

Claysmith.

Bringing Korea's Leading Technology to Thailand

Under the esteemed umbrella of Phoinikas Groups, Claysmith serves as the pivotal connection, seamlessly introducing and integrating advanced Korean technology into the vibrant and expanding markets of Thailand.



Claysmith Co., Ltd.

555 Phahonyothin Road, Chatuchak Subdistrict, Chatuchak District, Bangkok 10900 (THAILAND)



Claysmith is the market enabler within Phoinikas Group, bridging communication, technology, and partnership to unlock business growth in Thailand.



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Why Thailand?

Strategic Gateway to ASEAN

Thailand is the perfect starting point for tech expansion into Southeast Asia

Key Drivers

- **Central Gateway** : Strategic location connecting all ASEAN markets
- **Strong Economy** : **70M population**, **2nd largest** economy in **ASEAN**
- **Robust Digital Infrastructure** : Internet & mobile **penetration over 90%**, supported by **Thailand 4.0 policy**
- **High-Growth Market** : ASEAN Digital Economy projected **1 Trillion** USD by 2030, Thailand ICT Market **27 Billion USD** in 2024

Opportunity

- Rising demand for advanced tech solutions (AI, Cybersecurity, EdTech)
- Strong government incentives for foreign investment

Claysmith Advantage

- **Local partner** for seamless market entry
- **Market insight**, **partner network**, and **end-to-end execution**

THAILAND

1T

ASEAN Digital
Economy 2020

27B

Thailand ICT
2021-2023

70M

Population

90%

Digital
Penetration



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From Opportunity to Execution

Thailand is ready. ClaySmith makes it happen.

Thailand is emerging as a key technology hub in Southeast Asia a large, fast-growing market with robust digital infrastructure. Entering this market requires a team that moves quickly and knows how to connect.

Why ClaySmith?

1.Strategic Enabler

Established to bridge world-class technology, especially proven Korean innovations, into Thailand with clear market direction.

2.Proven Expertise

Led by professionals with deep experience in marketing, business development, and cross-border partnerships.

3.Agile & Insightful

A compact, highly nimble organization that adapts strategies to market conditions and provides actionable market intelligence.

4.End-to-End Support

From planning and negotiations to full market launch, we ensure a smooth, fast, and secure entry into Thailand.

ClaySmith is the confident first step for technology companies expanding into Thailand and the gateway to the broader Phoinikas Group ecosystem for sustained growth across the region.





Message from the CEO

I founded Claysmith with a clear conviction global technology achieves lasting growth only when there is a true bridge that understands both sides. Thailand is stepping into an era hungry for breakthrough solutions, while international innovators need a partner who can read the Thai market and culture with precision and speed.

From day one, I envisioned Claysmith as more than a market-entry firm. We are a strategic craftsman a team that dares to move boldly, fusing strategy, culture, and technology into one seamless path so every innovation we bring can take root, flourish, and create measurable impact.

The name Claysmith embodies this philosophy: like a master artisan, we combine art and science, shaping opportunities with patience and precision until they become reality. Our mission is not merely to open doors for technology, but to cultivate deep, sustainable growth in Thailand and expand confidently throughout the region.

Kasamart Neerapatama

President and CEO
Claysmith Company Limited



Origin & Purpose

Founded in 2024 as a subsidiary of Phoinikas Group (backed by a legal entity originally incorporated in 2013, Company Registration No. 0105556192412), Claysmith was created to serve as a Market Enabler helping both Thai and international brands enter new markets swiftly while forging strong, strategic partnerships.

Foundation within Phoinikas

Backed by Phoinikas Group's dual expertise in communication strategy and technology development, Claysmith gains direct access to experienced marketing teams, advanced digital platform developers, and an extensive partner network from day one.

Key Message

Claysmith represents the integration of communication, technology, and market connectivity, creating new business opportunities in a rapidly changing world.

Vision



**Connect Opportunity,
Create Growth**

linking brands, technologies, and people
to drive sustainable expansion.



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Serving the Thai and Asian Market

Thailand offers exceptional potential but demands a nuanced understanding of culture and consumer behavior. Claysmith was created to serve as the bridge between international brands and local players, while also supporting Thai businesses seeking to expand across Asia.

Growth Approach

Our growth is built on strategic partnerships. Services cover the full journey market research, entry planning, partner negotiations, sales enablement, and long-term support ensuring clients achieve stable and sustainable growth.

Mission

- Design market-entry strategies for Thailand and the wider Asian region
- Build and nurture partnerships with local stakeholders and investors
- Leverage Phoinikas Group's communication and technology capabilities to accelerate client growth

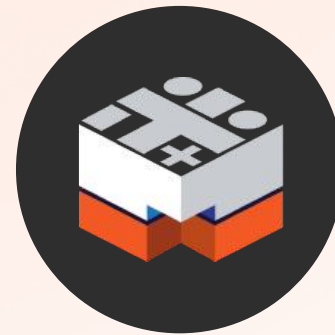
Core Role

Market Entry & Partner Development
deep expertise in market analysis, partner negotiation, and business networking to open new markets quickly and securely.



Our Integrated Business Ecosystem

Phoinikas Groups serves as the strategic parent company, overseeing three distinct and highly specialized subsidiaries. Each entity operates independently yet collaboratively, fostering a powerful ecosystem of innovation, creativity, and market enablement.



The Mather Co., Ltd.
AI & Technology Company



Nok Phoenix Co., Ltd.
Creative & Advertising Agency



Claysmith Co., Ltd.
Strategic Business & Market Enabler

This unique structure ensures comprehensive market coverage and synergistic value generation, enabling us to deliver holistic solutions and achieve sustainable growth for our partners and clients globally.





Nok Phoenix Co., Ltd.

The Creative Engine

Nok Phoenix is our dynamic advertising and creative agency, specializing in crafting compelling narratives and impactful brand experiences. We transform visions into vibrant campaigns that resonate deeply with target audiences across all channels.



Nok Phoenix serves as the "**Creative Engine**", fueling brand growth through innovative and strategic communication that captivates and converts.

Creative & Brand Communications

Developing innovative strategies that build strong brand identities and foster meaningful connections.

Marketing Strategy & Content

Designing data-driven marketing blueprints and producing engaging content across all platforms.

Advertising ATL/BTL/ Online

Executing integrated advertising campaigns, from traditional media to cutting-edge digital activations.

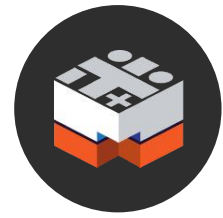
Branding & Campaign Management

Overseeing holistic brand development and meticulously managing campaigns from concept to delivery.



Claysmith Co., Ltd.

14th Floor, Rasa Tower B, 555 Phaholyothin Road, Chatuchak, Bangkok 10900 (THAILAND)



The Mather Co., Ltd.

The Tech Brain

The Mather is our pioneering AI and technology company, dedicated to pushing the boundaries of digital innovation. We develop intelligent solutions and cutting-edge technologies that drive future-forward capabilities across various industries.



As the "**Tech Brain**", The Mather is at the forefront of technological advancement, powering the digital evolution of our group and enabling our partners to thrive in a rapidly changing world.

Technology Research & Development

Pioneering new frontiers in tech, from fundamental research to applied solutions, with a focus on emerging trends and market demands.

AI Solutions & Digital Innovation

Crafting advanced AI-powered tools and fostering digital transformation for enhanced efficiency, intelligent automation, and superior user experience.

Intellectual Property Development

Securing and leveraging proprietary technologies, building a robust portfolio of patents and innovative assets to ensure competitive advantage.

Prototype & Product Development

Bringing concepts to life through rapid prototyping, rigorous testing, and seamless product realization, ensuring market readiness and scalability.

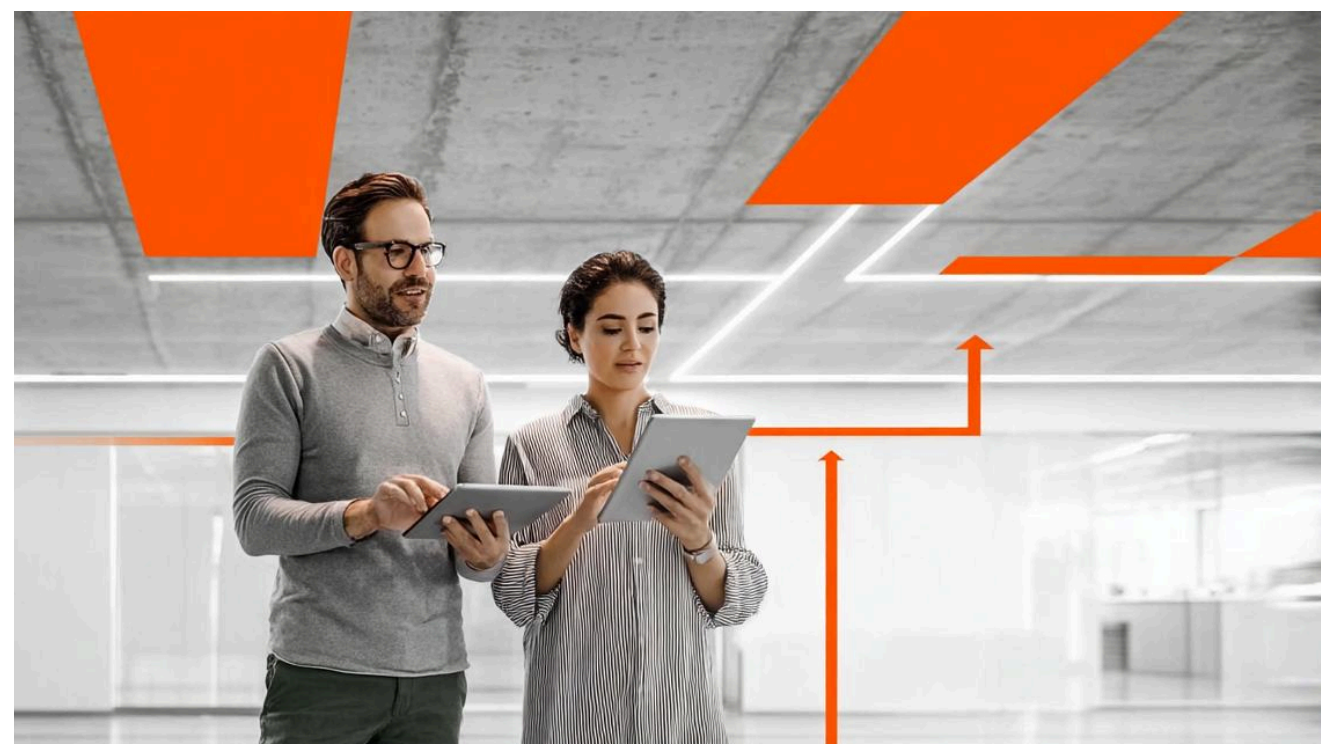




ClaySmith Co., Ltd.

The Market Hand & Group Synergy

ClaySmith is our strategic business and market enabler, focused on unlocking growth opportunities and expanding market reach. We build critical partnerships and execute effective go-to-market strategies to ensure successful product and service adoption.



ClaySmith acts as the "**Market Hand**", directly connecting our innovations and creativity with the global market, ensuring impactful delivery.

Exclusive Partnership & Distribution

Forging key alliances and establishing robust distribution channels to maximize market penetration and brand presence.

Go-to-Market & Localization

Crafting tailored market entry strategies and ensuring cultural relevance for diverse global markets, minimizing risks and accelerating success.

Business Development & Revenue Growth

Identifying new avenues for expansion and driving sustained revenue acceleration through strategic initiatives and client relationship management.

Sales Enablement & Customer Success

End-to-end sales and post-launch support from lead generation to onboarding and retention driving adoption and long-term value.



Integrated Synergy

The Phoinikas Groups Advantage



The true strength of Phoinikas Groups lies in the seamless collaboration between our subsidiaries. **Nok Phoenix's creativity** amplifies **The Mather's technological breakthroughs**, while **Claysmith ensures their successful market adoption**. This synergistic model creates a powerful, self-reinforcing cycle of innovation, deployment, and growth, delivering unparalleled value to our clients and partners.



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Bringing Korea's Leading Technology to Thailand

As part of Phoinikas Groups, Claysmith serves as the trusted partner for Korean tech companies to launch, market, and grow their innovative solutions in Thailand. We specialize in two critical sectors: Education Technology, Cybersecurity and Smart Solutions.



Education Technology

A next-generation Learning Experience Platform from Korea, tailored for Thai universities and enterprises.

- Scalable LMS Platform
- Modern Learning Tools
- Proven in Asia
- Enterprise Ready



Cybersecurity Prowess

QuantumVPN – combining QRNG and PQC for unmatched security in a post-quantum era.

- Enterprise-grade VPN
- Next-gen Encryption
- Trusted in Korea
- Quantum-Safe



Smart Solutions

Innovative smart-city and IoT technologies driving Thailand's next wave of urban and business growth.

- Smart City Platforms
- IoT Connectivity
- AI-Driven Automation
- Future-Ready Infrastructure



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Mutual Value Proposition

Claysmith creates a true win-win advantage, connecting Korea's world-class technologies with Thailand's high-growth market through strategy, communication, and hands-on support that outperforms traditional market-entry firms.

For Korean Partners

- **Market Access with Impact**
Fast-track entry into Thailand with expert guidance to navigate regulations and cultural nuances.
- **Brand Power in Southeast Asia**
Build and strengthen brand credibility across one of the world's most dynamic regions.
- **Seamless Local Execution**
On-the-ground teams managing marketing, sales, and operations to deliver real market results.



For Thai Clients

- **Cutting-Edge Korean Tech**
Direct access to proven, next-generation technology solutions to elevate business performance.
- **Competitive Advantage**
Leverage innovation to gain a decisive strategic edge in your industry.
- **Reliable Local Support**
Dedicated after-sales service and ongoing in-market assistance to ensure lasting success.





Core Strengths

Driving Your Growth

Claysmith goes beyond market entry to become a true **strategic partner**, ensuring that Korean technologies not only launch in Thailand but thrive and grow. Backed by the powerful communication strength of **Phoinikas Group**, we combine brand-building expertise with deep technical understanding to support every stage of market success.

Strategic Market Entry
Expertise in Thai market dynamics and regulations, accelerating time-to-market with lower risk.

Powerful Communication & Branding
Leverage Phoinikas Group’s media and marketing strength to create strong brand awareness and market demand.

Strong Local Network
Direct connections across education, enterprise, and government sectors to unlock key decision-makers.

Technology-Savvy Support Team
Bilingual specialists who understand both Korean innovations and Thai business practices, providing hands-on technical and commercial support.

Sales Enablement Excellence
End-to-end sales support from lead generation to deal closure and ongoing customer success.

Long-Term Partnership
Commitment to grow together building sustainable market presence through continuous collaboration and co-investment.



VISION FOR THE FUTURE

Exclusive Partnership in Thailand

Together with our Korean partners, we aim to **launch and scale real technology projects** in Thailand and ASEAN.

Our commitment is to **transform opportunities into measurable growth**, combining Korean innovation with Thai market expertise.

By partnering with Claysmith, you gain **direct market access, trusted local relationships, and a team dedicated to long-term success.**

Contact Us

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LET'S EXPLORE HOW WE CAN BUILD
THE KOREAN-THAILAND TECH
GATEWAY TOGETHER.



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