

25TH Apr 2023

Press Release

TECHMATRIX CORPORATION
(TSE Prime 3762)

TechMatrix establishes a local subsidiary in Bangkok, Thailand Accelerates Expansion of CRM solutions business in the ASEAN region

TECHMATRIX CORPORATION ("TechMatrix") has established a local subsidiary, TechMatrix Asia Co., Ltd ("TechMatrix Asia"), in Bangkok, Thailand. TechMatrix Asia will be responsible for sales, marketing, and technical support of the FastSeries contact center CRM system/FAQ knowledge system in Thailand and the ASEAN region. The establishment of TechMatrix Asia will accelerate the expansion of the CRM solutions business.

TechMatrix develops and sells the contact center CRM system/FAQ knowledge system "FastSeries", which boasts one of the top installations in Japan. In 2018, TechMatrix established a representative office in Bangkok, Thailand to expand sales in the ASEAN region, and has been promoting business expansion in the region, including supporting sales agents. We have now established a local subsidiary in the Kingdom of Thailand to further expand our business.

The ASEAN region continues to experience economic growth, and Thailand is one of the most notable countries in the region. The digital transformation of enterprises is progressing rapidly, and the demand for contact center CRM systems and FAQ knowledge systems that strengthen the relationship between enterprises and their customers is expected to grow. With the establishment of TechMatrix Asia, we will capture this growing demand through aggressive and agile sales and marketing activities. In addition, we will accelerate the expansion of our CRM solutions business by further deepening our cooperation with WiseSight, a leading social media analytics company, and Choco Card, a leading Customer Data Platform (CDP) company, with whom we have a capital and business alliance in Thailand.

< Outline of TechMatrix Asia Co., Ltd >

1.Trade name	TechMatrix Asia Co., Ltd
2.Address	591 Sukhumvit 33, Klongtan Nua ,Wattana, Bangkok 10110
3. Representative	Daisuke Yanagawa
4.Capital	20,000,000 Thai baht
5.Business	Development and sales of CRM software/cloud services

<Profile of Daisuke Yanagawa, Managing Director of TechMatrix Asia Co., Ltd >



After graduating from Yokohama National University with a degree in Business Administration, he joined Nichimen Corporation (now Sojitz Corporation), where he worked in the Information Systems Department and the Information Planning Division of the Corporate Planning Department. Then he moved to work at a trading software package company, then moved to Mitsui & Co. At that time, he was transferred to a telemarketing company in Thailand, where he served as president, and then to a BPO company jointly invested with a local conglomerate, LOXLEY, where he served as vice president in charge of sales and marketing. In 2013, he

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moved to Transcosmos (Thailand), where he also held the position of vice president in charge of sales.

In 2018, he moved to TechMatrix Co., Ltd. in Bangkok, where he is responsible for ASEAN development as the representative office manager, and most recently invested in two Thai startups (WiseSight and ChocoCard) in collaboration with the Japanese side. Total work experience in Thailand is 22 years.

■ 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>

Click here for more details on TechMatrix ⇒ <https://www.techmatrix.co.jp/index.html>

< Inquiry related for above press release >

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