

April 11th, 2023
Neural Pocket Inc.

Announcing business alliance in AI and digitalization between Neural Group (Thailand) Co., Ltd. and Egg Digital Inc.



<Picture from alliance meeting>

(From left to right) Neural Group (Thailand) Co., Ltd. CEO/ Managing Director Kaz Takenaka, Neural Pocket Board Director/ Managing Executive Officer Masaaki Yamamoto, Neural Pocket CEO Roi Shigematsu, Egg Digital CEO Teeradet Dumrongbhalasitr, Egg Digital GM Voraphat Ngamjetvorakul.

Neural Pocket Inc. (TYO: 4056), a leading Japanese AI company, established Neural Group (Thailand) Co., Ltd. ("NGT") in the Kingdom of Thailand in November 2022 as its first overseas subsidiary. Through its Edge AI service offerings, the company provides digital marketing solutions for retail stores, AI-enabled solutions for parking lots and logistics facilities, and digital signage advertising products. Today, we are pleased to announce that we have signed an MOU with EGG DIGITAL Company Ltd., which is responsible for the digital marketing function of CP Group, the largest conglomerate in the Kingdom of Thailand, to accelerate further business development.

Egg Digital is the core arm of True Corporation Plc. (a consolidated subsidiary of CP Group), Thailand's leading telecom tech company, and aims to promote digital marketing both inside and outside CP Group, including Lotus, a retail store series of CP Group.

NGT will contribute to Egg Digital's efforts to integrate digital marketing and offline marketing and further revolutionize OOH (Out-of-Home) advertising media (e.g., media in Lotus's stores and OOH advertising media) using technology that can stably operate highly accurate and versatile edge AI. NGT also plans to participate in the development of a new data

platform across physical spaces, utilizing the vast amount of customer data held by True Company Plc and Lotus's retail chain.

Starting with this business partnership agreement between Egg Digital and NGT, Neural Pocket and CP Group will work to update physical spaces using AI technology in Thailand and Southeast Asian markets.

■ **Comments from Kaz Takenaka, CEO Neural Group (Thailand) Co., Ltd.**

Since our establishment in November 2022, we have been working in Thailand to revitalize physical spaces using edge AI technology. In our activities in Thailand, we are particularly aware of the high expectations for our AI technology as a way to update people's lives for a better tomorrow.

As we enter the post-Corona era, people's economic activities are normalizing and there is a renewed focus on the consumption of goods and tokens across physical locations. We are pleased to be partnering with EGG DIGITAL, a member of the largest conglomerate in Thailand that promotes digital marketing, and to accelerate this trend. Starting with this business alliance, we will deliver a more convenient and enjoyable life to the people of Thailand through our edge AI technology.

■ **CP Group company overview**

Charoen Pokphand Group (CP Group) is one of the largest conglomerates in Thailand with \$65 billion USD in revenue. It is active in: agribusiness, including animal feed production, vertical livestock integration, crop integration, aquaculture, and food processing; telecommunications and e-commerce; insurance and healthcare; the automotive industry.

Company name: Charoen Pokphand Group

Address: 18 True Tower, Ratchadaphisek Road, Huai Khwang, Bangkok 10310, Thailand

URL: <https://www.cpgroupglobal.com/en/home>

■ **Egg Digital company overview**

EGG Digital operates as a media agency and advisory service for big data analytics for retail and fast-moving consumer goods sectors.

Company name: Egg Digital Inc.

Address: No. 101 True Digital Park Building, 10th Floor, Sukhumvit Road, Bang Chak Subdistrict, Phra Khanong District, Bangkok 10260

Representative: CEO, Dr. Teeradet Dumrongbhalasitr

URL: <https://www.eggdigital.com/>

■ **Neural Pocket Inc. company overview**

With the mission to "Update the world for a better tomorrow," Neural Pocket develops and

provides unique AI services to realize safe, secure, and convenient smart cities by utilizing a wide range of AI technologies related to image recognition.

Company name: Neural Pocket Inc. (Scheduled to change its name to Neural Group, Inc. on June 1, 2023)
Address: Tokyo Midtown Hibiya, Hibiya Mitsui Tower 32F, 1-1-2, Yurakucho, Chiyoda-ku, Tokyo, Japan
Representative: CEO, Roi Shigematsu
Founded: Jan 22nd, 2018
URL: <https://www.neuralpocket.com>

■ Neural Group (Thailand) Co., Ltd. company overview

Neural Pocket's first overseas consolidated subsidiary. The company provides services in Thailand, where rapid urbanization and economic development are progressing, utilizing Neural Pocket's accumulated experience and edge AI technology in Japan.

Company name: Neural Group (Thailand) Co., Ltd.
Address: 87/2, 36th Floor, Office number 11, CRC Tower, All Seasons Place, Wireless Road, Lumpini, Phatumwan, Bangkok, Thailand 10330
Representative: CEO and Managing Director, Kaz Takenaka
Founded: Nov 4th, 2022
URL: <https://th.neural-group.com/>

■ Contact for press inquiries

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