

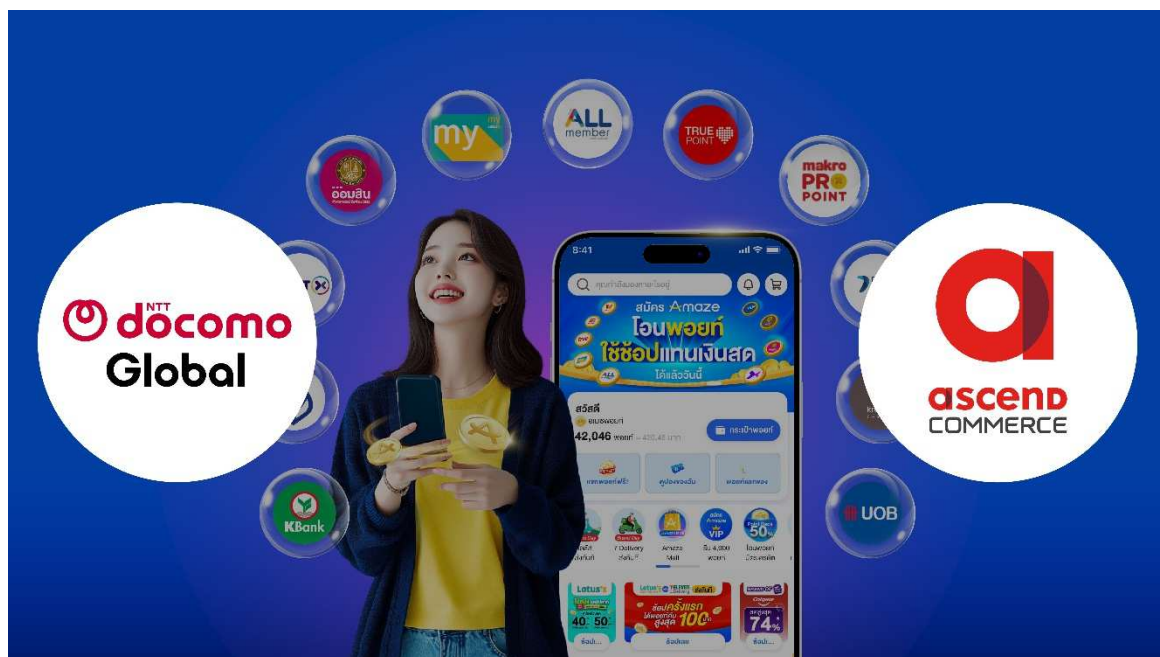
(Press Release)

## **NTT DOCOMO GLOBAL and CP Group company, Ascend Commerce Agree to Form Strategic Capital Alliance, Targeting to Expedite 'Amaze' as a National Loyalty E-Commerce Platform to Propel Thailand's Digital Economy**

December 9, 2025  
NTT DOCOMO GLOBAL, Inc.  
Ascend Commerce Co., Ltd.

NTT DOCOMO GLOBAL, Inc. (NTT DOCOMO GLOBAL), a subsidiary of NTT DOCOMO, INC. (NTT DOCOMO), Japan's leading mobile operator renowned for pioneering advanced network technologies and innovative services, announced the signing of a Share Subscription Agreement to acquire a 20% stake in Ascend Commerce Co., Ltd. (Ascend Commerce), a Charoen Pokphand Group (CP Group) company. This agreement sets the framework for a strategic capital alliance aimed at leveraging the strengths and potential of both organizations to drive mutual strategic growth in Thailand, with a particular focus on the future acceleration of Ascend Commerce's "Amaze" application to become a leading National Loyalty E-Commerce Platform.

This potential collaboration is expected to explore opportunities to advance data-driven and technology-powered marketing systems. It aims to combine NTT DOCOMO Group's deep marketing expertise alongside Ascend Commerce's and CP Group's extensive customer base and widespread network of partners in Thailand. The two Groups intend to explore opportunities to accelerate digital transformation in retail marketing, aligned with CP Group's strategy and to identify potential ways to create new business opportunities in a customer-centric market. The implementation of this capital alliance remains subject to regulatory approval.



**Comment from Mr. Suphachai Chearavanont, Chief Executive Officer at Charoen Pokphand Group**

This partnership between CP Group and NTT DOCOMO GLOBAL is intended to be more than just a capital investment; it represents a significant step forward in supporting the future elevation of Thailand's digital infrastructure and advancing CP Group's digital transformation journey. The proven expertise of NTT DOCOMO Group, a leading technology company from Japan, combined with our in-depth understanding of Thai consumers and extensive service network, is expected to provide a robust foundation for innovation. This alliance is expected to help enable the Amaze platform to further improve the experience of earning, topping up, exchanging, and utilizing points seamlessly across CP Group's diverse businesses. Together, we plan to explore ways to set new standards for customer convenience and satisfaction in Thailand's digital economy, while driving sustainable growth for both our organizations and our future business partners. Moreover, having a strong loyalty platform that connects large services is expected to become a new competitive advantage in the digital economy. We believe that Amaze has the potential to become an important tool to elevate the Thai customer experience to be on par with the Japanese market, which boasts one of the most developed loyalty systems in the world.

**Comment from Mr. Hiroki Kuriyama, Chief Executive Officer, NTT DOCOMO GLOBAL**

We are very excited and delighted to take on the challenge of creating new lifestyles and enriching the life experiences of people in Thailand, through acceleration of retail marketing digital transformation with Ascend Commerce, a CP Group company, which has operations in wide range of industries, including diverse portfolio of retail business.

Through this capital alliance and the future exploration of business collaboration, we aim to deliver data driven marketing solutions and digital services, bringing "Wonder & Happiness" to people and enterprises in Thailand and around the world.

**Comment from Mr. Tarin Thaniyavarn, Chief Executive Officer of Ascend Commerce and Group Executive Director, e-commerce Charoen Pokphand Group**

This agreement arrives at an exciting time for both Ascend Commerce and the Amaze platform. With approximately 40 million unique users across CP Group services and rapidly accelerating adoption of point exchange and cross-service utilization, we are building something unprecedented in Thailand's digital economy. This reflects evolving consumer behavior that increasingly seeks integrated and connected services. We are confident that NTT DOCOMO Group's extensive experience in developing successful digital ecosystems in Japan has the potential to be a crucial driving force in enhancing Amaze's capabilities across e-commerce, loyalty programs, and comprehensive data-driven marketing solutions. Together, we plan to explore ways to leverage data and innovative technologies to develop superior and more responsive services, both for consumers seeking greater convenience and value, and for businesses aiming for deeper customer engagement. This agreement is expected to contribute to the digital business growth of CP Group, making it faster and stronger than ever before.

**About Ascend Commerce**

Ascend Commerce launched its "Amaze" business in 2025, a digital platform that offers both e-commerce and a point program to consumers, while providing marketing solutions such as advertisement and coupon distribution to e-commerce partners. Amaze enables users to convert points earned from CP Group services, partner banks, and credit cards into "Amaze points". These Amaze points can then be redeemed across a wide variety of CP Group services that collectively reach a significant customer base, including: 7-Eleven, a convenience store chain with 15,245 stores nationwide; Lotus, a supermarket brand with 2,520 stores nationwide; Makro, a wholesale retailer brand with 162 stores nationwide; True, a telecommunication mobile business with approximately 52 million subscribers; and TrueMoney, an e-wallet service with approximately 32 million unique users in

Thailand. Additionally, points earned can be redeemed for purchases on Ascend Commerce's "Amaze Mall" website. With a unique user base of approximately 40 million across CP Group services, Amaze is driving the adoption of point exchange and cross-service utilization throughout Thailand and will continue to launch initiatives aimed at further enhancing customer convenience and satisfaction.

#### **About NTT DOCOMO GLOBAL**

NTT DOCOMO Group has been committed to creating new lifestyles and driving transformation across society and industry, aiming to deliver enriched life and a better society for customers around the world.

As part of NTT DOCOMO Group, NTT DOCOMO GLOBAL launched its business operations in July 2024, and has been expanding on global businesses with partners, drawing on the experience and operations NTT DOCOMO has established domestically. NTT DOCOMO GLOBAL will strive to maximize CP Group's customer value in Thailand, by supporting Amaze business.

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