



ONE NETWORK
เครือข่ายอันดับ 1



Investor Newsletter
Volume 1/2018

NEXT GENERATION >> NETWORK



NEXTG

1 Gbps



Add AIS IR's
LINE@ Account

>> CEO Message

Dear Shareholders,

2017 has passed with AIS having overall improved performance and brand perception. Our service revenue (excluding IC) grew 4.9% YoY due to both increasing mobile 4G usage and fixed broadband subscribers while we could achieve a decent cost control with our operational cost of service¹⁾ and SG&A both declining 16% YoY. Therefore, we were satisfied to record a highly improved EBITDA of Bt70bn, +16% YoY while our net profit was stable at Bt30bn.

In 2018, we aim to grow further in all businesses driven by our enhanced competency to provide convergence products which bundle mobile, fixed broadband, and digital services altogether. The main driver for mobile business will come from the continuing robust growth of 4G while we will put our best effort to acquire fixed broadband subscribers following the expansion of our fibre footprint and enhanced sales and technical support teams. The acquisition of CSL will also generate both revenue and cost synergy targeted to be realized along the integration plan and will strengthen AIS's position in the Enterprise market. For this first 2018 edition of newsletter, we highlight our Enterprise Cloud service as well as portray our outlook in 2018.

On behalf of AIS's management, I am determined to continue our plan to digitally transform AIS thereby supporting our long-term position in the digital world while leading AIS strongly into 2018 toward becoming the most-admired Digital Life Service Provider in Thailand.

Warm regards,
Somchai Lertsutiwong
Chief Executive Officer

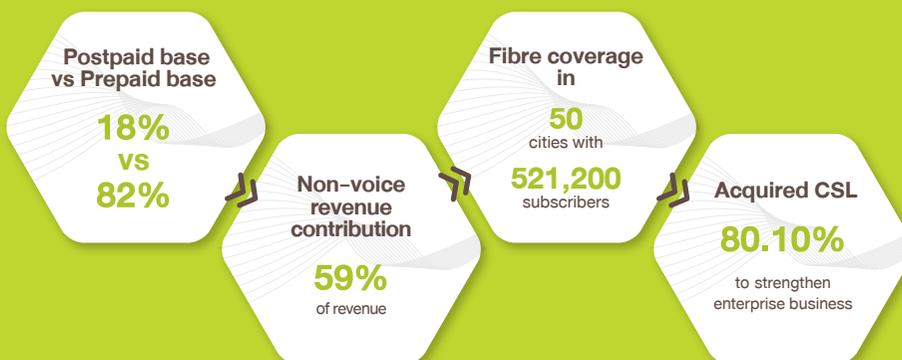
¹⁾ Cost of service excluding IC, payments to TOT, and depreciation/amortization

Financial and Operational Results in 2017

Financial Highlights



Operational Results



2018 Guidance



Please read MD&A for more detail: http://investor.ais.co.th/quarterly_report.html

¹⁾Cost of service excluding IC, payments to TOT, and depreciation/amortization

>> Quarterly Highlights

AIS Enterprise Cloud



In addition to the mobile and fixed broadband services, AIS is enhancing its position in the enterprise market leveraged from the existing infrastructure as well as the growing market demand. Corporates in Thailand are transforming their operations to better achieve revenue and cost efficiency. Currently as a large part of corporates' investment is invested in hardware upgrade causing low return on assets due to a swift change in technology, new enterprise solutions have come into play to help maximize capital deployment. One of the solutions corporates is gradually adopting is the Cloud service.



AIS Business Solutions provides a variety of products focusing on uplifting corporates' operations with a range from setting up an infrastructure to marketing their services. AIS Enterprise Cloud, a part of AIS's IT solutions, provides clients with a virtual machine computer subscription service including CPU, RAM, storage and firewall, all of which are rendered through AIS's Carrier-grade Data Center. From the picture on the left, in addition to the standard packages, clients can also select from a wide variety of additional services that help increase the efficiency of their cloud service. These include such services as the installation and configuration of security systems for cloud usage as well as the managed services provided 24/7 by AIS's cloud experts.

> Competitiveness of AIS Enterprise Cloud



Accountability:

AIS Enterprise Cloud is the one-stop end-to-end cloud service provider offering cloud infrastructure, internet connectivity, as well as mobile services.



Reliability:

AIS Enterprise Cloud operates at a carrier grade data center certified to ISO 27001 standards, with cloud service standards delivering 99.99% uptime SLA guaranteed, the top cloud service standard today.



Security:

AIS is the first cloud service provider in Thailand to bring the latest cloud security service technology from our collaborations with partners, allowing corporations' IT departments to safely and more quickly configure and manage their cloud systems.

Investors interested in AIS's Cloud service, please see <http://business.ais.co.th/th/product/enterprise-cloud>

» AIS Gives Korat Locals New Strength

In December 2017, AIS opened AIS Contact Center Development and Training Arena (AIS-CCD&TA) in Nakorn Ratchasima, northeast of Thailand. In addition to being a new contact center in order to better support customer's more-digital-related inquiry and increase on-call sale, AIS-CCD&TA is aimed to be a training hub for AIS staff to incubate new skills to support business expansion. It is also AIS's determination to co-develop human resource to meet increasing demand and the economic growth in Nakorn Ratchasima, the gateway to Thailand's Northeast, and its vicinity.



“ It has been AIS desire to utilize our 25-year expertise in digital infrastructure and telecommunication to support and strengthen Thailand economy through Digital for Thais - an AIS vision. Human development is an essential driving force in preparing our country to be competitive and sustainable as we go through the age of digital disruption. AIS-CCD&TA will function as a knowledge center, bringing cumulative knowledge from AIS call center in Bangkok to this region ” said Somchai Lertsutiwong, CEO

Highlights of AIS-CCD&TA:

• Largest Capacity in the Northeast

Most modern human development center in the Northeastern region of Thailand featuring more than 18,000 square meters of workspace

• Knowledge Sharing

AIS highly values human development and thus gets AIS experienced trainers to coach new employees at the Development & Training Center. The facility can conduct on-the-job training programs for as many as 500 trainees daily including staff of AIS, Telewiz, and business partners.

• 24x7 Contact Center and welcoming colleagues from the northeast

With equal standard to the main AIS Contact Center in Bangkok in providing quality services to customers, AIS CCD&TA in Nakorn Ratchasima will hire more positions to provide job opportunities for residents of Korat as well as Northeastern region.





Download Application



AIS Fibre POWER 4

Home Broadband Internet
Pure Fibre Optic 100%



The Ultimate world class entertainment
PLATINUM Via AIS PLAYBOX



Enjoy Mobile Unlimited



AIS SUPER WiFi
AIS Super Wifi Unlimited



Get FREE! 1 GB Internet
When using My AIS for the first time



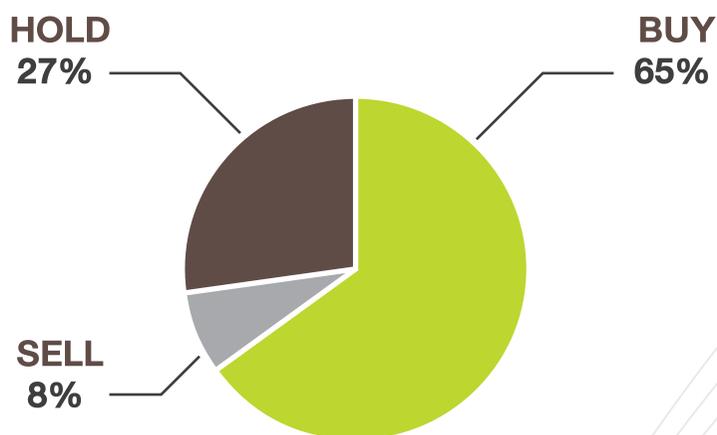
Fullfill all your AIS services needs with only one app

>> ADVANC'S Performance (I)

SHARE DETAIL

Close Price	195.50
52 Wk high	201.00
52 Wk low	166.50
5 day Average Volume	5,908,100
Beta Value	1.02
Currency	THB
Shares Outstanding	2,973M

ANALYST CONSENSUS



Consensus target price : Baht **219**

>> ADVANC'S Performance (II)

PERCENTAGE CHANGE

1 day	1.03
5 day	1.82
3 months	9.83
6 months	9.52
Month to Date	1.56
Year to Date	2.36

RATIOS

Dividend	Baht 7.08 / share
Dividend Yield	3.62%
P/E (TTM)	19x

> Contact Investor Relations at

investor@ais.co.th or +66 2029 5014

Website: <http://investor.ais.co.th>