

(Press Release)

## **NTT DOCOMO GLOBAL and CP Group’s Ascend Commerce Launch Marketing Solution Collaboration in Thailand**

**- Accelerating Marketing initiatives with a Focus on the E-commerce and Points Program “Amaze”-**

April 24, 2026  
NTT DOCOMO GLOBAL, Inc.  
Ascend Commerce Co., Ltd.

NTT DOCOMO GLOBAL, Inc. (NTT DOCOMO GLOBAL) and Ascend Commerce Co., Ltd. (Ascend Commerce), a group company of Charoen Pokphand Group Co., Ltd. (CP Group), concluded a Business Collaboration Agreement on Wednesday, March 25, 2026. Through this collaboration, the two companies aim to further drive the growth of the E-commerce and points program “Amaze”<sup>1</sup>, provided by Ascend Commerce, in Thailand, while accelerating marketing-related digital transformation (DX) initiatives and enhancing customer satisfaction and convenience. With the execution of the Business Collaboration Agreement, the companies commenced a collaboration in the marketing solution business in Thailand (the Collaboration). Beginning on Friday, April 24, 2026, the companies will launch a customer insight-driven marketing solution, “Amaze Survey” (the Solution), for companies operating in Thailand. Through the provision of the Solution and by delivering more convenient and value-added purchasing experiences to customers, the companies aim to promote the realization of a more connected digital economy.

### **■ Background**

NTT DOCOMO GLOBAL promotes global business expansion in collaboration with its partners by leveraging the expertise and business foundations that the DOCOMO Group has cultivated in Japan. Strengthening its initiatives through the extensive d POINT CLUB member base of over 100 million<sup>2</sup> members and advanced data utilization know-how accumulated through the DOCOMO Group’s domestic marketing solution business and other related businesses, NTT DOCOMO GLOBAL works closely with regional partners to create new value in each market.

Ascend Commerce has set forth a strategy to expand Thailand’s digital ecosystem. Guided by the mission “Every Point Matters for Both Thai Consumers and Business Partners,” Ascend Commerce launched “Amaze.” Celebrating its first anniversary, the platform grew to approximately 4 million members<sup>3</sup> as of April 2026.

“Amaze” is a platform for consumers in Thailand that integrates the “Amaze Mall” e-commerce feature with the “Amaze Points” ecosystem. Within “Amaze”, users can use their points like cash, redeem discount coupons, and access various reward benefits.

“Amaze Points”, which can be earned through the use of “Amaze Super App,” can be mutually exchanged with various points offered by CP Group operated businesses, including convenience stores, supermarkets, and telecommunications services. As a result, customers can enjoy value added shopping by redeeming points at “Amaze Mall” as well as at a wide range of stores and services operated by CP Group. The CP Group operates a diverse range of businesses in Thailand, including approximately 15,000 7-Eleven convenience stores, approximately 2,500 Lotus’s supermarkets, and True, a telecommunications business with approximately 52 million subscribers. Each of these businesses maintains one of the largest store networks or subscriber bases in Thailand.

NTT DOCOMO GLOBAL and Ascend Commerce agreed to enter into a capital alliance on Friday, December 5, 2025, and entered into a Share Subscription Agreement. Subsequently, on Wednesday, March 25, 2026, the share subscription was completed, and the parties entered into a Shareholders Agreement as well as the Business Collaboration Agreement. These steps were taken with the aim of growing “Amaze” into a leading loyalty-commerce platform in Thailand, further promoting marketing-related digital transformation (DX), and enhancing customer satisfaction and convenience. Through the collaboration, the companies will launch a joint marketing solution business in the Thai market, leveraging marketing solutions held by the DOCOMO Group, as well as “Amaze”, to deliver more convenient and value added purchasing experiences to customers.

#### ■ Overview of the Collaboration

Under this collaboration, the two companies will primarily implement the following two business initiatives.

#### 1. Provision of Marketing Solutions to Enterprises Operating Businesses in Thailand

By leveraging the marketing expertise that the DOCOMO Group has accumulated and continuously refined in Japan, together with CP Group’s assets such as their customer base in Thailand, the two companies will provide marketing solutions\*<sup>4</sup> to enterprises operating businesses in the Thai market.

By incorporating the data utilization and analytics know-how of the DOCOMO Group into Ascend Commerce’s operations, the companies will further enhance the data utilization held by “Amaze.” Through the use of diverse data, including member attribute information and purchasing behavior data, they will enable the advancement and optimization of marketing activities for each company.

As the first phase of this initiative, the two companies will launch “Amaze Survey” services (the Solution) in Thailand on Friday, April 24, 2026. Unlike conventional surveys that randomly target survey takers, this initiative is characterized by its ability to conduct questionnaire surveys specifically among Amaze members.

Furthermore, by responding to surveys on “Amaze,” Amaze members are awarded “Amaze Points”, enabling companies to obtain high-quality insights, while participating consumers receive rewards in return for their time and engagement. The solution has been jointly developed by Ascend Commerce and the INTAGE Group, building on a research service originally co-developed by

DOCOMO and the INTAGE Group in Japan, which has established a strong track record in Japan's highly mature loyalty market.

By integrating the INTAGE Group's market research expertise, cultivated over many years, the Solution delivers comprehensive research capabilities encompassing the entire process from survey design to analysis and strategic recommendations.

### < Key Features >

- Depending on the enterprise's specific challenges, such as gaining a deeper understanding of the market or identifying the factors influencing purchase decisions, we conduct tailored research. This enables us to capture the authentic voice of the market, including insights into actual demand and how promotional initiatives have influenced consumer behavior.
- Based on the research findings, enterprises are able to translate insights into concrete business growth strategies and actionable execution plans.

## 2 Provision of Rewards and Benefits through "Amaze"

Ascend Commerce will roll out a year-long "Consumer Engagement Program", an ongoing series of campaigns, exclusive benefits, and nationwide deals designed to make everyday shopping more rewarding for Thai consumers, running continuously throughout 2026, with more exclusive deals and campaigns to be announced across the year.

The following are the key campaigns to be launched as part of this program:

- Triple Points: Customers will earn triple points on all purchases made at 7-Eleven, Lotus's via "Amaze," the same spending, with three times the reward.
- New User Benefits: For first-time purchases made through "Amaze Super app", customers will receive points equivalent to THB 200 for every THB 500 spent, an instant welcome benefit that makes the value of joining "Amaze" tangible from day one.

### ■ Future Collaboration Plan

Within the framework of the Collaboration, the companies plan to provide a broader range of data-driven<sup>5</sup> marketing solutions, including the delivery of coupons and benefits optimized to match consumers' preferences, interests, and lifestyles.

In addition, a new section "Amazing Japan" will be launched within "Amaze Mall," highlighting Japanese brands with a focus on quality and reliability. By carefully communicating the background stories and value of selected Japanese brands, the initiative aims to offer users a purchasing experience they can choose with confidence, while enhancing the overall brand value of "Amaze." Amazing Japan is scheduled to launch from May 2026 onward. Currently, a large number of Japanese brands, such as MITSUKOSHI DEPACHIKA, aiwa, Bigen, IRIS OHYAMA, LION, SHARP are discussing for participation of this initiative.

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

We view Thailand as a market with substantial potential in the digital sector and anticipate strong continued growth going forward.

This collaboration with Ascend Commerce goes beyond a simple capital alliance. It represents an initiative to translate into tangible value in real-world business the expertise in retail marketing and customer engagement that we have cultivated in the Japanese market. Through this initiative, we believe we can deliver a concrete impact on the sustainable development of the Thai market. In addition, “Amazing Japan” is an initiative that integrates the physical and digital realms to deliver the trust and innovation of Japan to the people of Thailand. We are proud to invest in “Amaze” as a strategic platform that highly integrates customer engagement and commerce. Through this collaboration, we will work together with our partners to nurture an ecosystem that supports long-term growth.

NTT DOCOMO GLOBAL will provide data-driven marketing solutions and digital life services to people and businesses in Thailand and around the world, contributing to the realization of Wonder & Happiness for people and enterprises globally.

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

Through this partnership, Amaze, operated by Ascend Commerce, will serve as a key driver in advancing Thailand’s loyalty and points program ecosystem for both Thai enterprises and consumers. Together with the DOCOMO Group, we will further develop Amaze into a more connected consumer platform and a robust CRM and loyalty infrastructure that truly supports businesses across Thailand.

Furthermore, by integrating CP Group’s retail and partner networks into Amaze’s connected, data-driven ecosystem, we will unlock greater cross-brand collaboration and business opportunities on the platform. As a result, partners will be able to access approximately 40 million unique users across the CP Group’s service ecosystem, while utilizing scalable digital tools without the need for heavy infrastructure investment.

This collaboration represents a significant step forward in Thailand’s digital transformation journey.

NTT DOCOMO GLOBAL and Ascend Commerce will continue to drive the further expansion of marketing solution businesses in Thailand by leveraging the respective strengths of both companies.

**■Comment from Mr. Hideki Ishibashi, Senior Vice President Head of Marketing Solution, NTT DOCOMO**

DOCOMO Group leverages one of the largest membership platforms in Japan, the d POINT CLUB, which has approximately 100 million members, as a core asset. By utilizing this membership base, DOCOMO Group has developed and provided a wide range of services and solutions across various fields, including financial services and entertainment.

In particular, within its marketing solutions business, DOCOMO Group offers “Single ID × Full Funnel” solutions that provide end-to-end support, from brand awareness to purchase, repeat usage, and customer loyalty, by utilizing ID-based data. These solutions make use of various types of data

linked to individual d POINT CLUB member IDs, including member profile data as well as daily behavioral and purchase data, enabling integrated marketing support for corporate clients.

Going forward, DOCOMO Group plans to actively expand the experience and knowledge it has cultivated in Japan into overseas markets. The initiatives in Thailand, carried out through collaboration with CP Group and Ascend Commerce, will serve as a model case for deploying DOCOMO Group's domestic assets internationally and are positioned as a highly important initiative for the company.

In addition, this initiative represents the first opportunity for DOCOMO and INTAGE Group to demonstrate their synergy in an overseas market, and the company has high expectations for the outcomes of this collaboration.

**■Comment from Mr. Suphachai Chearavanont, Senior Vice Chairman, Charoen Pokphand Group**

As Thailand moves into the next phase of digital transformation, CP Group is committed to supporting this journey through the Amaze platform. This reflects our vision of connecting all customer touchpoints—spanning retail, telecommunications, financial services, and digital services—into a single, powerful ecosystem.

By combining the DOCOMO Group's global expertise in CRM and loyalty with our own strengths, we will significantly enhance CP Group's digital capabilities and elevate Thailand's digital standards to the same level as those of the Japanese market—one of the world's most advanced loyalty ecosystems.

Together, we will contribute to improving Thailand's consumer ecosystem by making smarter use of data and technology, empowering SMEs and partners with stronger CRM and loyalty tools, and driving the sustainable digital growth of the Thai economy.

\*1 "Amaze" is a platform for consumers in Thailand that integrates the "Amaze Mall" E-commerce feature with the "Amaze Points" ecosystem. Within "Amaze", users can use their points like cash, redeem discount coupons, and access various reward benefits. For more details, please visit <https://www.amaze.shop/home/> (Thai and English only)

\*2 As of the end of February 2026.

\*3 As of April 2026.

\*4 All Marketing solutions developed under this collaboration will be implemented in full compliance with Thailand's Personal Data Protection Act (PDPA).

\*5 Data-driven marketing refers to a methodology in which objective data—such as customer behavior history, sales data, and web access analytics—is collected and analyzed, and the results are used to inform decision-making and continuously improve marketing initiatives through the PDCA cycle.

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[Appendix]

### Company Profiles

Company Name	NTT DOCOMO GLOBAL, Inc.
Representative	Hiroki Kuriyama, President and Chief Executive Officer
Head Office	12F Otemachi First Square East Tower, 1-5-1 Otemachi, Chiyoda-ku, Tokyo, Japan
Principal Business Activities	Connectivity solutions, including Open RAN, digital platform services, such as Universal Wallet Infrastructure, and digital lifestyle services, including Marketing Solutions.
Official Website	<a href="https://www.docomoglobalgr.com/english/">https://www.docomoglobalgr.com/english/</a>

Company Name	Ascend Commerce Co., Ltd
Representative	CEO Tarin Thaniyavarn Dr. Sarintip Satitsatian, Managing Director of Business Operations, Amaze Super App,
Head Office	9th Floor, Phoenix Building, True Digital Park, 101 Sukhumvit Road, Bang Chak, Phra Khanong, Bangkok, Thailand
Principal Business Activities	Online marketplace operations, points program integration services, marketing solution businesses, including advertising and coupon distribution, and systems integration (SI) services
Official Website	<a href="https://www.amaze.shop/home/">https://www.amaze.shop/home/</a>