

January 8, 2020

Bellssystem24 holdings, Inc.

BELLSYSTEM24 AND TRUE ANNOUNCE THEIR BUSINESS ALLIANCE TO STRENGTHEN CONTACT CENTER SERVICE BUSINESS IN THAILAND.

Bellssystem24 Holdings, Inc. (BS24), Japan's contact center service leader, entered into a capital and business alliance agreement with True Corporation. BS24 acquires 49.99% of the outstanding shares of True Touch Co., Ltd., Thailand's leading customer service solutions provider. The partnership will bring BS24's cutting-edge technologies as well as its expertise to help elevate contact center service industry in Thailand. This collaboration will also strengthen True Touch's leadership and capability to broaden its services.

BS24 launched Japan's first full-fledged contact center service in 1982, and currently operates 36 contact centers with approximately 17,000 seats nationwide. In 2014, BS24 entered into a capital and business alliance with ITOCHU Corporation. BS24 works with its largest shareholder, ITOCHU, to create domestic business and expand overseas. In collaboration with ITOCHU, BS24 has invested in Vietnam's largest contact center and develops its business as Bellssystem24 Hoa Sao Joint Stock Company. In 2017, BS24 also entered a capital and business alliance with Toppan Printing to create new business opportunities and services. As part of efforts to improve customer experience (CX), BS24's new contact centers has been designed to support communicators by developing advanced human resources who can provide high quality service and using cutting-edge AI and RPA technologies.



Founded in 2005, True Touch is the leading full-service provider of customer service solutions in Thailand with a set of global best practices in technology, human resources, and operational management to assure of the best customer interaction service. Its core services are Total Contact Center, Outsourced Agent, Turnkey (System setup), Training in Contact Center Area, Facilities rental and Smart Voice (mobile voice analysis service). Its mission is to provide clients with top quality call center services and a greatest chance to communicate with their end customers.

Mr. Ichiro Tsuge, President, CEO of BELLSYSTEM24,Inc. said "As one of the pillars of our growth strategy, BS24 is promoting overseas business development centered on ASEAN. Thailand is the second largest market in Asia after China in terms of the number of Japanese companies operating locally. In recent years, the service industry has been expanding remarkably, and the retail, financial insurance, and online commerce markets in which BS24 has expertise. We recognize True Touch's reputation and growth potential as True Group's subsidiary. Through the synergy with True Touch, BS24 will promote businesses that meet the needs of multinational companies in Thailand, Japan, and other countries. We are confident to move forward in Thailand with True Touch and aim to achieve the top share of sales in the contact center industry in the country."

Mr. Anat Mekpaiboonvatana, President (Co), True Corporation Plc. said "It is our honor to be a strategic partner with BS24 and we have to thank BS24 for their confidence in True Group. Today's partnership reflects the strong growth potential in Thailand's customer service industry and our collaboration with BS24 will also enhance True Touch's quality and capacity to offer international standard contact center services as well as create opportunity to broaden customer network. As the leader in the Outsourced Contact Center business in Thailand, True Touch has provided various customer service solutions for more than 15 years with numbers of clients from private sectors, public sectors and Government agencies. The company has adopted the worldwide recognized COPC (Customer Operation Performance Center) standard practices in all working processes.

About BELLSYSTEM24 Holdings, Inc.

In 1982, BELLSYSTEM24 Holdings Inc. launched the first full-fledged contact center outsourcing service, and nearly four decades since, we have combined our ability to engage in dialogue with consumers with the technologies that support it, thoroughly refined these strengths and created a standard model for CRM in the contact center industry. Today, BELLSYSTEM24 Holdings blends industry-leading business scale, nearly 40 years' experience, and leading-edge advantage for "KANDO" standard quality that creates deeply positive impressions far beyond our client expectations. Our businesses are Outsourcing services, technology services, consulting services, staffing services, and related CRM solutions. BELLSYSTEM24 Holdings' major shareholders include ITOCHU Corporation, one of Asia's largest conglomerates, and TOPPAN PRINTING CO., Ltd, the leader in general printing industry with focus on BPO business of wide variety of operations. For more information, please visit www.bell24hd.co.jp/en/.

About True Corporation Plc (TRUE)

Incorporated in November 1990, True Corporation Plc is the principal company of True Group, Thailand's only fully-integrated, nationwide telecommunications provider and leader in convergence. True Group's strength is its ability to deliver the convergence benefits of its networks, products and services. Its four core business segments are: True Mobile business under TrueMove H brand offers 4G, 3G and 2G services with the largest network coverage in 77 provinces across Thailand and encompasses the highest frequencies, comprising 900/1800/2100 MHz and CAT Telecom's 850 MHz, along with the country's widest bandwidth of 55 MHz, TrueOnline, the largest broadband and WiFi operator offering True Super Speed Fiber services with the most comprehensive nationwide network using DOCSIS 3.0 cable modem, VDSL, and FTTH technologies, TrueVisions, the largest nationwide pay TV operator and first to offer HD quality content in the country, and True Digital Group offers a portfolio of digital services by leveraging True's digital media platform, O2O and Privilege platform, Data Analytics and IoT capabilities with an aim to become the ultimate digital enabler in Southeast Asia. True's major shareholders include the Charoen Pokphand Group, one of Asia's largest conglomerates, and China Mobile, the world's largest mobile telecommunications company by market capitalization. For more information, please visit www.truecorp.co.th

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