

# True Group Supports Cashless Social Movement, Unveiling True Point & Pay Campaign in Synergic Deal with TrueYou, TrueID & TrueMoney



True Group Supports Cashless Social Movement, Unveiling True Point & Pay Campaign in Synergic Deal with TrueYou, TrueID & TrueMoney

- Introducing Heartthrob Actor “Pope” Thanawat as the Campaign Presenter to Woo Businesses to Use True Merchant 4.0 Application Free of Charge
- The New App Will Help Shops & Restaurants to Boost Sale & Profit with Features Responsive to Modern Digital Lifestyles

True Group has collaborated with TrueYou, TrueID and TrueMoney in further materializing the government’s vision to create Thailand as a cashless society through launching True Point & Pay Campaign, under which True Merchant 4.0 application has been created as a key tool to help businesses increase revenue and profit for free of charge and at no additional investment. True also introduces the campaign’s presenter, “Pope” Thanawat Wattanaputi to attract businesses to join the campaign as well as lure customers to the participating shops and restaurants through True’s integrated media platforms. True Merchant 4.0 application is easy to use for both merchants and customers with its feature that enables customers to scan shops’ QR Codes and safely make payments for goods and services via TrueMoney Wallet. Interested merchants can download True Merchant 4.0, applicable on both iOS and Android platforms, at [www.trueyou.co.th/truemerchant4.0](http://www.trueyou.co.th/truemerchant4.0)

Mr. Tanaphon Manavutiveth, Director-Customer Happiness & Relationship Management, True Corporation Plc, said “to respond to the digital lifestyles of people nowadays and support the government’s cashless society regime, True Group today introduces True Point & Pay Campaign, which enables customers to make cashless payment and earn extra points, while shops can enjoy higher revenue. We have appointed the hottest Thai actor at the moment, “Pope” Thanawat Wattanaputi, as the presenter of the campaign to help drive businesses and end-customers to join the activity. True has created True Merchant 4.0 application as a tool to enable customers to easily make cashless payment to shops via TrueMoney Wallet by only scanning shops’ QR codes. For every payment of 25 Baht, both shops and customers earn 1 True Point, which can be accumulated and exchanged for various merchandises and discounts at shops. TrueMove H customers, making payment via TrueMoney Wallet on TrueID application at participating shops, will earn 10 times of True Points on the 10th of each month (A maximum of 300 True Points/Month) during 10 May-10 December 2018. Participating shops can enjoy extra sale and profit smartly as they will be promoted on our integrated media channels free of charge.”

“There will be a luck draw everyday from 15 May to 30 June 2018 with the total prizes worth around 20 million baht. Prizes, five from which will be for customers and another five for shops each day, range from cars, motorbikes and gold ornaments,” Mr. Tanaphon concluded.

Teerawat Tilokskulchai, Managing Director, True Money (Thailand), said: “TrueMoney, as the

leading electronic payment and financial service provider in Thailand, is honored to take part in this campaign. With our world-class IT security system, both customers and participating businesses can enjoy convenient payment experience as well as rest assured for payment security.”

Yadapanit Phonearn, Chief Commercial Officer, True Digital and Media Platform, said: “TrueID, an application that responds to the various demand of customers with all lifestyles, is pleased to participating in providing privileges from TrueYou, especially that customers and shops can obtain 1 True Point from every payment of 25 Baht. When accumulated, their True Points can be exchanged for discounts at various participating shops.”

Interested merchants can down load True Merchant 4.0, applicable on both iOS and Android platforms, at [www.trueyou.co.th/truemerchant4.0](http://www.trueyou.co.th/truemerchant4.0)