female	%	1.8	1.3	1.8
Position	Executive	%	0.8	0.7	0.8
	Manager to General Manager	%	2.4	1.7	2.1
	Associate to Assistant Manager	%	3.1	2.2	2.5
Age	Under 30 years old	%	5.8	4.4	4.0
	30s-40s	%	2.7	1.9	2.3
	Over 50 years old	%	0.4	0.5	0.6

- <sup>1)</sup> • Voluntary turnover: Wanted to leave the company (excluding people who voluntarily retired, whose contract expired, laid off, etc.)
- Calculation target: Executives (excluding non-executive director), full-time employees, contract workers (including professional position, technical position)
  - Recalculated 2022-2023 data due to a calculation criteria change

<sup>2)</sup> Calculation method: No. of voluntary turnover personnel / Total No. of employees

## Equal Pay<sup>1)</sup>

Indicator		Unit	Female	Male	Ratio of female to male
Executives	Base salary	KRW million	169	169	100%
	Base salary + other cash incentives	KRW million	471	471	100%
Management positions	Base salary	KRW million	104	104	100%
	Base salary + other cash incentives	KRW million	139	139	100%
Non-management positions	Base salary	KRW million	70	70	100%

- <sup>1)</sup> • Based on KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card
- There is no difference in pay between male and female employees
  - Calculation method: Average of each grade/level with majority

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## Childcare Leave

Indicator	Unit	2022	2023	2024	
No. of employees who returned to work after childcare leave	Total	Persons	483	470	439
	Male	Persons	68	85	110
	Female	Persons	415	385	329
No. of employees who have worked for more than 12 months after returning from childcare leave <sup>1)</sup>	Total	Persons	445	390	447
	Male	Persons	54	50	75
	Female	Persons	391	340	372
Retention rate of employees who have worked for more than 12 months after returning from childcare leave <sup>2)</sup>	Male	%	88.5	73.5	88.2
	Female	%	94.2	81.9	96.6

<sup>1)</sup> Employees who returned from childcare leave in the previous year and have worked for more than 12 months as of a point within the current year (January 1 to December 31)

<sup>2)</sup> Calculation method: No. of employees who have worked for more than 12 months after returning from childcare leave / No. of employees who returned after using childcare leave in the previous year

## Labor Practices

Indicator	Unit	2022	2023	2024
Employee union membership rate <sup>1)</sup>	%	84.9	85.6	91.7
Employee grievances resolved <sup>2)</sup>	Cases	148	133	120 <sup>3)</sup>

<sup>1)</sup> • Recalculation of 2022 data due to changes in calculation standards  
 • Based on companies that have a labor union within KB Financial Group (companies that do not have a labor union have a labor-management council)

<sup>2)</sup> • Excluding received grievances that were voluntarily withdrawn by employees  
 • Including discrimination and harassment cases that were received: Based on KB Financial Group, 12 cases in 2022, 13 cases in 2023, and 11 cases in 2024

<sup>3)</sup> KB Kookmin Bank: 86 cases (over 90% of the grievances received are related to workplace relocation), KB Securities: 7 cases, KB Insurance: 4 cases, KB Kookmin Card: 18 cases, KB Capital: 5 cases

## Industrial Accidents

Indicator	Unit	2022	2023	2024
Absence due to industrial accidents	Days	94	241	188
Absentee rate	%	0.001	0.004	0.003

## Employee Training<sup>1)</sup>

Indicator	Unit	2022	2023	2024	
Average training expense per employee	KRW 10,000	118.8	121.9	120.2	
Average training hours per employee	Hours	100.7	104.3	101.2	
Gender <sup>2)</sup>	Male	Hours	90.0	89.8	92.4
	Female	Hours	111.5	118.4	109.4
Age <sup>2)</sup>	Under 30 years old	Hours	135.1	128.5	151.2
	30s-40s	Hours	107.8	110.7	108.6
	Over 50 years old	Hours	74.3	84.8	71.5
Position <sup>2)</sup>	Executive to General Manager	Hours	102.4	79.5	88.2
	Manager to Senior Manager	Hours	105.4	105.4	106.2
	Associate to Assistant Manager	Hours	97.9	110.8	101.8

<sup>1)</sup> Recalculation of 2022 data due to changes in calculation standards

<sup>2)</sup> Average training hours per person

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## Ethical Management

	Indicator	Unit	2022	2023	2024
Ethics training	Total ethics training hours	Hours	280,241	275,376	250,296
	Average ethics training hours per employee	Hours	10.1	10.2	9.4
Employees' violation of code of conduct <sup>1)</sup>	Receiving graft and entertainment	Cases	0	0	0
	Violation of important information management	Cases	3	2	1
	Conflict of interest	Cases	0	0	0
	Violation of anti-money laundering	Cases	0	0	0
	Investment in securities, etc.	Cases	0	0	2
	Violation of fair trade	Cases	0	0	1
Actions taken on violations <sup>2)</sup>	Violation of external activity policy	Cases	0	0	0
	Pay cut	Cases	0	0	0
	Reprimand	Cases	2	0	0
	Warning	Cases	0	1	1
	Others	Cases	1	1	3

<sup>1)</sup> Violations of the Employee Code of Conduct for Compliance in 2024  
 • Violation of a law that restricts the transmission of for-profit advertising information  
 • Violation of restriction on employee trading of financial investment products

<sup>2)</sup> Disciplinary action against the persons involved according to internal standards, reinforcement of management/supervision and internal controls to prevent recurrence, and implementation of preventive education.

## Human Rights Management

	Indicator	Unit	2022	2023	2024
	Total hours of human rights education <sup>1)</sup>	Hours	85,934	88,793	67,164

<sup>1)</sup> Training on workplace sexual harassment prevention, workplace bullying prevention, and disability awareness improvement

## Fair Trade and Fair Competition

	Indicator	Unit	2022	2023	2024
	Number of participants who have completed training on anti-corruption policies and procedures <sup>1)</sup>	Persons	31,524	28,221	30,038

<sup>1)</sup> Including board members

## Anti-Trust/Anti-Competitive Behavior

	Indicator	Unit	2022	2023	2024
	Fine and settlement	KRW 100 million	0	0	0
	No. of cases for which an investigation is in progress	Cases	0	0	0
	No. of violations	Cases	0	0	0

## Corruption and Bribery

	Indicator	Unit	2022	2023	2024
	Fine and settlement	KRW 100 million	0	0	0
	No. of cases for which an investigation is in progress	Cases	0	0	0
	No. of violations	Cases	0	0	0
	No. of cases where the relevant employee was fired or subject to disciplinary action	Cases	0	0	0
	No. of cases where a contract with a business partner (supplier) came to an end or contract renewal was cancelled	Cases	0	0	0

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## Information Security/Cybersecurity Breaches

Indicator	Unit	2022	2023	2024
No. of incidents	Cases	0	0	1 <sup>1)</sup>
Fine or penalty	KRW 100 million	0	0	0.6

<sup>1)</sup> Violation of procedures for providing and managing customer information related to financial holding companies  
 • Measures taken: Review and improve criteria for granting inquiry access rights, strengthen procedures for examining relevant laws

## IT Infrastructure Incident

Indicator	Unit	2022	2023	2024
No. of incidents	Cases	0	0	0
Fine or penalty	KRW 100 million	0	0	0

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## Charitable Contributions and Volunteering Hours

Indicator	Unit	2022	2023	2024
Investment in social contributions <sup>1)</sup>	KRW 100 million	2,251	3,208	7,263 <sup>2)</sup>
Total employee volunteering hours	Hours	56,342	48,449	33,859
Monetary value of employee volunteering during daily working hours	KRW 100 million	21	16	16

\* Based on annual accruals

<sup>1)</sup> Based on the sum of charitable contributions, social contribution-type program amount, and monetary value of employee volunteering since 2022.

<sup>2)</sup> Including KRW 288.3 billion in interest cashback for small business owners under the banking industry's financial support measures for people's livelihoods

## Contributions and Other Expenses

Indicator	Unit	2022	2023	2024
Korea Financial Investment Association	KRW 100 million	33.5	31.7	34.5
Korea Federation of Banks	KRW 100 million	31.1	35.3	36.5
General Insurance Association of Korea	KRW 100 million	30.9	37.0	44.8
The Credit Finance Association	KRW 100 million	15.2	14.1	15.3
Korea Life Insurance Association	KRW 100 million	11.0	10.7	10.0
Korea Federation of Savings Banks	KRW 100 million	2.4	2.5	2.4
Others	KRW 100 million	4.6	5.6	5.0
<b>Total</b>	<b>KRW 100 million</b>	<b>128.8</b>	<b>136.9</b>	<b>148.5</b>
Political donation <sup>1)</sup>	KRW 100 million	0	0	0
Lobbying, interest groups, etc.	KRW 100 million	0	0	0
Other expenses	KRW 100 million	0	0	0

\* Based on annual accruals

<sup>1)</sup> Pursuant to Article 31 of the Political Funds Act, foreigners and corporations or groups both in Korea and abroad are prohibited from contributing political funds, and no one is allowed to contribute political funds with funds related to any corporations or groups in Korea and abroad. We stringently comply with these legal requirements and do not provide any political funds, election campaign funds, and funds for political lobbying based on "donation operation regulations". However, we sponsor politically neutral organizations for public interest, etc.

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# MATERIALITY ASSESSMENT

## Materiality Assessment Outline

KB Financial Group conducts a materiality assessment every year to select sustainability disclosure topics. Materiality assessment results are used to establish business strategies and manage risks. The relevant committee and organization in charge of each issue, along with the ESG Committee, identify risks and opportunities that are associated with the issue, establish response strategies and execution plans, and regularly monitor the implementation status. The materiality assessment process and assessment results, including matters that were deliberated/decided on by each committee, are reported to the ESG Committee under the BOD and top management. Also, we receive a third-party assurance to secure credibility of the materiality assessment and material issue selection process.

## Materiality Assessment Process

KB Financial Group derived the priority of material issues based on the “double materiality assessment” process that combines “impact materiality” that assesses impact on environment/society based on the European Sustainability Reporting Standards (ESRS) and “financial materiality” that assesses impact on corporate financial position based on the International Sustainability Standards Board (ISSB). In addition to a stakeholder survey, there was an internal assessment by ESG experts and a complementary assessment by internal and external stakeholders. We analyzed the comprehensive impact from various perspectives and from various angles, including an analysis of global disclosure standards and assessment indices, analysis of competitors in the same industry and benchmark cases, media analysis, and analysis of the regulation environment of supervisory institutions.



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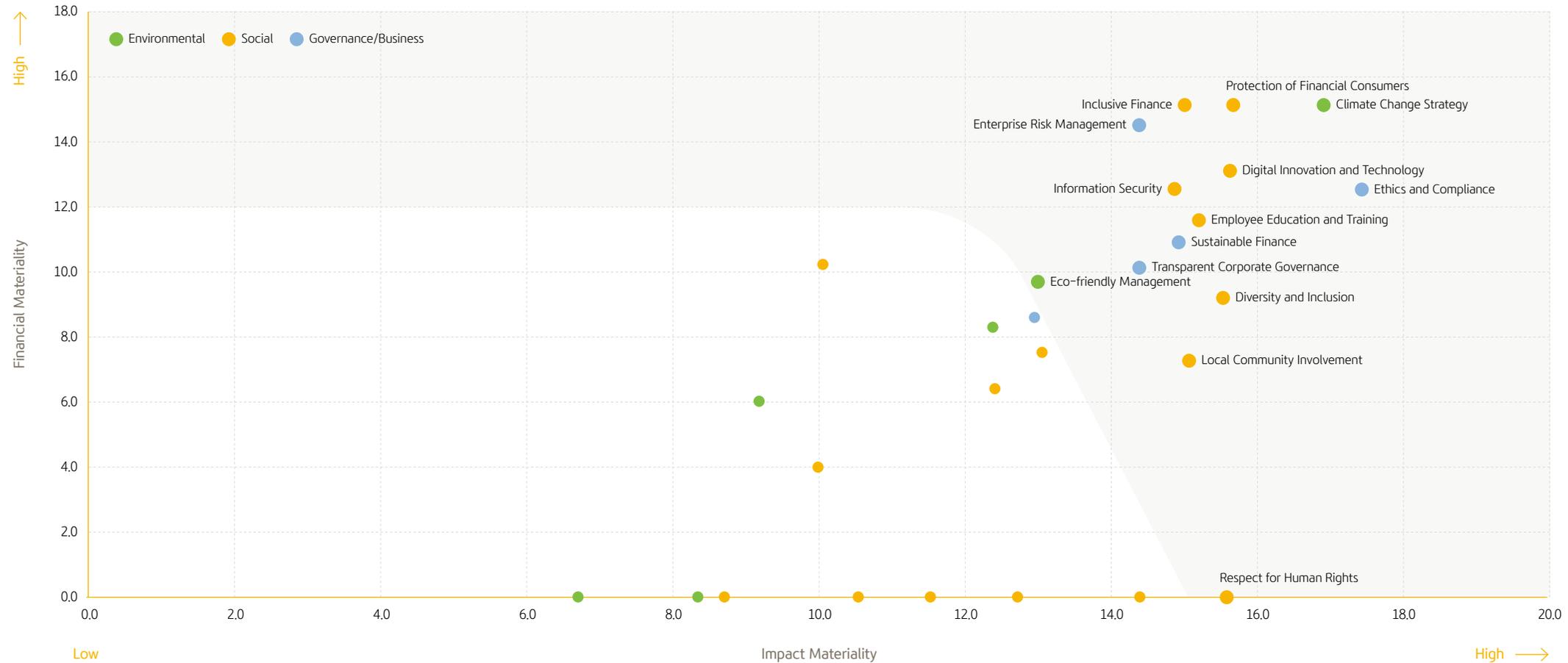


# MATERIALITY ASSESSMENT

## Materiality Assessment Result

KB Financial Group derived a total of 14 material issues in accordance with the priority of materiality assessment results. Of the material issues, five issues had a high financial materiality assessment result priority. For these five issues, we issued a separate report from the investor perspective that applied IFRS Sustainability Disclosure Standards S1 and S2.

Materiality Assessment Result Matrix



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# MATERIALITY ASSESSMENT

## Materiality Assessment Result

Issue	Double materiality assessment		Stakeholder's level of interest					GRI Index	
	Impact materiality assessment	Financial materiality assessment	Investor	Employee	Customer	Supplier	Local community and NGO		Government and regulatory agency
	Level of impact	Level of impact							
Enterprise Risk Management	●	●	✓	✓				✓	2-12, 13, 16, 25
Climate Change Strategy	●	●	✓	✓	✓	✓	✓	✓	201-2, 305
Inclusive Finance	●	●	✓		✓			✓	203, 413-1
Protection of Financial Consumers	●	●	✓		✓				417-1
Digital Innovation and Technology	●	●	✓	✓	✓		✓	✓	Non-GRI
Information Security	●	●	✓		✓				418-1
Ethics and Compliance	●	●	✓	✓	✓	✓	✓	✓	2-27, 205, 206-1
Sustainable Finance	●	●	✓	✓	✓		✓		Non-GRI
Diversity and Inclusion	●	●	✓	✓		✓	✓		405
Employee Training and Education	●	●	✓	✓					404
Transparent Corporate Governance	●	●	✓	✓			✓	✓	2-9, 10, 11
Respect for Human Rights	●	●		✓		✓	✓	✓	403, 406
Local Community Involvement	●	●	✓					✓	203, 413-1
Eco-friendly Management	●	●	✓	✓	✓	✓	✓		302-4, 304-3

Level of impact: ● Low ● Mid ● High

\* Structured the "Talent Management" section by integrating "Diversity and Inclusion" and "Employee Training and Education" issues derived through the materiality assessment

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# MATERIALITY ASSESSMENT

## Management of Material Issues

### Management of Material Issues that Have Impact on External Stakeholders

For material issues that have a significant impact on external stakeholders, we derive the result index that measures direct results on local communities and the environment that are caused by corporate management activities and the impact index that quantitatively evaluates the impact on stakeholders to identify and manage impact on the external environment.

#### Material issues of external stakeholders

Material issue	Stakeholder	Nature of impact	Impact on stakeholders	Result index	Impact index <sup>1)</sup>
Inclusive Finance	Customer	Positive/ Negative	<p><b>Support the sustainable growth of the financially marginalized, SMEs, and small business owners</b></p> <ul style="list-style-type: none"> <li>• Provide financial inclusion support for the financially marginalized to help them build assets and build a foundation for financial dependence</li> <li>• Provide financial inclusion support to SMEs and small business owners to strengthen their competitiveness and vitalize the regional economy</li> <li>• Excessive reliance on inclusive finance and policy finance support may lead to weakened corporate competitiveness and financial independence, posing potential business management risks</li> </ul>	<ul style="list-style-type: none"> <li>• No. of beneficiaries of inclusive finance: 867,081 persons<sup>2)</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Social value of inclusive finance: KRW 301 billion (Preferential interest rates for savings, deposits, and loan products)</li> </ul>
Local Community Involvement	Local community	Positive	<p><b>Create social value through co-prosperity with local communities</b></p> <ul style="list-style-type: none"> <li>• Provide customized training programs through “KB Dream Wave 2030”</li> <li>• Provide economic/financial education to the underprivileged and promote activities to improve caregiving and educational environments</li> <li>• Support employment and entrepreneurship programs for self-reliant young adults to create job opportunities through “KB Good Job”</li> <li>• Help the underprivileged recover from damages from disasters and provide residential and daily life support</li> </ul>	<ul style="list-style-type: none"> <li>• No. of beneficiaries of social contribution activities, including education programs and job creation: 112,910 persons<sup>3)</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Social value of local community contribution activities: KRW 404.8 billion</li> </ul>

<sup>1)</sup> KB Financial Group quantifies the “positive impacts of corporate activities on the environment and society” (social value) in monetary terms, allowing for the annual evaluation and monitoring of sustainable management performance. We also transparently disclose this information to various stakeholders.

<sup>2)</sup> Counting only the number of beneficiaries of inclusive financial products

<sup>3)</sup> No. of beneficiaries of the KB Dream Wave 2030, KB Foundation, and economic and financial literacy education and no. of persons employed through KB Good Job

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# MATERIALITY ASSESSMENT

## Management of Material Issues Associated with Corporate Value Creation

Of the 14 material issues, selected based on the 2024 materiality assessment results, KB Financial Group chose “sustainable finance,” “protection of financial consumers,” and “climate change strategy” as key management issues and manage them in alignment with the KPIs and performance of top management, including the executive director.

### Key Management Issues

Material issue	Issue’s impact	Business impact	Strategy	Mid- to long-term targets	Major activities/performance	KPI
<b>Sustainable Finance</b>	<ul style="list-style-type: none"> <li>Increase the incorporation of ESG factors into investment and loan decision-making</li> <li>Increase in demand for transition finance investments and loans that support the low-carbon transition of high-carbon industries</li> <li>Create green finance investment opportunities that support green business and technology, including the establishment of an eco-friendly infrastructure</li> </ul>	Profit	<ul style="list-style-type: none"> <li>Advance the ESG financial product management system based on a sustainable finance framework</li> <li>Continually expand the size of ESG financial products and services, including green finance</li> <li>Support the ESG management of SMEs</li> </ul>	<b>ESG products, investments, loans</b> <ul style="list-style-type: none"> <li>KRW 50 trillion by 2030</li> </ul>	<b>ESG products, investments, loans</b> <ul style="list-style-type: none"> <li>KRW 33.2 trillion (Products: KRW 7.2 trillion, Investments: KRW 12.7 trillion, Loans: KRW 13.3 trillion)</li> <li>* Based on the 2024 year-end balance</li> </ul> <b>ESG bonds</b> <ul style="list-style-type: none"> <li>Issued KRW 16.8 trillion worth</li> <li>* Cumulative figure as of 2024</li> </ul>	<ul style="list-style-type: none"> <li>Group’s ESG financial product (products, investments, loans) performance</li> </ul>
<b>Protection of Financial Consumers</b>	<ul style="list-style-type: none"> <li>Enhance financial product safety and operational efficiency by using AI, big data, and bio-authentication</li> <li>Improve customer satisfaction through customer experience management</li> </ul>	Cost	<ul style="list-style-type: none"> <li>Advance mis-selling prevention and fraud detection using digital technology</li> <li>Expand customer communication channels and continually improve the complaint-handling process</li> </ul>	<b>Practice customer satisfaction management</b> <ul style="list-style-type: none"> <li>Top-ranking in customer satisfaction survey</li> <li>Mis-selling rate of less than 1%</li> <li>Increase in the number of cases and amount of voice phishing prevention</li> <li>Reduction in the number of complaints</li> </ul>	<b>Improve customer satisfaction</b> <ul style="list-style-type: none"> <li>KB Kookmin Bank ranked 1st for 10 consecutive years in the commercial bank category of NCSI survey</li> </ul> <b>Prevent financial fraud</b> <ul style="list-style-type: none"> <li>KB Kookmin Bank, achieved a 13.8%p increase in financial fraud block rate (70.3% → 84.1%)</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation of the state of protection of financial consumers</li> <li>Customer satisfaction survey</li> <li>Mis-selling rate</li> <li>No. of cases of financial fraud prevention</li> <li>No. of complaints</li> </ul>
<b>Climate Change Strategy</b>	<ul style="list-style-type: none"> <li>Cost implications due to the development of response strategies for compliance with environmental regulations and disclosure of eco-friendly information</li> <li>Incur increased costs associated with the transition to eco-friendly factors such as electric vehicles and alternative energy</li> <li>Rise in delinquency and non-performing loans caused by profitability deterioration in high-carbon emission sectors within the asset portfolio</li> </ul>	Risk	<ul style="list-style-type: none"> <li>Establish and enhance the climate risk management system, including the integration of the Group ESRM</li> <li>Carry out GHG reduction activities, such as installing new and renewable power generation facilities and changing to eco-friendly vehicles</li> <li>Monitor financed emissions and manage asset portfolio</li> </ul>	<b>Achieve net zero in a phased manner</b> <ul style="list-style-type: none"> <li>Reduce emissions by 42% by 2030</li> <li>Achieve net-zero operational emissions by 2040</li> <li>Achieve net-zero financed emissions by 2050</li> </ul>	<b>Reduce carbon emissions</b> <ul style="list-style-type: none"> <li>Year-on-year reduction of 2,267 tCO<sub>2</sub>eq in operational emissions (Scope 1&amp;2)</li> <li>* Based on SBTi reduction target-setting</li> </ul>	<ul style="list-style-type: none"> <li>Carbon emissions reduction performance</li> </ul>

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# STAKEHOLDER ENGAGEMENT

KB Financial Group categorizes stakeholders as customer, employee, government and local government, shareholder and investor, supplier, and local community, and identifies matters of interest as well as demands of stakeholders through various communication channels. In addition, we hold a stakeholder survey every year and actively reflect the results in our overall sustainability management activities.

## Stakeholder Communication Channels

Stakeholder	Employee	Customer	Shareholder and investor	Supplier	Government and regulatory agency	Local community
Key communication channel	<ul style="list-style-type: none"> <li>Labor-management communication channel (Labor-Management Council, Labor-Management Meeting, etc.)</li> <li>Grievance handling system</li> <li>Organizational culture diagnosis</li> <li>Employee engagement evaluation</li> <li>Group webzine, Group portal, internal broadcasting, newsletter</li> <li>Town hall meeting, internal exchange program</li> </ul>	<ul style="list-style-type: none"> <li>Online non-face-to-face and offline face-to-face channels including Website, e-mail, mobile, branches, etc.</li> <li>Customer satisfaction survey</li> <li>Voice of customers (VOCs)</li> <li>Customer panel and advisory group</li> <li>Complaint channel</li> </ul>	<ul style="list-style-type: none"> <li>Company briefing session</li> <li>Annual general meeting</li> <li>Earnings announcement</li> <li>Company management disclosure</li> </ul>	<ul style="list-style-type: none"> <li>Meeting with suppliers and on-site briefing</li> </ul>	<ul style="list-style-type: none"> <li>Consultative body related to financial authority policy</li> <li>Briefing session on government financial policy</li> <li>Financial Supervisory Service (FSS) meeting</li> </ul>	<ul style="list-style-type: none"> <li>KB Miso Foundation</li> <li>Consulting service channel</li> <li>KB Innovation HUB Center</li> </ul>
Major areas of interest	<ul style="list-style-type: none"> <li>Talent acquisition and development</li> <li>Fair evaluation and compensation</li> <li>Employee welfare and benefits</li> <li>Organizational culture improvement</li> <li>Promotion of employee diversity</li> </ul>	<ul style="list-style-type: none"> <li>Protection of financial consumers</li> <li>Enhancement of financial accessibility and user convenience</li> <li>Customer satisfaction management</li> </ul>	<ul style="list-style-type: none"> <li>Enterprise risk management</li> <li>Climate change strategy</li> <li>Inclusive finance</li> <li>Protection of financial customers</li> <li>Digital innovation and technology</li> </ul>	<ul style="list-style-type: none"> <li>Establishment of a fair economy culture</li> <li>Creation of a win-win culture with suppliers</li> <li>Management of safety and health in the supply chain</li> </ul>	<ul style="list-style-type: none"> <li>Response to environmental regulations and policies</li> <li>Implementation of financial inclusion</li> <li>Implementation of innovative finance</li> <li>Job creation</li> </ul>	<ul style="list-style-type: none"> <li>Support for inclusive finance for financially vulnerable groups</li> <li>Enhancement of financial accessibility</li> <li>Support for inclusive finance for SMEs and small business owners</li> <li>Support for corporate growth</li> <li>Social contribution activities</li> </ul>
Status of communication	<ul style="list-style-type: none"> <li>Operate the Labor-Management Council and Labor-Management Meeting on a regular basis</li> <li>Operate the complaint handling center</li> <li>Diagnose the organizational culture and conduct employee engagement evaluation</li> <li>Operate internal channels, including the Group webzine, Group portal, internal broadcasting, and newsletter</li> <li>Hold the Townhall Meeting and operate internal exchange program</li> </ul>	<ul style="list-style-type: none"> <li>Conduct face-to-face/non-face-to-face survey of customer experience</li> <li>Conduct net promoter score (NPS) survey and establish a management system</li> <li>Operate the customer panel and advisory group system</li> <li>Operate a complaint-handling and damage compensation process for protection of financial consumers</li> <li>Operate VOC using website, email, mobile communication, branch, etc.</li> <li>Provide services with strengthened user convenience through digital innovation</li> </ul>	<ul style="list-style-type: none"> <li>Hold IR meetings</li> <li>Hold an annual general meeting of shareholders</li> <li>Frequent and regular disclosures on corporate management activities</li> </ul>	<ul style="list-style-type: none"> <li>Maintain the competitive bidding principle and operate the "integrity pact"</li> <li>Operate the compliance program</li> <li>Hold supplier meetings and field briefing sessions</li> <li>Operate the Health and Safety Council</li> </ul>	<ul style="list-style-type: none"> <li>Participate in Green Finance Task Force</li> <li>Signed an MOU with the Financial Supervisory Service on climate change</li> <li>Participate in various forums and conferences</li> </ul>	<ul style="list-style-type: none"> <li>Provide inclusive financial services and products to the financially vulnerable</li> <li>Conduct economic and financial education</li> <li>Provide management consulting services for SMEs and small business owners</li> <li>Operate startup incubation programs</li> <li>Support small business owners in overcoming low birthrate challenges</li> <li>Provide childcare and educational support for the vulnerable</li> <li>Operate customer-participatory fundraising campaigns</li> <li>Provide job support through programs such as KB Good Job</li> </ul>

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GRI 201: Economic Performance 2016	201-1	Direct economic value generated and distributed	126	
	201-2	Financial implications and other risks and opportunities due to climate change	P. 28-30 of the Sustainability Report – Investor Perspective	
	201-3	Defined benefit plan obligations and other retirement plans	127	
	201-4	Financial assistance received from government		Not applicable
GRI 202: Market Presence 2016	202-2	Proportion of senior management hired from the local community	144	
GRI 203: Indirect Economic Impacts 2016	203-1	Infrastructure investments and services supported	53-59, 102-109	
	203-2	Significant indirect economic impacts	53-59, 102-109	
GRI 205: Anti-corruption 2016	205-1	Operations assessed for risks related to corruption	83-84	
	205-2	Communication and training about anti-corruption policies and procedures	149	
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GRI 206: Anti-competitive Behavior 2016	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices		No lawsuits
GRI 207: Tax 2019	207-4	Country-by-country reporting	126	

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	302-1	Energy consumption within the organization	142	
GRI 302: Energy 2016	302-2	Energy consumption outside of the organization		Not applicable
	302-3	Energy intensity	142	
	302-4	Reduction of energy consumption	120-122	
	302-5	Reductions in energy requirements of products and services	P. 37 of the Sustainability Report – Investor Perspective	
	303-1	Interactions with water as a shared resource		Not applicable
GRI 303: Water and Effluents 2018	303-2	Management of water discharge-related impacts		Not applicable
	303-3	Water withdrawal		Not applicable
	303-4	Water discharge		Not applicable
	303-5	Water consumption	142	
	304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas		Not applicable
GRI 304: Biodiversity 2016	304-2	Significant impacts of activities, products and services on biodiversity	124-125	
	304-3	Habitats protected or restored	124-125	
	304-4	IUCN Red List species and national conservation list species with habitats in areas affected by operations		Not applicable
	305-1	Direct (Scope 1) GHG emissions	131	
GRI 305: Emissions 2016	305-2	Energy indirect (Scope 2) GHG emissions	131	
	305-3	Other indirect (Scope 3) GHG emissions	132	
	305-4	GHG emissions intensity	131	
	305-5	Reduction of GHG emissions	P. 36-37 of the Sustainability Report – Investor Perspective	
	305-6	Emissions of ozone-depleting substances (ODS)		Not applicable
	305-7	Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions		Not applicable

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	306-5	Waste directed to disposal		Not applicable
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GRI 401: Employment	401-1	New employee hires and employee turnover	147	
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GRI 402: Labor Management relations	402-1	Minimum notice periods regarding operational changes	97	
GRI 403: Occupational Health & Safety 2018	403-1	Occupational health and safety management system	87	
	403-2	Hazard identification, risk assessment, and incident investigation	87-88	
	403-3	Occupational health services	96	
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	403-8	Workers covered by an occupational health and safety management system	87	
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GRI 404: Training and Education	404-1	Average hours of training per year per employee	148	
	404-2	Programs for upgrading employee skills and transition assistance programs	91-93	
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GRI 405: Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees	23, 98, 145	
	405-2	Ratio of basic salary and remuneration of women to men	147	
GRI 406: Non-Discrimination	406-1	Incidents of discrimination and corrective actions taken	148	
GRI 407: Freedom of Association and Collective Bargaining	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk		No such cases at our business sites and suppliers'
GRI 408: Child Labor	408-1	Operations and suppliers at significant risk for incidents of child labor		No such cases at our business sites and suppliers'
GRI 409: Forced or Compulsory Labor	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor		No such cases at our business sites and suppliers'
GRI 410: Security Practices 2016	410-1	Security personnel trained in human rights policies or procedures		Not applicable
GRI 413: Local Communities	413-1	Operations with local community engagement, impact assessments, and development programs	102-109	
	413-2	Operations with significant actual and potential negative impacts on local communities		No such cases at our business sites
GRI 415: Public Policy	415-1	Political contributions	151	
GRI 417: Marketing and Labeling	417-1	Requirements for product and service information and labeling	62	
	417-2	Incidents of non-compliance concerning product and service information and labeling		No violations
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GRI 418: Customer Privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	143	

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# SASB INDEX

## Multiple Sectors

Topic	Accounting Metric	Code	Response
Data Security	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of account holders affected	FN-CB-230a.1 FN-CF-230a.1	No data breaches occurred in the report year.
	Description of approach to identifying and addressing data security risks	FN-CB-230a.2 FN-CF-230a.3	When there is a threat to information assets, KB Financial Group Inc. analyzes the frequency and impact to derive risk factors and establish protective measures. We conduct a risk assessment on information asset protection measures every year. Based on risk assessment results, we determine the appropriate risk level and identify risks targeted for management. In addition, for matters determined as being important, from among risk assessment results, we establish strengthened protective measures and manage risks.  Relevant details can be found on page 78 of this report.
Business Ethics	Description of whistleblower policies and procedures	FN-CB-510a.2 FN-IB-510a.2 FN-AC-510a.2	Refer to page 33 of this report for details on our whistle-blowing system.
Systemic Risk Management	Domestic Systemically Important Banks (D-SIB) score and Domestic Systemically Important Financial Institutions (D-SIFI) score by the FSC	FN-CB-550a.1 FN-IB-550a.1	In 2024, KB Financial Group Inc. was chosen as a financial systemically important bank holding company (D-SIB) and KB Kookmin Bank was chosen as a financial systemically important financial institution (D-SIFI).  We submit related data every year upon the supervisory authorities' request for systemically important bank (G-SIB and D-SIB) selection and disclose relevant items. Reports for submission include "assets with other financial institutions (AA351), details of assets with other financial institutions (AA352), liabilities to other financial institutions (AA353), details of liabilities to other financial institutions (AA354), securities issuance size and total exposure (AA355), replaceability (AA356), complexity (AA357), and special domestic factors (AA358)." Based on the reports, the Financial Stability Board (FSB) and domestic supervisory authorities evaluate, select, and announce G-SIB and D-SIB.  D-SIB was first adopted in Korea in 2016. Earlier in December 2015, the Financial Services Commission (FSC) designated KB Financial Group as D-SIB after determining that the Group has a significant impact on Korea's financial system and economy. We have been chosen as D-SIB every year since then after a systemic importance evaluation. Accordingly, an additional burden of 1%p is applied to the minimum capital requirement, and we stably manage capital at a higher level.
	Description of approach to incorporation of results of mandatory and voluntary stress tests into capital adequacy planning, long-term corporate strategy, and other business activities	FN-CB-550a.2 FN-IB-550a.2	KB Financial Group Inc. performs the biannual Group-wide integrated stress testing to assess potential vulnerabilities concerning exceptional yet credible accidents. If necessary, we conduct additional stress testing in case of sharp changes in the internal and external economic environment. We measure profit and loss, capital adequacy, and impact by risk type for each crisis scenario. A stress testing process consists of ▲ deriving crisis scenario through potential risk factor analysis, ▲ major risk factor projection by risk type, ▲ evaluation of impact on major business indicators (profit and loss, capital, etc.) for each scenario ▲ and scenario-specific capital adequacy assessment and response measure establishment. We reflect the analysis results as key materials in our risk management directions and business plans for the following year and mid- to long-term capital plans.  As mandatory stress tests performed to comply with regulations, KB Kookmin Bank conducts an ▲ integrated stress test (once semi-annually), ▲ bottom-up stress test organized by the Financial Supervisory Service (once a year), and ▲ stress test based on its own normalization plan (once a year). In case there is a significant change in the external environment (example: multi-crisis situation such as COVID-19) or special risk attribute, the Bank voluntarily conducts a separate stress test. Stress test results are actively reflected in overall management plans in accordance with the "Regulations on Evaluation and Management of Internal Capital Adequacy," including capital adequacy management, strategic management decision-making (setting of the following year's risk appetite and internal capital limit), and capital plan (determining the dividend payout ratio).
Employee Diversity & Inclusion	Percentage of gender and diversity composition ratio for: (1) executive management, (2) non-executive management, (3) professionals, and (4) all other employees	FN-IB-330a.1 FN-AC-330a.1	Refer to pages 144-145 of this report for details on employee diversity.

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## Commercial Banks

Topic	Accounting Metric	Code	Response
Financial Inclusion and Capacity Building	(1) Number and (2) amount of loans outstanding qualified to programs designed to promote small business and community development	FN-CB-240a.1	The number and amount of loans outstanding for SME, small business owners, and local community development are as follows. (based on balance at the end of 2024) [KB Kookmin Bank] 165,359 cases / KRW 3,808.0 billion
	(1) Number and (2) amount of overdue and bad loans qualified to programs designed to promote small business and community development	FN-CB-240a.2	The number and amount of overdue cases for loans aimed at supporting SMEs, small business owners, and community development are as follows (based on balance at the end of 2024): [KB Kookmin Bank] - Overdue: 4,998 cases / KRW 64.1 billion - Non-performing: 5,945 cases / KRW 84.0 billion
	Number of demand deposit accounts for financially vulnerable groups	FN-CB-240a.3	KB Financial Group Inc. provides demand deposit products specifically for the financially vulnerable, including the KB Happiness Keeper Bank Account, KB Kookmin Hope Keeper Bank Account, and KB National Pension Assurance Bank Account. The number of fee-exempted demand deposit accounts that were provided to the financially vulnerable reached 146,213 as of the end of 2024.
	Number of beneficiaries of financial education for financially vulnerable groups	FN-CB-240a.4	To improve the financial capabilities of the financially vulnerable, KB Financial Group Inc. provides economic and financial education programs to seniors, young people preparing for self-reliance, and global householdings. KB Kookmin Bank provided 120 sessions of digital economic/financial education to 1,916 senior beneficiaries. KB Kookmin Bank has partnered with 811 elementary, middle, and high schools nationwide through the "1 Company, 1 School" financial education program and provided 657 financial education sessions to 24,976 beneficiaries. Refer to page 56 of this report for details on financial education provided to the financially vulnerable.

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Topic	Accounting Metric	Code	Response
Incorporation of ESG Factors in Credit Analysis	Description of approach to incorporation of environmental, social, and governance (ESG) factors in credit analysis	FN-CB-410a.2	<p>KB Financial Group established the “Environmental and Social Risk Management Framework (ESRM)” in 2021, based on which we established the “Environmental/Social Risk Policy Framework.” We restrict and monitor risk factors, such as restricting business and corporate financial activities that have high environmental and social risks and prohibiting the provision of funds that are used in a way that is against social interests or manipulates the law.</p> <p>Furthermore, we categorize risk management into three areas—“exclusion,” “attention on climate change,” and “support for green industries”—and systematically manage the environmental and social impact of the Group’s business activities. Subsidiaries of KB Financial Group internalized the Group ESRM in internal rules and guidelines, thus laying the foundation to consider environmental/social risks when reviewing businesses in relation to loans and investments.</p>
			<p>KB Kookmin Bank conducts operational risk assessments for listed companies to prevent loss of credibility and insolvency caused by internal fraud, industrial accidents, and other issues. Operational risk refers to the possibility of losses arising from inadequate or failed internal processes, personnel, systems, or external events. These evaluations are carried out once a year during credit assessments by the responsible credit examiner for listed companies, that are subject to the Credit Evaluation Committee or higher-level reviews, excluding KONEX. Based on a corporate operational risk checklist, an evaluation is carried out based on the four steps of good, average, caution, and lacking. Evaluation results are used as the auditor’s additional and in-depth analysis material. Major evaluation items include outside disclosure, internal control environment, and whether serious disaster prevention was executed.</p> <p>During credit evaluations and loan reviews, KB Kookmin Bank uses an ESG checklist for domestic real estate PF or SOC loans that have a loan application amount of KRW 30 billion or more and are subject to environmental impact assessment to examine 20 items in the environmental and social responsibility areas. The number of projects that KB Kookmin Bank provided financial support by by applying the Equator Principles process in 2024 is 23 cases.</p> <p>Refer to pages 41–42 of this report for relevant details.</p>
Financed Emissions	Absolute gross financed emissions, disaggregated by (1) Scope 1, (2) Scope 2 and (3) Scope 3	FN-CB-410b.1	Refer to pages 136–138 of this report for relevant details.
	Gross exposure for each industry by asset class	FN-CB-410b.2	Refer to pages 136–138 of this report for relevant details.
	Percentage of gross exposure included in the financed emissions calculation	FN-CB-410b.3	Refer to pages 136–138 of this report for relevant details.
	Description of the methodology used to calculate financed emissions	FN-CB-410b.4	Refer to pages 40–41 of the Sustainability Report – Investor Perspective for relevant details.
Business Ethics	Total amount of monetary losses as a result of legal proceedings associated with fraud, insider trading, antitrust, anti-competitive behavior, market manipulation, malpractice, or other related financial industry laws or regulations	FN-CB-510a.1	KB Kookmin Bank paid a fine of KRW 60 million and KRW 108 million, respectively, for non-compliance with internal control standards in relation to financial incident prevention measures and violation of the obligation to comply with retirement pension contract content. Refer to the Business Report (matters related to restrictions) for details.

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Topic	Accounting Metric	Code	Response
	Number and value of checking and savings accounts by segment: (1) personal customer, (2) SOHO, and (3) SME	FN-CB-000.A	<p>The number and value of checking accounts and savings accounts by personal customer, SOHO, and SME segment based on the balance at the end of 2024 are as follows:</p> <p><b>[KB Kookmin Bank]</b>                      (1) Personal customer: 47,009,996 cases / KRW 83,829.3 billion                      (2) SOHO: 2,331,872 cases / KRW 9,436.5 billion                      (3) SME: 1,159,215 cases / KRW 29,209.4 billion</p> <p><b>[KB Savings Bank]</b>                      (1) Personal customer: 316,896 cases / KRW 295.6 billion                      (2) SOHO: 6,446 cases / KRW 70 million                      (3) SME: 1,893 cases / KRW 4.9 billion</p>
Activity Metrics	Number and value of loans by segment: (1) personal customer, (2) SOHO, (3) SME, and (4) large corporate	FN-CB-000.B	<p>The number and value of loans by personal customer, SOHO, SME, and large corporate segment based on the balance at the end of 2024 are as follows:</p> <p><b>[KB Kookmin Bank]</b>                      (1) Personal customer: 1,481,677 cases / KRW 28,713.8 billion (based on credit loan)                      (2) SOHO: 609,123 cases / KRW 93,457.6 billion (based on corporate loan in KRW)                      (3) SME: 706,280 cases / KRW 145,057.4 billion (based on corporate loan in KRW)                      (4) Large corporate: 4,391 cases / KRW 34,385.0 billion (based on corporate loan in KRW)</p> <p><b>[KB Savings Bank]</b>                      (1) Personal customer: 210,506 cases / KRW 1,480.6 billion                      (2) SOHO: 895 cases / KRW 199.0 billion                      (3) SME: 215 cases / KRW 398.8 billion                      (4) Large corporate: 13 cases / KRW 34.0 billion                      (5) Others: 37 cases / KRW 40.8 billion (loan company, etc.)</p>

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## Mortgage Finance

Topic	Accounting Metric	Code	Response
Lending Practices	(1) Number and (2) value of residential mortgages of the following types: (a) combined fixed- and variable-rate, (b) mortgage loans with early payment penalty clauses, and (c) total	FN-MF-270a.1	The number and value of residential mortgages that apply a combined fixed- and variable-rate and early payment penalty as of the end of 2024 are as follows: [KB Kookmin Bank] (a) Residential mortgages with a combined fixed- and variable-rate: 403,982 cases / KRW 42,522.9 billion (b) Residential mortgages with an early payment penalty clause: 908,304 cases / KRW 103,306.8 billion (c) Total residential mortgages: 935,563 cases / KRW 106,155.0 billion (excluding Jeonse loans)
	(1) Number and (2) value of (a) residential mortgage modifications, (b) foreclosures, and (c) short sales or deeds in lieu of foreclosure	FN-MF-270a.2	The number and value of residential mortgages that fall under the following items as of the end of 2024 are as follows: [KB Kookmin Bank] (a) Residential mortgage modifications: These are handled as new loans, and are not separately classified. (b) Foreclosures: 168 cases / KRW 15,789 million (debt collection amount) (c) Renunciation of security: 0 cases
	Total amount of monetary losses as a result of legal proceedings associated with communications to customers or remuneration of loan originators	FN-MF-270a.3	There were no monetary losses as a result of legal proceedings and restrictions associated with communications to customers or remuneration of loan originators in the reporting year.
	Description of remuneration structure of mortgage loan originators	FN-MF-270a.4	KB Kookmin Bank does not operate a remuneration system that compensates loan officers based on their individual new loan origination performance.
Discriminatory Lending	(1) Number, (2) value, and (3) weighted average loan-to-value ratio of mortgages issued to (a) minority and (b) all other borrowers	FN-MF-270b.1	KB Kookmin Bank does not execute discriminatory financial products against minority borrowers in relation to residential mortgages. The total number, value, and weighted average loan-to-value (LTV) ratio of mortgages are as follows as of the end of 2024: (1) Total number of residential mortgages: 935,563 cases (2) Value of residential mortgages: KRW 106,155.0 billion (3) Weighted average LTV ratio: 46.1%
	Total amount of monetary losses as a result of legal proceedings associated with discriminatory mortgage lending	FN-MF-270b.2	There were no legal proceedings associated with discriminatory mortgage lending during the reporting year.
	Description of policies and procedures to ensure non-discriminatory mortgage lending	FN-MF-270b.3	KB Kookmin Bank strives to guarantee comparable, non-discriminatory residential mortgages in accordance with the Financial Supervisory Service's Regulations on Supervision of Protection of Financial Consumers and the relevant enforcement regulation. In accordance with the financial product comparison disclosure content and process that are specified in the Enforcement Regulation of the Regulations on Supervision of Protection of Financial Consumers, KB Kookmin Bank discloses residential mortgage-related information (housing type, repayment method, interest calculation method, interest rate section, average interest rate handled the previous month, etc.)

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## Mortgage Finance

Topic	Accounting Metric	Code	Response
Environmental Risk to Mortgaged Properties	(1) Number and (2) value of mortgage loans in 100-year flood zones	FN-MF-450a.1	Refer to pages 25–26 of the Sustainability Report – Investor Perspective for relevant details.
	(1) Total expected loss and (2) Loss Given Default (LGD) attributable to mortgage loan default and delinquency because of weather-related natural catastrophes, by geographical region	FN-MF-450a.2	Refer to pages 25–26 of the Sustainability Report – Investor Perspective for relevant details.
	Description of how climate change and other environmental risks are incorporated into mortgage origination and underwriting	FN-MF-450a.3	Refer to pages 11, 34–35 of the Sustainability Report – Investor Perspective for relevant details.

\* Information for the FN-MF-000.A, FN-MF-000.B are not disclosed due to business reasons.

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## Consumer Finance

Topic	Accounting Metric	Code	Response
Customer Privacy	Number of customers who have consented to the optional use of their personal information	FN-CF-220a.1	<p>KB Financial Group Inc. monitors personal information used for secondary purposes and there was no such case.</p> <p>The number of customers from which we received separate marketing consent to use information for marketing and sales activities, other than the mandatory/optional consent by product for financial transaction relations, etc. is 9,165,582 persons as of December 2024 in case of KB Kookmin Card and 253,933 persons in case of KB Capital.</p> <p>In processing optional consent information, KB Kookmin Card processes only minimum personal (credit) information that is needed for the purpose for which prior consent was received. However, it can process personal information without prior consent in case there is a special regulation in relevant laws, such as the Personal Information Protection Act, or if it is unavoidable in order to comply with legal obligations, or personal information is provided in a form in which a specific individual cannot be identified for such purposes as compiling statistics and conducting academic research, in cases where Articles 48-2 of the Financial Holding Companies Act applies, or in the event of an emergency situation, such as a disaster. In addition, it posts its “Personal Information Management Policy,” “Disclosure of Credit Information Usage System,” and “Customer Information-Handling Policy” on its websites in accordance with obligated matters stipulated in relevant laws.</p> <p>KB Capital uses customers’ optional personal information after receiving a consent form on optional personal credit information collection, usage, and provision. Article 5 (Consent on providing personal credit information) and Article 11 (Matters to observe in relation to providing personal credit information) of the Regulations on Credit Information Management and Protection stipulate matters on providing personal credit information to a third party. KB Capital also discloses matters related to providing personal credit information to third parties through the “Policy on Processing Personal Information” and “Credit Information Usage System” on its website. It also periodically reviews whether there are changes in personal credit information-related regulations and reflects changes, if any, in the “Policy on Processing Personal Information” and “Credit Information Usage System.”</p>
			<p>Total amount of monetary losses as a result of legal proceedings associated with customer privacy</p> <p>FN-CF-220a.2</p> <p>KB Capital paid a fine of KRW 12 million due to its violation of a law that restricts the transmission of advertising information for profit-making purposes. Refer to the Business Report (matters related to restrictions) for details.</p>
Data Security	Card-related fraud losses from (1) card-not-present fraud and (2) card-present and other fraud	FN-CF-230a.2	<p>[KB Kookmin Card]</p> <p>(1) Total losses from card-not-present (CNP) fraud are KRW 193 million.</p> <p>(2) Total losses from card-present and other fraud are KRW 570 million.</p>

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## Consumer Finance

Topic	Accounting Metric	Code	Response
	Percentage of total remuneration for covered employees that is variable and linked to the amount of products and services sold	FN-CF-270a.1	KB Kookmin Card has no performance remuneration system that is directly linked to the amount of products and services sold. It has bonus (performance-based variable pay, incentive, etc.) that is paid in connection with organizational performance and individual's evaluation results, irrespective of duty, and a Profit Sharing (PS) system that compensates employees according to a predetermined distribution standard in case a certain level of management performance is achieved by the company.
	Average fee rate for applicants by product segment: (1) Short-term card loan (cash advance service), (2) Card loan products, and (3) Payment revolving	FN-CF-270a.2	<p><b>[KB Kookmin Card]</b> The average fee rate by product segment as of December 2024 is as follows: (1) Cash advance service: 18.49% (2) Card loan products: 14.48% (3) Payment revolving: 17.35%</p> <p>The credit and pre-paid card application customers' approval rates are undisclosed for management reasons in consideration of external impact, etc. in the case of disclosure.</p> <p><b>[KB Capital]</b> The average interest rate of credit loan products as of December 2024 is 13.69%. * It is the average interest rate for a month in December 2024.</p>
Selling Practices	Short-term and long-term strategies for managing credit and pre-paid portfolio performance		This information is not disclosed due to management reasons.
	(1) Average fees from add-on products, (2) average APR of credit products, (3) average age of credit products, (4) average number of credit accounts, and (5) average annual fees for pre-paid products	FN-CF-270a.3	<p><b>[KB Kookmin Card]</b> (1) It does not have different additional service fees according to credit scores. Due to management reasons, it does not disclose the average fee of charged additional services of credit cards. The reason for non-disclosure is as follows. (Reason: This matter is related to price policy and cannot be disclosed in consideration of the competition environment.) (2) The average APR of the cash advance service is 18.35%, and the average APR of card loan products is 14.21%. For management reasons, it does not disclose the average annual interest rate for each credit score section. (3) For management reasons, it does not disclose this information. The reason for non-disclosure is as follows: (Reason: This matter is related to the customer status and distribution by asset and cannot be disclosed in consideration of the competition environment.) (4) For management reasons, we do not disclose this information. The reason for non-disclosure is as follows: (Reason: This matter is related to the customer status and distribution by asset and cannot be disclosed in consideration of the competition environment.) (5) It applies a merchant fee of 0.15%-1.5% according to the merchant size. It does not use credit scores to differentiate merchant fees for debit cards and pre-paid cards, and customers do not incur any fee.</p>

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## Consumer Finance

Topic	Accounting Metric	Code	Response
Selling Practices	(1) Number of customer complaints filed, (2) percentage with monetary or non-monetary relief	FN-CF-270a.4	<p>[KB Kookmin Bank]</p> <p>(1) No. of consumer complaints submitted through the FINES financial information exchange network: 1,746 cases (excluding self-mediated complaints)</p> <p>(2) Requests accepted or complaints withdrawn: Total 1,035 cases</p> <ul style="list-style-type: none"> <li>- Monetary relief: 171 cases (9.8%)</li> <li>- Non-monetary relief: 864 cases (49.5%)</li> </ul> <p>* Only for Financial Supervisory Service complaints, self-mediation or complaint withdrawal is regarded as a relief measure</p>
	Total amount of monetary losses as a result of legal proceedings associated with selling and servicing of products	FN-CF-270a.5	There were no monetary losses as a result of legal proceedings and restrictions associated with selling and servicing of products during the reporting year.
Activity Metrics	Number of unique consumers with an active (1) credit card account, (2) debit card account, and (3) pre-paid card account	FN-CF-000.A	<p>The number of consumers with an active account as of December 2024 is as follows:</p> <p>[KB Kookmin Card]</p> <p>(1) Credit card: 13,125,000 (Individual: 12,447,000 / Corporate: 678,000)</p> <p>(2) Debit card: 13,816,814 (Individual: 13,408,412 / Corporate: 408,402)</p> <p>(3) Pre-paid card: 38,299 (Limited to registered pre-paid card)</p> <p>[KB Capital]</p> <p>(1) Auto loan: 309,436 (New cars: 96,711, Used cars: 198,730, Commercial vehicles: 13,995)</p> <p>(2) Credit loan: 140,129</p>
	Number of (1) credit card account, (2) debit card account, and (3) pre-paid card account	FN-CF-000.B	<p>The number of active card accounts as of December 2024 is as follows:</p> <p>[KB Kookmin Card]</p> <p>(1) Credit card: 18,486,531 (Individual: 16,775,483 / Corporate: 1,711,048)</p> <p>(2) Debit card: 17,207,039 (Individual: 16,819,271 / Corporate: 769,428)</p> <p>(3) Pre-paid card: 96,030 (Limited to registered pre-paid card)</p>

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## Investment Banking & Brokerage

Topic	Accounting Metric	Code	Response
	Revenue from (1) underwriting, (2) advisory and (3) securitization transactions incorporating integration of environmental, social and governance (ESG) factors, by industry	FN-IB-410a.1	In 2024, KB Securities was the representative organizer and acquirer of 59 ESG bonds (KRW 3,861.7 billion) and handled 2 acquisition finance (KRW 376.2 billion) projects. We do not disclose the profit for management reasons.
	(1) Number and (2) total value of investments and loans incorporating integration of ESG factors, by industry	FN-IB-410a.2	<p>The number and value of investments and loans incorporating ESG factors are as follows:</p> <p><b>[KB Securities]</b>                      (1) ESG investment: 178 cases / ESG loans: 13 cases                      (2) ESG investment: KRW 556.95 billion / ESG loans: KRW 660.49 billion</p> <p><b>[KB Investment]</b>                      (1) ESG investment: 73 cases                      (2) ESG investment: KRW 337.8 billion</p>
Incorporation of ESG Factors in Investment Banking & Brokerage Activities	Description of approach to incorporation of ESG factors in investment banking and brokerage activities	FN-IB-410a.3	<p>KB Securities goes through three steps to incorporate ESG factors in investment banking and brokerage industry activities.</p> <p><b>Step 1: Prior review</b>                      First, the Sales Department classifies the management area of the investment target according to Environment &amp; Social Risk Management (ESRM), based on which it preemptively reviews environmental/social risks. In this process, it categorizes whether the investment agenda item falls under the climate change attention area, interest area, or green industry support area, and reflects this in the preliminary review and analysis document.</p> <p>In the corporate finance sector, in case of a Principal Investment (PI) where the investment amount exceeds KRW 100 billion, an outside organization's ESG rating evaluation report or disclosed material is used for a review, if such a report or material exists, in accordance with "ESG risk review-strengthening measures." If there are no relevant materials, an internal scoring table is created based on an ESG checklist created by the target company and is submitted when a review request is made. The alternative investment sector receives a preliminary environmental/social checklist from the transaction counterparty for Project Finance (PF) with an investment amount that exceeds KRW 50 billion, and also secures a review opinion document from a professional organization, if needed, and submits this as well.</p> <p><b>Step 2: Determination of evaluation grade</b>                      The Review Department comprehensively evaluates environmental/social risks and their impact based on submitted materials.</p> <p>The corporate finance sector re-checks the target company's climate change-related area and assigns an evaluation grade between A and E, and specifies the grounds and matters that require monitoring in the review report. The alternative investment sector first determines if the target project is a "target of review of large-scale project environmental/social risk." If so, it assigns an evaluation grade between A and C and specifies the grounds of evaluation, relevant issues, and monitoring plan in the review report.</p> <p><b>Step 3: Monitoring</b>                      In case an ESG management implementation plan and fund usage plan were submitted in accordance with "ESG risk review-strengthening measures," whether they were executed and the appropriateness of fund use are examined one year after approval.</p> <p>The number of new investments evaluated by the ESG evaluation model in 2024 is as follows:</p> <p><b>[KB Securities]</b>                      Corporate finance: 7 cases, Alternative investment: 21 cases (including 11 cases of green industry support area)</p> <p><b>[KB Investment]</b>                      PE investment: 2 cases, Venture investment: 8 cases</p>

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## Investment Banking & Brokerage

Topic	Accounting Metric	Code	Response
Business Ethics	Total amount of monetary losses as a result of legal proceedings associated with fraud, insider trading, antitrust, anti-competitive behavior, market manipulation, malpractice, or other related financial industry laws or regulations	FN-IB-510a.1	There were no legal proceedings associated with fraud, insider trading, or antitrust during the reporting year.
Professional Integrity	1) Number and (2) percentage of licensed employees and identified decision-makers, determined by the Compensation Committee pursuant to the Act on Corporate Governance of Financial Companies, with a record of investment-related investigations, consumer-initiated complaints, private civil litigations, or other regulatory proceedings	FN-IB-510b.1	<b>[KB Securities]</b> Among employees in charge of investment transactions who receive risk management remuneration, 2 persons (0.5%) were subject to an investment-related investigation, customer complaint, private civil litigation, or other regulatory proceedings.
	Number of mediation and arbitration cases associated with professional integrity, including duty of care, by party	FN-IB-510b.2	There were no mediation and arbitration cases associated with professional integrity, including duty of care, during the reporting year.
	Total amount of monetary losses as a result of legal proceedings associated with professional integrity, including duty of care	FN-IB-510b.3	<b>[KB Securities]</b> KB Securities paid a fine of KRW 500 million due to a violation in relation to making a customer notice on Lime Fund-related sales commission. Refer to the Business Report (matters related to restrictions) for details. <b>[KB Investment]</b> There were no monetary losses as a result of legal proceedings and restrictions associated with professional integrity, including duty of care, during the reporting year.
	Description of approach to ensuring professional integrity, including duty of care	FN-IB-510b.4	To strengthen compliance and ethics training effects, KB Securities runs various programs, including the KB WITH training (transferred to KB STARdium in 2025), self-check on compliance/ethics training day, and ethics awareness self-assessment checklist. It expanded face-to-face training to provide systematic and effective training, targeting new employees, including employees with job experience, newly-appointed deputy branch managers, and management. It also provided training for compliance managers and job-specialized internal control training, including the IB Division under Institutional Sales Division. In addition, it further strengthened internal control functions by sharing information on precautions in relation to unsound orders, monitoring results of the Wrap/Trust Risk Management Committee, and monitoring and information-sharing on precautions regarding contract for difference-related unsound sales activities. Furthermore, it strengthened compliance activities by developing a computer system in relation to designating, inquiring, and sending informational messages to employees subject to an ordered leave, while also expanding the provision of a compliance-related practical affairs guidebook.

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## Investment Banking & Brokerage

Topic	Accounting Metric	Code	Response
Employee Incentives & Risk-taking	Total bonus ratio of employees categorized as executives and employees in charge of financial investment business, determined by the Compensation Committee pursuant to the Act on Corporate Governance of Financial Companies, and the ratio at which deferred bonus was applied	FN-IB-550b.1	<p>Pursuant to the "Act on Corporate Governance of Financial Companies," KB Securities operates a performance compensation system that is connected to the company's long-term performance for executives and employees in charge of financial investment business as determined by the Compensation Committee. Accordingly, KB Securities makes a three-year deferred payment for 40-60% of the total remuneration amount. This system is aimed at preventing the side effects of short-term performance-centered decision-making.</p> <p>The deferred bonus system was adopted to avoid excessive compensation that is based on temporary performance and to promote sustainable performance generation. In case of a loss or illegal conduct or increased risk during the deferred payment period, there is a regulation that adjusts the performance compensation for the deferred bonus. As of the end of 2024, executives and employees, in charge of financial investment business, who receive deferred payments of long-term performance account for 15.5% of total employees.</p>
	Ratio of bonus of employees categorized as executives and employees in charge of financial investment business, determined by the Compensation Committee pursuant to the Act on Corporate Governance of Financial Companies, to which the remuneration reduction and clawback regulation is applied	FN-IB-550b.2	The ratio of bonus of employees to which the remuneration reduction and clawback regulation is applied is identical to the ratio (40-60%) disclosed in FN-IB-550b.1.
	Discussion of policies around supervision, control, and validation of traders' pricing of Level 3 assets and liabilities	FN-IB-550b.3	<p>Based on the "Derivative Valuation Guideline," KB Securities examines the appropriateness of derivative's fair value level classification, especially derivative Level 3 classification. This Guideline clearly specifies Level 3 assets and liabilities' fair value calculation method, evaluation model control, model risk, authority and responsibilities of departments in charge of trade and supervision, and other matters.</p> <p>The Market Risk Department establishes standards on evaluation models and variables that are used for derivative valuation and verifies the validity of calculated prices. The Financial Engineering Department (department in charge of evaluation) confirms whether derivative Level 3 classification was carried out appropriately in accordance with level classification standards and sends the information to the department in charge of accounting. The department in charge of accounting examines/reviews Level 3 classification results based on the delivered materials and finalizes the fair value level of the asset.</p> <p>The department in charge of the transaction (department executing the product transaction) reviews whether it is possible to input information related to evaluation during a transaction, whether there is a pricing model, and whether market and estimation variables can be calculated. The Market Risk Department manages, supervises, and verifies the trader's pricing based on "trading policy guidelines" and "asset management guidelines."</p>

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## Investment Banking & Brokerage

Topic	Accounting Metric	Code	Response
Activity Metrics	Number and value of underwriting, advisory, and securitization transactions * In case of syndicate transactions, only those that apply to our company were included	FN-IB-000.A	<p>The number and value of each transaction are as follows:</p> <p>[KB Securities]</p> <ul style="list-style-type: none"> <li>- Corporate bond arrangement and acquisition: 444 cases / KRW 49,634.6 billion</li> <li>- IPO arrangement and acquisition: 13 cases / KRW 676.8 billion</li> <li>- Paid-in capital increase arrangement and acquisition: 11 cases / KRW 989.4 billion</li> <li>- Acquisition financing arrangement: 20 cases / KRW 4,166.1 billion</li> <li>- M&amp;A advisory: 10 cases / KRW 1,515.6 billion</li> </ul>
	Number and value of proprietary investments and loans by sector	FN-IB-000.B	This information is not disclosed due to management reasons.
	Number and value of proprietary investments and loans by sector: (1) Number and (2) value of market making transactions in (a) fixed income, (b) equity, (c) currency, (d) derivatives, and (e) commodity products	FN-IB-000.C	<p>The number and value of each transaction are as follows:</p> <p>[KB Securities]</p> <ul style="list-style-type: none"> <li>- Derivatives: 1,853,555 transactions / KRW 5,536.3 billion (excluding those transactions assessed to be hedging activities)</li> <li>- ETF: 7,055,007 transactions / KRW 23,491.3 billion</li> <li>- ETN: 531,470 transactions / KRW 1,791.9 billion</li> <li>- ELW: 336,511 transactions / KRW 270.3 billion</li> <li>- Emissions credit trading: 4,437 transactions / KRW 330.6 billion</li> </ul>

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## Asset Management & Custody Activities

Topic	Accounting Metric	Code	Response
Transparent Information & Fair Advice for Customers	(1) Number and (2) percentage of licensed employees and identified decision-makers with a record of investment-related investigations, consumer-initiated complaints, private civil litigations, or other regulatory proceedings	FN-AC-270a.1	Among employees in charge of investment transactions who receive risk management remuneration, none was subject to an investment-related investigation, customer complaint, private civil litigation, or other regulatory proceedings.
	Total amount of monetary losses as a result of legal proceedings associated with marketing and communication of financial product-related information to new and returning customers	FN-AC-270a.2	In the reporting year, there were no legal proceedings related to unfair contracting for new and returning clients in asset management.
	Description of approach to informing customers about products and services	FN-AC-270a.3	<p>To strengthen the protection of financial consumers, KB Asset Management has in place an investor protection mechanism.</p> <p>When selling funds, investment propensity is categorized into 5 steps based on investor information &amp; propensity analysis. The seller explains the analysis results to the customer and recommends a financial investment product that is suitable for the results. In particular, we have a computer control system in place so that the seller recommends only products that are suitable for the investor's investment propensity grade and product risk grade, thus strictly complying with the suitability principle in the sales process. When making an investment recommendation, the seller sufficiently explains key factors that the investor must understand to help with consumer understanding, including the structure &amp; characteristics of the product, fees, conditions of early repayment, and matters regarding release/termination of contract.</p> <p>KB Asset Management creates an investment prospectus and a simplified investment prospectus that are provided when selling a fund pursuant to the Financial Investment Services and Capital Markets Act, and legitimately registers and discloses them through an evaluation by the Financial Supervisory Service. It then delivers these to sellers so that they are provided to investors. In addition, it discloses the investment prospectus and simplified investment prospectus of all of its funds on its website, enabling customers to transparently peruse relevant information anytime.</p> <p>In addition, it quarterly (every three months) provides an asset management report that includes the funds' management performance, management status, and manager comments to customers who subscribed to its funds. If there is a change in the content of the investment prospectus and simplified investment prospectus that were provided at the time of subscription, KB Asset Management informs customers of the changed content after going through a process that includes change registration with a supervising agency, and discloses the new materials. KB Asset Management and seller websites provide the materials at all times, allowing easy information access by even potential customers.</p> <p>KB Real Estate Trust makes a clear prior notice that the dividend rate and estimated earnings rate on its investment guide are not finalized and are subject to change according to market circumstances and management conditions. In addition, it establishes appropriate response measures for various risks that are identified through a due diligence performed by a law firm and accounting firm when reviewing the business value of the respective investment product as part of its efforts to protect investors.</p>

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## Asset Management & Custody Activities

Topic	Accounting Metric	Code	Response
Incorporation of ESG Factors in Investment Management & Advisory	Amount of assets under management, by asset class, that employ (1) integration of ESG issues, (2) sustainability themed investment and (3) screening	FN-AC-410a.1	<p>The AUM of each of the following is as follows:</p> <p>(1) Integration of ESG issues: KRW 338.0 billion                      (2) Sustainability-themed investment: KRW 4,077.3 billion                      (3) Screening: KRW 201.3 billion                      (4) Impact investment and others: KRW 596.7 billion</p> <p>Refer to page 130 of this report for relevant details.</p>
	Description of approach to incorporation of ESG factors in investment or wealth management processes and strategies	FN-AC-410a.2	<p>KB Asset Management operates an ESG investment process that considers ESG factors across overall investment. It established the “KB ESG Model portfolio” through the “ESG integration process” and is actively incorporating “growth companies that make social and environmental improvements” in its portfolio through the “sustainability themed investing process.”</p> <p>KB Asset Management’s ESG Management Committee, which is chaired by the CEO, performs central roles in ESG-related decision-making. Committee members are each Management Division Head, compliance officer, and CRO. The Committee deliberates and decides on evaluating and reflecting ESG factors in the overall management process. In addition, it holds a regular ESG seminar every quarter to discuss ESG trends in Korea and abroad.</p> <p>For investment decision-making, it comprehensively considers financial factors as well as non-financial factors such as environmental, social, and governance factors. When dealing with a fund of funds, it strictly manages the fund in consideration of ESG analysis techniques, ESG evaluation methodologies, etc. of delegated management firms, including American Century Investments.</p> <p>It continually manages its portfolio through continued ESG monitoring, and actively invests in companies that simultaneously improved ESG factors and financial performance by using its internal research capabilities.</p>
	Description of proxy voting and investee engagement policies and procedures	FN-AC-410a.3	<p>KB Asset Management uses the following process for exercising voting rights:</p> <p>① Check information about annual general meeting (AGM) ② Create AGM-related materials ③ Analyze AGM agenda ④ Determine opinion regarding exercising voting rights ⑤ Exercise voting rights</p> <p>In addition, the shareholder engagement policy and procedure for an investee are based on the following process:</p> <p>① Request for a top management interview, send a shareholder letter, and make a public announcement ② Reflect a suggestion ③ Shareholder return/capital profit ④ Increased shareholder profit</p> <p>When making investment decisions, KB Asset Management comprehensively considers both financial and non-financial factors. During communication with the investee company, we directly contact the IR department representatives and management. If direct contact is not possible, we proceed by sending shareholder letters.</p>

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## Asset Management & Custody Activities

Topic	Accounting Metric	Code	Response
Financed Emissions	Absolute gross financed emissions, disaggregated by (1) Scope 1, (2) Scope 2 and (3) Scope 3	FN-AC-410b.1	Refer to page 39 of the Sustainability Report – Investor Perspective for relevant details.
	Total amount of AUM included in the financed emissions disclosure	FN-AC-410b.2	Refer to page 39 of the Sustainability Report – Investor Perspective for relevant details.
	Percentage of total AUM included in the financed emissions calculation	FN-AC-410b.3	Refer to page 39 of the Sustainability Report – Investor Perspective for relevant details.
	Description of the methodology used to calculate financed emissions	FN-AC-410b.4	Refer to pages 40–41 of the Sustainability Report – Investor Perspective for relevant details.
Business Ethics	Total amount of monetary losses as a result of legal proceedings associated with fraud, insider trading, antitrust, anti-competitive behavior, market manipulation, malpractice, or other related financial industry laws or regulations	FN-AC-510a.1	There were no legal proceedings associated with fraud, insider trading, or antitrust during the reporting year.
Activity Metrics	Total registered and total unregistered assets under management (AUM)	FN-AC-000.A	<p><b>[KB Asset Management]</b>                      There are no unregistered assets under management. As of the end of 2024, total registered assets are as follows:                      - Entrusted amount of KRW 75,201.3 billion + Contract amount of discretionary investment asset of KRW 64,744.2 billion = KRW 139,945.5 billion                      - Fund’s net asset value of KRW 78,264.5 billion + Appraised value of discretionary investment asset of KRW 72,322.2 billion = KRW 150,586.7 billion</p> <p><b>[KB Real Estate Trust]</b>                      There are no unregistered assets under management. As of the end of 2024, total registered assets are KRW 46,199.5 billion</p>
	Total assets under custody and supervision	FN-AC-000.B	<p><b>[KB Asset Management]</b>                      As of the end of 2024, total assets under custody and supervision are as follows:                      - Entrusted amount + contract amount: KRW 139,945.5 billion                      - Net asset value + appraised value: KRW 150,586.7 billion</p> <p><b>[KB Real Estate Trust]</b>                      As of the end of 2024, total assets under custody are KRW 46,199.5 billion.</p>

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Topic	Accounting Metric	Code	Response
	Total amount of monetary losses as a result of legal proceedings associated with marketing and communication of insurance product-related information to new and returning customers	FN-IN-270a.1	There were no monetary losses as a result of legal proceedings and restrictions associated with shortcoming in delivering important information to customers (abide by the three major fundamentals) before signing an insurance product contract in the reporting year.
	Complaints-to-claims ratio	FN-IN-270a.2	The no. of conversion cases of complaints against 100 thousand contracts received based on disclosure standards during the report period is as follows: [KB Insurance] 32.35 cases [KB Life Insurance] 49.85 cases
	Customer retention rate	FN-IN-270a.3	Customer retention rate is as follows: * As referenced in the Financial Supervisory Service work report (AH124), based on the customer retention rate at the 13th installment [KB Insurance] 88.13% [KB Life Insurance] 89.92%
Transparent Information & Fair Advice for Customers	Description of approach to informing customers about products	FN-IN-270a.4	<p>KB Insurance has a sales process in place that provides sufficient explanation and information on insurance products to customers across the entire process that ranges from before an insurance contract is signed to the end of the contract. To this end, it established sales rules that must be observed by sales employees in the personal sales area, and strictly manages relevant regulations for compliance with the full sales process.</p> <p>When providing insurance product information, it uses a list of regulations that insurance companies must comply with as the basis, including the "Regulation on Supervision of Insurance Business," "Common Elements of Insurance Association Disclosure Regulations," and "Internal Control Standard on Protection of Financial Consumers." Sales employees must observe the company's consumer protection process and regulations when recommending and selling financial products. To assist them, the company has a full sales monitoring script that is based on Financial Supervisory Service guidelines and a QA script that is based on telemarketing standards.</p> <p>KB Life Insurance has "Regulations on Insurance Solicitation" as an internal rule, and carries out strict management so that false or uncertain information is not provided to consumers and important content is not omitted. For protection of financial consumers, key content is explained in a way that promotes easy understanding when product explanations are given, including the product manual, premium, scope of coverage, and reasons for restricting insurance payout. When a contract is signed, a duplicate copy of the application form, insurance terms and conditions, product manual, and variable insurance management manual in case of a variable insurance, are also provided. An insurance policy is quickly delivered after a contract is signed.</p> <p>For the vulnerable, including elderly financial consumers, KB Insurance explains disadvantages with priority, such as the possibility of principal loss and disadvantages in case of early termination, and mandatorily checks if the consumers understand. When providing information to elderly customers aged 65 or more, easy terms are used and explanations are provided at a slow pace, while information is also provided on customer rights, such as the purpose of purchasing the insurance policy, application withdrawal, quality assurance objection-raising system, and designated agent for claim system. Lastly, after an insurance contract application, full sales monitoring is carried out based on a standard script of the Financial Supervisory Service to examine if the duty of providing product explanations was fulfilled and whether full sales were achieved.</p>

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Topic	Accounting Metric	Code	Response
Financed Emissions	Description of approach to incorporation of ESG factors in investment management processes and strategies	FN-IN-410a.2	<p>KB Insurance applied KB Financial Group’s Environmental and Social Risk Management (ESRM) system and fully stopped new investments in coal mining and coal power generation, which are areas for exclusion. It separately sets and imposes a debt limit for forestry and high carbon-emitting industries such as oil refining, petrochemicals, steel, cement, aluminum, which are areas for attention.</p> <p>For blind fund investments, it applies the “integrated ESG capability checklist” provided by KB Financial Group and quantitatively evaluates ESG items. Based on this checklist, it gives an additional five points for ESG items and reflects the corresponding converted scores during investment evaluations as a major evaluation factor.</p> <p>KB Insurance sets an ESG financial product balance target that is in line with Group-level ESG financial product targets, which are a cumulative handling amount of KRW 100 trillion and financial product balance of KRW 50 trillion by 2030. KB Insurance’s ESG financial product balance target is KRW 4.4 trillion by 2030.</p>
	Net premiums written related to energy efficiency and low carbon technology	FN-IN-410b.1	<p>As of 2024 annual data, KB Insurance’s net insurance premiums for assembly insurance and comprehensive machinery insurance for wind and solar power plants are around KRW 4.5 billion.</p>
Policies Designed to Incentivize Responsible Behavior	Discussion of products or product features that incentivize health, safety or environmentally responsible actions or behaviors	FN-IN-410b.2	<p>KB Insurance offers a variety of auto insurance products aimed at reducing GHG emissions and encouraging safe driving:</p> <ul style="list-style-type: none"> <li>• Public transit discount advantage: Auto insurance premium discount based on public transit use</li> <li>• Mileage discount advantage: Auto insurance premium discount based on mileage</li> <li>• Step count discount rider: Encourage habit of walking by offering discounts to over 5,000 daily step counts for over 50 days within 90 days period</li> <li>• Cutting-edge safety device installation advantage: Premium discount if a cutting-edge safety device (lane keeping assist or forward collision-avoidance assist) is installed in the vehicle</li> <li>• T Map safe driving discount advantage: Auto insurance premium discount based on T Map safe driving scores to elicit safe driving and compliance with traffic regulations</li> <li>• Connected car safe driving discount advantage: Insurance premium discount if the safe driving score is 70 points or higher for subscribers of the connected service (SsangYong, Hyundai, Kia) that enables real-time vehicle control and driving data collection through a vehicle and communications network connection</li> <li>• Two-wheeled motor vehicle insurance for platform delivery service providers: Encouraging safe driving by expanding the subscription target to include delivery workers</li> </ul> <p>Each product’s discount advantage-related terms and conditions are available in the special terms and conditions within the basic terms and conditions, and relevant information can be found on the company website.</p> <p>KB Life Insurance sells the “(Non-dividend) KB Kind Term Life Insurance II” product to encourage healthy activities. The insured can apply for a change to a category that the insured’s health condition falls under during the insurance period, and the contracting party can pay the premium for the applied category from among Category 2 (non-smoking), Category 3 (healthy), and Category 4 (super healthy), after the application date.</p>

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Topic	Accounting Metric	Code	Response
Financed Emissions	Absolute gross financed emissions, disaggregated by (1) Scope 1, (2) Scope 2 and (3) Scope 3	FN-IN-410c.1	Refer to pages 139-141 of this report for relevant details.
	Gross exposure for each industry by asset class	FN-IN-410c.2	Refer to pages 139-141 of this report for relevant details.
	Percentage of gross exposure included in the financed emissions calculation	FN-IN-410c.3	Refer to pages 139-141 of this report for relevant details.
	Description of the methodology used to calculate financed emissions	FN-IN-410c.4	Refer to pages 40-41 of the Sustainability Report - Investor Perspective for relevant details.
Physical Risk Exposure	Probable Maximum Loss (PML) of insured products from weather-related natural catastrophes	FN-IN-450a.1	<p>KB Insurance estimated insurance loss brought on by “cyclone,” which is one of the major climate-related natural disasters. Based on information such as insurance amount, building location, business type, building’s structural grade, and deductible amount of insurance policies effective as of the end of August 2024, it performed an analysis by using a natural disaster model (Catastrophe Modeling) developed by professional analysis agencies such as AIR/RMS. By doing so, it estimated the insurance loss for cyclone damages of a scale that can occur once in 50 years, 100 years, and 250 years.</p> <p>KB Insurance’s maximum insurance product loss brought on by cyclone is as follows:</p> <p>(1) 50-year cycle: Original amount of loss of KRW 338.9 billion, underlying retention of KRW 102.3 billion                      (2) 100-year cycle: Original amount of loss of KRW 448.2 billion, underlying retention of KRW 141.8 billion                      (3) 250-year cycle: Original amount of loss of KRW 629.0 billion, underlying retention of KRW 207.2 billion</p> <p>If KB Insurance’s disaster reinsurance is applied, underlying retention (loss amount borne by the insurance company) is restricted to the deductible of KRW 30 billion according to the reinsurance (system in which an insurance company divides and passes on risks to a different insurance company to reduce risks that it bears).</p> <p>(1) 50-year cycle: Original amount of loss of KRW 338.9 billion, underlying retention of KRW 30.0 billion                      (2) 100-year cycle: Original amount of loss of KRW 448.2 billion, underlying retention of KRW 30.0 billion                      (3) 250-year cycle: Original amount of loss of KRW 629.0 billion, underlying retention of KRW 30.0 billion</p>

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Topic	Accounting Metric	Code	Response
Physical Risk Exposure	Total amount of monetary losses attributable to insurance pay-outs from (1) modelled natural catastrophes and (2) non-modelled natural catastrophes, by type of event and geographical segment (net and gross of reinsurance)	FN-IN-450a.2	<p>KB Insurance is monitoring losses from heavy rainfall (monsoon from June to July, localized torrential downpours in September), Typhoon Jongdari, heavy snowfall and strong winds (November), which are natural disasters that occurred in 2024. The loss amount based on original amount of loss before reinsurance application (insurance company directly bears all losses) as of December 31, 2024 is as follows:</p> <ul style="list-style-type: none"> <li>① Heavy rainfall: KRW 12,780 million</li> <li>② Typhoon: KRW 20 million</li> <li>③ Heavy snowfall: KRW 39,020 million</li> </ul> <p>The loss amount based on underlying retention (loss amount actually borne by the insurance company) after sharing some risks through proportional reinsurance (risk and premium are shared with the reinsurance company at a certain ratio) is as follows:</p> <ul style="list-style-type: none"> <li>① Heavy rainfall: KRW 10,220 million</li> <li>② Typhoon: KRW 10 million</li> <li>③ Heavy snowfall: KRW 30,270 million</li> </ul> <p>The frequency and size of natural disasters significantly increased all across the globe over the last five years, leading to an around 1.5-fold increase in the insurance industry’s annual average loss from USD 50 billion in 2020 to USD 88.5 billion in 2024. This is attributable to an increase in climate-caused damages that are difficult to forecast, such as the flooding in New Zealand and in Dubai, in addition to repetitive natural disasters, such as hurricanes in the US and earthquakes in Japan/Taiwan.</p> <p>Insurance companies’ burden of costs increased amid a rise in insurance payouts as a result of increased losses, leading to a reduction in the scope of natural disaster coverage and a rise in costs. However, even though there were natural disaster losses amounting to around USD 128 billion in 2024, the loss that was actually borne by reinsurance companies was less than expected, attributable to an increase in deductibles and a reduction in the reinsurance coverage ceiling. Accordingly, reinsurance costs indicated a year-on-year decrease of 6.6% in 2025.</p> <p>Insurance companies perform a natural disaster model analysis every year to forecast maximum loss in case a natural disaster of a certain size occurs. Based on the analysis results, they purchase reinsurance that covers loss from a natural disaster of a scale that could occur once in 250 years. If a loss occurs due to a natural disaster during the reinsurance contract period (usually 1 year), the insurance company receives coverage from the reinsurance company for the loss excluding the deductible. However, natural disasters that are different from previous disasters are occurring due to climate change, resulting in greater uncertainty over the accuracy and predictability of existing natural disaster models. For this reason, the insurance industry is continuing discussions on model improvements.</p>

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Topic	Accounting Metric	Code	Response
Physical Risk Exposure	Description of approach to incorporation of environmental risks into (1) the underwriting process for individual contracts and (2) the management of entity-level risks and capital adequacy	FN-IN-450a.3	<p>[KB Insurance]</p> <p>(1) Environmental/social risk management at the individual contract and company-wide level</p> <p>In case of an insurance product with a climate-related risk, basic information (insurance coverage amount, address, industry, building grade, etc.) of policies in force is collected once a year to conduct catastrophe modelling. To raise model precision levels, KB Insurance is reinforcing detailed data, including the number of floors in the building, structure, and latitude/longitude. The recent climate change is resulting in growing modeling uncertainty, and this is why KB Insurance is quantifying climate risk by referring to climate scenarios of professional analysis organizations, such as AIR/RMS. KB Financial Group plans to reflect this in the insurance underwriting and reinsurance purchase strategy.</p> <p>It is purchasing reinsurance that covers the maximum loss that can occur once in 250 years based on natural disaster modeling results. It plans to maintain this standard. The net retention level, which is the loss ceiling that is actually borne by an insurance company, is set by referencing the maximum 10-year cycle loss. KB Insurance continues to review net retention level adjustment measures to raise efficiency against reinsurance costs.</p> <p>(2) Capital adequacy and enterprise risk measurement system</p> <p>With the adoption of the IFRS 17 accounting standard, the capital adequacy framework for insurance companies has transitioned to K-ICS (new standard of solvency), incorporating catastrophic (natural disaster) risks as a key risk category for general insurance. Consequently, loss risk amounts related to wind and flood disasters (e.g., typhoons and floods) that may arise from individual insurance contracts are aggregated and managed company-wide on a quarterly basis. In case of the general insurance area, the risk exposure amount is measured per region and per insurance type once every year for domestic contracts (original amount of loss and assumed reinsurance). Catastrophe modeling is performed based on the measurement results to analyze maximum estimated loss.</p>
			<p>[KB Insurance]</p> <p>As of the end of 2024, exposure to derivative instruments is as follows:</p> <p>(1) Potential exposure to non-centrally cleared derivatives (transactions in which a central clearinghouse does not intervene because they were concluded in the form of an individual contract outside the exchange): KRW 5,433.6 billion</p> <p>(2) Fair value of acceptable collateral posted with the Central Clearinghouse (assessed value of a collateral asset secured by the Central Clearinghouse to reduce transaction risk): KRW 0</p> <p>(3) Potential exposure to centrally cleared derivatives (structure in which the Central Clearinghouse intervenes between the transaction parties to manage transaction risk): KRW 0</p>
Systemic Risk Management	Total fair value of securities lending collateral assets	FN-IN-550a.2	As of the end of 2024, there were no securities lending collateral assets.

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Topic	Accounting Metric	Code	Response
Systemic Risk Management	Description of approach to managing capital- and liquidity-related risks associated with systemic non-insurance activities	FN-IN-550a.3	<p>KB Insurance adopted an operational risk management system that is relevant to systemic non-insurance activities. Each department carries out an operational risk inspection and finds key risks through a risk and control evaluation that is based on a self-assessment approach (Risk &amp; Control Self-Assessment, RCSA), and uses Key Risk Indicators (KRIs) for focused management of important risk items. In the event of an actual loss, it collects and manages relevant data. Through a scenario analysis, it derives a key risk profile and takes measures.</p> <p>KB Insurance sets the endurable maximum level of risk (risk appetite) to achieve the company's stable growth and management goals. The risk appetite is managed based on the solvency ratio (claim payment ability in a crisis situation) and is approved by the Risk Management Committee every year. The ceiling by risk type is separately managed within the scope of the total risk capital ceiling, and the total exposure limit and the country-specific credit limit are set and operated so that assets are not excessively concentrated in a specific country or company.</p> <p>KB Life Insurance specified a crisis situation analysis process in its internal rules to preemptively respond to sharp changes in the environment, and performs a crisis analysis every year by using supervisory authorities' and internal scenarios. A response is taken for analysis results in accordance with the crisis situation reporting system, and the total exposure limit and the country-specific credit limit are set and operated so that assets are not excessively concentrated in a specific country or company.</p> <p>Based on the Financial Supervisory Service's K-ICS (new standard of solvency) manual, it established various risk regulations and detailed rules, and manages the company's financial soundness in a step-by-step manner through solvency forecasting based on management plans and scenario analysis that considers various market environments. The Group-level internal capital is also managed according to the K-ICS methodology, and the maximum risk level (risk appetite) is set once a year and a ceiling is operated by risk type.</p>
Activity Metrics	Number of policies in force, by segment: (1) property and casualty, (2) life, (3) assumed reinsurance	FN-IN-000.A	<p>The number of policies for property and casualty insurance and life insurance is as follows. Reinsurance is not applicable.</p> <p>(1) Property and casualty insurance (KB Insurance): 23,012,369 cases                      (2) Life insurance (KB Life Insurance): 1,703,085 cases</p>

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# DATA ALIGNED WITH PUBLIC POLICY

## Family-friendly Management

Indicator		Unit	2022	2023	2024	
Maternity Leave	Employees eligible for maternity leave	Total	Persons	596	518	531
		Male	Persons	295	271	280
		Female	Persons	301	247	251
	Employees using maternity leave	Total	Persons	561	501	519
		Male	Persons	268	259	271
		Female	Persons	293	242	248
Maternity leave usage rate	Male	%	90.8	95.6	96.8	
	Female	%	97.3	98.0	98.8	

Indicator		Unit	2022	2023	2024	
Childcare Leave	Employees who used childcare leave <sup>1)</sup>	Total	Persons	974	962	929
		Male	Persons	137	183	194
		Female	Persons	837	779	735
	Childcare leave usage rate <sup>2)</sup>	Total	%	49.5	44.9	43.4
		Male	%	3.9	5.5	6.8
		Female	%	83.4	75.0	74.3
	Employees who returned to work after childcare leave	Total	Persons	483	470	439
		Male	Persons	68	85	110
		Female	Persons	415	385	329
Employees who have worked for more than 12 months after returning from childcare leave <sup>3)</sup>	Total	Persons	445	390	447	
	Male	Persons	54	50	75	
	Female	Persons	391	340	372	
Retention rate of employees who have worked for more than 12 months after returning from childcare leave <sup>4)</sup>	Male	%	88.5	73.5	88.2	
	Female	%	94.2	81.9	96.6	

<sup>1)</sup> Employees who used childcare leave for at least one day in the corresponding year

<sup>2)</sup> Based on KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, and Prudential Life Insurance (renamed as KB Life Insurance from 2023 onwards)

Calculation method: No. of employees who used childcare leave within one year after childbirth during the year / No. of employees with children under one year of age from the date of birth during the year

<sup>3)</sup> Employees who returned from childcare leave in the previous year and have worked for more than 12 months as of a point within the current year (January 1 to December 31)

<sup>4)</sup> Calculation method: No. of employees who have worked for more than 12 months after returning from childcare leave / No. of employees who returned after using childcare leave in the previous year

Indicator		Unit	2022	2023	2024
Family Care	Employees who took family care leave of absence	Persons	54	73	81
	Employees who took family care leave	Persons	2,039	1,498	1,462
	Proportion of employees who took family care leave of absence	%	0.2	0.3	0.3
	Proportion of employees who took family care leave	%	7.3	5.6	5.5

Indicator		Unit	2022	2023	2024
Reduction of Working Hours for Period of Childcare	Employees eligible for the reduction of working hours for period of childcare <sup>1)</sup>	Persons	5,801	5,332	5,153
	Employees using the reduction of working hours for period of childcare	Persons	70	97	112
	Usage rate of the reduction of working hours for period of childcare	%	1.2	1.8	2.2

<sup>1)</sup> Employees with children aged 12 or younger or in the 6th grade of elementary school or lower as of December 31 of the relevant year

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## Industrial Safety

Indicator	Unit	2022	2023	2024
Regular workers	Persons	27,431	26,933	26,244
Work-related accidents fatalities	Persons	0	0	0
Work-related ill health fatalities	Persons	0	0	1
Fatality rate from accidents per 10,000 workers <sup>1)</sup>	%	0	0	0
Fatality rate from ill health per 10,000 workers <sup>2)</sup>	%	0	0	0

<sup>1)</sup> Rate of fatal accidents per 10,000 regular employees

<sup>2)</sup> Rate of fatal ill health per 10,000 regular employees

## Employee Diversity

Indicator	Unit	2022	2023	2024	
Employees with mild disabilities	Total	Persons	270	265	274
	Male	Persons	218	211	213
	Female	Persons	52	54	61
Employees with severe disabilities	Total	Persons	79	101	127
	Male	Persons	34	47	63
	Female	Persons	45	54	64
Employment of Persons with Disabilities	Employment rate of persons with disabilities <sup>1)</sup>	%	1.6	1.7	2.0
	Percentage of female employees with disabilities relative to total employees with disabilities	%	27.8	29.5	31.2
	Percentage of employees with severe disabilities relative to total employees with disabilities	%	22.6	27.6	31.7

<sup>1)</sup> When calculating the employment rate of persons with disabilities, the employment of individuals with severe disabilities is counted as double their actual number. However, workers with less than 60 hours of scheduled working hours per month are excluded.

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# THIRD-PARTY ASSURANCE STATEMENT

To readers of 2024 KB Financial Group Sustainability Report

## Introduction

Korea Management Registrar (KMR) was commissioned by KB Financial Group to conduct an independent assurance of its Sustainability Report 2024 (the “Report”). The data and its presentation in the Report is the sole responsibility of the management of KB Financial Group. KMR’s responsibility is to perform an assurance engagement as agreed upon in our agreement with KB Financial Group and issue an assurance statement.

## Scope and Standards

KB Financial Group described its sustainability performance and activities in the Report. Our Assurance Team carried out an assurance engagement in accordance with the AA1000AS v3 and KMR’s assurance standard SRV1000. We are providing a Type 2, moderate level assurance. We evaluated the adherence to the AA1000AP (2018) principles of inclusivity, materiality, responsiveness and impact, and the reliability of the information and data provided using the Global Reporting Initiative (GRI) Index provided below. The opinion expressed in the Assurance Statement has been formed at the materiality of the professional judgment of our Assurance Team.

Confirmation that the Report was prepared in accordance with GRI standards 2021 was included in the scope of the assurance. We have reviewed the topic-specific disclosures of standards which were identified in the materiality assessment process. We also confirmed that the report was prepared in accordance with the SASB.

- GRI Sustainability Reporting Standards 2021
- Universal standards

- Topic specific standards
  - GRI 201: Economic Performance
  - GRI 203: Indirect Economic Impacts
  - GRI 205: Anti-corruption
  - GRI 206: Anti-competitive Behavior
  - GRI 304: Biodiversity
  - GRI 305: Emissions
  - GRI 403: Occupational Health and Safety
  - GRI 404: Training and Education
  - GRI 405: Diversity and Equal Opportunity
  - GRI 406: Non-discrimination
  - GRI 413: Local Communities
  - GRI 417: Marketing and Labeling
  - GRI 418: Customer Privacy
- SASB Sustainability Disclosure Topics & Accounting Metrics

As for the reporting boundary, the engagement excludes the data and information of KB Financial Group’s partners, suppliers and any third parties.

## KMR's Approach

To perform an assurance engagement within an agreed scope of assessment using the standards outlined above, our Assurance Team undertook the following activities as part of the engagement:

- reviewed the overall Report;
- reviewed materiality assessment methodology and the assessment report;
- evaluated sustainability strategies, performance data management system, and processes;
- interviewed people in charge of preparing the Report;
- reviewed the reliability of the Report’s performance data and conducted data sampling;
- assessed the reliability of information using independent external sources such as Financial Supervisory Service’s DART and public databases.
- the data and information reported in the ESG Data Pack (equal pay evaluation, absenteeism rates among employees and subcontractor employees).

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## Limitations and Recommendations

KMR's assurance engagement is based on the assumption that the data and information provided by KB Financial Group to us as part of our review are provided in good faith. Limited depth of evidence gathering including inquiry and analytical procedures and limited sampling at lower levels in the organization were applied. To address this, we referred to independent external sources such as DART and National Greenhouse Gas Management System (NGMS) and public databases to challenge the quality and reliability of the information provided.

## Conclusion and Opinion

Based on the document reviews and interviews, we had several discussions with KB Financial Group on the revision of the Report. We reviewed the Report's final version in order to make sure that our recommendations for improvement and revision have been reflected. Based on the work performed, it is our opinion that the Report applied the GRI Standards. Nothing comes to our attention to suggest that the Report was not prepared in accordance with the AA1000AP (2018) principles.

## Inclusivity

KB Financial Group has developed and maintained different stakeholder communication channels at all levels to announce and fulfill its responsibilities to the stakeholders. Nothing comes to our attention to suggest that there is a key stakeholder group left out in the process. The organization makes efforts to properly reflect opinions and expectations into its strategies.

## Materiality

KB Financial Group has a unique materiality assessment process to decide the impact of issues identified on its sustainability performance. We have not found any material topics left out in the process.

## Responsiveness

KB Financial Group prioritized material issues to provide a comprehensive, balanced report of performance, responses, and future plans regarding them. We did not find anything to suggest that data and information disclosed in the Report do not give a fair representation of KB Financial Group's actions.

## Impact

KB Financial Group identifies and monitors the direct and indirect impacts of material topics found through the materiality assessment, and quantifies such impacts as much as possible.

## Reliability of Specific Sustainability Performance Information

In addition to the adherence to AA1000AP (2018) principles, we have assessed the reliability of economic, environmental, and social performance data related to sustainability performance. We interviewed the in-charge persons and reviewed information on a sampling basis and supporting documents as well as external sources and public databases to confirm that the disclosed data is reliable. Any intentional error or misstatement is not noted from the data and information disclosed in the Report.

## Competence and Independence

KMR maintains a comprehensive system of quality control including documented policies and procedures in accordance with ISO/IEC 17021:2015 – Requirements for bodies providing audit and certification of management systems. This engagement was carried out by an independent team of sustainability assurance professionals. KMR has no other contract with KB Financial Group and did not provide any services to KB Financial Group that could compromise the independence of our work.

May 2025 Seoul, Korea



CEO *E. J. Hwang*

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# GHG ASSURANCE STATEMENT

## KB Financial Group Inc.

The Korea Management Registrar Inc. (hereinafter “KMR”) has conducted the verification on the greenhouse gas (hereinafter “GHG”) emission of KB Financial Group Inc.

## Scope

Verification of places of business and emission facilities under the control of KB Financial Group Inc.

Note1) KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Asset Management, KB Capital, KB Real Estate Trust, KB Savings Bank, KB Investment, KB Data Systems, etc.

## Standards

- ISO 14064-1:2018, ISO 14064-3:2019
- IPCC Guidelines for National Greenhouse Gas Inventories (2006)
- Operational guidelines for reporting and certification of the Greenhouse Gas emissions trading scheme (Ministry of Environment, 2024-155)
- WRI/WBCSD GHG Protocol (2013)

## Procedure

The assurance was conducted by the KMR based on a risk analysis approach and data evaluation. The data and factors applied to the calculation of GHG emissions were determined to be appropriate based on objective evidence.

## Independent

KMR does not have any stake in the verified entity and does not conduct verification with biased opinions/views. We have drawn an independent and objective verification conclusion based on the verification standards, and reviewed the every aspect of the verification we performed throughout the entire verification process through internal review.

## Limitation

The verification team verified the related reports, information and data presented by the audited institution by sampling or enumeration methods. As a result, there are many inherent limitations, and there may be disagreements in the interpretation of appropriateness. Although we have tried to faithfully perform verification that meets the verification standards, we suggest that errors, omissions, and false statements that could not be found may be latent as the limitations to the verification.

## Opinion

- The assurance engagement was performed to satisfy a limited assurance level, and no significant distortions were found in the verification results.
- According to KMR’s approach, nothing was found that would lead to a finding that KB Financial Group Inc. failed to disclose data and information that was accurate and reliable in all material respects.

## Internal GHG emissions (Scope 1,2) & Energy Consumption

GHG emissions (tCO <sub>2</sub> eq)			Energy consumption (TJ)
Direct emissions (Scope 1)	Indirect emissions (Scope 2)	Scope 1+2 Total (tCO <sub>2</sub> eq)	
22,510	132,814	155,324	2,815

※ Scope of verification: KB Financial Group and its affiliates. (including domestic and overseas business sites and subsidiaries of each affiliate)

※ Note: There are a differences in the total amount of greenhouse gas emissions and workplace emissions. (Emissions at each workplace, rounded off by decimal point, are combined at the company level)

## Results

Based on the above assurance criteria, we did not identify any inappropriate calculations or errors for the emissions of major emitting facilities.

※ The abovementioned company is responsible for preparing verification data in accordance with the “Guidelines for Reporting and Certification of Emissions in the Greenhouse Gas Emissions Trading System (Ministry of Environment Notice No. 2021-278)”, and KMR’s responsibility is limited to the party in the verification contract according to the agreed contract terms. and is not responsible for other decisions, including investment decisions based on this verification statement.

※ The abovementioned company must comply with the use of the certification and logo marks under the contract entered into with KMR.

May 28th, 2025

Authorized By *E J Hwang*

CEO Eun Ju, Hwang



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## KB Financial Group Inc.

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## Scope

Verification of places of business and emission facilities under the control of KB Financial Group Inc.

Note1) KB Kookmin Bank, KB Securities, KB Insurance, KB Kookmin Card, KB Life Insurance, KB Asset Management, KB Capital, KB Real Estate Trust, KB Savings Bank, KB Investment, KB Data Systems, etc.

## Standards

- ISO 14064-1:2018, ISO 14064-3:2019
- IPCC Guidelines for National Greenhouse Gas Inventories (2006)
- Operational guidelines for reporting and certification of the Greenhouse Gas emissions trading scheme (Ministry of Environment, 2024-155)
- Partnership for Carbon Accounting Financials (PCAF) – The Global GHG Accounting and Reporting Standard Part A (second edition)
- WRI/WBCSD GHG Protocol (2013)

## Procedure

The assurance was conducted by the KMR based on a risk analysis approach and data evaluation. The data and factors applied to the calculation of GHG emissions were determined to be appropriate based on objective evidence.

## Independent

KMR does not have any stake in the verified entity and does not conduct verification with biased opinions/views. We have drawn an independent and objective verification conclusion based on the verification standards, and reviewed the every aspect of the verification we performed throughout the entire verification process through internal review.

## Limitation

The verification team verified the related reports, information and data presented by the audited institution by sampling or enumeration methods. As a result, there are many inherent limitations, and there may be disagreements in the interpretation of appropriateness. Although we have tried to faithfully perform verification that meets the verification standards, we suggest that errors, omissions, and false statements that could not be found may be latent as the limitations to the verification.

## Opinion

- The assurance engagement was performed to satisfy a limited assurance level, and no significant distortions were found in the verification results.
- According to KMR’s approach, nothing was found that would lead to a finding that KB Financial Group Inc. failed to disclose data and information that was accurate and reliable in all material respects.

## External GHG emissions (Scope 3)

Other indirect emissions (Scope 3) (tCO <sub>2</sub> eq)		
56,605,824		
Category	Scope 3	Scope 3 emissions (tCO <sub>2</sub> eq)
1	Purchased goods and service	3,605
2	Capital goods	3,502
3	Fuel- and energy-related activities (not included in scope 1 or scope 2)	18,400
4	Upstream transportation and distribution	141
5	Waste generated in operations	4,188
6	Business travel	6,874
7	Employee commuting	36,110
11	Use of sold products	31,213
12	End-of-life treatment of sold products	195
13	Downstream leased assets	590,011
15	Investments <sup>Note2)</sup>	55,911,585
Total		56,605,824

※ Note 2: Verification including intensity by asset class with PCAF financial emissions by asset class calculated as of the end of 2023

※ Scope of verification: KB Financial Group and its affiliates. (including domestic and overseas business sites and subsidiaries of each affiliate)

※ Note: There are a differences in the total amount of greenhouse gas emissions and workplace emissions. (Emissions at each workplace, rounded off by decimal point, are combined at the company level)

## Results

Based on the above assurance criteria, we did not identify any inappropriate calculations or errors for the emissions of major emitting facilities.

※ The abovementioned company is responsible for preparing verification data in accordance with the “Guidelines for Reporting and Certification of Emissions in the Greenhouse Gas Emissions Trading System (Ministry of Environment Notice No. 2021-278)”, and KMR’s responsibility is limited to the party in the verification contract according to the agreed contract terms, and is not responsible for other decisions, including investment decisions based on this verification statement.

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May 28th, 2025

Authorized By *E J Hwang*

CEO Eun Ju, Hwang

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