The Stock Exchange of Thailand and Google Cloud Collaborate on AI-Driven Innovations to Enhance the Operations of Thailand's Capital Markets

Google-quality enterprise search capabilities will empower SET's workforce to deliver market intelligence, facilitate equity issuance, and uphold market integrity with greater efficiency and agility

Bangkok, Thailand, March 26, 2025 – The Stock Exchange of Thailand (SET) and Google Cloud today announced a strategic collaboration to develop and deploy "ATLAS" (Automated Thai Listed Company AI-Info System), a generative AI-powered search solution with advanced information processing and retrieval capabilities. ATLAS is designed to boost the operational effectiveness of SET's workforce and network of listed companies. Its implementation represents a key milestone in SET's ongoing AI integration strategy and roadmap.

Thirapun Sanpakit, Senior Executive Vice President, Stock Exchange of Thailand, said: "SET has been continuously applying AI to enhance our operational processes, including market and listed company supervision, and content translation and transcription. Automation of the latter, for example, has made relevant news and information, including market data and investment knowledge, more accessible to foreign investors. We're now preparing to integrate ATLAS, our new solution developed in collaboration with Google Cloud, into our workflows. This will further streamline SET and listed companies' capital markets operations, unlocking new levels of efficiency and convenience. As a next step, SET will make ATLAS available to investors, further democratizing access to market intelligence."

Annop Siritikul, Country Director, Thailand, Google Cloud, said: "With ATLAS's semantic search and agentic AI capabilities turning information-retrieval tasks that take hours into quick searches or conversational exploration, SET's workforce can more effectively identify trends for market overviews, create tailored listing roadmaps, and conduct due diligence on listing applicants. Their enhanced ability to deliver market intelligence, facilitate equity issuance, and preserve market integrity will foster increased market participation and expand access to capital for businesses, ultimately driving job creation and other broader economic benefits for the country."

ATLAS is built using Google Cloud's Vertex AI platform and powered by Google's Gemini 2.0 Flash model. Through its intuitive chat interface, users can prompt ATLAS and ask it questions in everyday language, just like they would have natural multi-turn conversations with colleagues. With a human-like understanding of the context and intent behind each query, ATLAS would respond with relevant information sourced directly from SET's industry-specific knowledge base.

As part of its innovation roadmap, SET plans to tap Google Cloud's BigQuery platform, integrating it with ATLAS for real-time data processing. It also intends to make ATLAS available to listed companies and investors, providing them with automated 24/7 search assistance (i.e., instant access to crucial capital markets information).

The development of ATLAS follows SET's successful deployment of a generative AI-powered document processing and translation tool that helps listed companies convert their financial report submissions from Thai to English. Underpinned by Gemini 2.0 Flash and grounded on SET's industry-specific knowledge base to ensure it delivers contextually relevant and accurate outputs, this tool has been adopted by more than 100 listed companies since its launch in February 2025.

In addition, SET has rolled out a video transcription service that leverages multimodal AI to automatically convert speeches from its Opportunity Day events into audio and text. This service allows investors to access financial information from listed companies in multiple formats.

"Whether they're interacting with their company's internal data or browsing public websites, users now expect more intelligent, intuitive, and comprehensive search experiences. Drawing from the proven technologies and expertise behind Google Search, Google Cloud is at the forefront of helping organizations build AI-powered, Google-quality search applications and agents grounded in enterprise truth. We look forward to supporting ATLAS's implementation and advancing SET's overall innovation roadmap. With Google Cloud AI accelerating its workforce's ability to turn unstructured data into knowledge and insights, SET can deliver greater value to market participants, strengthening Thailand's position as a premier destination for capital investment," said Siritikul.

About the Stock Exchange of Thailand
The Stock Exchange of Thailand (SET) is among the most liquid exchanges in ASEAN, providing a full range of investment products, including equities, world-class trading and post-trade infrastructure, and technology services. SET's vision, "to make

capital markets work for everyone," aligns with its goal of supporting strong economic growth and competitiveness. Globally and regionally, SET is also actively boosting investment opportunities and capital markets growth potential in coordination with other exchanges. Moreover, SET emphasizes sustainable growth by highlighting listed companies with business models that incorporate environmental, social, and governance (ESG) best practices.

About Google Cloud
Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

---

https://www.googlecloudpresscorner.com/2025-03-26-The-Stock-Exchange-of-Thailand-and-Google-Cloud-Collaborate-on-AI-Driven-Innovations-to-Enhance-the-Operations-of-Thailands-Capital-Markets