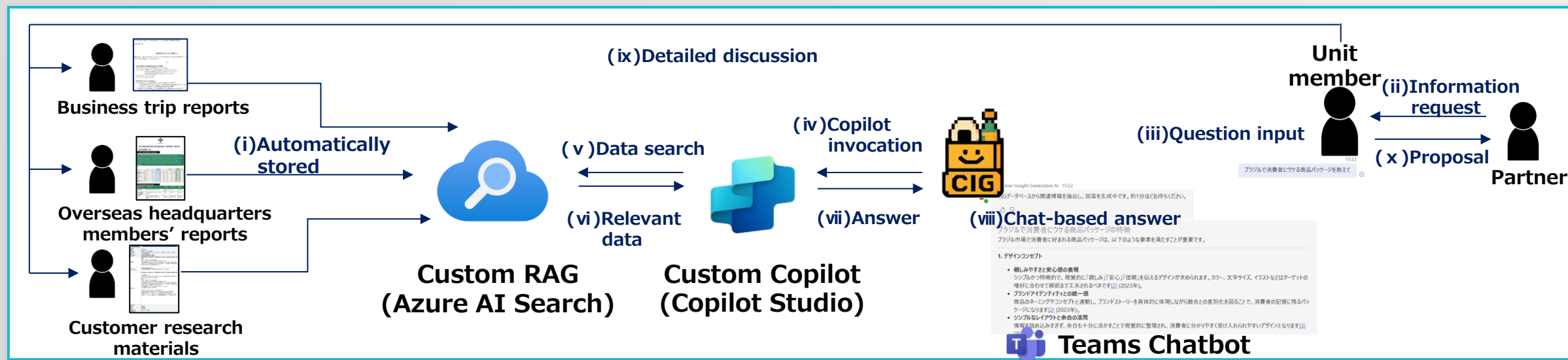


## Retail Business Unit Specialized AI

- ◆ Construct a Generative AI Platform Dedicated to the Retail Business Unit.
- ◆ Build a custom RAG system and a custom Copilot within the Azure environment.
- ◆ The shared value data is automatically stored in the custom RAG system, enabling the members to leverage the custom Copilot to utilize the collective strength of the unit for sales, investment, and marketing operations.



## Improving operational efficiency with Generative AI



### Marketing

Conducting various verifications  
in the lifestyle media service initiatives  
for the utilization of the marketing domain  
within the group.

#### Persona AI



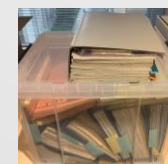
#### Article Generation AI



### Real Estate

Considering solutions that utilize generative AI  
to promote the digitization  
and utilization of information.

#### ① Documents



#### ② AI-OCR



#### ③ GenAI



#### ④ Utilize

