

October 30, 2024

GDX Co., Ltd.  
Panasonic Corporation

## **Trial Use of a Generative AI-based Demand Forecasting Application to Drive E-commerce Sales Growth in Southeast Asia**

Aiming to expand the direct-to-consumer (D2C) sales of Panasonic products with a focus on home appliances and consumer electronics in Southeast Asian markets, GDX Co., Ltd. (Head Office: Shinagawa-ku, Tokyo, CEO: Jun Horata, hereafter "GDX") has developed a new application called AI Commerce Series 1"Demand Forecast" in collaboration with Panasonic Appliances Marketing Asia Pacific (hereafter "PAPMAP") based in Malaysia and affiliated with Panasonic Corporation (Head Office: Minato-ku, Tokyo, CEO: Masahiro Shinada, hereafter "Panasonic"), and began its trial use in Thailand.

AI Commerce Series 1"Demand Forecast" is an application for demand prediction independently developed by GDX to maximize sales and streamline inventory control. Specifically, generative AI selects the scenario best suited for the situation from the predictions generated by AI based on 36 scenarios and outputs various demand forecast data in the format specified by users. PAPMAP has collaborated with GDX in application development to improve the accuracy of demand forecasting for e-commerce sales in Southeast Asia and to develop a user-friendly generative AI-based tool for its marketing staff without AI-related expertise.

In October 2024, a Panasonic sales company in Thailand (Panasonic Solutions (Thailand) Co., Ltd.) began the trial use of this new application to improve the accuracy of e-commerce sales forecasts for home appliances and consumer electronics. This will enable PAPMAP to predict future demand effortlessly and simply, without reliance on individual expertise, and to incorporate the forecast into product purchase planning by applying generative AI and machine learning to Panasonic's sales-related data, thereby reducing the loss of sales opportunities. The company will start by expanding e-commerce sales in Thailand.

By contributing to Panasonic's e-commerce sales through the use of advanced generative AI technology, GDX aims to open up new possibilities for D2C sales in Southeast Asian markets. PAPMAP will verify the effectiveness and usability of the application through trial use in Thailand and consider broadening the scope of collaboration in e-commerce sales with a

view to expanding its use in the rest of Southeast Asia.

In order to support the DX promotion of brand companies' entire value chain, GDX plans to establish a series of AI Commerce products as generative AI-based solutions and release them successively.

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※We do not accept inquiries by telephone or fax.