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Press Release

TECHMATRIX CORPORATION
(TSE Prime 3762)

TechMatrix enters capital and business alliance with Choco Card (Thailand, leading CDP provider) with aim to accelerate CRM solution business in Thailand and ASEAN region

TECHMATRIX CORPORATION ("TechMatrix") announced today that it entered into a capital injection and business alliance agreement with Choco Card Enterprise Co., Ltd., a top CDP (Customer Data Platform) and Marketing CRM vendor in the Kingdom of Thailand ("Thailand"). ("Choco Card"). Through this alliance, TechMatrix will utilize Choco Card's sales channels in Thailand to accelerate the expansion of its CRM solution business in Thailand and the ASEAN region.

< Background >

TechMatrix provides the contact center CRM system/FAQ knowledge system "FastSeries", which boasts a top-class installation record in Japan, and aims to expand its business in the the ASEAN region including Thailand.

Choco Card is the leading company in Thailand providing CDP (Customer Data Platform) solutions as well as marketing CRM. It is currently serving more than 2,000 companies in Thailand, mainly financial institutions, retailers, manufacturers, and internet service companies, and it has a strong customer base and sales channels in Thailand.

< Outline of alliance both Capital and business >

TechMatrix acquires approximately 10% of Choco Card's shares through Series C fund raise and dispatches one board of director. Choco Card will use its fund to develop products and strengthen its sales, as well as to expand its business into the ASEAN region, such as Indonesia and Vietnam.

TechMatrix will be able to increase sales opportunities for FastSeries in Thailand, by cross-selling to existing Choco Card customers and FastSeries sales to new customers through Choco Card's sales channels, by forming a business and capital alliance.

< Advantage of bundling solution between TechMatrix and Choco Card >

TechMatrix's contact center CRM and Choco Card's marketing CRM fully cover each other's touchpoints in their customer's journey by horizontally and vertically.

In addition, users can manage and analyze big data aggregated from all touchpoints with customers onto Choco Card CDP, then utilize it for marketing and sustainable growth.

Regarding this capital and business alliance, Choco Card CEO, Mr.Sirasit Suriyapattanapong said, “ We are thankful and also excited for the opportunity of working with TechMatrix, the #1 CRM company in Japan. We will together focus on linking the FastSeries CRM from TechMatrix and CDP from our side, in order to make a platform that can respond to both SMEs and Corporate clients in the new era where businesses need to provide the best Customer Experience (CX) to their clients. After the discussion with the management team and staffs from TechMatrix, we see how our visions and missions align in the same way for now and for the future. We are looking forward to the business alliances and hope to expand the market in both Thailand and SEA in the near future.”

■ About TechMatrix

TechMatrix (TSE Prime: 3762) is an IT solution provider supporting its customers to transform their business models and strengthen their competitiveness. It provides 3 businesses; "Information Infrastructure business" that provides the integration of cutting-edge information infrastructure technology, "Medical Systems business" that aims to create a medical environment that connects patients and doctors, families and communities, and "Application Service business", which solves customer problems by providing applications that implement our know-hows. In the contact center field, we provide the contact center CRM system/FAQ knowledge system named “FastSeries”, which boasts top-class installation users in Japan.

Click here for more details on FastSeries ⇒ <https://fastseries.jp/en> , <https://fastseries.asia>

■ About Choco Card Enterprise Co., Ltd.

A SaaS company that provides two software solutions in Thailand: Marketing CRM and CDP (Customer Data Platform). The main focus of their CRM is marketing automation such as promotions, sales automation, POS, and coupon publish. CDP market is still in earlier stage in Thailand, but they are already penetrating as a leading company that provides CDP solution as a pioneer and drives the market.

Click here for more details on Choco Card ⇒ <https://www.chococrm.com/>

< Inquiry related for above press release >

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