

# Central Tech Retail Lab (CTRL)

CTRL or the Central Tech Retail Lab, was established under the work of the Central Tech, to be a center for innovation and experimentation of technology for application in retail. CTRL has partnered with global partners AWS (Amazon Web Services) to identify and support startups to participate in the development of retail innovation with the Company. In addition, the company is committed to making CTRL a center for innovation for young people, students, investors, and entrepreneurs to increase latency, business competitiveness and drive the digital economy to great lengths.

## Innovation Projects Startup with CTRL

CTRL provides an opportunity for creative people and startups in Thailand, that need a platform to demonstrate their innovation potential. CTRL has worked with the Company and AWS for the purpose of evolving into business partners for the retail business. Innovation will significantly affect the growth of the business since it is a key factor in changing consumer behavior in new and more diverse directions. In addition, innovation and technology will play an important role in bringing development to society and the environment.

## Projects in Collaboration with Universities

The Executive Director of Central Tech has joined the committee to present innovative projects to create good customer experiences, which is a project by a student of the College of Management Mahidol University (CMMU), and has given advice and exchanged knowledge for developing products or practices that can be used in the retail business. In addition, the Company has also collaborated with True Digital Park, Krung Thai Bank and King Mongkut's Institute of Technology Ladkrabang to build the largest integrated innovation and startup development center in Southeast Asia to promote the development of modern technology and innovation in the country.

## The Work Processes Between CTRL and Startups are as Follows.

