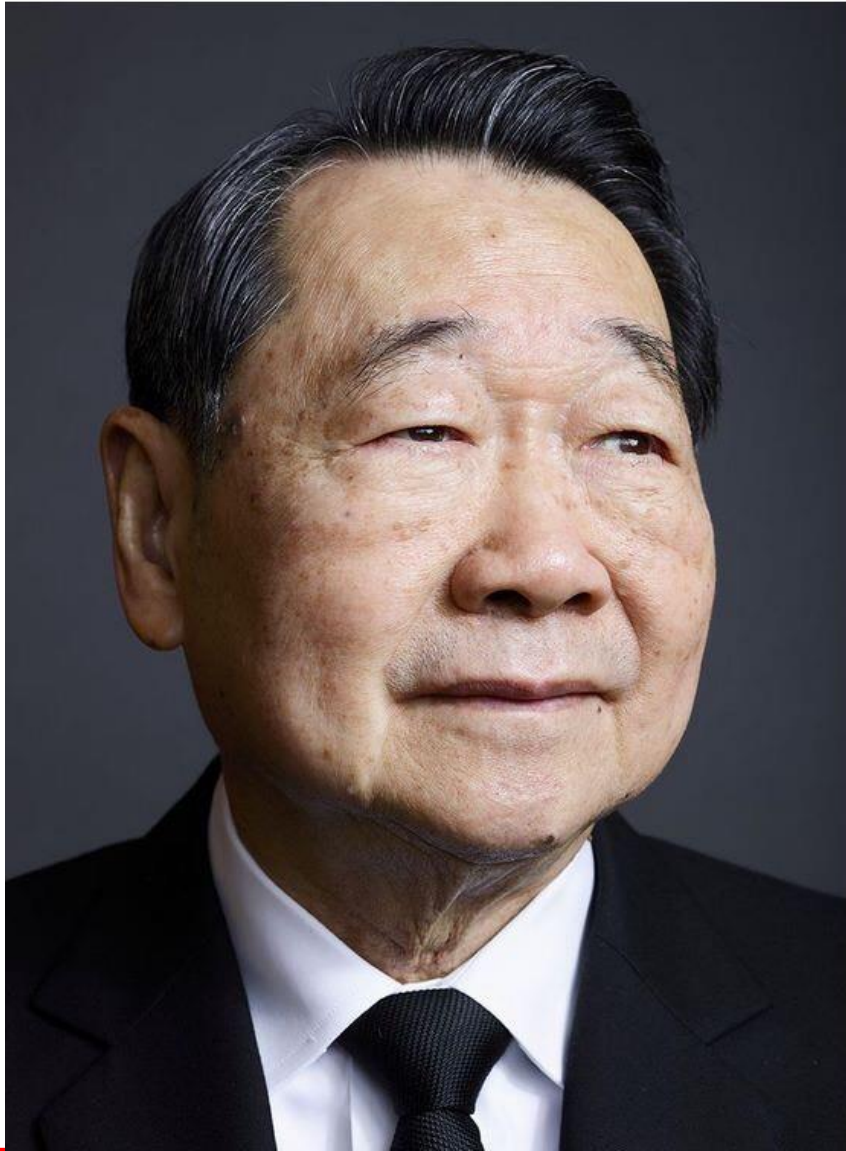


trueINCUBE 





Forbes@100 INNOVATING SINCE 1917

DHANIN CHEARAVANONT

Amalgamator: Senior Chairman, CP Group

Each industrial age is different. We are now in an era when the younger generation is redefining the market with startups, technology and innovation.

True WITHIN CPG



Agro-Industry & Food



Marketing & Distribution

true



Telecommunications



Seeds & Fertilizers



International Trading



Crop Integration



Property Development



Plastics



Pet



Feed Ingredients Trading



Automotive & Industrials (China)



Finance (China)



Pharmaceuticals (China)

PRIVATE VS PUBLIC



Partners



中信
CITIC

中国平安
PINGAN



•Food: Top 5 Worldwide

•Feed: #1 worldwide

•Retail



•Convenience Store:
#1 in Thailand

makro



true

true move



•Mobile:
>25M of customers

true online

•Internet:
#1 in Thailand

true visions

•Pay TV:
#1 in Thailand



true
money

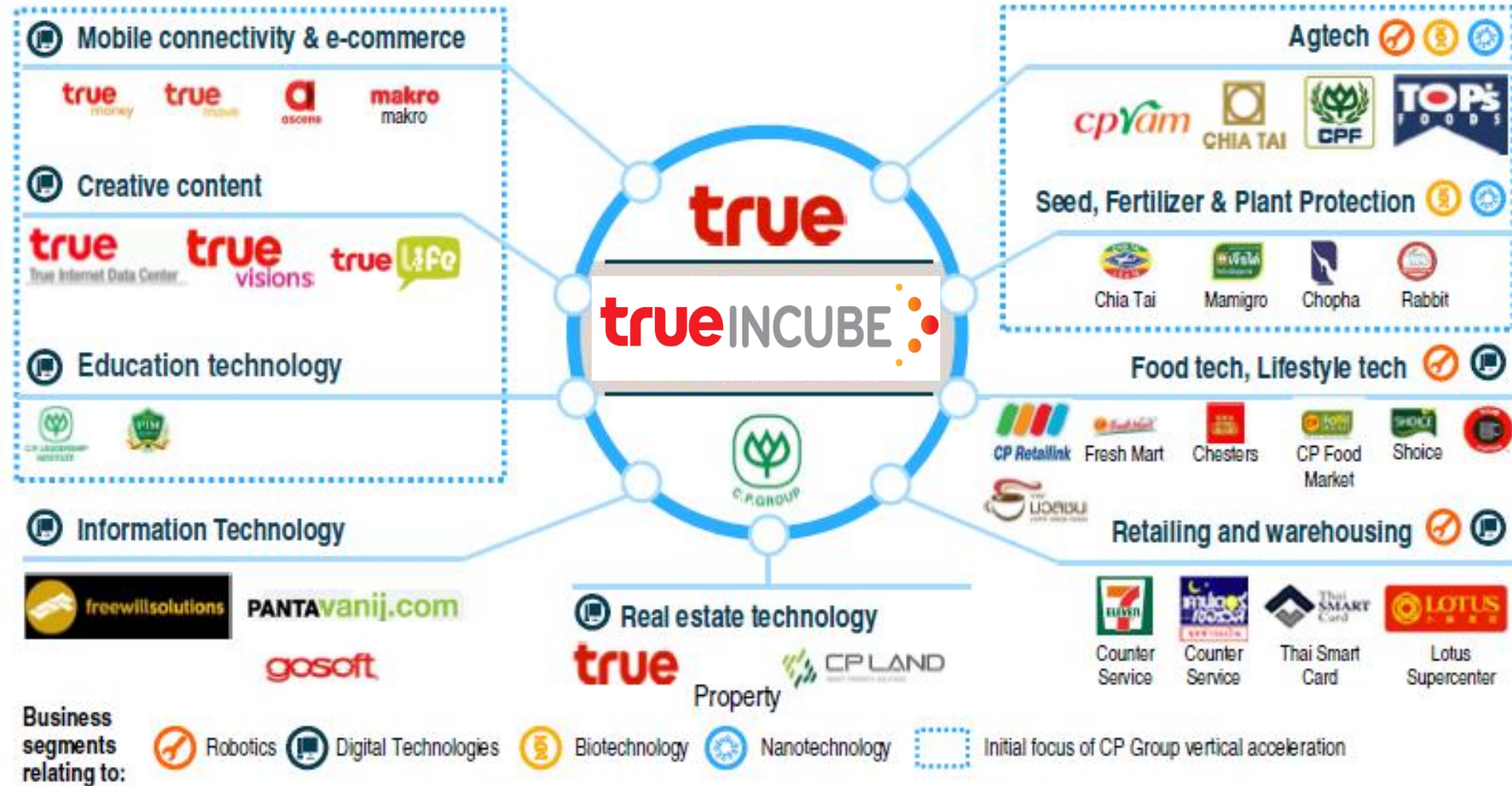
weLove
SHOPPING.COM

true IDC
CLOUD SERVICES

itrue
MART

CPG ECOSYSTEM

Overview of selected tech enabled by True & CP Group subsidiaries



WHY STARTUP ENGAGEMENT



EVERYBODY WINS

- value-add to **core business**
- keep an eye on **next technology**
- faster **product launch**
- receptive to **learn**
- access to **talent**
- decreases startup **failure rate**
- profit from **return on investment**
- synergies

HOW IT STARTED



Founded in 2013 by
Mr. Punnamas

(Then became CEO of Ascend Group)



Re-Launched in 2016 by
Dr. Teerapon

Chief Innovation & Sustainability Officer
True Corporation

WHO ARE WE?



TRUE INCUBE

leading service
provider to startup
in the region

inspire
innovate
incubate
invest



Inspire & Innovate

TRAINING & MENTORING OVER 2,000 PEOPLE/YEAR



CO-WORKING SPACE



 กล้า ตั้งสุว CO-Found Thoth Z	 Director of Dep of Customer S Support True Corp	 CEO, Sellsuk
 Deputy Dire Commercial and Mobile True Corp	 CEO Herolea	 CEO U Drink Driv

INCUBATE : SCALEUP

- 3 months bootcamp, 1 bootcamp per year so far
- 5 teams per bootcamp
- Funding: USD 20K cash, USD 30K in kind media investment in return of 6-9% equity ownership (before 2018)

No.	Company	Program	Year	Industry	Description
1	Zeekamore	Incubation Batch1 (Ascend)	2013	e-Commerce	A tool and marketplace for e-catalog
2	Fitme			e-Commerce	Solution for online shoppers to order custom fit apparel
3	Todok			B-2-B	ipad app. for retail merchant as cash register and inventory m
4	Tammkru			EdTech	Kindergarten examination database application
5	Sticgo			MarTech	Location-based sticker mobile app. with merchant loyal progr
6	Sellsuki			e-Commerce	E-commerce platform support shop sell products on faceboo
7	CourseSquare	Incubation Batch2 (Ascend)	2014	EdTech	Online education vdo platform
8	Hankster			Social	3 on 3 group dating platform
9	Hola			Social	Chat on map application
10	Peak Engine			B-2-B	Financial analytic for businesses
11	Vetside			HealthTech	On-the-go veterinary knowledge for vets
12	Arincare	Incubation Batch3	2016	HealthTech	Work-flow integrated online platform connecting all key stake
13	Kolla			HRTech	Location-based job market place for service industry
14	StoneLab			B-2-B	Cloud service platform for factory and laboratory
15	Tunjai			B-2-B	Sales and report solutions platform for retail
16	Govivigo	TravelTech	One stop booking platform		
17	Tarad Invoice	Incubation Batch4	2017	FinTech	Thailand first invoice financing platform
18	Digicoin			FinTech	Digital money exchange kiosk for tourist leftover coins
19	U-Vein			HealthTech	Part-time jobs for health-care providers
20	Evoli			EdTech	E-learning platform plus recruitment service
21	Chatstick			Social	Stickers and characters platform plus CRM stickers for brand

4 YEARS
21
STARTUPS

INCUBATION PARTNERSHIP 2017

startup bible



REALITY TV SHOW:

THE INNOVATION STARTUP
BY TRUE DIGITAL



**INCUBATION
PARTNERSHIP 2018**

startup
Grand Prix

**REGIONAL TRAINING WORKSHOP
& PARTNERSHIP BUILDING OPPORTUNITIES
WITH**

- GLOBAL TECH. COMPANIES
- ASEAN UNICORN STARTUPS
- PROMISING THAI STARTUPS
- TRUE GROUP



**TRUE INVEST IN 5 STARTUPS UP TO 4.5M THB
PER TEAM FOR 1-9% EQUITY
PLUS OTHERS BENEFITS**



CO-WORKING
SPACE



CLOUD
SERVICE



SYNERGY
DAY

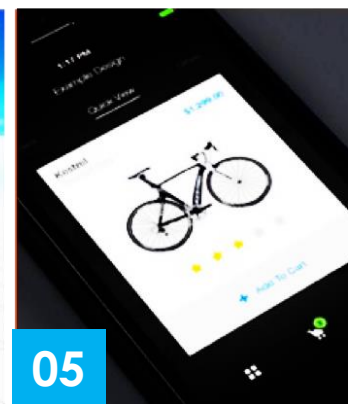


MEDIA &
MARKETING



INVEST - MANDATE

- Investment from Seed to Series B (USD 500k to USD 3M)
- Main investment criteria: Synergistic value with True/CPG ecosystem
- Investing off the B/S



1. Data Analytics
2. Robotics/Automation
3. Logistics
4. IoT
5. O2O
6. HealthTech
7. FinTech
8. PropTech

INVEST – 2018 Focus

TRUE DIGITAL: Vision to create the #1 integrated digital consumer lifestyle and technology company in Thailand with regional presence

#1 integrated digital consumer lifestyle and technology company in Thailand with regional presence

Digital B2C

Leading digital media and telco ecosystem

30 Million MAU
> 1hr/day engagement

Digital B2B2C

Leading privilege-based O2O ecosystem

High earn/burn velocity
>500k merchants
>2 M transactions/day

Digital B2B

Technology-based enterprise services

> \$100 M revenue
> \$1bn value for CP

M&A/Partners

Regional footprint for all digital businesses

Leading technology investments
Strategic partnerships

Digital Talent Recruiting and Academy – Digital talent hub to support Thailand’s digital economy development

Integrated DMP+Privilege platform with strong linkage to telco assets

World-class AA/AI platform with data from CP companies and strategic partners

World-class IoT platform leveraging True/CP and strategic partner capabilities

CyberSecurity Fusion Center of Excellence

SOCIAL ENTERPRISE TRACK

200,000 THB TO EACH OF 15 SEs in 2017



Education & Health

Handican

Career Nisa

OPEN CURRICULUM

Sustainable Value Chain & Enablers

HANDUP

HAPPY FARMERS

ThaiBiomass
ไทยไบโอบีโอส เทคโนโลยีชีวภาพเพื่อชุมชน

weeboon

Kokoboard
โคโคบอร์ด

NOK HOOK

Community Development

Craft de Quarr

'M-POW
เอ็ม-ไฟฟ้า

Yala Icon

dots
coffee made better

The Pine Project Thailand

folkcharm
Ethical - Natural - Local

EDUCATION & HEALTH

Description

Stage



Job Posting platform for disabled people

Series Seed



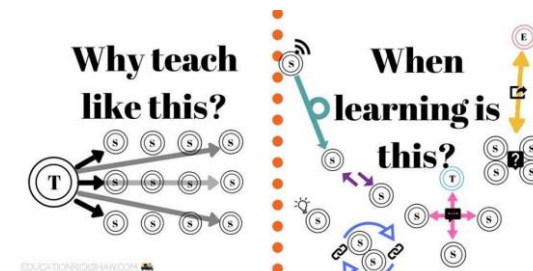
Career Counseling platform for students

Series A















Learning exchange platform dedicated to teachers

Series Pre-Seed



SUSTAINABLE VALUE CHAIN & ENABLERS

	<u>Description</u>	<u>Stage</u>	
	Skill-based volunteering platform	Series Seed	
	Social Gifts with produce sourced from Thai vulnerable Farmers and Communities growing organic crops	Series Seed	
	Secure economical wood supply derived fuel while helping smallholder farmers earning more income	Series A	
	Furniture company using agricultural waste to build particle boards furniture	Series Seed	
	Coffee shop sourcing produce from hilltribe farmers	Series Pre-Seed	
	Crowdfunding platform for individuals and charities	Series Seed	

COMMUNITY DEVELOPMENT

	<u>Description</u>	<u>Stage</u>	
	Sustainable fashion shop in Chiang Mai	Series Pre-Seed	
	Sustainable fashion brand from Southern Thailand	Series Seed	
	Coffee shops employing blind people	Series Seed	
	Sustainable fashion brand using organic materials and produced by rural artisans	Series Seed	
	Sustainable fashion brand using organic materials and produced by rural artisans	Series Pre-Seed	



CP

SOCIAL IMPACT · FUND ·



CP
FOR
SUSTAINABILITY

CPG Social Impact Fund – Fund Mandate & Selection Criteria

Areas of Interest



Community Development



Sustainable Supply Chain



Education



Health & well-being

Selection Criteria



Sustainable Business Model

(Project that can at least deliver 5% IRR)



Innovation

(Innovative technology or business model)



Social Impact

(Potential depth and breadth of impact will be assessed)



Inclusiveness

(Ability to include different sections of society)



SOCIAL IMPACT FUND

Objective of the evergreen fund

To increase the income and improve the livelihood of the working poor, while aiming at the preservation of capital

Key Figures

THB 1Bn (~USD 29M)
Fund Size

THB1.75M- 70 MILLION (USD 50K – 2M)
Typical investment size

Soft Loans, Quasi-equity, Convertible Debt, Equity
Instruments

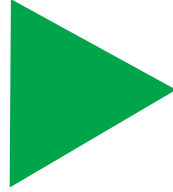
Geography





SOCIAL IMPACT FUND

Increase Income Level (%)

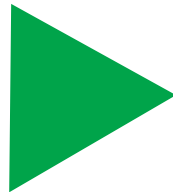


By addressing market inefficiencies, our portfolio companies enable the working poor to earn higher incomes

Example: Vasham increases the income of smallholder farmers by 65%+ through increasing their yield and reducing their financing and input costs

Note: For companies that do not directly affect income levels we choose relevant additional metrics, focusing on those which quantify the economic benefit to low-income populations e.g. cost-savings achieved as a result of the portfolio company's activities

Livelihoods Improved (#)



We invest in scalable companies that can improve the livelihoods of hundreds of thousands or millions of the world's poor

Example: Vasham is poised to improve the livelihoods of 100,000 smallholder farmers in Indonesia by 2020

Monitoring **two IRIS social metrics** across our entire portfolio, would provide simplicity, consistency, and value for CPG and entrepreneurs. We would also monitor **additional IRIS social metrics on a company-specific basis.**



CPG Social Impact Fund – Partnership Case Study 1

HISTORY WITH TRUE INCUBE/CP Group



THB 400,000

PRE-SEED (2017)



CONSIDERING

SEED EQUITY



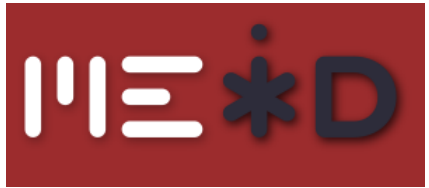
What is WEEBOON?



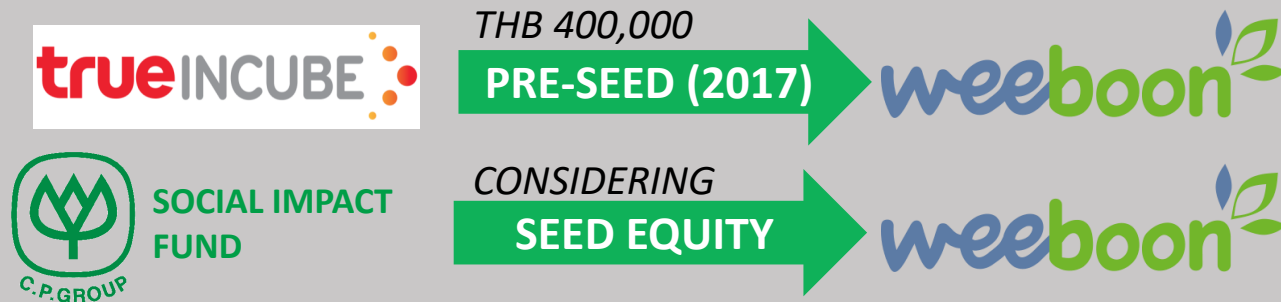
TRUE PROMOTING WEEBOON



Already bought
1,000 Bracelets
as part of CSR
Program



HISTORY WITH TRUE INCUBE/CP Group



TRUE PROMOTING WEEBOON



A NEW PHILANTHROPY INITIATIVE FOR YOUNG PROFESSIONALS

BOON²

BANGKOK | September 27

Sponsored by



Supported by



TICKETS : WWW.WEEBOON.COM/BOON2

What is WEEBOON?

weeboon Campaigns Blog Get started Search LOG IN SIGN UP EN TH

Fundraising to save Daniel & Katia

Bangkok Emergencies

232,634 THB / 200,000 THB

Raised by 166 persons in 232 days

DONATE NOW

SHARE ON FACEBOOK

4499 SHARES

SHARE ON FACEBOOK SHARE ON TWITTER

Created on March 02 2017 By Masha Zhigonova

The Story 1 month ago First donor

Photos & video → *Target*

CPG Social Impact Fund – Case Study 3

HISTORY WITH TRUE INCUBE/CP Group



Sustainable tourism enterprise

What does this sustainable tourism enterprise do?

EXPERIENCE THAILAND LIKE LOCALS

Find Fun Local Things To Do

<p>Local Food Experiences</p> <p>Bangkok</p>	<p>Local Food Experiences</p> <p>Bangkok</p>	<p>Neighbourhoods</p> <p>Bangkok</p>
<p>Bangkok Community Foodie Adventure (Private Trip)</p> <p>Savor all the delicious tastes that will fill your tummy with delight!</p>	<p>Cooking Real Pad Thai with a Street Food Cook + Thai Dessert Tasting</p>	<p>Bangkok Essentials (Private Trip)</p> <p>Experience Bangkok at Its Best --</p>
<p>Neighbourhoods</p> <p>Bangkok</p>	<p>Neighbourhoods</p> <p>Bangkok</p>	<p>Neighbourhoods</p> <p>Bangkok</p>
<p>Neighbourhoods</p> <p>Bangkok</p>	<p>Neighbourhoods</p> <p>Bangkok</p>	<p>Neighbourhoods</p> <p>Bangkok</p>

Sustainable tourism enterprise

TRUE PROMOTING SUSTAINABLE TOURISM



Sustainable tourism enterprise

-
-
-



1

Access to Market



2

Capacity Building



3

Digitization expertise





Thank you for your attention

