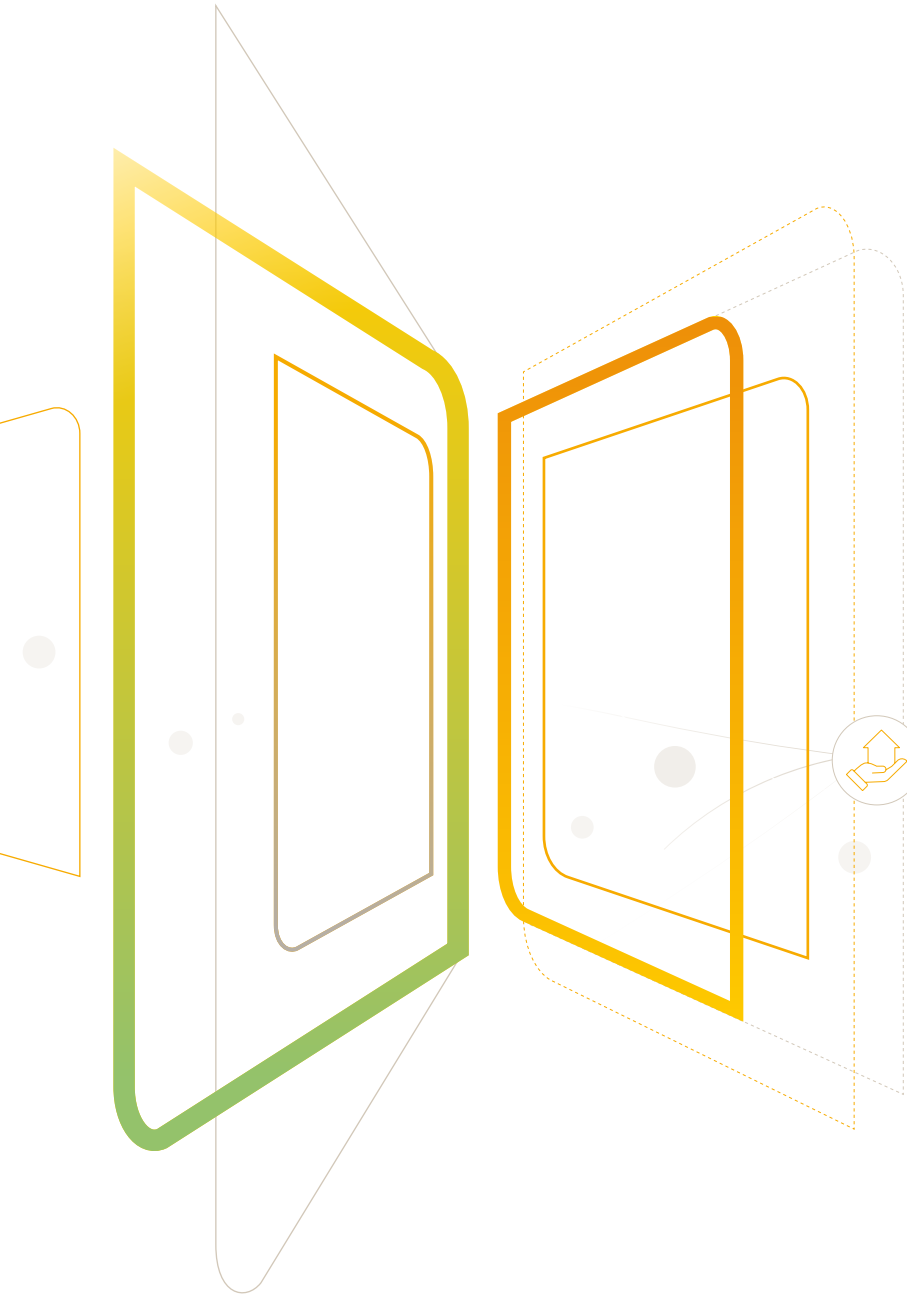


# “KB Social Value & Impact” Report



As social demands for corporate sustainable management increase, the importance of creating and managing social value continues to be emphasized. KB Financial Group evaluates and monitors its annual sustainability management performance by quantifying “social and environmental impact” (social value) of its corporate activities in a monetary unit.

We allocate resources to highly effective activities to create more “social value” with limited resources, and seek to steadily carry out social value creation activities. To this end, we began to build a system that can quantitatively measure social value in 2022, leading to the establishment of a foundation that can systematically manage and improve ESG management. We will continue to clearly understand financial institutions’ impact on overall society and environment, and make continued efforts to create greater social value in diverse fields by leveraging our capabilities in the financial business. In addition, we will share our efforts and commitment towards social value creation by measuring social value that was created through corporate activities and transparently disclosing it to stakeholders.

### 1. Outline of “KB Social Value & Impact”

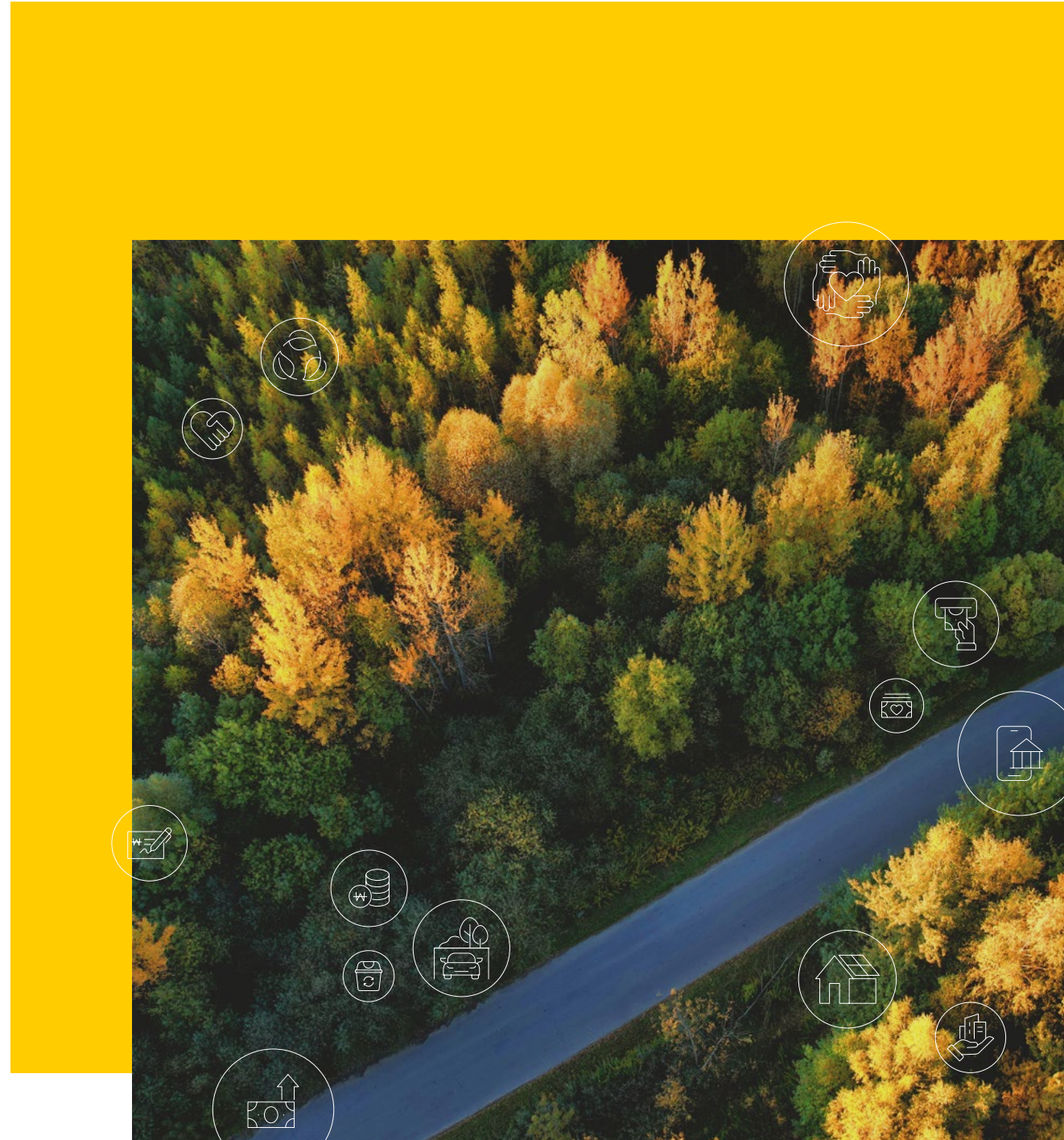
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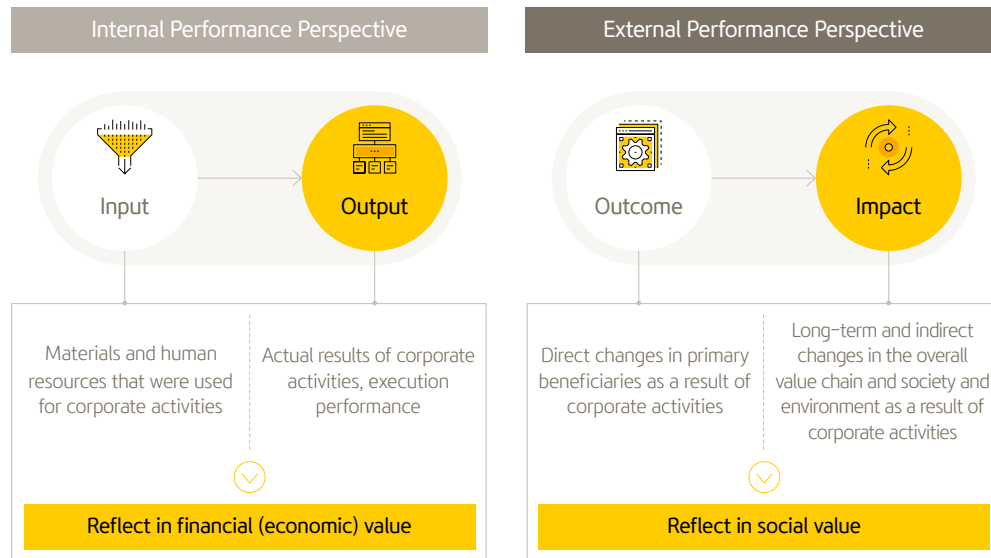
# Outline of “KB Social Value & Impact”

## Introduction

KB Social Value & Impact refers to the value created by corporate activities of KB Financial Group<sup>1)</sup> in addressing various social issues and risks, calculated as a single monetary amount on an annual basis.

KB Financial Group established its unique social value measurement system by referring to global measurement methodology and major measurement cases in Korea and abroad. The performance results and management achievements generated through business activities utilizing KB Financial Group’s materials and human resources are reflected as internal corporate performance in the financial value (financial statements). On the other hand, if KB Financial Group’s overall corporate activities result in direct benefits to beneficiaries and a reduction in social costs that have to be borne by the general society or country, ultimately leading to long-term/indirect changes in overall society and environment, it is the external corporate performance and is reflected in social value measurement.


### Performance Subject to Social Value Measurement of KB’s Corporate Act




## Basic Principles

KB Financial Group has established five major basic principles and measures social value in accordance with the principles which are not theoretical or formal concepts but practical and specific criteria for judgment. Based on them, we have developed a rational and consistent framework for measuring KB’s social value.


### 5 Major Principles of Social Value Measurement

- 


**Principle of Non-Compensation Performance**

We measure outcomes for which compensation is not provided based on market prices in relation to corporate activities (programs) or the provision of financial products and services. Outcomes for which normal compensation, such as interest income and fee income, has been received are excluded from the outcome measurement.
- 


**Principle of Objective Measurability**

We measure social value by applying clear proxy and verifiable methods of reputable research institutions and academic papers. The contribution of KB Financial Group to the overall external outcomes is reflected to eliminate the possibility of overestimation.
- 

**Principle of Yearly Measurement**

For long-term project-type activities that span multiple years, only the outcomes achieved within a single year during the loan period of KB Financial Group are measured as social value, by allocating the results proportionally over the loan duration.
- 

**Principle of Balanced Measurement**

In addition to positive factors that arose from the business process, we also include negative factors in external performance, such as greenhouse gas emissions, water and paper use, and wastes (landfill).
- 

**Principle of Result-Centered**

We measure with a focus on direct impact on beneficiaries or indirect impact on overall society, from the external performance perspective, of corporate activities or financial products and services.

<sup>1)</sup> KB Financial Group, 12 subsidiaries, and KB Foundation

# Outline of “KB Social Value & Impact”

## Classification System




KB Financial Group measures and manages social value based on the following classification system. In both financial and non-financial areas, we are implementing environmental management toward carbon neutrality and internalizing responsible management for customers, local communities and employees in our efforts to shape a better world.

## Advancement of the Social Value Measurement System

Beginning with social value measurement in 2022, KB Financial Group expanded the measurement scope and advanced the measurement method in 2023. First, we systematically managed internal data and expanded the number of measurement targets to 476 in 2023. Second, we identified and applied reliable proxies for elaborate reflection of the characteristics of each program.

Moving forward, KB Financial Group plans to further enhance the “KB Social Value & Impact” measurement system in accordance with consistent principles and standards

### Advancement of the Social Value Measurement System

	 <b>Environment</b>	 <b>Social Responsibility</b>	 <b>Governance and Others</b>
Financial areas	<b>Green finance</b> <ul style="list-style-type: none"> <li>Producing renewable energy</li> <li>Enhancing energy efficiency</li> <li>Using eco-friendly transportation and transport</li> <li>Prevention and management of pollution</li> <li>Sustainable water resource management</li> </ul>	<b>Inclusive finance</b> <ul style="list-style-type: none"> <li>Inclusive loans and deposits for the underprivileged</li> </ul> <b>Growth support finance</b> <ul style="list-style-type: none"> <li>Support the growth of SMEs and venture businesses</li> </ul> <b>Social contribution finance</b> <ul style="list-style-type: none"> <li>Support for public rental housing development</li> <li>Support for basic social services and infrastructure</li> <li>Support the win-win growth of small business owners and micro-enterprises</li> </ul>	<b>Shareholder return</b> <ul style="list-style-type: none"> <li>Dividend payment</li> <li>Cancellation of treasury stocks</li> </ul> <b>Tax</b>
Non-financial areas	<b>Green management</b> <ul style="list-style-type: none"> <li>Eco-friendly campaigns and improvement</li> <li>Enhancing energy efficiency</li> <li>Preserving biodiversity</li> </ul>	<b>Customers</b> <ul style="list-style-type: none"> <li>Information security and financial consumer protection</li> <li>Enhancing financial accessibility</li> </ul> <b>Local communities</b> <ul style="list-style-type: none"> <li>Contribution to local communities</li> </ul> <b>Employees</b> <ul style="list-style-type: none"> <li>Build employee competencies</li> <li>Support employees' balance between work and family life</li> </ul>	<b>Negative contribution factors (-)</b> <ul style="list-style-type: none"> <li>Greenhouse gas emissions</li> <li>Water and paper consumption</li> <li>Wastes (landfill)</li> </ul>

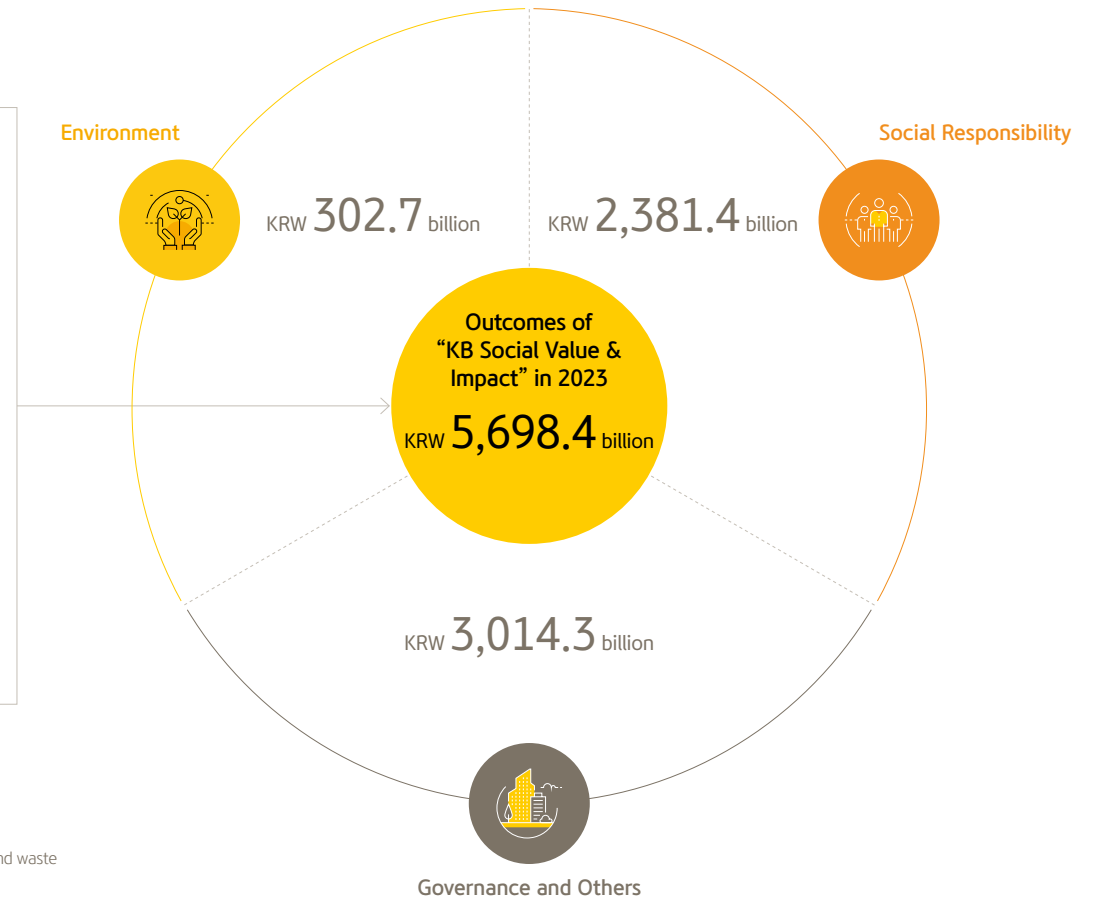
# Outcomes of “KB Social Value & Impact” in 2023

## 2023 Performance Summary

KB Financial Group created social value of around KRW 5,698.4 billion in 2023. The “environmental area” consists of green finance and green management, while the “social area” comprises inclusive finance, growth support finance and social contribution finance, as well as contribution activities for customers, local communities and employees. The “governance and other areas” consists of economic value provided to shareholders (dividend payment and cancelation of treasury stocks), economic value provided to the government (tax), and negative factors such as greenhouse gas emissions.

### Outcomes of “KB Social Value & Impact”

Environment			
Financial areas		Non-financial areas	
<u>Green finance</u>		<u>Green management</u>	
KRW 282.3 billion		KRW 20.4 billion	
Social Responsibility			
Financial areas			
<u>Inclusive finance</u>	<u>Growth support finance</u>	<u>Social contribution finance</u>	
KRW 281.9 billion	KRW 643.9 billion	KRW 809.8 billion	
Non-financial areas			
<u>Customers</u>	<u>Local communities</u>	<u>Employees</u>	
KRW 240.5 billion	KRW 348.0 billion	KRW 57.3 billion	
Governance and Others			
<u>Dividend payment</u>	<u>Cancelation of treasury stocks</u>	<u>Tax</u>	<u>Negative contribution factors<sup>1)</sup></u>
KRW 1,173.9 billion	KRW 271.7 billion	KRW 1,607.0 billion	KRW -38.3 billion



<sup>1)</sup> Including the monetary conversion of the indirect societal contributions from greenhouse gas emissions, water and paper consumption, and waste into economic value

\* The measurement results are estimations that were derived based on certain assumptions and premises in accordance with the “KB Social Value & Impact” measurement system. This information is affected by complex factors, such as changes in government policy and market circumstances and results of research on social costs. Adjustments and remedies can be made if the premises change.

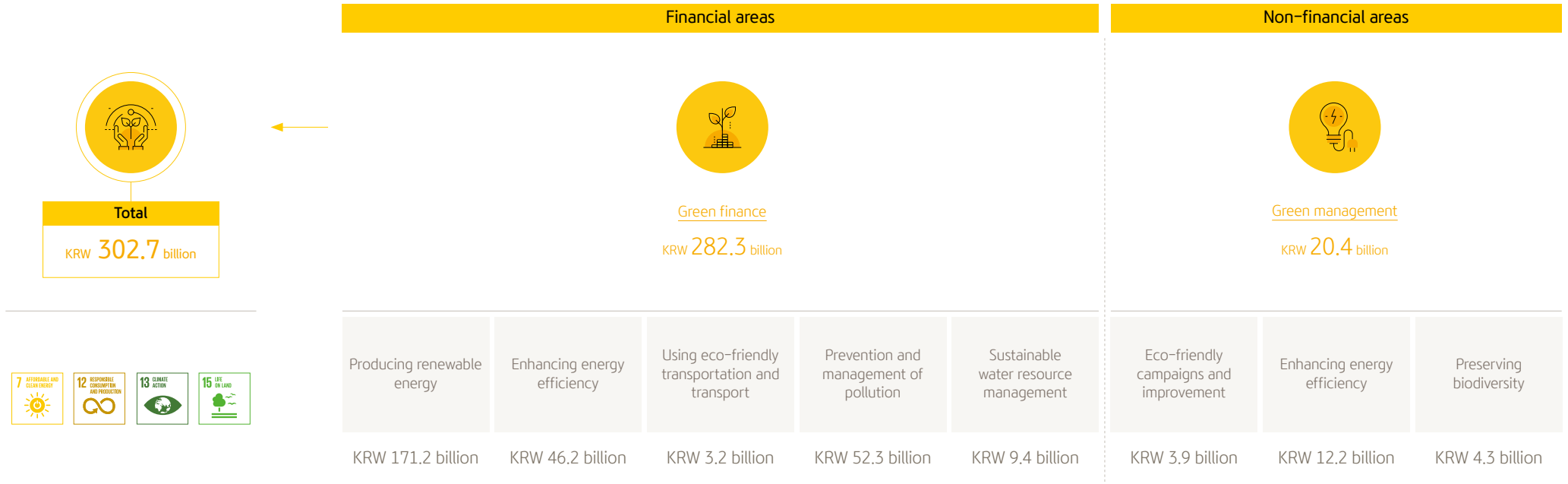
# Outcomes of “KB Social Value & Impact” in 2023

## Environmental Performance

KB Financial Group established the “KB Green Wave 2030” strategy to expand ESG finance and plans to increase the size of products, investments, and loans in the environmental area to KRW 25 trillion by 2030. We established “KB Net Zero S.T.A.R.,” our mid- to long-term carbon neutrality execution strategy, and seek to achieve our net-zero goal by 2040 for operational emissions and by 2050 for financed emissions. Guided by this mid- to long-term roadmap, we are contributing to the reduction of greenhouse gas (GHG) emissions by expanding green finance, including diverse renewable energy PF investments such as photovoltaic and wind power as well as waste landfill development PF loan.

In addition, we provide customer loan products for eco-friendly vehicles and convert our business vehicles to eco-friendly vehicles, thereby practicing green management. Furthermore, we are contributing to protecting biodiversity and the environment of local communities in diverse areas by conducting environmental campaigns, including the K-Bee Project and Forestation Project. We also recognize the importance of systematically managing environmental information which is why we measure the Group’s major GHG emissions and manage them in an integrated way.

### 2023 Environmental Performance Details



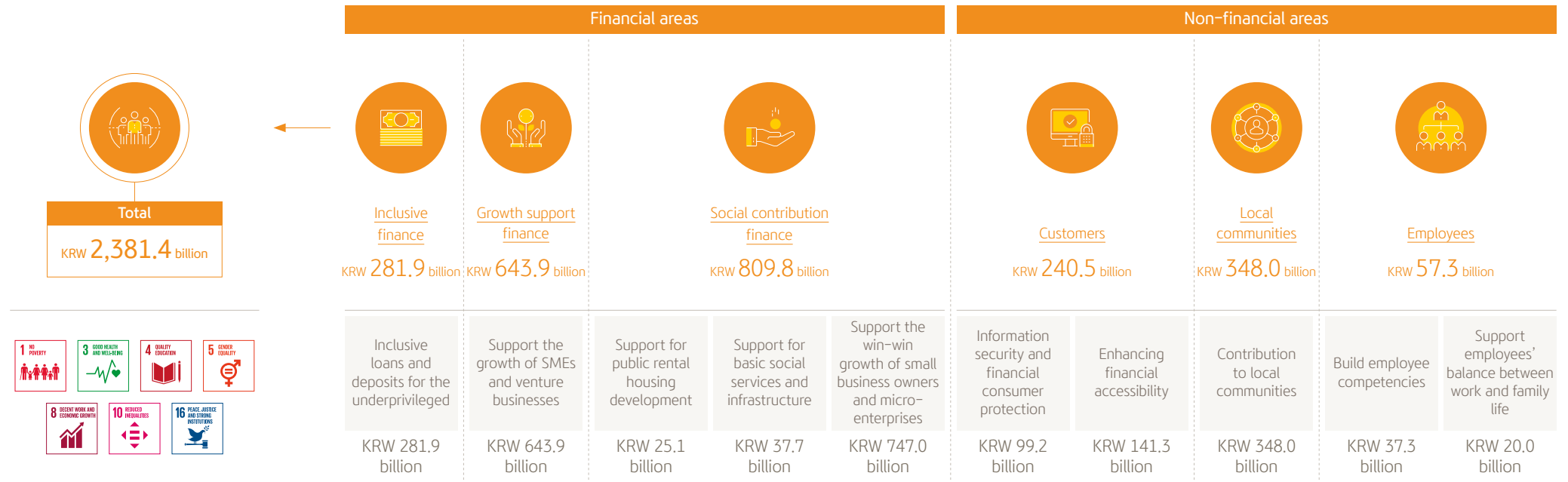
# Outcomes of “KB Social Value & Impact” in 2023

## Social Performance

Based on the mission, “financial service delivering changes,” KB Financial Group practices ESG management for customers, local communities, and employees. First, with customer-centric management as our core value, we are increasing accessibility so that customers can conveniently handle financial transactions. Second, we are establishing a systematic consumer protection system that enables customers to feel at ease when they handle transactions with KB Financial Group. Third, we provide loan/deposit products to the financially underprivileged and working class, such as the KB Youth Hope Savings, KB New Hope Spore II, and KB Sunshine Loan, while also expanding fee and premium discount services as part of our efforts to help them become financially independent.

In addition, we establish a work environment where all employees, including supplier employees, can focus on their work in an environment that is physically and psychologically safe, and continually make institutional improvements. We also provide consulting to strengthen the business capabilities of SMEs and small business owners, and invest in SMEs and venture companies with outstanding technology and growth potential so that they can develop competitiveness and grow. We also run youth education programs in such diverse areas as learning, career, and economy, through “KB Dream Wave 2030” and deliver donations in the event of a disaster at home and abroad. Through such social contribution activities, we are realizing the value of “sharing with our neighbors.”

### 2023 Social Performance Details



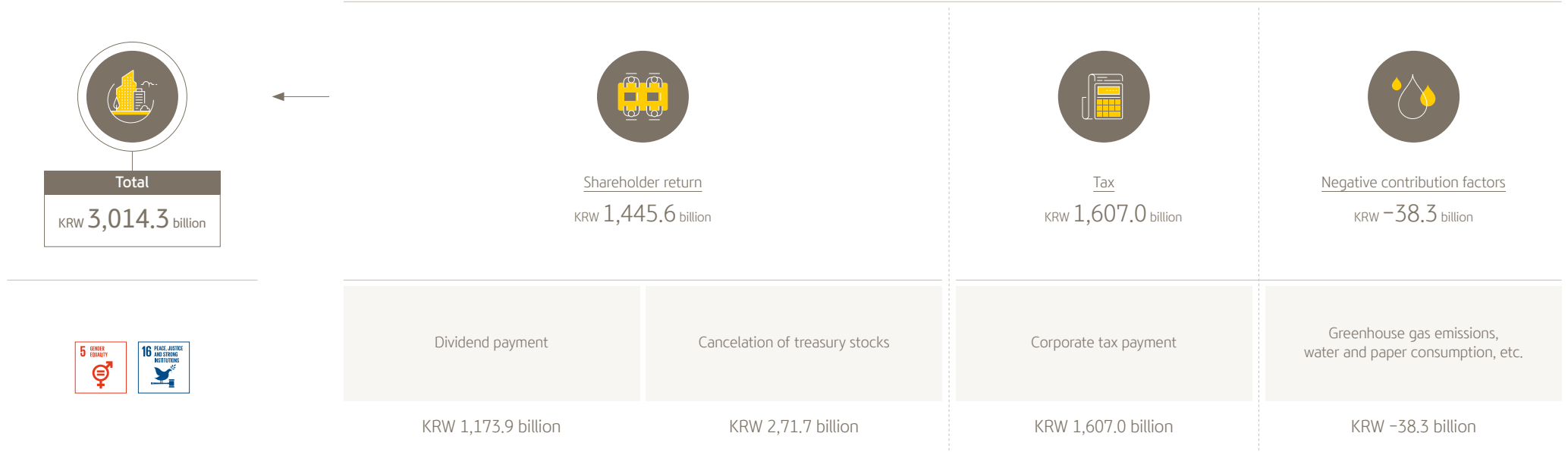
# Outcomes of “KB Social Value & Impact” in 2023

## Governance Performance

KB Financial Group strives to ensure sound governance and protect the rights and interests of shareholders and investors. We return profits to shareholders and investors directly through efficient and fair dividend payments, and enhance shareholder value through a periodic treasury stock repurchasing and cancellation process, thereby taking the lead in establishing a reliable investment culture. We plan to implement more active shareholder return expansion management based on the “corporate value-up” program that was recently executed to enhance shareholder value.

As tax transparency becomes increasingly important, KB Financial Group is committed to fulfilling its corporate social responsibilities and maximizing social value through transparent and fair taxation. In addition, we are making continued efforts to minimize negative contributing factors, such as GHG emissions that inevitably arise from corporate business activities.

### 2023 Governance Performance Details





# Detailed Methodology by Area (Financial Areas)

## Measurement Targets and Items

In the financial areas, the items to be measured are primarily the “ESG financial products” selected by the “Group ESG Financial Product Council.” The Council handles integrated management of ESG financial products at the Group level, and uses the internally-established “ESG financial product selection process” to check whether each financial product meets ESG criteria. In addition, it analyzes and discusses ESG washing risks to choose ESG financial products by quarter. In accordance with the five major measurement principles of “KB Social Value & Impact,” we measure outcome by measuring items for which we do not receive compensation based on interest income or fee income from financial products. When measuring the long-term indirect performance of individual financial products, we use estimates from the previous investment decision-making phase, rather than making subjective judgments or estimations, for future expected benefits.

The composition details of the major financial products included in the 2023 “KB Social Value & Impact” measurement are as follows.

### Environmental Area

	Producing renewable energy	50 products, including Wampu Hydroelectric Power Generation Project in Indonesia, project financing for Jeju Hallim Offshore Wind Power Project, etc.
	Enhancing energy efficiency	5 products, including Energy Use Rationalization Fund, KB Green Growth Loan, etc.
Green finance	Using eco-friendly transportation and transport	2 products, including installment loan for eco-friendly vehicles, etc.
	Prevention and management of pollution	10 products, including KB Green Wave 1.5°C Time Deposit, KB Clean Sea Savings Account, etc.
	Sustainable water resource management	4 products, including Daegu Sewage Sludge Treatment Facility Loan, etc.

### Social Area

Inclusive finance	Inclusive loans and deposits for the underprivileged	28 products, including Interest Cashback for Livelihood Financial Support, KB Youth Hope Savings, KB New Hope Spore II, KB Miso Microfinance, etc.
Growth support finance	Support the growth of SMEs and venture businesses	67 products, including KB Preferred Loans for Future Growth Enterprises, KB Preferred Loans for Innovative Venture Enterprises, etc.
	Support for public rental housing development	15 products, including Seongnae-dong Station Area Youth Housing Construction Project, Sinpung Station Youth Housing Construction Project, etc.
Social contribution finance	Support for basic social services and infrastructure	7 products, including Ulsan National Institute of Science and Technology Research Facility BTL, etc.
	Support the win-win growth of small business owners and micro-enterprises	13 products, including Social Economy Enterprise Preferential Loan, KB Small Business Owners STORY Loan, etc.

## Measurement Factors and Types

KB Financial Group’s social value related to “ESG financial products” is mainly divided into two factors.

First is “interest benefits for customers.” This refers to more interest income that customers receive as a result of preferential interest rates for deposit/installment savings products, in case of deposits. In case of loan products, it refers to interest discount benefits of loan products. In case of refund of paid interest as part of the livelihood financial support program, it refers to the corresponding interest refund amount. In other words, we measure, as social value, the value of preferential interest, interest discount, and interest refund amount that result from customers’ subscription to installment savings (deposit products) or receipt of loans (loan products) with regards to ESG financial product.

Second is “long-term & indirect impact on overall society and the environment.” Long-term & indirect impact on overall society and the environment is created mainly from large-scale project financing investments. We defined this factor into seven types. (Public rental housing development area, waste treatment facility area, infrastructure business area, growth financing area, energy use rationalization area, eco-friendly vehicle area, and renewable energy area) Moreover, we chose a measurement method in consideration of the distinct characteristics of each type.

### Social Value Measurement Factors and Measurement Example of Non-Financial Activities

Category	Measurement target	External performance
Direct customer-related performance	Deposit and installment savings products	Preferential interest
	Loan products such as loans and investments	Interest discount
	Livelihood financial support program	Interest cashback
Long-term & indirect performance concerning overall society	Investment in public rental housing development	Reduced housing expenses
	Investment in waste treatment facilities	Pollution prevention and management
	Infrastructure project investment	Providing accessible basic infrastructure
	Loans and investment through growth support finance	Support the growth of SMEs and venture businesses
	Loans for Energy Use Rationalization Fund	Enhancing energy efficiency
	Installment loan for eco-friendly vehicles	GHG reduction
	Investment in renewable energy	

# Detailed Methodology by Area (Financial Areas)

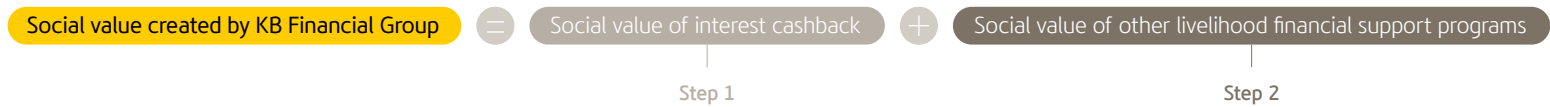
## Direct Performance Measurement Case

### Livelihood Financial Support Program

We measure benefits that KB Kookmin Bank provided to customers, such as interest cashback, as part of the livelihood financial support program as social value. The banking industry jointly established the livelihood financial support program to expand the social roles of finance. KB Kookmin Bank’s share is KRW 372.1 billion, which is the largest among participating banks. Cashback was provided for paid interest to the self-employed and small business owners who were experiencing difficulties due to high interest rates and high prices, and additional support is planned for daily life stability and business operation.

#### Case of External Performance Measurement of Livelihood Financial Support

Case of external performance measurement of livelihood financial support



#### [1] Interest cashback

Total social value of KRW 300.5 billion<sup>1)</sup>  
 = KRW 261.7 billion in cashback for paid interest in 2023  
 + KRW 38.8 billion in estimated cashback for paid interest in 2024

- Target of support: Personal business loans with an interest rate that exceeds 4% as of Dec 20, 2023 (excluding real estate rental business)
- Support criteria: 90% of the amount of interest paid in excess of a 4% interest rate with a loan limit of KRW 200 million, no more than KRW 3 million per borrower
- Support details: Cashback for interest that was paid for a year immediately prior to the base date or interest that will be paid in 2024

<sup>1)</sup> Of KRW 300.5 billion, only KRW 261.7 billion that was executed as costs in 2023 was reflected in KB Financial Group’s 2023 social value

#### [2] Other livelihood financial support programs

Total social value of KRW 71.6 billion  
 = Low-rate refinancing interest and guarantee fee reduction amount of KRW 6.8 billion  
 + KRW 21.8 billion contributed to the Korea Inclusive Finance Agency  
 + KRW 43 billion in social value of other small business owner and youth support programs<sup>2)</sup>

<sup>2)</sup> The Bank’s own programs that include guarantee fee, interest, and credit recovery support, etc. provided to small business owners, youths, the financially underprivileged, and others

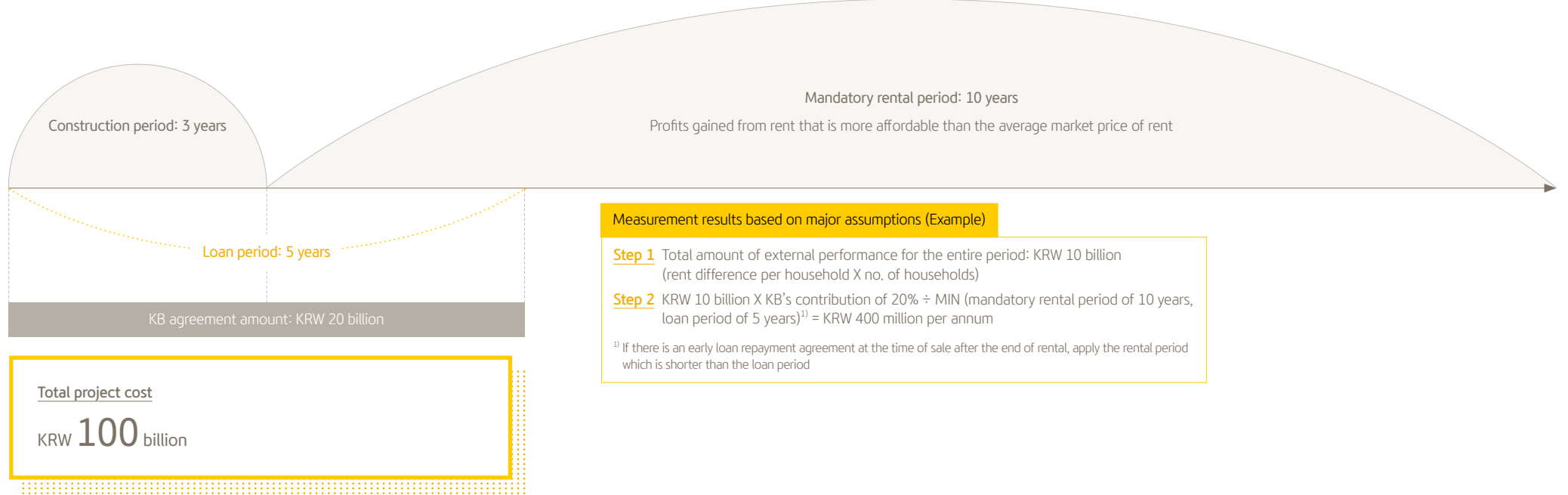
# Detailed Methodology by Area (Financial Areas)

## Long-term and Indirect Performance Measurement Case

### Public Rental Housing Development Investment

We measure the long-term, indirect social value that was generated by KB Financial Group’s investment in public rental housing development as follows. Public rental housing development has the effect of easing the housing expense burden of the underprivileged by offering a rental fee that is more affordable than the average market price during the obligatory rental period. As such, profits from the rental fee that is more affordable than the average market price during the obligatory rental period are calculated as the total social value amount. This amount is the total social value generated during the total rental period, and therefore KB Financial Group’s contribution level is reflected. This is divided by the period subject to performance distribution (loan period or obligatory rental period) to measure the social value that was created by KB Financial Group during a year.

#### Case of External Performance Measurement of the Public Rental Housing Development Investment



#### [Step 1] Measure the long-term social value over many years for overall society

Total social value amount for the entire period  
 = Social value of reducing housing costs for 10 years  
 =  $\Sigma$  (market-rate housing rentals of surroundings - market-rate housing rentals of this project) X no. of households

\* For the surrounding market price, the estimation (quantitative data) made at the time of investment (loan) decision-making or business feasibility evaluation is applied, rather than a separate estimation that is made for the purpose of social value measurement

#### [Step 2] Distribution of KB’s contribution for the year

Amount distributed to the year from the KB’s contribution to social value  
 = Total amount of social value for the entire period X KB’s contribution<sup>2)</sup> ÷ period subject to performance distribution

<sup>2)</sup> KB’s contribution: Investment amount by KB ÷ Total project costs

\* Measured only for products with a clear KB’s contribution level and period subject to performance distribution (loan period) (principle of objective measurability)

# Detailed Methodology by Area (Financial Areas)

## Long-term and Indirect Performance Measurement Case

### Loans for Energy Use Rationalization Fund

We measure the long-term, indirect social value that was created by KB Kookmin Bank by providing funds to the energy use rationalization fund program as follows. The energy use rationalization fund program provides energy-saving facility investment funds at low interest rates. The social cost of carbon is applied to carbon emissions that were reduced through energy-saving facilities to determine the total social value of the energy use rationalization fund program. KB Financial Group’s contribution level is then reflected to measure the social value that was created by KB Financial Group during a year.

#### Case of External Performance Measurement of Loans for Energy Use Rationalization Fund

Case of external performance measurement of loans for energy use rationalization fund



#### [Step 1] Measure the social value of the energy use rationalization fund program

Total social value amount  
 = Monetary value of carbon emissions that were reduced by reducing energy consumption  
 = Annual energy consumption reduction<sup>1)</sup> X electricity conversion value<sup>2)</sup> X power emission factor<sup>3)</sup>  
 X carbon’s social cost

<sup>1)</sup> Annual energy consumption reduction: Amount of energy saved through the energy use rationalization fund support program that is announced by the Korea Energy Agency (ton of oil equivalent)

<sup>2)</sup> Electricity conversion value: 1 toe = 4.3668 MWh (Energy GHG Total Information Platform Service)

<sup>3)</sup> Power emission factor: Unit of consumption CO<sub>2</sub>eq emission factor of 0.4781 tCO<sub>2</sub>eq/MWh (Greenhouse Gas Inventory and Research Center of Korea of the Ministry of Environment)

#### [Step 2] Performance distribution for KB’s contribution in the corresponding year

Performance distribution for KB’s contribution  
 = Total social value amount X KB’s contribution level<sup>4)</sup>

<sup>4)</sup> KB’s contribution level: KB loan execution amount ÷ Total support amount of the energy use rationalization fund program  
 • Loan execution amount: Based on time of measurement (in 2023)  
 • Total support amount of the energy use rationalization fund program: Data announced by the Korea Energy Agency is used

# Detailed Methodology by Area (Non-financial Areas)

## Measurement Targets and Items

From among KB Financial Group’s social value measurement targets, non-financial areas consist of management activities and social contribution programs that are in line with the sustainability management concept and that create social value. KB Financial Group measures social value only for cases where costs that can be directly and objectively tracked are incurred from activities and programs. When handling measurement according to the five major measurement principles of “KB Social Value & Impact,” we minimize subjective judgments and estimations, and apply proxies that are presented by reliable organizations in some cases where measurement results do not exist as currency.

The activities in environmental and social areas that were included in the KB social value performance measurement for 2023 are as follows.

### Environmental Area

	Eco-friendly campaigns and improvement	26 activities, including KB Mountain Plogging, support for solar lanterns for children in Cambodia, etc.
Green management	Enhancing energy efficiency	5 activities, including conversion of corporate vehicle fleets to eco-friendly vehicles, establishment of solar power facilities at business site, etc.
	Preserving biodiversity	11 activities, including KB Sea Forest Project, creation of honey tree forest, etc.

### Social Area

Customers	Information security and financial consumer protection	7 activities, including Prevention of Voice Phishing, Prevention of Incomplete Sales, Support for Victims of Jeonse Fraud, etc.
	Enhancing financial accessibility	30 activities, including discount on delegation fees for the visually impaired, operation of standard ATMs for people with disabilities, etc.
Local communities	Contribution to local communities	182 activities, including KB Dream Wave 2030, KB Good Job Program, KB Multicultural Library, etc.
Employees	Build employee competencies	6 activities, including support system for retirees, establishment and operation of ESG challenge system, etc.
	Support employees’ balance between work and family life	8 activities, including workplace daycare centers, employee mental health management, etc.

## Measurement Factors and Types

When we measure KB Financial Group’s activities as social value, two factors are used as the basis which are “input cost” and “indirect effects on overall society.”

First, for “input cost,” the effect of reducing social costs borne by the state or society through KB Financial Group’s input of costs in ESG activities is deemed as social value. As such, the cost of resources inputted for each program and activity is measured as social value.

Second, for “indirect effects on overall society,” we use a method of monetizing long-term, indirect changes brought about to society and the environment by KB Financial Group’s corporate activities. Money that is used to make social contributions and carry out economic activities makes secondary contributions to local economies. For this reason, a multiplier is multiplied to input cost to measure social/economic impact. Or we apply a method that converts a figure that arises from the outcome of activities to a monetary amount to measure indirect social effects. For example, in case of converting business vehicles to eco-friendly vehicles or establishing solar power generation facilities at business sites, we apply carbon’s social cost to reduced GHG emissions for measurement.

### Social value measurement factors and measurement example of non-financial activities

Category	Example	
Input cost	Local community (foundation, association) donations, workplace childcare center operation costs, etc.	
	Means of living	Hiring of the socially vulnerable, costs of job-providing programs, etc.
	Health	Medical expense support for the underprivileged, response to infectious disease, etc.
Indirect effects on overall society	Education	Child and youth education, economic education, etc.
	Dwelling and shelters	Remodeling support for welfare facilities and homes of the underprivileged
	Local community development and others	Infrastructure support for the underprivileged, restoration of areas damaged from disasters, etc.
	Local environment	Eco-friendly campaigns, including plogging and restoration of ecosystem
	Reduction of carbon emissions	Effects from converting to eco-friendly vehicles, paper and plastic use reduction effects, etc.

## Detailed Methodology by Area (Non-financial Areas)

### Indirect Performance Measurement Case

#### Neulbom School and Hub-type All-day Care Center Support

KB Financial Group is carrying out care system establishment projects in collaboration with the Ministry of Education to overcome the low birthrate issue caused by such factors as women’s career disruption and burden of infant care. In particular, we execute the “all-day childcare program” to address the gap in care provided for children and youths and to reduce parents’ child care burden. KB Financial Group signed a memorandum of understanding (MOU) with the Ministry of Education that provides a total KRW 50 billion over five years from 2023 to 2027 for “Neulbom School and the development of the all-day childcare system.” As part of the MOU, we are contributing to the expansion of “Neulbom School” that provides a stable care environment and various afterschool programs to elementary school students and creation of “hub-type all-day care centers.”

“Neulbom School,” which can be used for free, eases parents’ burden of child care and also has the effect of creating jobs, including care specialists. For indirect effects on overall society that are generated by “Neulbom School” support, we calculate the annual care service costs that parents save by using “Neulbom School” and personnel expenses of jobs that are created by “Neulbom School” as the total social value amount. Since this amount is social value that was created by running all “Neulbom Schools,” KB Financial Group’s contribution is reflected to calculate the social value that was created by KB Financial Group for a year.

#### Case of External Performance Measurement of “Neulbom School” and “Hub-type All-day Care Center” Support

#### Case of External Performance Measurement of “Neulbom School” and “Hub-type All-day Care Center” Support

**Social value created by KB Financial Group**

=

(Annual total usage time x alternative service fee + Created personnel expenses)

×

KB’s contribution

Step 1

Step 2

#### [Step 1] Measure the social value of “Neulbom School”

Total social value amount  
 = Effect of reducing the care service costs of parents + effect of creating jobs, including care specialists  
 = Annual total usage time<sup>1)</sup> x alternative service fee<sup>2)</sup> + created personnel expenses<sup>1)</sup>

<sup>1)</sup> For “Neulbom School” usage time and relevant personnel expenses, the “Neulbom School implementation measures” material of the Ministry of Education was used

<sup>2)</sup> For the alternative service fee, we applied KRW 15,110, which is the hourly fee of a child care service implemented by the Ministry of Gender Equality and Family

#### [Step 2] Performance distribution for KB’s contribution in the corresponding year

Performance distribution for KB’s contribution  
 = Total social value amount X KB’s contribution level<sup>3)</sup>

<sup>3)</sup> KB’s contribution level: 2023 support amount (KRW 10 billion) ÷ 2023 “Neulbom School” project budget (KRW 698.5 billion) = 1.43%  
 “Neulbom School” project budget: Used the “Neulbom School implementation measures” material of the Ministry of Education

 KB Financial Group