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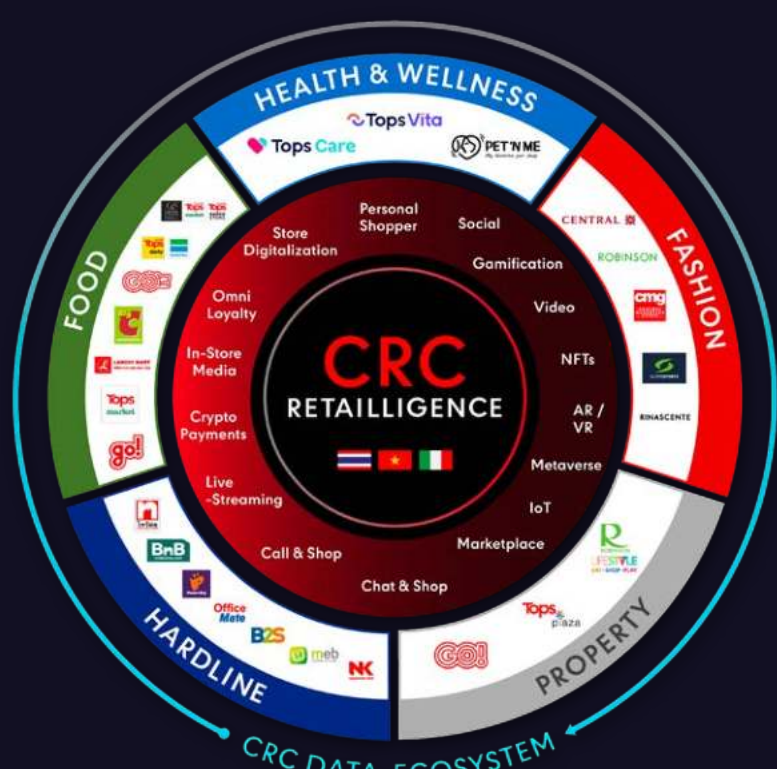
CENTRALRETAIL
DIGITAL

CENTRALRETAIL

Central Retail strives for world-class retail tech

with THB 10 billion investment to accelerate the development of Next-Gen Omnichannel Platform

5 Digital Strategies to drive CRC Retail Intelligence



1 INTELLIGENT RETAIL



Analyzing customer insights with CRC data ecosystem to understand their needs at Micro-Segmentation level

2 CONSUMER-DRIVEN DESIGN



Developing our platform with the mindset of placing customer-experience at the center

3 ENABLING SYNERGIES



Utilizing CG partner services ecosystem to offer full scale omnichannel services across all businesses

4 EXPERIENCE-DRIVEN COMMERCE



Leveraging CRC AI to offer content and inspiration on Next-Gen Omnichannel Platform

5 ADAPTIVE COMMERCE



Uplifting our platform to bring interoperability across channels and user interfaces in a seamless manner

Central Retail strives for world-class retail tech with THB 10 Billion investment to accelerate the development of next-gen omnichannel platform



Central Retail Vietnam accelerates leaping growth with 700 branches expansion nationwide



Central Retail has been selected as a Thailand Sustainability Investment (THSI) stock



Central Retail reinforces international excellence with prestigious awards



“KRUNGRICARD x CENTRAL RETAIL Great Value, Great Deal at Central Retail”



Central Retail in Vietnam celebrated its 10th Anniversary



Central Retail Vietnam was ranked #1 in Top 10 prestigious companies in the retail industry



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Launching Tops Fine Food Sukhumvit 49 for a superior shopping experience in a premium food store offering exclusive world-class food and ingredients



Central Retail reforms its food businesses under a unified “Tops” brand, inviting customers to embark on an Every Day Discovery



Central Retail in Vietnam launched mini go! Phu My, the first of its format opened in a shopping mall, providing best-value quality products and a modern lifestyle

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Central Department Store presents “The Central Memory Bank Exhibition”, taking visitors on a journey back to where it all started



Central Department Store invites watch lovers to explore their favorite timepieces at “Central International Watch Fair 2022”



“Central Rama II” undergoes a complete transformation with the concept “The New Look of Central Rama II for everyday shopping”



Central Department Store celebrates its 75th Anniversary with storewide flower extravaganza



Robinson with “ROBINSON Shop Munz UNLIMITED” and “ROBINSON Shop Laek Chaek Sanun” campaigns at every Robinson store and its shopping channels

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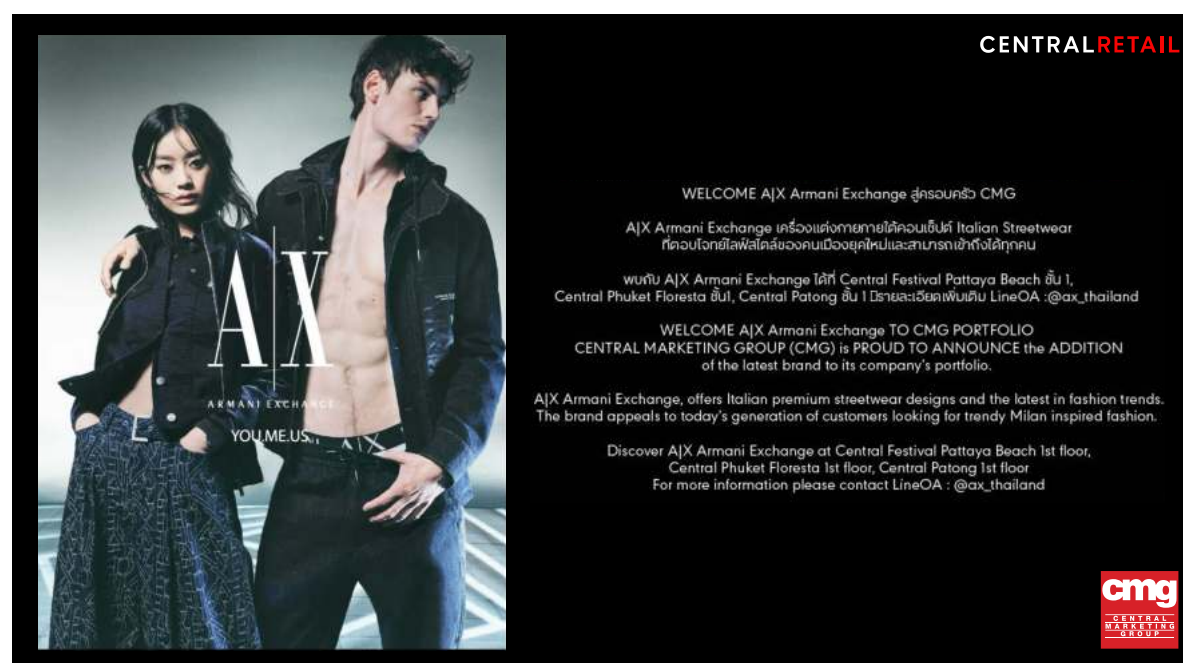
Robinson Department Store together with Thai & international jeans brands host "ROBINSON JEANS 2022"



CRC Sports unveils brand new RunmaxX by Supersports to meet soaring demand for top-of-the-line running shoes



CMG celebrates the opening of new boutique store of Tommy Hilfiger at Central Embassy!



CMG is proud to announce the coming of the newest brand AJX ARMANI EXCHANGE to the fashion portfolio



Rome Piazza Fiume re-opened its newly renovated fashion zone on the 5th floor, welcoming all shoppers after undergoing a major renovation project



Rinascente launched STREETOLOGY, a space dedicated to the best of streetwear, with a display of unique urban-style selection at Milan and Turin stores

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Thai Watsadu 64th location opens in Mae Chan, Chiang Rai, in response to the growing property sector in Chiang Rai's Special Economic Zone (SEZ)



Thai Watsadu collaborates with KASIKORNBANK to promote green business policy, pushing for loans to install solar panel with a maximum discount of 40,000 baht



Power Buy launches "Power Buy Application" offering an all-in-one service for superior shopping experience in a digital era



Power Buy opens the latest branch at Terminal 21 Rama 3 with a complete range of products from electrical appliances, IT, to electronic devices



OfficeMate Plus+ celebrates the 50th anniversary of franchise stores in 44 provinces covering all regions

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Spread joy and happiness with OfficeMate's festive hampers and small appliances from over 1,000 lists



B2S celebrates 22nd anniversary by launching a new campaign "Stamp Pokémon"



B2S X BMA introduces "Young Reader" campaign and offers B2S Club E-Library for over 400 Bangkok's primary school



B2S invites new gen consumers to participate in "B2S NFT Design Contest"



Welcoming all book lovers to B2S Book Expo Thailand 2022 under the concept of "B2S City of Passion"



Central Retail in Vietnam officially opened go! WOW, a home appliance store with a "surprisingly cheap prices" concept, at GO! Da Nang and GO! Ba Ria

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Robinson Department Store and Robinson Lifestyle join hands with Central Group to provide relief effort of 600 survival kits for flood victims in Rayong and Chantaburi



CRC Sports teams up with "Right to Play", empowering young people with healthy lifestyles



CASIO Calculator donated scientific calculator to Pradabos School in support of Thai education



Central Retail in Vietnam organizes the "No Plastic Bag Day" at Tops market in HCMC



Nguyen Kim sponsors laptops with 800 million VND donation to build computer rooms for high schools in Vietnam