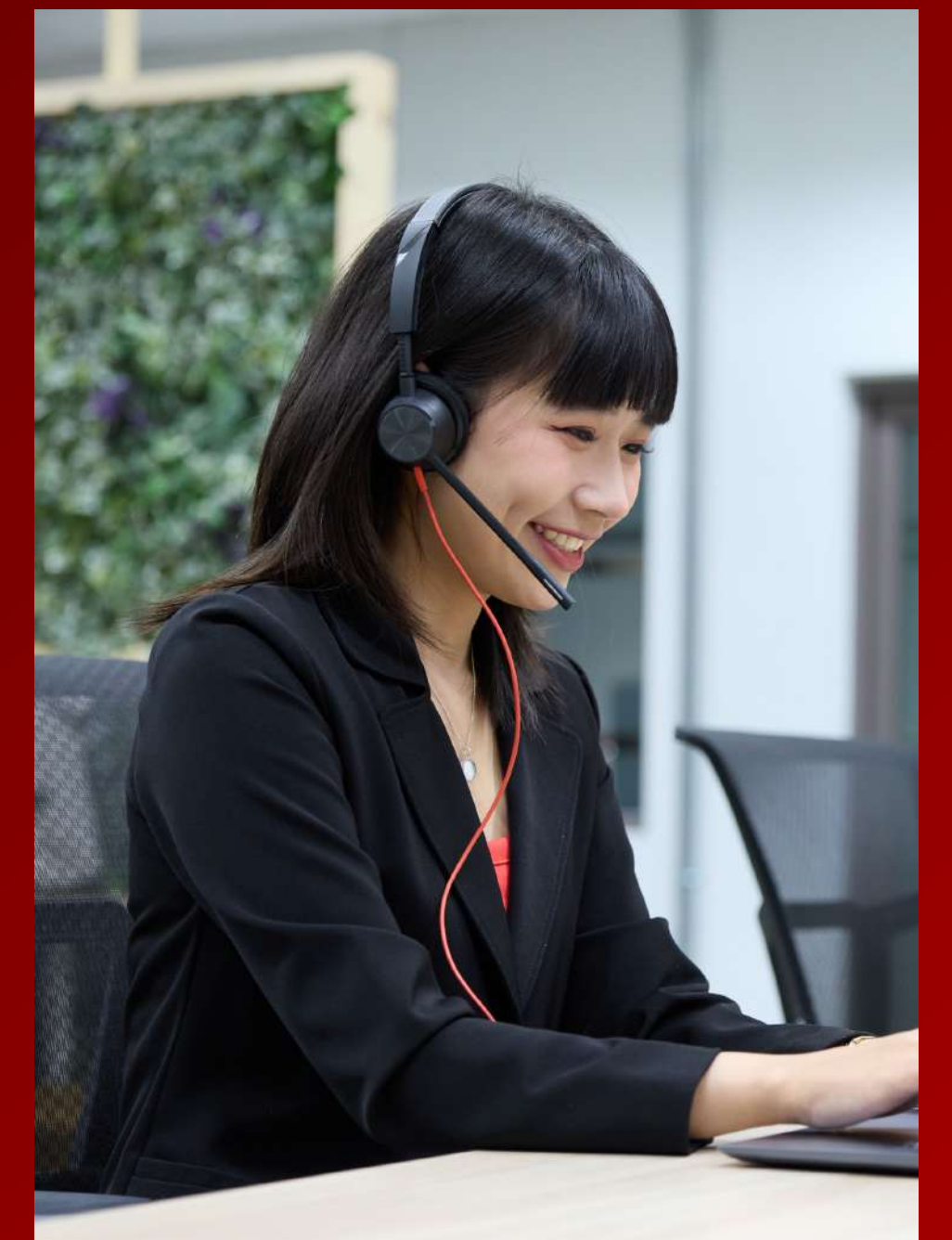


CENTRAL RETAIL

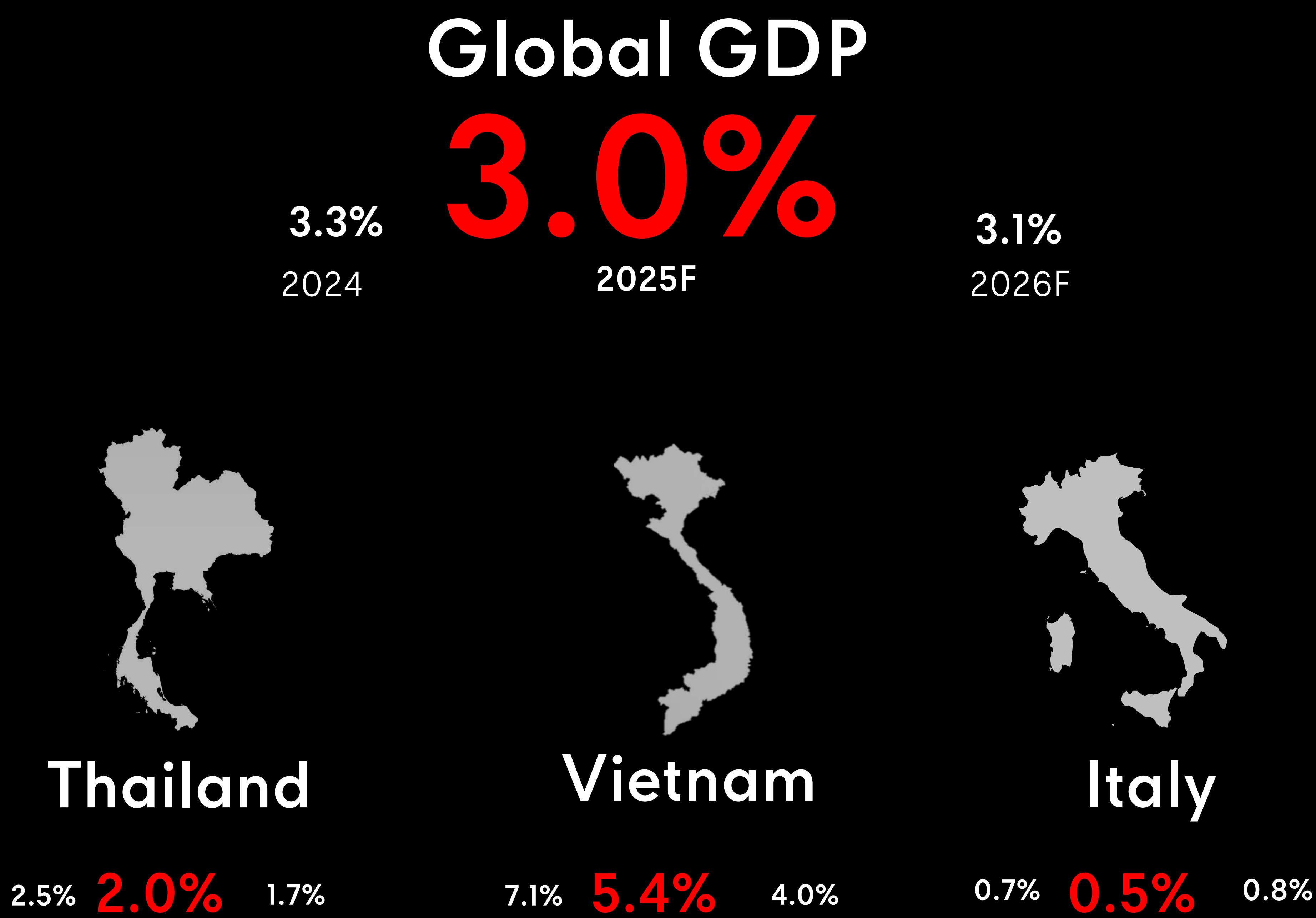
SET AWARDS 2025

SUSTAINABILITY EXCELLENCE

14 SEP 2025



Navigating Uncertainty: A fragile world economy amid transformative forces



Economic disruption

Leading industries shift

Age of AI super cycle

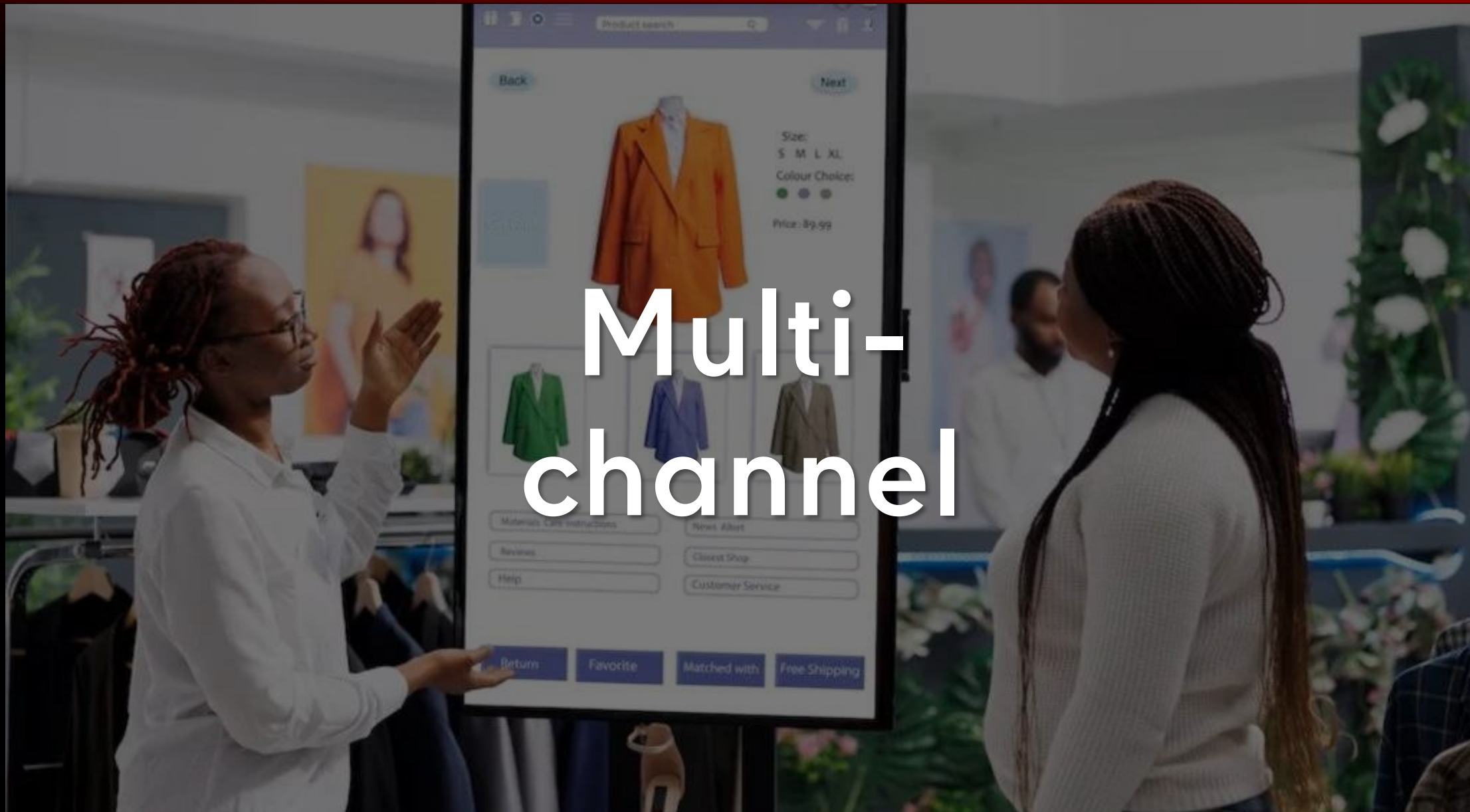
Customer behavioral change & Demographic shift

Understanding today's consumers

CENTRALRETAIL



Well-Informed
& Fragmented



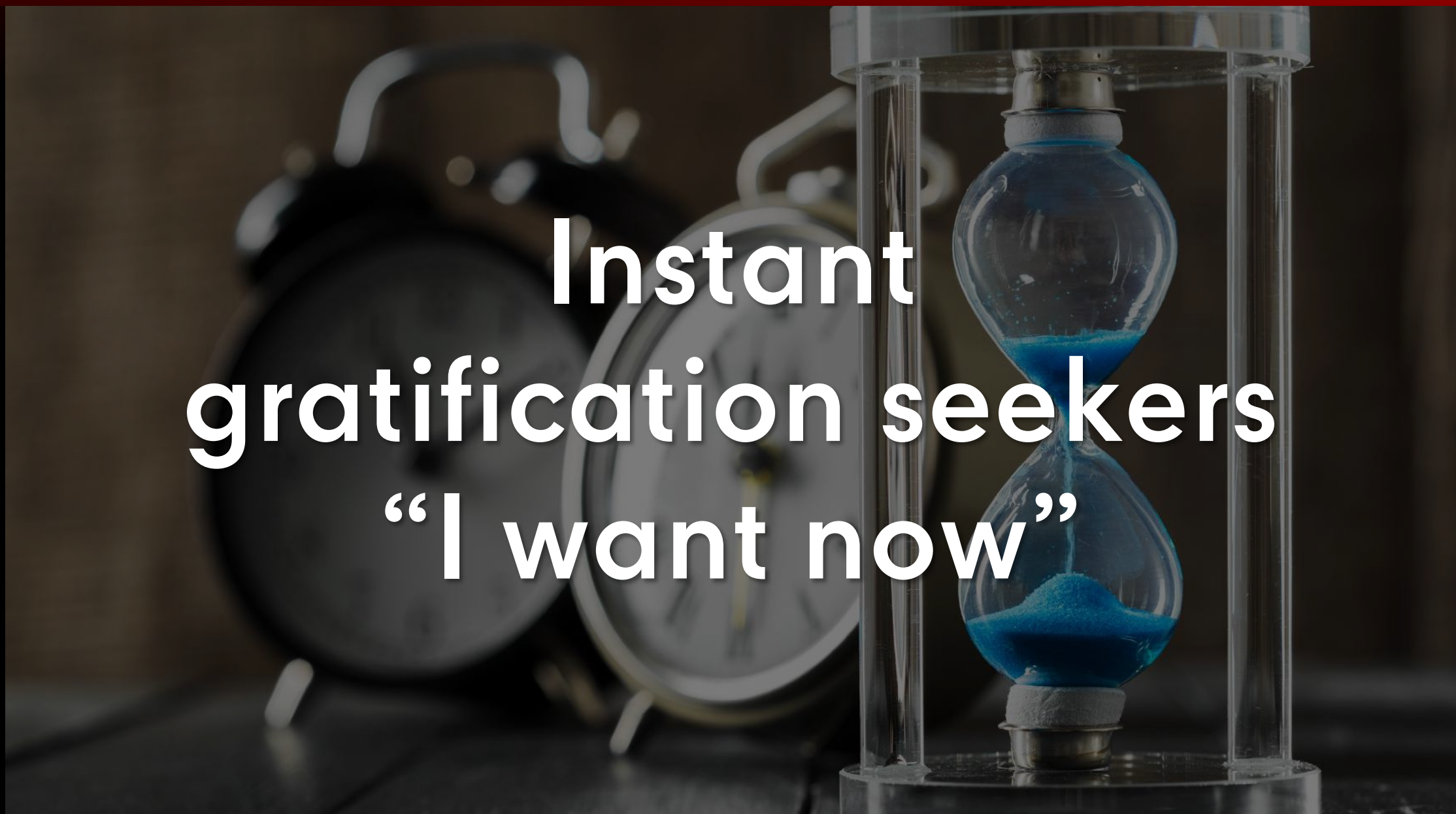
Multi-
channel



Value
conscious



Not only product,
But also experiences



Instant
gratification seekers
“I want now”



Shifting values:
HEALTH, GREEN & SOCIAL

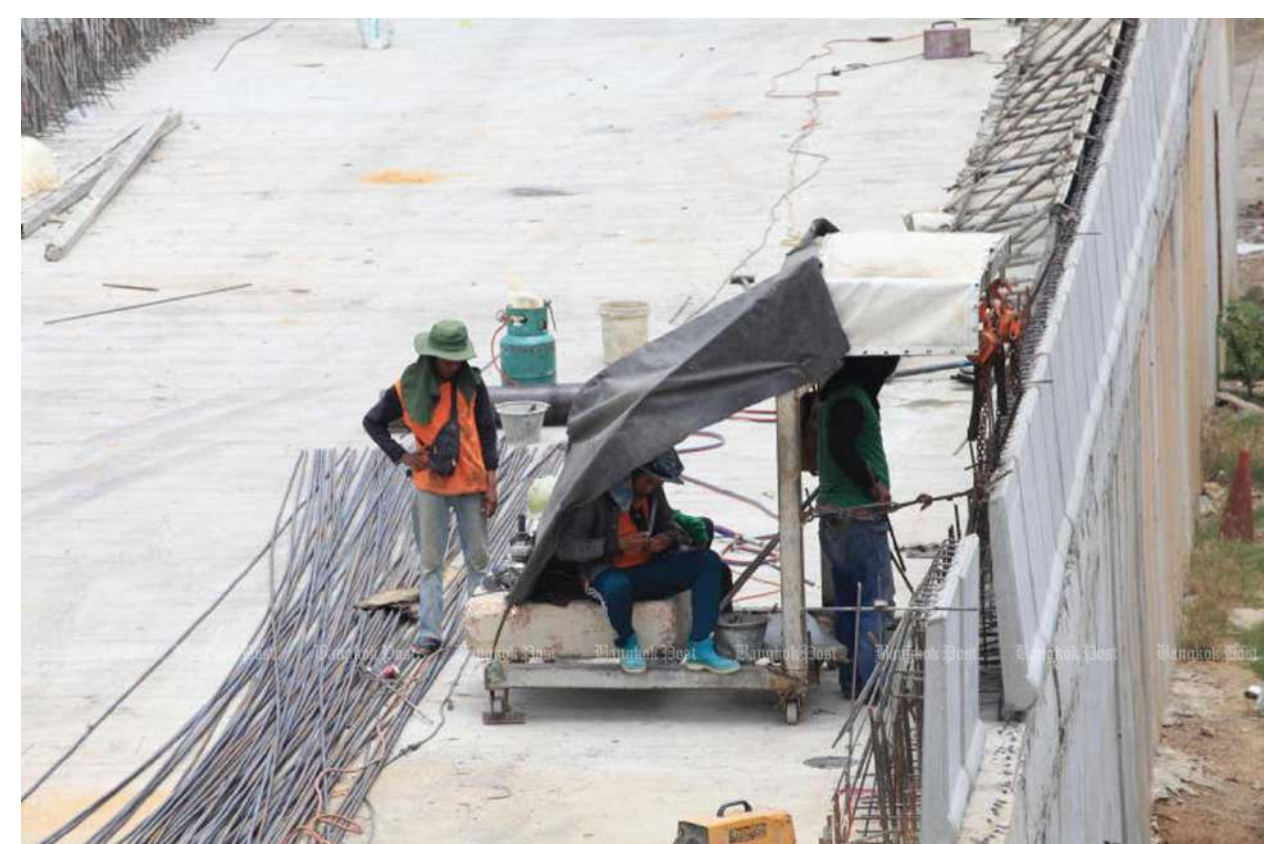
New Heights, Next Growth



The World is Breaking Planetary Boundaries

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Extreme Weather Events



Transition to low-carbon Economy



Natural Resource Shortages



Pollution



‘ReNEW’ Strategy for Retail and Wholesale for All

CENTRAL**RETAIL**



CRC's AI Strategy driven by 3 strategic pillars

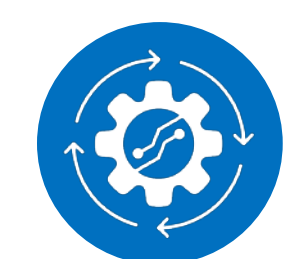
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AI-Driven Experiences

Improve customer experience beyond transactional relationship

- Shopping Assistant (e.g. Virtual Chef, Virtual Stylist)
- Personalized Recommendations



AI-Powered Operation

Turbocharges operations efficiency to remove manual work

- Demand Forecasting
- Catalog Enrichment



AI-DRIVEN OMNI-INTELLIGENCE

*Transformative change by
integrating AI across CRC value
chain*

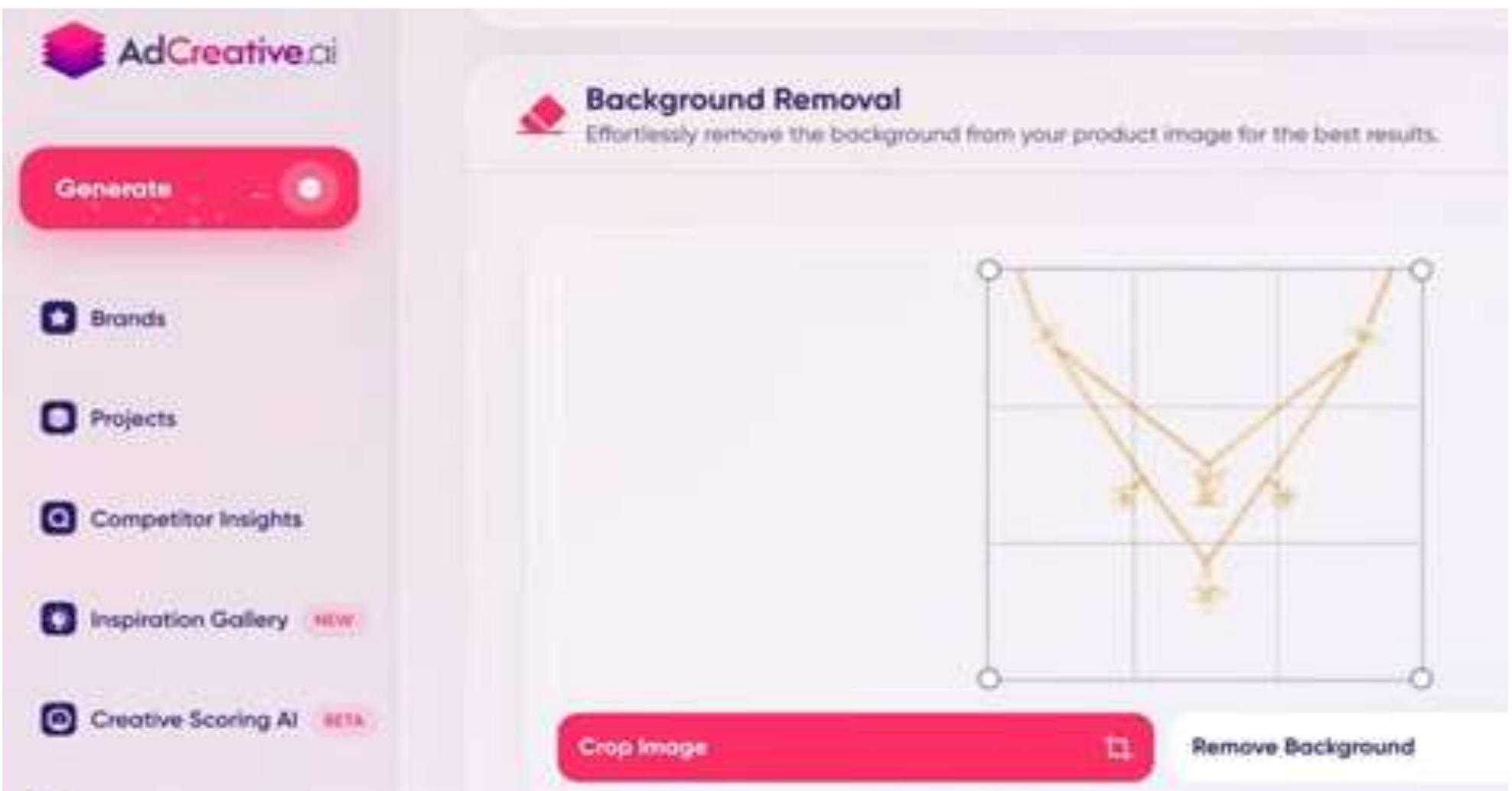
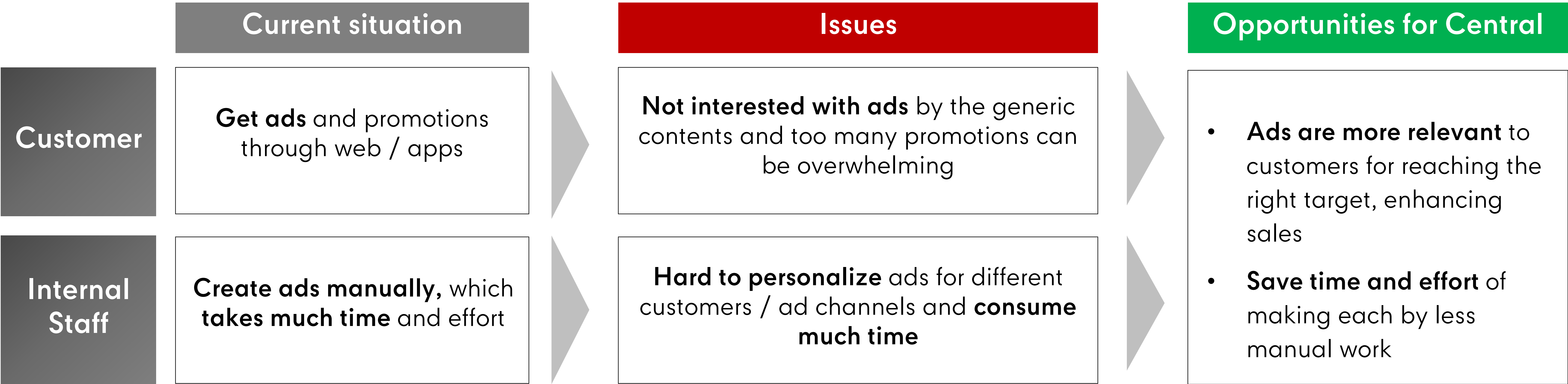


AI-Enhanced Employee

Increase productivity and effectiveness of all CRC employee

- Code Generation
- Knowledge worker (e.g. text summarization, content generation)

To position Central as a leader in retail technology, utilization of GenAI marketing contents for a quick market mover is essential



Log in portal and **select the product**



Let AI generate ads and **customize** for more specific features



Result the final **contents** to download

Result

✓

+15–25% uplift in CTR (Click-Through Rate) on personalized ads compared to generic ads

✓

70–80% faster ad creation (reduce from 1–2 hours per ad → 10–15 minutes)

Strainer – Real-Time Omnichannel Personalization Engine

Delivering Real-Time, Hyper-Personalized Experiences Across Your Digital Storefront

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Strainer is an **in-house real-time omnichannel personalization engine** built to dynamically tailor content across your e-commerce platform using behavioral, transactional, and contextual data. It integrates seamlessly with web/app platforms and marketing systems.

Key Personalization Modules and Scope

Banners and Content Segments

- User-level segmentation (e.g. Beauty Lovers, Tech Enthusiasts) for targeted experiences
- Dynamic homepage & in-app banners personalized by gender, location, preferences

Product Carousels

Personalized product carousels on Homepage, PLP, and PDP based on browsing and purchase history

Just for You

DIOR
Dior Homme Eau De Toilette
\$5,150

GQ
เสื้อสีขาว GQWHITE
\$995
\$1,999 save \$995

POLO RALPH LAUREN
Polo Ralph Lauren TEE Custom Slim Fit Jersey Crewneck T-SHIRT
\$3,500

TEFAL
Electric Kettle Thermo Protect KO1408FO Black
\$1,890
\$2,999 save \$500

PANDORA
Rose Pandora Moments Snake Chain Bracelet
\$8,240
\$19,999 save \$2060

Blogs

Reordered or recommended blog articles based on user's category interests & behavior

Shopping Ideas & Trends

CENTRAL AFFILIATE

Central Affiliate Launched Today

Central Affiliate is now live! A new way to earn extra income you shouldn't miss.

Top 10 Weekly Bestsellers - Inspirer Monday Choice 2025

Every Monday, Central Inspirer highlights the must-shop items of the week just for you. Don't forget to stay tuned!

First-Ever Exclusive Collection: Taw & Toe x Sanrio Characters

Discover the adorable new Taw & Toe x Sanrio Characters collection — come see just how cute it really is!

How does it work?

CDP Data or Tracking Tags

- Customer data
- Browsing behavior
- Purchase History.

Real Time Signals

- Identification via Segment Anonymous ID or logged-in user ID.
- Capturing customer affinities and level of interest.
- Weightage logic based on propensity to purchase.

Tailored recommendations

- Changing in real time based on your browsing behavior.
- Based on your current and past activity online.

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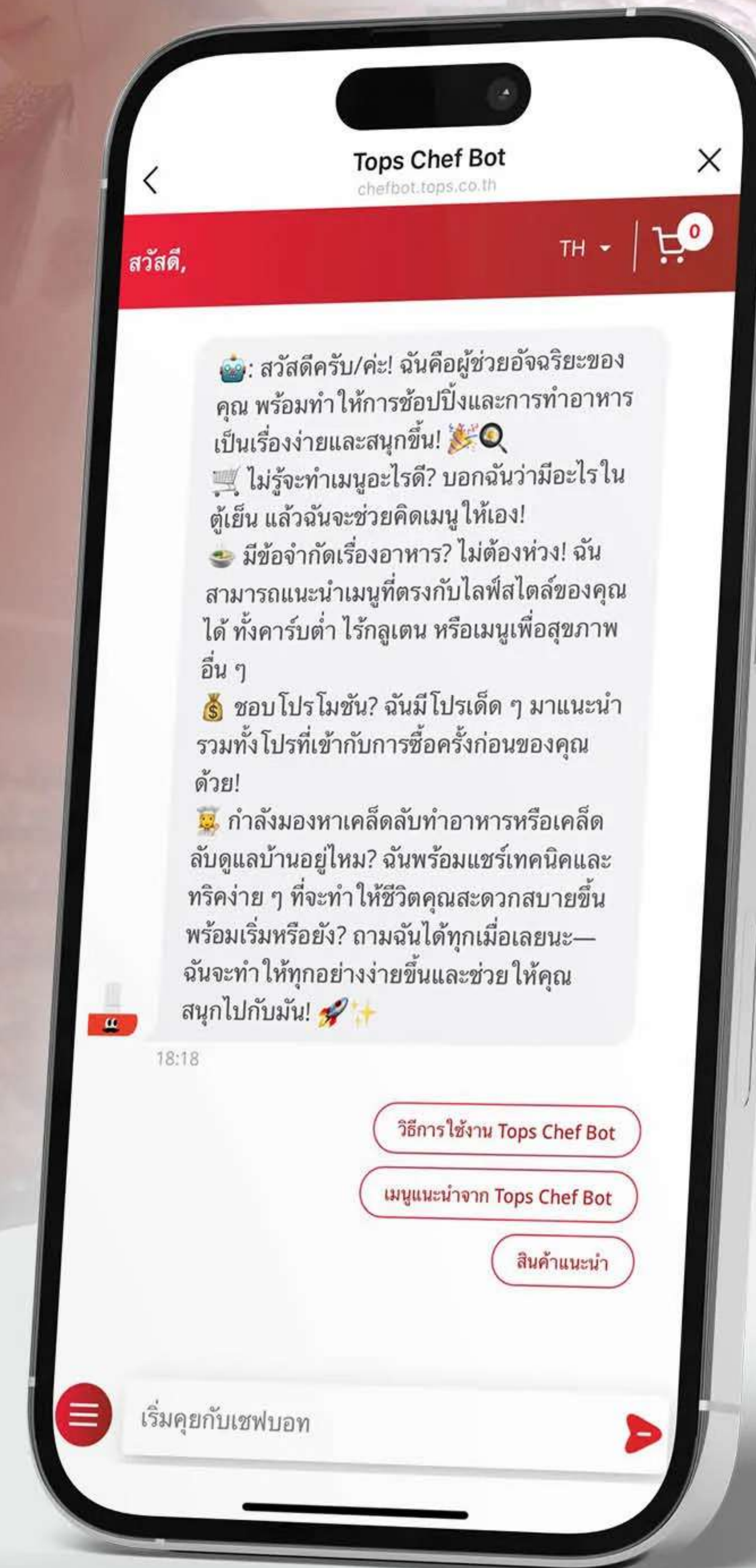
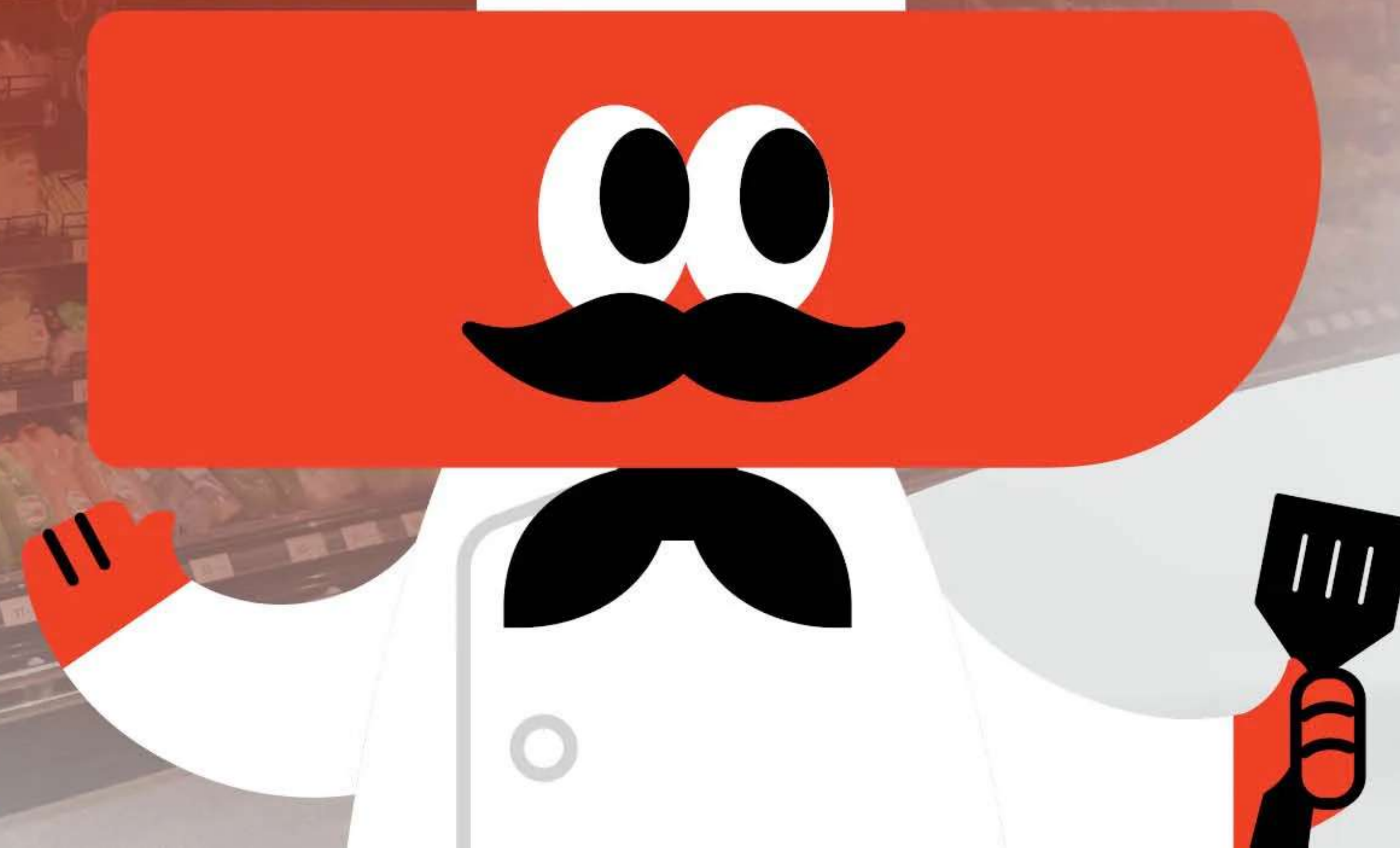
Tops Enhances Customer Service
with **Generative AI-Powered**

Tops CHEF BOT

CENTRAL
Food Retail Group

CENTRALRETAIL
DIGITAL

Google Cloud



FAST Supplier Chatbot

CENTRALRETAIL



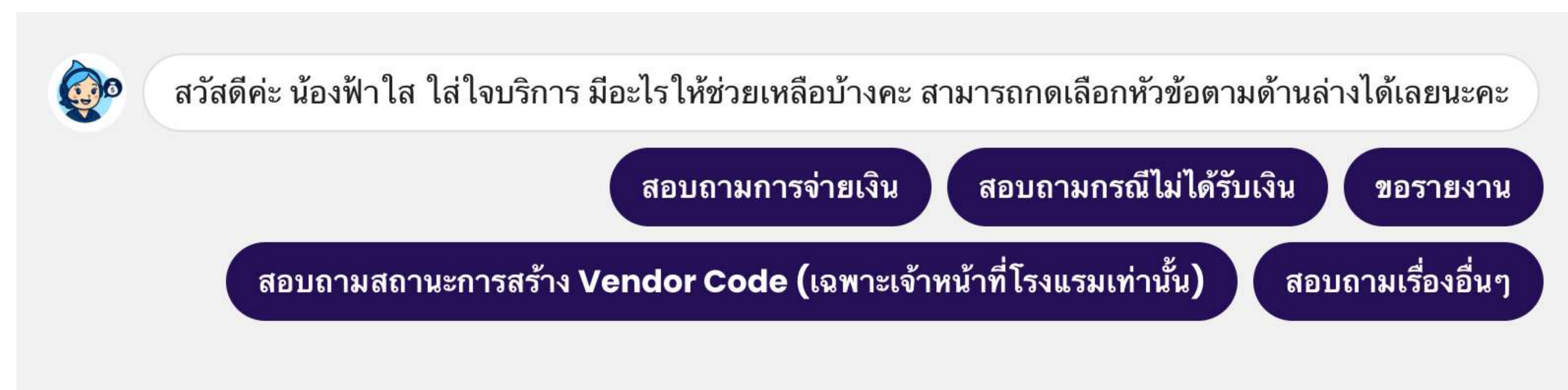
Project Overview

A supplier/vendor-assist chatbot designed to provide payment-related information by verifying details using a Tax ID and invoice number or related payment data. The response mechanism will follow a **Hybrid Model (Dialog Flow 80% + Free Text 20%)**, ensuring that most interactions are handled through structured intent flows, while still allowing flexibility for free-text queries where the intents may not fully capture user needs

Project Benefit

- Reduces supplier calls and emails to FAST Customer Service
→ Estimated **500 chat sessions/month***, reducing unserved inbound calls/emails by up to **80%**. Employees can shift from repetitive queries to higher-value tasks
- Shorten responses time
→ Reduced from **~1 Day to ~1 minute**, equivalent to a **>99% faster response**.
- Provides a new self-service channel
→ **24/7** chatbot availability, reducing reliance on office-hour-only support.
- Scales with adoption across Business Units (BUs)
- Enhances organizational professionalism

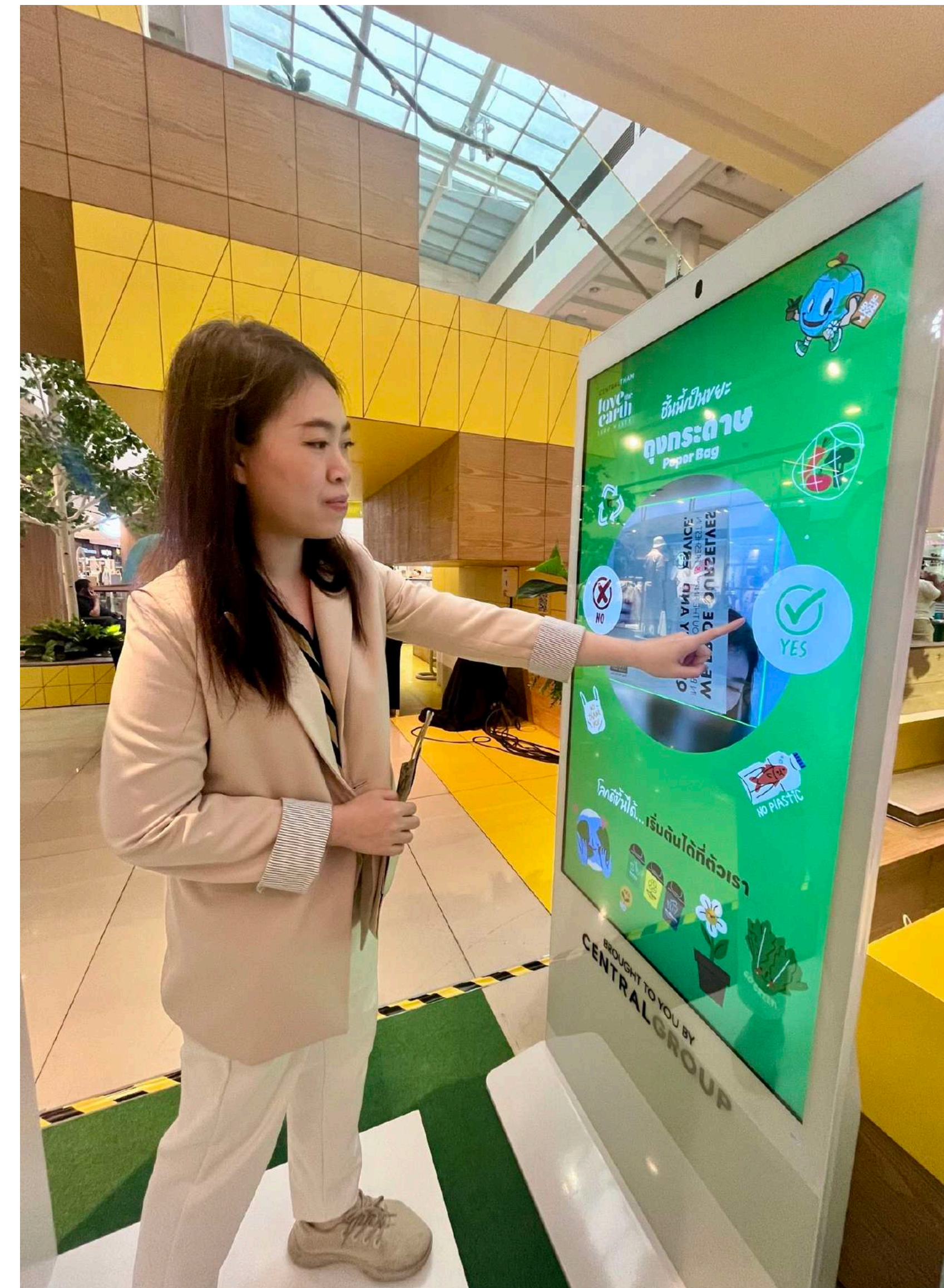
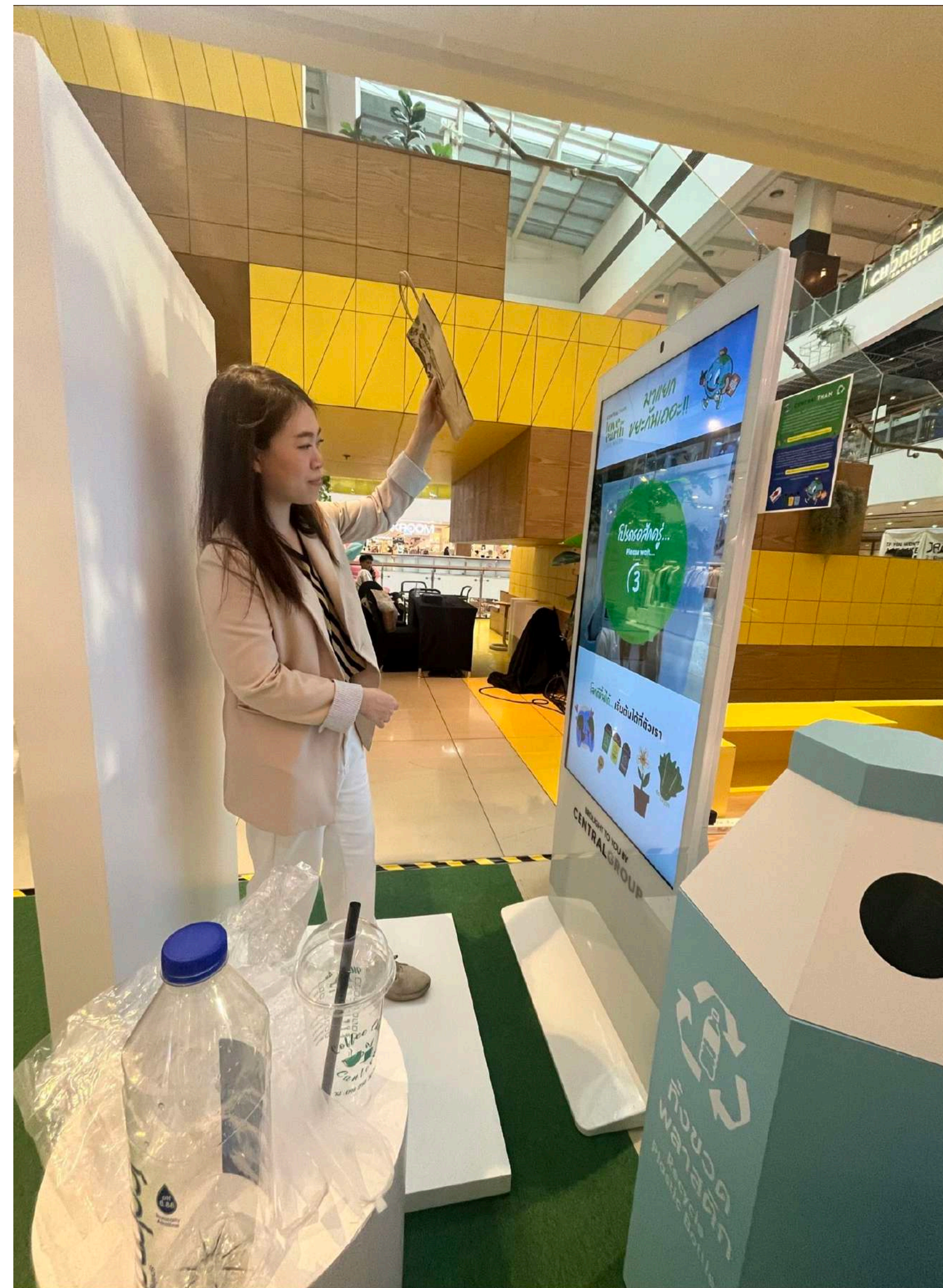
Interface



*Performance results above are calculated based on actual chatbot usage data since 16 July 2025

AI แยกขยะ - นื่องถูกถึง

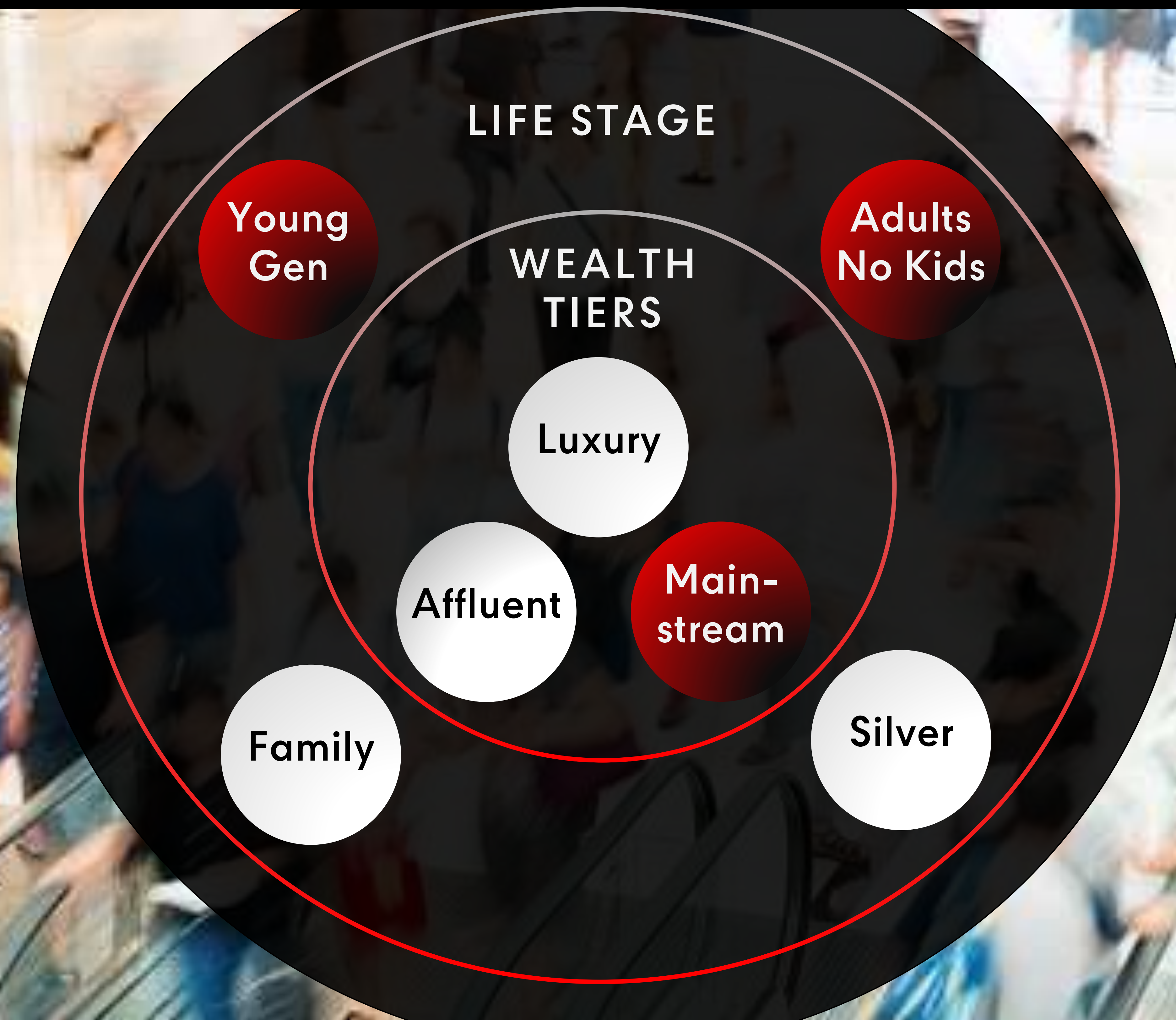
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AI garbage sorting uses artificial intelligence to automatically identify and separate different types of waste, such as recyclables, organic material, and non-recyclables, improving efficiency and reducing human effort in waste management

Reinforce Customer Focus: CRC's diversified portfolio is well positioned to serve Multi-Tiers and Multi-Segments

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Reinforce Customer Focus: Leveraging The 1 data-powered loyalty platform

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26 MILLION*

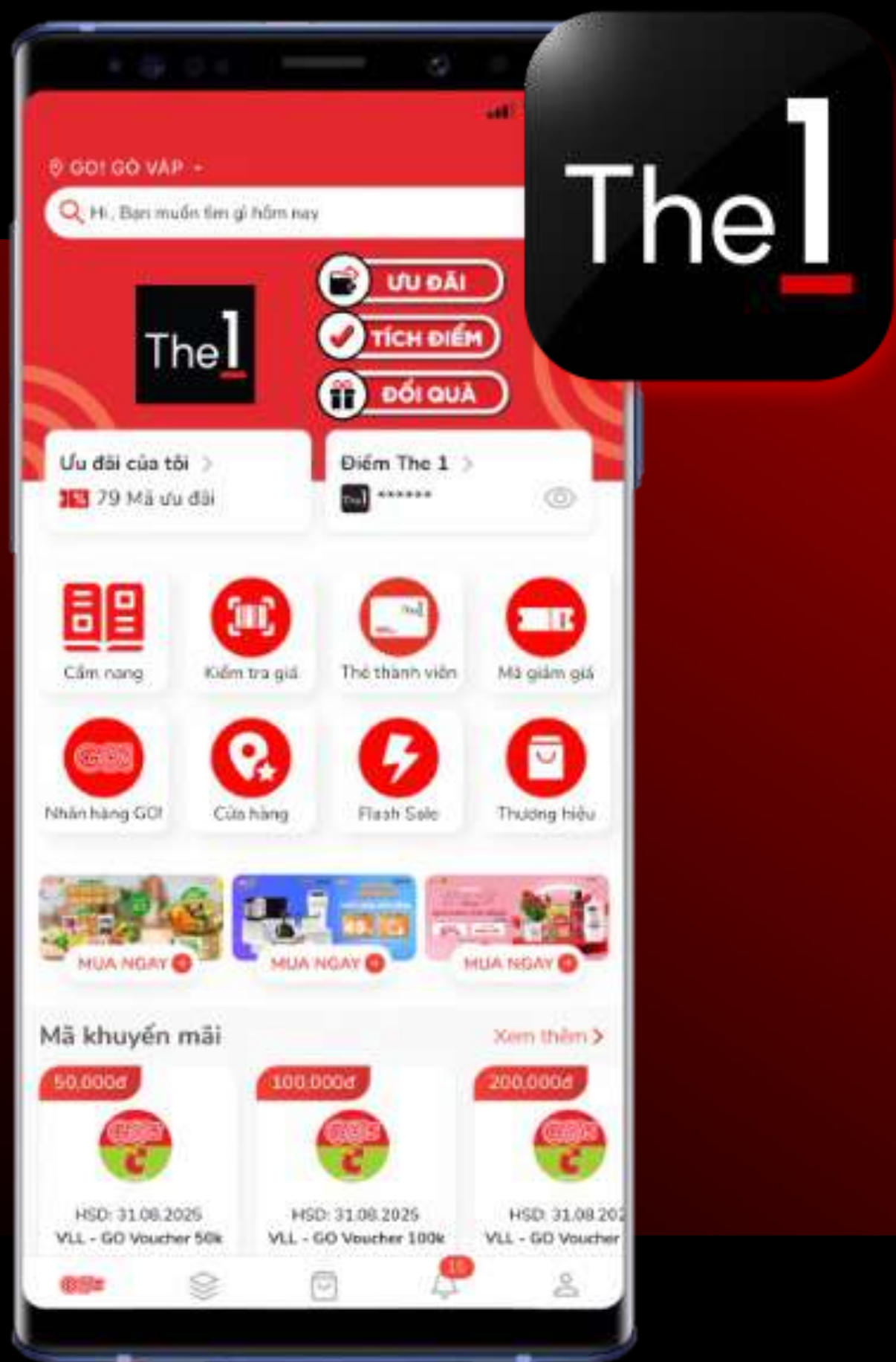
Loyalty members

The 1 Loyalty program

GO! Big Xu Card

No. 1 in Thailand

Introduce The 1 in Vietnam



*31 million loyalty members if included all 3 countries (Thailand, Vietnam and Italy)

Strengthen CRC Foundation: Revolutionise core business in Thailand — CENTRALRETAIL

Drive **Traffic** | Revive **Assortment** | Rejuvenate **Stores** | Grow **Digital** | Introduce **New Concepts**

Fashion

Existing Strength

- Supercharge Chidlom Flagship x Central Embassy
- Prestige Beauty and Home

To Do More

- Build stronger Robinson
- Young & Mainstream Beauty



Food

- Conquer Premium Supermarket in key cities
- More Easy-to-cook, Easy-to-eat

- Differentiate Tops Daily with hybrid formats x Wine Cellar, The Baker



Hardline

- TWD x BNB dominates in both B2B and B2C

- Build B2C Home-owner categories



Property

- Focus in Mall freshness & Localisation

- Pilot new concepts: Strip malls and Night markets

