



KKR Appoints Michael B. DeNoma as Senior Advisor

Hong Kong and New York, August 3, 2009 – [Kohlberg Kravis Roberts & Co.](#) (“KKR”) today announced the appointment of Michael B. DeNoma as a Senior Advisor to the Firm. Mr. DeNoma is the former Chief Executive Officer of Standard Chartered Bank PLC’s Global Consumer Bank where he was also a Group Executive Director and Head of Strategy for the overall bank.

[Henry R. Kravis and George Roberts](#), Co-Founders of [KKR](#), said, “We are very fortunate to have Michael DeNoma join the Firm as a Senior Advisor. Michael is a proven leader and a successful manager, investor and entrepreneur. He has a creative mindset and is an exceptional strategic thinker. We believe his experience and expertise in Asian, Middle Eastern and European markets will be particularly valuable to KKR going forward as we continue to expand our business in those regions.”

“KKR is one of the most accomplished alternative asset management firms in the world, and it is a privilege to be part of this dynamic organization. I look forward to the opportunity of working with KKR’s talented management team and building on the Firm’s successes as it expands to and develops new markets,” said Mr. DeNoma.

Mr. DeNoma joined Standard Chartered Bank PLC’s Global Consumer Bank as Head of Banking in 1999, and was appointed CEO in 2000, serving in that capacity until 2008. As CEO, Mr. DeNoma grew revenues by \$4 billion over the course of seven years, and nearly tripled the company’s customer base from 5 million to 14 million. He drove the successful global re-launch of Standard Chartered Bank’s brand positioning and values, and led the rapid development and expansion of the company’s Consumer Bank across Asia, Africa and the Middle East. Mr. DeNoma’s leadership and outstanding performance helped the company win Asian Consumer Bank of the Year from 2003 through 2006, and earned him Global Retail Banker of the Year in 2008 and Best Retail Banker 2007 by leading financial publications.

Prior to joining Standard Chartered Bank, Mr. DeNoma personally established Asia Foods Limited in 1993, grew the business and expanded its operations across China while serving as the company’s CEO and Board Chairman until its sale in 1999. He was named Entrepreneur of the Year in 1999 by Restaurants Asia for his work in building Chinese companies.

Previously, he served as Chief Operations Manager and Marketing Officer at Hutchison Whampoa Limited in Hong Kong from 1992 to 1993 and was Senior Vice President of Marketing – Asia at Citibank from 1989 to 1992, managing sales and marketing for 34 businesses in 17 countries across Asia and the Middle East. Mr. DeNoma also served in a variety of senior executive roles at PepsiCo, Inc.

Mr. DeNoma also currently serves in an advisory role to McKinsey & Company’s Technology Board and in June, 2009 was appointed to serve as Chairman of Chinatrust Commercial Bank (CTCB), a subsidiary of Chinatrust Financial Holding Company (CFHC).

KKR’s [Senior Advisors](#) are part of the Firm’s integrated model of value creation. They include current and former senior executives who bring unique leadership skills to complement the work of KKR investment professionals, the operational executives at [KKR Capstone](#) and serve as liaisons to manage relationships with our current and future investment partners.

About KKR

Established in 1976, [KKR](#) is a leading global alternative asset manager. KKR’s franchise is sponsoring and managing funds that make investments in private equity, fixed income and other assets in North America, Europe, Asia and the Middle East. Throughout its history, KKR has brought a long-term investment approach, focusing on working in partnership with management teams of its portfolio companies and investing for future competitiveness and growth. KKR has more than \$37.5 billion in private equity assets under management and more than \$13.3 billion in credit assets under management as of June 30, 2009 through various private and publicly traded funds and separately managed accounts. KKR also carries out capital markets activities through its broker dealer subsidiaries. KKR has offices in New York, Menlo Park, San Francisco, Houston, Washington D.C., London, Paris, Hong Kong, Tokyo, Beijing, Mumbai, Dubai and Sydney. More information about KKR is available at: www.kkr.com.

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