



บริษัท ไอแอนดีไอ กรุ๊ป จำกัด (มหาชน)
I&I Group Public Company Limited
475 Siripinyo Building, Unit 1801, 18th Fl., Si Ayutthaya Road,
Thanon Phaya Thai, Ratchathewi, Bangkok 10400 Thailand
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iiG015/2021

1 September 2021

Subject: Investment in Diginative Company Limited ([Revised](#))

To: The President
The Stock Exchange of Thailand

I&I Group Public Company Limited (the “Company”) would like to announce that, according to Resolution of the Board of Directors’ Meeting No. 4/2021 on August 11, 2021 which approved the investment transaction in [Diginative Company Limited \(“Diginative”\)](#) who is not connected of the Company [and transaction was under conditions of uncertainty, the Company has completed the transaction on September 1,2021](#) by subscribing an issued shares of Diginative in the amount of 6,000 shares or 60% of paid-up capital with the investment amount of Bath 39,000,000. As a result, Diginative will be a subsidiary of the Company. The details are as follows:

Company	Diginative Company Limited
Business	Consulting and strategic planning services in Marketing, Advertising and Digital Marketing
Registered Capital	Baht 1,000,000 divided into 10,000 ordinary shares with par value of Baht 100 per share
Paid-up capital	Baht 1,000,000
Source of Funds	Working capital in the Company
Directors	Mrs. Kunchalee Sumleerat Mr. Somchai Mekasuvanroj (Company's Representative) Mr. Nattachet Tepupatum (Company's Representative)
Investment purpose	The growth opportunity in consulting and strategic planning services in Marketing, Advertising and Digital Marketing.



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The shareholding structure of Diginative: (Pre – Post Transaction)

Lists of Shareholders	Pre-Transaction		Post-Transaction	
	Number of Shares	Percentage	Number of Shares	Percentage
Existing Shareholders	10,000	100.00	4,000	40.00
– Mrs. Kunchalee Sumleerat	3,500	35.00	2,000	20.00
– Mr. Komsak Sumleerat	1,500	15.00	-	-
– Mr. Pichai Viriya-amphanond	1,500	15.00	-	-
– Mrs. ROUNGnapa Viriya-amphanond	1,500	15.00	-	-
– Mr. Pachara Watcharapreecha	1,000	10.00	1,000	10.00
– Mrs. Pornwilai Thongthawon	1,000	10.00	1,000	10.00
I&I Group Public Company Limited	-	-	6,000	60.00
Total	10,000	100.00	10,000	100.00

The Entering Into The Transaction is regarded as the acquisition of assets of the Company pursuant to the Notification of the Capital Market Supervisory Board No. TorChor. 20/2551 re: Rules on Entering into Material Transactions Deemed as Acquisition or Disposal of Assets (including any amendment thereto) and the Notification of the Board of Governors of the Stock Exchange of Thailand re: Disclosure of Information and Other Acts of Listed Companies Concerning the Acquisition and Disposition of Assets, 2004 (including any amendment thereto). The size of the acquisition of assets is less than 15 percent and the total size of all transactions in the past 6 months also does not exceed the 15 percent threshold limits as prescribed in the regulations. Therefore, the Company is not required to prepare a report and disclose information of such acquisition of assets. However, the Entering Into The Transaction is not regarded as connected transaction under the Notification of the Capital Market Supervisory Board No. TorChor. 21/2551 Re: Rules on Connected Transactions (including any amendment thereto) and the Notification of the Board of Governors of the Stock Exchange of Thailand Re: Disclosure of Information and Other Acts of Listed Companies Concerning the Connected Transactions, 2003 (including any amendment thereto).

Please be informed accordingly.

Yours sincerely,

Mr. Somchai Mekasuvanroj

Chief Executive Officer