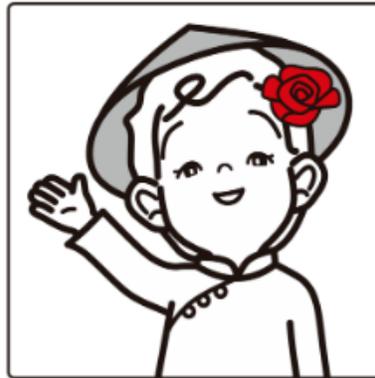


**PRESS RELEASE**

19 July 2019

**Takashimaya Partners FPT Software, Toshiba to Launch New CRM System**



**Takashimaya VN**

**July 19, 2019, VIETNAM** — Takashimaya Vietnam Ltd. (Takashimaya), FPT Software Ltd. (FPT Software), and Toshiba Digital Solutions Corporation (Toshiba) are delighted to announce the strategic launch of a new customer relationship management (CRM) system. This CRM system will allow Takashimaya to offer a new customer-oriented service through both Takashimaya’s website, <https://members.takashimaya-vn.com>, and Takashimaya’s new mobile application, **Takashimaya Việt Nam** or **Takashimaya VN**, which will facilitate customers a better shopping experience with its loyalty program, **Takashimaya Membership Bonus Point Gift Card Program**, at the Takashimaya Department Store located in Ho Chi Minh City.

The new mobile application will provide customers with **Takashimaya Membership Bonus Point Gift Card Program** to create a seamless end-to-end user experience and offer members on-the-go access to personalized information and services, promotions and campaign programs, as well as other attractive benefits. The mobile application has interactive features including the accumulation of points and the ability to check the member’s shopping history, without the need to carry a physical membership card.

With the new CRM system, Takashimaya will also be able to communicate better with customers and understand customers’ demands by running data-driven marketing campaigns in real-time. These benefits will help Takashimaya build a better relationship with its customers, increase customer loyalty and strengthen its business.

Takashimaya Vietnam is the first branch store among Takashimaya's overseas group to implement a mobile app developed by FPT Software and Toshiba.

Previously in 2016, FPT Software and Toshiba had worked together to introduce a Retail Loyalty Program Management System to Vietnam, which was based on the core solution from Toshiba known as PointArtist®. Together, they have contributed to the modernization of Vietnam's retail sector with customer-oriented ICT solutions.

FPT Software and Toshiba remain committed to offering customer-centric ICT solutions to tailor innovative in-store loyalty reward services and offerings in tandem with the rapid retail growth that Vietnam has seen in recent years. With this technology and service, Takashimaya will be able to provide an elevated shopping experience for its consumers and also offer customers the opportunity to experience convenience and enjoy membership benefits with ease.

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### **About Takashimaya Vietnam**

Takashimaya Vietnam Ltd., owner, manager and operator of the Ho Chi Minh City Takashimaya Department Store since 2016 under the Takashimaya Group, is the first Japanese department store to open in Vietnam and is now celebrating its third anniversary this July. Takashimaya pledges to continue putting people first and improving customer satisfaction. The store will continue to uphold its traditional values in serving people with kindness and heart while at the same time being flexible in moving with current trends thereby creating a more exciting shopping experience for its customers at the Ho Chi Minh City Takashimaya Department Store.

For more information, please visit: <https://www.takashimaya-vn.com/en>

### **About FPT Software**

FPT Software is a subsidiary of FPT Corporation – a global leading IT services provider headquartered in Vietnam with nearly US\$2 billion in revenue and 36,000 employees. Qualified with CMMI Level 5 v1.3 & ISO 27001, FPT Software delivers world-class services in Analytics, IoT, Mobility, Cloud, Embedded System, QA testing, Legacy Migration, Package Implementation, Application Service, and BPO services globally from delivery centers across the United States, Japan, Europe, Australia, Vietnam and the Asia Pacific. The company has served over 600 customers worldwide, a hundred of which are Fortune 500 companies in the industries of Aerospace & Aviation, Automotive, Banking and Finance, Communications, Media and Services, Logistics & Transportation, Utilities, Consumer Packaged Goods, Healthcare, Manufacturing, Public sector, Technology and more.

For more information, please visit: <https://www.fpt-software.com/>

### **About Toshiba Digital Solutions Corporation**

As the driver of Toshiba Group's digital solutions business, Toshiba Digital Solutions Corporation delivers system integration and digital service solutions that support companies in accelerating their digital transformation, and also plays a central role in Toshiba's transition to become one of the world's leading cyber-physical technology companies, with advanced capabilities extending from manufacturing to AI.

Toshiba Digital Solutions Corporation contributes to society's positive development with services and solutions that open the way to a better world, and that realize the Basic Commitment of the Toshiba Group: "Committed to People, Committed to the Future."

For more information, please visit: <https://www.toshiba-sol.co.jp/en/>

## **Mobile Application Functions**

### **1. Register to become a Takashimaya Member**

- Become a member of Takashimaya by registering online via the mobile application.
- If a customer is already an existing member of Takashimaya, such customer may synchronize his or her profile with the mobile application.

### **2. Earn bonus points**

- While a Takashimaya member is shopping at Takashimaya, he or she will be able to accumulate bonus points without carrying a Takashimaya Cash Smart Card or the Saigon Centre - Takashimaya – Vietcombank Co-Branded Card.

### **3. Check point history**

- Members can check their accumulated Bonus Points as well as shopping history via the mobile application.

### **4. E-vouchers**

- E-vouchers are easy to use and manage via the mobile application. The value of the e-voucher is equivalent to the value of the paper voucher.

### **5. Keep track of promotions and events at Takashimaya**

- Members can receive detailed information on promotions and events more quickly and easily than ever before.

### **6. Enjoy Member Days (held twice per year)**

- Members of Takashimaya may exclusively enjoy an additional 10% discount twice per year as well as promotions and events.

## **Mobile App Launch Campaign**

To celebrate the launch of the mobile app and encourage customers to use Takashimaya's new service, the following activities have been planned:

### **Lucky draw (July 19-25):**

- Members of Takashimaya who have downloaded the mobile application can get **two coupons** with a shopping receipt of VND 2,000,000 or more.
- Members of Takashimaya who have not downloaded the mobile application can get **one coupon** with a shopping receipt of VND 2,000,000 or more.

### **Three special prizes:**

- Each worth VND 80,000,000 include eight (8) travel vouchers valued at VND 10,000,000.

### **Three consolation prizes:**

- **One (1) First Prize worth VND 47,000,000** includes a two-night stay at Fusion Maia Danang for two adults and two children under 12 years old with breakfast and spa.
- **One (1) Second Prize worth VND 40,000,000** includes a two-night stay at Fusion Resort Phu Quoc for two adults and two children under 12 years of age with breakfast and spa.
- **One (1) Third Prize worth VND 14,000,000** includes a two-night stay at Alba Wellness Valley By Fusion for two adults and two children under 12 years old with breakfast and spa.