NEWS RELEASE

IPS, Inc.
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InfiniVAN signs MOA with the University of the Philippines for joint development of "LikásGPT": An AI-Powered, Locally Attuned CRM System

InfiniVAN, Inc. ("InfiniVAN"), a subsidiary of our company, announced today that it has signed the MOA with the University of the Philippines (UP) to jointly develop "LikásGPT," :An AI-Powered, Locally Attuned CRM System. LikásGPT is a CRM system enhanced by high-performance large language models (LLMs), enabling smarter and faster connections between businesses and their customers regardless of language, location, or digital environment.

"Likás" is a Filipino word meaning "natural" or "innate." This project aims to provide a CRM solution that considers the nuances of diverse languages in the Philippines, where over 170 regional languages exist in addition to the official languages of Filipino and English, thereby enhancing multi-channel customer service for businesses across all industries.

By integrating a language model tailored to the linguistic characteristics of the Philippines into LikásGPT, we enable smooth communication with customers, improving support quality and maximizing customer satisfaction.

Through this project, InfiniVAN seeks to evolve beyond a fiber-optic infrastructure provider to become a key player in the next-generation AI-driven digital ecosystem. The launch of LikásGPT supports the country's digital transformation and complements the group's telecommunications infrastructure, anchored by the Philippine Domestic Submarine Cable Network (PDSCN), its nationwide terrestrial fiber network, and forthcoming international submarine cable projects. Together, these efforts aim to help position the Philippines as the digital hub of Southeast Asia.

■ Social challenges in the Philippines: Loss of feedback opportunities due to language barriers

There are more than 170 regional languages in the Philippines, and the majority of the population speaks a language other than the official languages. This makes it difficult for companies to obtain customer feedback, which is essential for product improvement and technological innovation, and poses a major challenge.

Many Filipinos also feel psychological resistance to using the official languages. Since customer support is primarily provided in English and Filipino, many customers cannot utilize support services, resulting in inadequate customer support and sales activities.

In this way, language barriers are a factor that lowers the quality of customer service, and ultimately hinder the expansion into new markets.

■ "LikásGPT" addresses the social challenges in the Philippines.

LikásGPT solves the following long-standing customer service challenges faced by companies in the Philippines.

- **Language and dialect barriers in rural and multilingual regions**
- **Long wait times and abandoned inquiries due to staff shortages**
- **Inconsistency and inconsistent responses due to manual handling**
- **Insufficient utilization of data obtained from customer interactions**

■ About LikásGPT

LikásGPT is a CRM system leveraging LLM technology to facilitate smooth communication between businesses and customers, regardless of language, region, or digital literacy.
Unlike general GPT-based tools, LikásGPT is designed specifically for the Philippine market and will feature multilingual support, region-specific intelligence, and cross-industry adaptability. This system is not just a product but aims to serve as the foundation of an AI ecosystem supporting CRM, daily operations, and analytics. The first iteration of the LikásGPT CRM is expected to be deployed by December 2025.

Key features and benefits of "LikásGPT"

- **Multilingual Communication**
  — Supports Filipino, English, Cebuano, and over 170 regional dialects, enhancing accessibility and inclusivity
- **Advanced query processing**
  — Process multiple inquiries simultaneously, improving context understanding and response accuracy
- **Personalized Responses**
  — Learns from past interactions to provide more human-like, relevant customer experiences
- **Omnichannel support**
  — Cross various channels such as chat, email, SMS, and social media to deliver integrated services
- **Integration with existing CRM**
  — Integrates with existing CRM platforms to improve productivity without disrupting operations
- **Conversation data-driven analysis**
  — Analyzes conversation history to support better business decisions and service development

By implementing LikásGPT, companies can accurately understand customer feedback and improve service quality. Additionally, by overcoming language barriers, more consumer touchpoints are created, leading to expanded market opportunities.

"LikásGPT" logo image



■ About the University of the Philippines and the LikásGPT Development Team

The University of the Philippines is a national comprehensive university established in 1908 and is recognized as the country's premier academic institution. It provides excellent education and research in a wide range of fields, including science and technology, engineering, business, medicine, law, and humanities, and has produced many leaders in government and industry.
The development of LikásGPT is being conducted in collaboration with Dr. Eugene Rex L. Jalao (PhD), a leading expert in artificial intelligence and industrial analytics in the Philippines. Dr. Jalao serves as the coordinator of the university's artificial intelligence program and has over 15 years of experience in both academic research and industry consulting, specializing in decision support systems, business analytics, data mining, and AI applications for enterprises.

【Main Background of Eugene Rex L. Jalao, PhD】

— Professor, Department of Artificial Intelligence and Industrial Engineering, College of Engineering, University of the Philippines

— Earned a Ph.D. in Industrial Engineering from Arizona State University, USA (2013)

— Founding member of the first AI-focused graduate program in the Philippines, contributing to the development of AI education infrastructure

— Collaborated with banks, manufacturing companies, healthcare organizations, and government agencies to support the implementation of AI and analytics for over 15 years

— Publication of academic papers on AI research for solving social issues in areas such as social media analysis and public health

■ The Philippine government is also promoting the use of AI

The Philippine government has identified the development of digital infrastructure as a key pillar of economic growth. In January 2023, President Marcos announced the "Philippine Development Plan 2023-2028," emphasizing the promotion of AI technology. Additionally, the Department of Trade and Industry (DTI) has developed the "National AI Strategy Roadmap 2.0" to promote the adoption of AI, among other initiatives, indicating that the Philippines is actively advancing AI implementation at the national level.

■Future Developments

With this announcement, we will begin full-scale development of LikásGPT, with the aim of commercialization. LikásGPT will not be limited to a mere customer support tool, but will be positioned as a core tool for addressing the "digital divide" in the AI era.
Furthermore, our Japanese subsidiary, IPS Pro, Inc., possesses expertise in the implementation and operation of the CTI system "AmeyoJ." We will strive to maximize synergies through collaboration within our group in the development of LikásGPT.
Going forward, we will accelerate new business initiatives in the Philippines leveraging the growth potential of the AI market and our existing communication infrastructure, with the aim of creating new revenue opportunities and enhancing the overall corporate value of the group.

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