

HP delights consumers with HP Shopee Online Festive 2019 Campaign



Bangkok, October 2019 — HP Inc. Thailand launched a-month-long Shopee Super Brand Day at its first HP Experience Store in the prominent and super hip area of Bangkok. Located on the third floor of Siam Square One, the store brings reinvention to life in a blend of aesthetic design, functionality and innovation. The clean and expansive layout welcomes visitors to easily navigate the experience zones and get up close and personal with PC and print innovation that suits their workstyles and lifestyles.

The “HP x Shopee Online Festive 2019 event brought fun activities and great value promotions to IT lovers at Siam Square one. The event featured live streams for home shoppers with no minimum free delivery. HP also welcomed its millennial customers with a performance from Thai rising star Pon - Nawasch Phupantachseea

According to Gartner, the retail industry is transforming at a rapid pace, with the digitization of many products and services. The act of “buying” has changed dramatically over the past 10 years, and is poised to witness even more fundamental change as Gen Zs become the largest group of consumers worldwide by 2020.

HP is reinventing itself to improve customer engagement while addressing their changing needs. As customers adopt omnichannel as a way of life, HP works with partners to reinvent business processes, retool for new demands and adopt new skills to become more competitive and create better customer experiences.

At the HP Experience Store in Thailand, tech savvy millennial consumers and SMB owners will be amazed with the iconic, harmonious design and high performance of the HP Spectre and HP Envy laptops, the industry-leading security features of HP’s latest Elitebooks, and the game-changing additions to the OMEN ecosystem. HP’s OMEN line-up is also available at the experience zone for gamers to test their ability on the latest games. In addition to the latest devices (including display

and print solutions) suited for business use, the store offers a broad range of accessories for home and business use.

The HP Experience Store in Thailand also offers customers access to reinvented smart printing through the HP Smart App with a powerful suite of high-capacity printers including the HP OfficeJet Pro for SMB users and a re-imagined HP Smart Tank for use at home.

As part of its continued partnership, HP and Shopee will extend the grand HP Shopee Super Brand Day throughout October for HP customers to enjoy greater savings with various special promotion deals.

For more information, please visit https://shopee.co.th/online_hp

Come experience the latest HP products and grand opening promotions at the HP Experience Store, open daily from 10:00-20:00 hrs, 3rd Floor, Siam Square One or visit the HP Online Store at <https://store.hp.com/th-th/default/>

About HP Inc.

HP Inc. creates technology that makes life better for everyone, everywhere. Through our product and service portfolio of personal systems, printers and 3D printing solutions, we engineer experiences that amaze. More information about HP Inc. is available at hp.com.