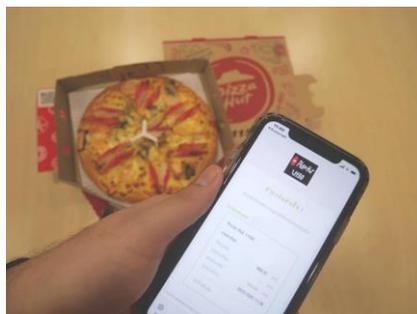




Press release

Pizza Hut teams up with AIS for mPAY PGW - Payment Link solution

Enabling digital lifestyles while upgrading security and ease of use through any channel



18 February 2022: Thai mobile banking and digital payment systems have a usage rate among the highest in the world. Consumers have become familiar with spending or shopping through online channels. Payment systems have thus been developed in different formats to meet customers' needs. At latest, AIS and mPAY, a leader in turnkey payment solutions, have partnered global brand Pizza Hut to launch mPAY PGW – Payment Link solution to transform the payment experience. Customers of Pizza Hut can now securely and conveniently request an online payment link by SMS in just a few steps.

Wuthichai Ratanasumawong, General Manager of PH Capital Co Ltd, the Thai franchisee of Pizza Hut, said, "The COVID-19 pandemic over the last two to three years has accelerated change in Thai behavior to a Touchless Society. The use of contactless payment through the Internet and mobile banking has grown by leaps and bounds. Pizza Hut has chosen mPAY PGW Payment Link solution from AIS, leading experts in digital payment in Thailand, to match customers' lifestyles and instill confidence in the safety of the food. A fully "contactless delivery service" reassures customers concerned about spread of infection through contact. "Food safety standards" are strictly controlled by Pizza Hut, who are especially attentive from cooking and raw material storage to the hygienic state of the cooked item and preventing contamination throughout the process, all the way to the customer's home. We have prepared a team of over 1,500 delivery personnel to cope with increased home delivery orders which have come through the Pizza Hut hotline 1150 or the website www.pizzahut.co.th. Our customers are guaranteed to be full and satisfied with our safe and tasty food."

Thanobol Cenphakdee Head of Payment Service Unit at AIS and Managing Director-Advanced MPAY Co., Ltd said, "AIS developed mPAY as a payment platform to deliver the digital payment experience required by our customers. Payments can be both in the form of personal services, such as paying bills and shopping, and a corporate service in various sectors. The payment system is simple, convenient and secure, and covers every payment format. We have collaborated with a range of organizations, and at latest we are delighted to be working with Pizza Hut, Thailand's favorite pizza outlet. We have developed a payment channel with the mPAY PGW Payment Link solution

service. A payment link is sent to Pizza Hut customers by SMS to give them more online payment alternatives. The merchant makes payment convenient for customers with just a few steps, boosting sales opportunities while levelling up payment security.”

mPAY PGW – Payment Link solution is a service of links for making online payments. The merchant creates a link and sends it by SMS, email or an existing communication channel to the customer. The solution supports a wide range of payment options such as Credit/Debit Card, Internet Banking and Mobile Banking of five major banks: KBANK, KTB, SCB, BBL and BAY. Today, Pizza Hut customers ordering through the 1150 number can use this service easily by just asking to make payment by SMS through a Payment Link. Otherwise, they may opt to receive a link to make online payment, which is sent to them by the Pizza Hut employee. The customer then clicks on the link to select their required payment channel immediately, which is a great convenience for customers of Pizza Hut. Until now, ordering food by delivery has run into payment issues including the need to prepare cash, or concerns about the lack of distancing. Paying through a link solves all these problems, while also adding security of the international Payment Card Industry Data Security Standard (PCIDSS) for electronic payments, for which only mPAY PGW has been certified.

The mPAY PGW – Payment Link solution service also helps outlets collect sales data and statistics to analyze their business operations. Most importantly, the system has international-standard security, with an efficient and traceable back-office available for inspection 24 hours a day, providing convenience to companies needing to make use of such information.

Thanobol concluded, “We are delighted that Pizza Hut have given this vote of confidence in the mPAY Payment Gateway. Customers from different companies can be assured that security systems and financial transaction platforms can help to grow their businesses on target.”

Interested companies can find out more details about the mPAY Payment Gateway solution at digitalpayment@ais.co.th

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About PH Capital

PH Capital is a joint-venture firm established by Thoresen Thai Agencies Public Company Limited and PM Capital, a company runs by the Mahagitsiri family that has extensive expertise and experience in management of food and beverages businesses, maintains more than four decades of partnership with Nestlé, a global brand, manages global food brands, including (without limitation) the French brands Macaron, Pierre Herméand Maison de la Traffe, and Krispy Kreme Doughnut stores.

PH Capital Co., Ltd., entered into the Asset Sale and Purchase Agreement (“APA”) to acquire the Pizza Hut business in Thailand from Yum Restaurants International (Thailand) Co., Ltd. (“YUM”). The company has commenced the operation of Pizza Hut in Thailand from June 1, 2017 onwards.

About AIS

SET-listed Advanced Info Service (AIS), the proclaimed Digital Life Service Provider company leader in the market, has the largest number of 1420 MHz signal availability and the biggest number of 44.1 million customer base (at the end of 2021). The company is focusing on driving the country with its 5G technology with 77 provinces coverage nationwide through mobile business, high-speed internet broadband “AIS Fibre” and also five digital services including VDO, Cloud, Digital Payment, Internet of Things (IoT). The company has been partnering with many parties to enhance Thailand’s digital service infrastructure and to increase a competency of industry sectors while improving Thai people lifestyle. More about us, please visit www.ais.th

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