

KB Financial Group

Code of Conduct

KB Financial Group

Preface

KB Financial Group is committed to the diligent observation of this Code of Conduct, created to elucidate the spirit of the KB Financial Group Charter of Ethics reflecting our promise of ethical management and to provide guidelines for proper value judgment and conduct for all employees.

Chapter 1: Ethics on Customers

1. Placing our Customers First

KB Financial Group places the top priority on our customers in determining the standard of conduct for all of our activities. We strive to constantly think and act from the customer's point of view and deliver customer delight by providing excellence in financial products and services that meet the needs and expectations of our customers.

2. Protecting our Customers

KB Financial Group is committed to safeguarding the property, security and personal information of our customers, and does not engage in any immoral or unethical practices that infringe upon the rights of our customers.

3. Respecting our Customers

Employees and staff of KB Financial Group approach all tasks with sincerity and alacrity, engaging in ethical marketing activities building on a strong foundation of expert financial knowledge.

Chapter 2: Ethics on Shareholders and Investors

1. Maximizing Shareholder and Investor Profit

KB Financial Group protects the rights of our shareholders and investors, respecting their rightful demands and suggestions and building trust through a transparent and reasonable decision-making process and sound business activities, and enhances corporate market value by generating stable revenues.

2. Protecting Shareholder Rights

KB Financial Group engages with all of our shareholders fairly and equally, whether they be minor or major shareholders, or domestic or foreign, with all management decisions taken in careful consideration of the benefits of all shareholders to ensure no shareholder benefits or rights are wrongfully violated.

3. Providing Open and Transparent Information

KB Financial Group creates and maintains financial records according to generally-accepted accounting principles, and provides financial statements and business results with openness and transparency.

We disclose our business information according to all relevant regulations in complete, unbiased, timely and accurate and easily understandable manner in order to enable investors, as our potential shareholders, and all interested parties and users to make reasonable and informed investment decisions.

Chapter 3: Ethics on Civic and Social Duties

1. Contributing to National Economic and Social Development

KB Financial Group is a partner for national economic development, contributing to our national economic growth through job creation and full compliance to tax obligations.

In addition, we are committed to fulfilling our corporate social responsibility by supporting education and the culture and arts and engaging in corporate social initiatives including charity programs and community service activities.

2. Preventing Disasters and Protecting the Environment

KB Financial Group complies with all safety-related regulations and local and international environmental regulations, and strives to maintain the highest level of disaster and crisis prevention and awareness and engage in environmental protection.

3. Prohibiting Political Involvement

KB Financial Group does not engage in activities that depart from complete political neutrality by expressing or providing support for any political parties or candidates. Contributions to any political or charity organizations are made in strict compliance with all relevant laws and regulations.

Chapter 4: Ethics on Competitors and Partners

1. Complying with Local and International Laws

As a responsible corporate citizen and member of our community, KB Financial Group fully complies with all laws and regulations relevant to the prevention of corruption, bribery and money laundering. As a member of the international community, we respect international agreements, regulations and other globally-accepted protocols and all local laws, cultures and customs.

2. Competing Fairly with Other Financial Institutions

KB Financial Group is committed to promoting fair and free market competition according to the principles of free and open competition, engaging in fair competition with other financial institutions and fully complying with fair-trade laws and regulations.

3. Engaging in Fair Business with our Suppliers

KB Financial Group pursues joint win-win growth and development by building mutual trust and cooperative relationships with our suppliers through fair and transparent business practices. We do not make unfair demands by using our preferred market position, and uphold the highest degree of integrity in signing and fulfilling all contracts.

Chapter 5: Ethics as a Financial Group

1. Maximizing Group Value

KB Financial Group seeks to achieve maximum value for the Company by sharing business principles and visions, building synergy between business divisions and efficiently leveraging business resources.

2. Respecting our Subsidiaries and Affiliates

KB Financial Group guarantees management autonomy based on clear goal-setting and equitable assessment of our family companies. We closely heed the opinions of all of our members on maximizing the Company value, integrating their input into managing the Company.

Chapter 6: Ethics on Employees and Staff

1. Upholding Dignity and Equality

KB Financial Group respects the dignity and privacy of all of our employees and staff. We do not discriminate based on place of birth, family background, educational background, gender, religion, age, disability or marital status, and guarantee equal opportunities based on personal ability and talent and fair compensation based on equitable assessment of performance.

2. Nurturing Talent

KB Financial Group is committed to developing talent and supporting the self-actualization of all

of our team members by respecting the autonomy and creativity of each individual employee, enhancing workplace satisfaction by fairly assigning work opportunities conducive to personal skills growth, and operating a wide range of training programs for building professional expertise.

3. Enhancing Quality of Life

KB Financial Group firmly believes that our people are our most valuable assets, and provides the right conditions for maintaining work-life balance and maintains a sound working environment for ensuring the health and safety of our employees in the course of fulfilling their workplace tasks.

We respect the dignity and fundamental rights of all employees, and strive to create a mature organizational culture founded on mutual respect where no voice is left unheard.

Chapter 7: Employee Code of Conduct

1. Complying with Basic Ethics

- 1.1 Employees and staff of KB Financial Group are expected to fulfill the tasks assigned to individual member in order to achieve the goals and values of the Company, based on a shared understanding of the Company's core business principles.
- 1.2 Employees and staff of KB Financial Group must resist all attempts to form workplace factions, instead striving together to build an open organizational culture based on seamless communication and mutual respect regardless of position.
- 1.3 Employees and staff of KB Financial Group must conduct all financial accounting practices according to generally-accepted accounting principles, and must furnish complete, impartial, accurate and understandable information in a timely manner as

required by internal and external regulations and accounting principles.

- 1.4 Employees and staff of KB Financial Group comply with all work-related rules and regulations, upholding basic social values and integrity in diligently carrying out assigned tasks.

2. Preventing Conflicts of Interest

- 2.1 Employees and staff of KB Financial Group must place first priority on the interests of the company when facing a conflict of interest between the individual employee and the company or between business divisions, and must refrain from unfairly interfering with the activities of another business division or assist in unlawful or unfair transactions.
- 2.2 Business opportunities identified while serving as an employee of KB Financial Group must be delegated to the company.
- 2.3 Employees and staff of KB Financial Group must ensure that personal interest does not conflict with company interest while making investment decisions that impact or may impact the fulfillment of professional responsibilities, conducting transactions with family members or acquaintances, accepting speaking engagements and engaging in other such activities. Should a conflict of interest occur, the employee must inform the ethics department and immediate supervisor of all relevant facts.

3. Prohibiting Insider Trading and Other Unfair Practices

- 3.1 Employees and staff of KB Financial Group must not engage in unfair practices for personal gain including trading securities using insider information, price manipulation and use of private and undisclosed information. Any profits subjected to return under “short-swing profit” laws are to be returned according to the relevant rules and regulations.
- 3.2 Employees and staff of KB Financial Group must not furnish to third parties any key

private and undisclosed information provided outside of lawful procedures that may impact share prices.

4. Protecting Company Assets

- 4.1 Employees and staff of KB Financial Group must use the physical assets, intellectual property rights, confidential business information and all other tangible and intangible assets belonging to the company solely for the purpose of enhancing the company's business value, and must not use such assets for personal gain.
- 4.2 Employees and staff of KB Financial Group must properly and transparently make use of company funds and assets according to approved guidelines solely for purposes authorized by the company.

5. Maintaining Information Protection and Security

- 5.1 Employees and staff of KB Financial Group must not unlawfully provide private or undisclosed information encountered during the course of their business activities to outside parties, and must control access to such information by unauthorized third parties. Any access or attempts to access such information by third parties should be reported immediately to relevant oversight departments.
- 5.2 Provision of any information to newspapers, broadcast media and other press organizations should be conducted solely by authorized company personnel.

6. Prohibiting Gifts and Entertainment

- 6.1 Employees and staff of KB Financial Group must not receive gifts or entertainment from suppliers or other stakeholders, or offer gifts or entertainment to stakeholders in relation to company business unlawfully or in excess of socially-accepted and customary

practices.

- 6.2 Employees and staff of KB Financial Group must not provide gifts or entertainment to other employees.

7. Prohibiting Involvement in Political Activities

- 7.1 Employees and staff of KB Financial Group must not engage in political activities during working hours, and must not make use of company organizations, personnel or assets for political purposes.
- 7.2 While the political rights and opinions of individual employees and staff of KB Financial Group must be respected, care must be taken to ensure such political opinions or involvement in political activities are not misconstrued as those of KB Financial Group.

8. Prohibiting Sexual Harassment and other Abuse

Employees and staff of KB Financial Group must not engage in any and all improper or coercive actions including physical, verbal or visual forms of sexual harassment, verbal abuse and physical assault.

9. Complying with Ethics Guidelines

- 9.1 Employees and staff of KB Financial Group must diligently comply with the company's fundamental guidelines for ethics (Charter, Code of Conduct, Standards of Behavior), and must bear responsibility for any acts of noncompliance.
- 9.2 Employees and staff of KB Financial Group must report to the ethics department any attempt to force behavior in violation of fundamental guidelines for ethics or relevant laws and regulations, or upon witnessing such behavior.

9.3 Should violation of employee ethics guidelines occur, KB Financial Group must strive to prevent a reoccurrence of such violations through thorough investigation of the reasons for occurrence as well as education of employees.