

# Data Finance Business

- ◆ A DX project for construction materials logistics in Thailand. Siam Saison is a joint venture with Siam Cement Group (SCG), which claims 60% share of the Thai construction materials industry. The joint venture uses SCG business frontlines to roll out this initiative.
- ◆ It operates a data finance business that provides credit and financing in transactions between dealers and contractors/sub-dealers, based on data possessed by SCG and its sales networks.
- ◆ Rudy, the ordering platform of an SCG subsidiary, digitalizes transactions. Various kinds of data are obtained via Rudy, which supports application of lending service by SS.

