

July 29, 2021

Press Release

TECHMATRIX CORPORATION  
(TSE 3762)

## TechMatrix enters capital and business alliance with Wiselight, the largest social data analytics cloud service provider in Thailand with aim to accelerate business development in the ASEAN region

TECHMATRIX CORPORATION ("TechMatrix") announced today that it entered into a capital injection and business alliance agreement with TZO Company Limited ("TZO"). TZO is the holding company of WISESIGHT (THAILAND) CO., LTD ("Wisesight"), the largest social data analytics provider in the Kingdom of Thailand ("Thailand"). Through this alliance, TechMatrix and Wisesight will mutually utilize their management and technology resources to accelerate the expansion of CRM solution business both in Thailand and other ASEAN regions.

Since 2015, TechMatrix has been providing the contact center CRM system and FAQ knowledge system, called "FastSeries", in the ASEAN region. Wisesight is the largest cloud service provider for social data analytics in Thailand, and has been providing solutions for both analytic and consumer engagement. Wisesight's tools and services are used by more than 300 companies from different sectors and industries, such as financial institutions, telecommunications, food and beverage, and government agencies. They have a large number of installation records in AI contact centers and customer engagement systems. By using Wisesight's engagement platform and empowered with FastSeries, customers can manage and respond to everything from posting on social media to inquiries to companies in an integrated manner.

TechMatrix made an equity investment in TZO by capital increase and acquiring the issued shares. As a result, TechMatrix became the second largest shareholder of TZO. This fund will be used for product innovation, strengthening its sales forces, and business expansion into ASEAN regions of Wisesight. At the same time, TechMatrix will form up a sales alliance to enhance FastSeries sales expansion by tapping into the Thai market through Wisesight's large customer base and sales network, as well as, to integrate products with Wisesight's engagement platforms. TechMatrix confidently aims to expand sales of FastSeries solidly in Thailand.

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Mr. Kla Tangsuwan, CEO of TZO and Wiselight, said “We are grateful to join hands with a pioneer specialist for IT like TechMatrix, who also shares similar missions and values. With the combination of TechMatrix’s excellence solutions and Wiselight’s comprehensive technology, this will enable us to ensure such high-quality data and services to customers in all areas, as well as, to increase Thailand and ASEAN market share. Our mutual goal is to set Wiselight as the data.lead.to.action leader in the region.”

## ■ About TechMatrix

TechMatrix is an IT solutions provider that helps clients transform their business models and increase their competitiveness by implementing cutting-edge IT technology and improving customer satisfaction. TechMatrix has been delivering CRM systems and other IT services in the CRM space since 1996. TechMatrix’s FastSeries is one of the most proven systems in Japan, through its more than 25 years’ experience. TechMatrix is listed on Tokyo Stock Exchange (3762). To learn more about our services, please visit <https://fastseries.jp/en> or email us at [crm@techmatrix.co.jp](mailto:crm@techmatrix.co.jp)

## ■ About Wiselight

Wiseight (Thailand) is a top-notch social data analytics tools and services provider in Thailand, with the goal of utilizing social data and maximizing its value for better business decisions by using its proprietary end-to-end technologies from collecting data to comprehensive output analysis. To learn more about our services, please visit <https://Wiseight.com> or email us at [contact@Wiseight.com](mailto:contact@Wiseight.com)

### 【Inquiry】

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