TANACHIRA

Innovation and Technology Development

In an era of rapid global change, innovation has become a crucial factor that enables organizations to grow sustainably and compete effectively in the marketplace. Tanachira Retail Corporation Public Company Limited ("the Company") places great importance on the development of innovation and technology to enhance the customer experience and improve operational efficiency in alignment with changing consumer behavior.

The Company is committed to fostering a corporate culture that supports innovative thinking and an entrepreneurial mindset—which are key components of its organizational purpose to create and deliver a "Good Lifestyle" to customers.

1. **Organizational Culture that Supports Innovation:** The Company integrates its Core Values as guiding principles in promoting innovation, providing all employees with opportunities to contribute new ideas for improving workflows and developing innovations within the organization through various channels.

2. **Innovation Initiatives: Digital Transformation** to drive growth and competitiveness, the Company has implemented **Digital Transformation** initiatives, focusing on the application of technology to improve work processes, services, and customer management. This includes the use of **Big Data and AI** to analyze customer behavior and preferences, allowing for the development of personalized **Customer Journeys**. The Company also analyzes data from online platforms to understand market trends and respond swiftly to customer behavior.

3. **Develop Software Solutions for Data Analysis and Processing CRM (Customer Relationship Management) System** that can collect customer data to help brands present products and services accurately. Additionally, **AI and Machine Learning** are applied to help analyze in-depth data about purchasing behavior, enabling the design of promotions and marketing campaigns that target the right audience.

4. **Developing Customer Relationships Through Technology** by creating an **Omni-channel Experience** that integrates all sales channels, both online and offline, to provide customers with a seamless experience.

The Company's innovation and technology development is a key strategy that enables the organization to grow and compete effectively in the market by leveraging an **organizational culture that promotes innovative thinking** alongside **the use of digital technology** to enhance business operations and customer relationship management, in order to sustainably create and deliver **"Good Lifestyle"** to consumers.

TANACHIRA RETAIL CORPORATION PCL.

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