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Investor Presentation

Advanced Info Service Plc. February 2018



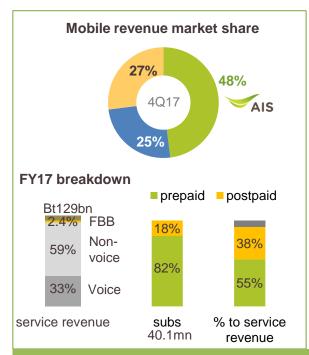
Ticker: ADVANC (SET) AVIFY (ADR)



AIS: Digital Life Service Provider



Lead and digitally transform in "Mobile"



Grow stronger in "Fixed broadband"



Partner to offer differentiated "Digital service"



Digital life service provider with convergence products

Mark leadership in mobile data

- Nationwide 4G/3G/2G coverage with focus on network quality
- Focus on scale to maintain cost advantage

Aim to be a significant player in 2020

- Leverage existing nationwide fibre infrastructure
- Defensive value to core mobile business

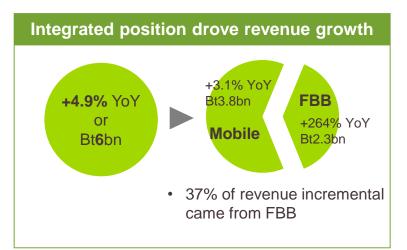
Pursue long-term growth with integrated services

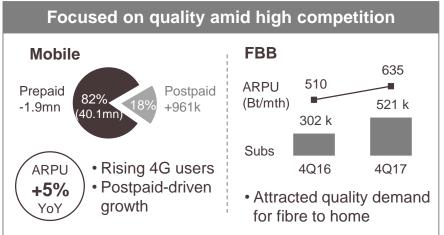
- Emphasize partnership & ecosystem
- Leverage the large sub base and telecom infrastructure

^{*}Homepass is defined as a number of households within AIS fibre service area. This includes the homes that require additional investment i.e. port, last miles to be able to get connected.

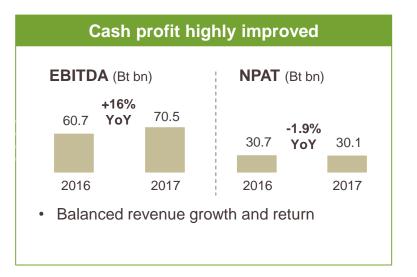
FY17 Recap: Fundamentals set







Continued cost optimization Operational cost of service¹) +4.2% YoY -16% YoY -16% YoY Managed subsidies to focus on quality revenue -16% YoY if excluding payments to TOT



¹⁾ Cost of service excluding IC and D&A

FY18 Guidance



Item	FY18 Guidance	
Service revenue (ex. IC)	+7-8% YoY	 2% of which comes from CSL Increasing data usage on 4G and fixed broadband subscriber base Moderate growth in enterprise business with synergy from CSL
Sale revenue	Decline and make near-zero margin	More targeted marketing campaigns
EBITDA margin	45-47%	Improving revenue and continuing cost management
Cash CAPEX	Bt35-38bn	 Strengthen 4G capacity to support mobile data growth using advanced technology Expand fixed-broadband coverage and last miles
Dividend policy	Minimum 70% payout of NPAT	Preserve financial health and flexibility for future growth

AIS' digital transformation toward 2020



Next Generation Network

Next Generation Economy

Next Generation Xperience

Next Generation Team

Network Function Virtualization & Cloudification

Contents and Enterprise Segments

Customer Value Management Full Service Digitization

Organization Transformation













- > 90% cloudification
- Network virtualization ready for 5G
- Expand revenue contribution of enterprise business from 9% to 25%
- Move to ARPH
- Improve revenue assurance and add valued users
- Provide shops & services that never sleep
- Data-driven organization & culture

- 5G future-proof networks
- IT legacy transformed to Cloud-friendly network architecture
- Al for network operation

New opportunities:

- IoT
- SME & R-SME
- Managed Security
- Mobile Digital Marketing

Maximize value of **contents** in customer retention and branding

Data-driven analysis based on customer insights:

Bundle mobile, fibre & content via **FMC**

- Digitize all customer journeys
- Al/Chatbots

 embedded into
 all self-service
 channels
- Deployment of OMNI channels

- Organization readiness for digital disruption
- Leverage
 capabilities and
 create synergies
 in value chain
 supporting digital
 business
 objectives

Mobile: Drive 4G users through valued offerings



Business direction in 2018

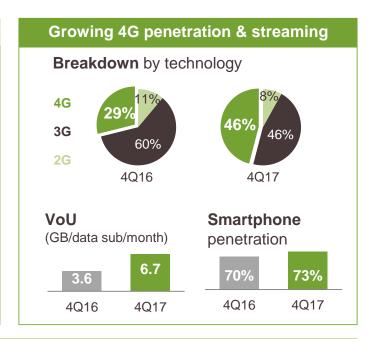
Key driver



Strategy



- Increasing 4G penetration and data usage
- Continue to improve network and brand perception
- · Target uplifted offerings through customer value management program
- · Convergence of mobile, FBB, and video content targeting revenue per household and brand value



Postpaid segment was the key contribution to 3.1% mobile revenue growth in FY17

- · Strong growth in postpaid segments in both net addition and revenues
- In 4Q17, postpaid revenue grew double digits and contributed >40% of mobile revenues.



Mobile: Target quality revenue



Product focused on creating customer value

Integrated and best value



 New prepaid SIM focusing on simplification and sale efficiency



 Competitive bundling packages for postpaid

Fixed-mobile-content convergence

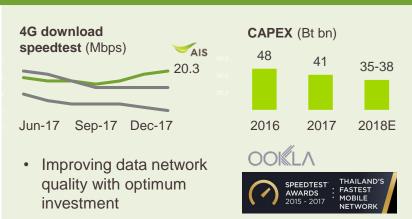


Pest Deals!	50 / 20 Mbps	PLATINUM #H	Max Speed up to	
1.099	100 / 30 Mbps	free 3 months	4 Mbps	i

Targeted retention program

- Adopt Big Data to analyze customer usage and behavior
- Proactively offer relevant products/services to increase stickiness

Leading network quality and enhance brand perception







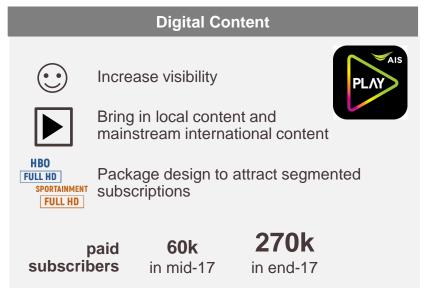


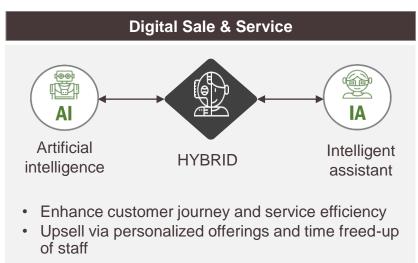


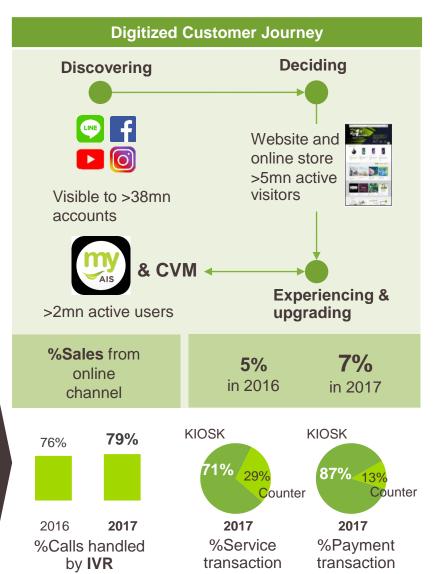
 Position as leading brand in mobile data

Mobile: Digital strategy to enhance sale and service



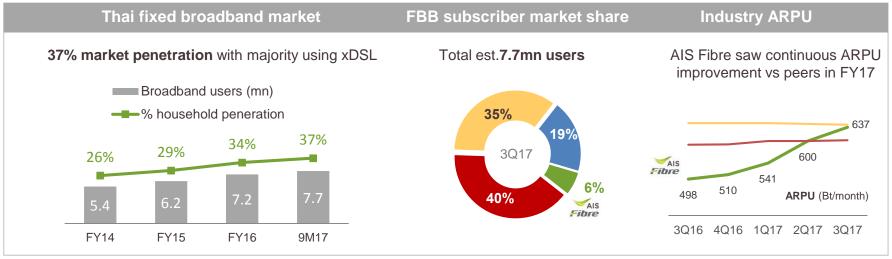


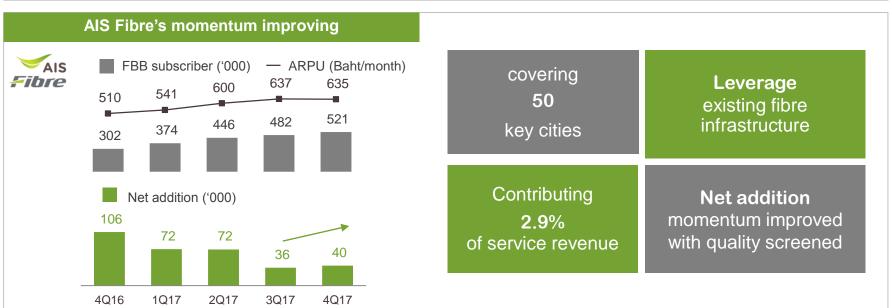




FBB: Industry expanding into fibre-to-the-home







FBB: Scale up to support convergence strategy



FBB subscribers ('000)



2018: target 800K FBB subscribers

- Scale up and improve EBIT level
- Enhance revenue growth and brand value through convergence

Coverage expansion	Sales, Technical & Customers supports	Subscriber acquisition
Focus in existing 50 cities, covering 6mn homepass	Synergy with CSL on sale & technical support	Convergence packages targeting family
Bt6bn CAPEX mostly for last miles	 ↑ Service Efficiency • Guarantee 48hrs installation • Enhance call center to be able to take level-2 call support through Network Operation Center (NOC) 	Enhance channel effectiveness

Be one of the major players in fixed broadband market in 2020

FBB: Adding value through bundling packages





	Max Speed Internet (Download/Upload)	Standard Price (Baht/Month) (Exclude VAT)	AIS Postpaid Customer (Baht/Month) (Exclude VAT)
5	30/10 _{Mbps}	590	531
บเงสนอสแน	50/20 _{Mbps}	777	699
	75/30	888	799
ם בחב	100/40	999	899

- Offer competitive pricing with segmented packages to serve different needs of customers
- Focus on ARPU accretion Encourage customers to subscribe to high-end packages with more value for money and attractive campaigns
- Leverage synergy of the three core businesses (FMC) to acquire new subscribers while create stickiness and differentiation.

	Max Speed Internet (Download/Upload)	Standard Price (Baht/Month) (Exclude Vat)	AIS Postpaid Customer (Baht/Month) (Exclude Vat)	AIS Serenade (Baht/Month) (Exclude Vat)	TV, movies, seri and news from channel with A	world-class
contents	30/10 _{Mbps}	690	631	-	n. 37243	
00 +	50/20 Mbps	877	799	699	Enjoy free 100 +	HCOQ
Broadband	75/30 _{Mbps}	988	899	-	vHigh Resolution.	Free 12 months
Broad	100/40	1,099	999	899		

m. Avii:02	
***	ļ

More than **100+** free channels and current **40** exclusive channels both

AIS PLAYBOX linear and on-demand

Bt399/month

Bt599/month





Bt299/month







12

+ mobile	Monthly Fee (Bt)	FBB mbps (DL/UL)	Entertainment	MOBILE Unlimited speed at
contents	599	30/10	NA	1Mbps
cont	799	50/20	HCOQ	4Mbpa
+ pu	1,099	100/30	PLATINUM H 12 months 3 months	4Mbps
broadband	1,799	100/40	HOOQ	6Mbpc
bro	1,999	200/50	PLATINUM # 12 months	6Mbps

нвоно	HBO Family	HBO	HB© ignature	RÍD	CINEMAX	HLN
MOVIES	FOX MOVIES	FOX ACTION MOVIES		[v]	nickjr	Babyte
tvN	TV TV	FOXlife	POX CRIME	FX	FOX NEWS	NATIONAL GEOGRAPHIC
NAT GEO WILD	people	sky Naws	相和	衛根 + 社会	क्षस ६३ कड्ट	afc
food	now jelli o	\$ CONV	⇔ ⊕0X	⇔ ⊕¶V	RTL@CBS ENTERTANMENT	RTL®CBS EXTREME
GOLF	FIGHT	(FOX)	(FOX)E)	(FOX)E		

Digital service: Create differentiation with exclusivity and variety



1. Digital contents



Create differentiation and value added to both mobile and fixed broadband businesses and introduce convergence packages

AIS PLAY and AIS PLAYBOX, AIS' video platforms, providing world class entertainment both on the go and at home

More than 1mn active subscriber with 270k paid subscribers

2. Enterprise services

- Largest mobile network infrastructure and backhaul at carrier grade, supporting coverage and capacity to serve enterprise segment e.g. domestic data circuit (lease line), corporate internet
- Provide end-to-end ICT total solutions from voice/data connectivity to ICT solution



 Consultancy, system installation/relocation/mainten ance/ security



a Cloud phone systemAIS mForm – a platform to

build internal online forms

AIS Unified Communication -



 Partner with Microsoft Azure to provide resource management with insightful analytics



Tier-4, world-class Data Centers



EDS with Bandwidth-ondemand function

3. Mobile payment and digital platform



 Mobile payment gateway, partnering with banks and credit card companies

mPAY













- >2mn active users
- All-in-one AIS user app
 gearing toward full digitization

4. Internet of Things (IoT)



- Require small bandwidth
- Long-life battery
- Use-based business model



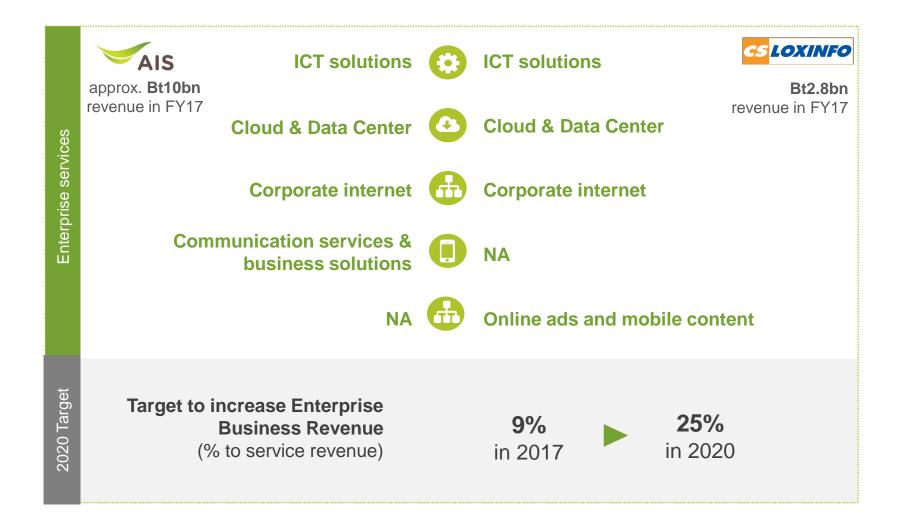
Bicycle rent and pay on mobile





Enterprise: Overview of AIS Enterprise and CS LOXINFO businesses





Enterprise: CS LOXINFO Business Integration





ICT & Mobile enterprise market in 2017







Strengthen position in enterprise market



Lower inter. bandwidth cost
Own fiber infrastructure



COST SYNERGY

✓ Operate CSL's services with lower OPEX

Asset light models

Data center outside BKK
Large size corporate customers
Sizable corporate mobile base

REVENUE SYNERGY

- ✓ Cross sell & upsell potential from larger customer base and complementary product portfolio
- ✓ Widen Data Center propositions and target segments

Data center in inner BKK
Mid-size corporate customers
Well-known brand with good
service quality

Economies of scale

OPERATIONAL EFFICIENCY

- ✓ Sales & Marketing alignment
- ✓ Leverage sale and technical expertise
- ✓ Align product roadmap

Strong and experienced sales and technical support in ICT

Expected to realize synergy in 1-2 years



APPENDIX

FY17 Snapshot





FY	′17– Net	profit (Y	oY)				
	30,667	9,757	(8,484)	(1,066)	(668)	(129)	1.9% YoY 30,077
-	FY16	EBITDA	D&A F	inance cost	Tax	Others	FY17
	 Finance cost included deferred interest from spectrum licenses (non-cash) amounting Bt2.1bn in FY17 compared to Bt1.3bn in FY16. Effective tax rate was 16%, supported by tax benefit from investments. 						

FY17	Bt bn	% YoY	
Service revenue, excl. IC	128.6	+4.9%	
Mobile	125.5	+3.1%	
FBB	3.1	+264%	
EBITDA	70.5	+16%	
Net profit	30.1	-1.9%	

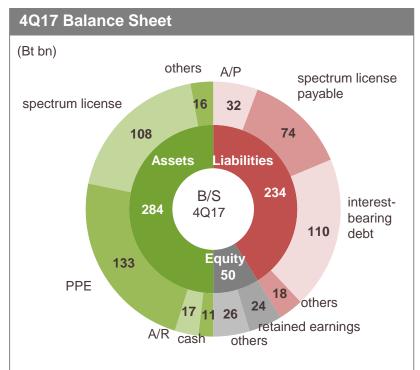
FY17 Financial Highlights

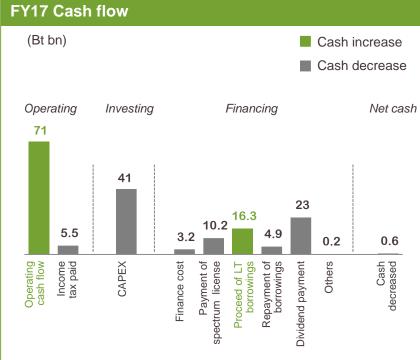


Bt mn	4Q16	3Q17	4Q17	%YoY	%QoQ	FY16	FY17	%YoY
Service revenue ex. IC	31,617	32,455	32,611	▲3.1%	▲0.5%	122,561	128,583	▲ 4.9%
Sales revenue	8,315	5,022	7,488	▼9.9%	▲ 49%	23,924	24,775	▲ 3.6%
Total revenue	41,319	38,580	41,205	▼0.3%	▲6.8%	152,150	157,722	43.7%
Cost of service ex. IC	(15,155)	(15,764)	(15,981)	▲ 5.4%	▲ 1.4%	(52,694)	(62,460)	▲19%
SG&A	(7,961)	(6,599)	(6,338)	▼20%	▼4.0%	(29,776)	(25,078)	▼ 16%
EBITDA	15,058	17,589	18,454	^23%	4 4.9%	60,741	70,498	16%
EBIT	8,340	9,971	10,411	^ 25%	▲ 4.4%	39,488	40,812	▲3.4%
NPAT	6,468	7,469	7,701	▲19%	▲3.1%	30,667	30,077	▼1.9%
Sales margin	-3.3%	-4.9%	-0.6%	▲270bps	▲430bps	-4.2%	-3.5%	▲70bps
EBITDA margin	36.4%	45.6%	44.8%	▲840bps	▼80bps	39.9%	44.7%	▲480bps
EBIT margin	20.2%	25.8%	25.3%	▲ 510bps	▼50bps	26.0%	25.9%	▼10bps
NPAT margin	15.7%	19.4%	18.7%	▲300bps	▼70bps	20.2%	19.1%	▼110bps
Capex	(10,523)	(10,979)	(7,286)	▼31%	▼34%	(47,554)	(41,108)	▼14%

Maintained financial flexibility for future growth







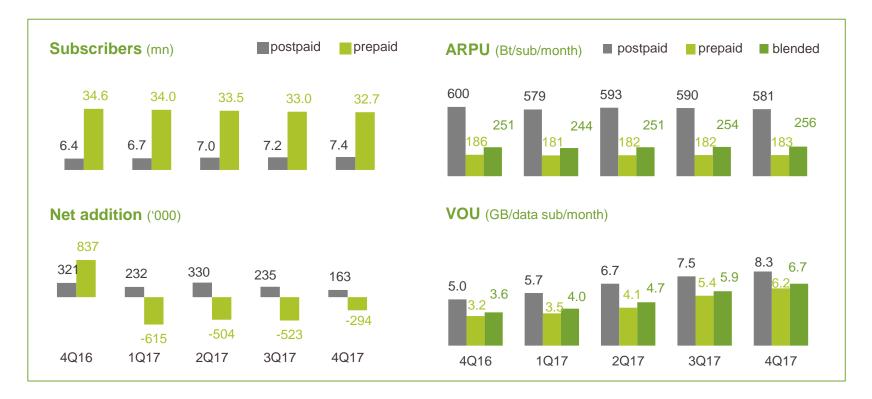
1.4X
Net debt to EBITDA
Interest bearing debt to Equity
65%
Current ratio
Return on Equity

Operating cash flow remained strong to support network investment

Average finance costs = 3.1% p.a.

- Maintaining investment grade credit ratings
 - Fitch: national rating AA+ (THA), outlook stable
 - S&P: BBB+, outlook negative

Mobile: Postpaid subscriber base continued to expand Als



- AIS recorded 40.1mn subscribers, dropping 131k QoQ from lower prepaid base.
- Postpaid subscribers +163k QoQ underpinned by attractive bundled package offerings and prepaid to postpaid migration.
- Prepaid subscribers -294k QoQ partially due to migration to postpaid and competition offering handset subsidies.

- Blended ARPU improved Bt2 QoQ, reaching Bt256 driven by larger postpaid base.
- Blended VOU rose to 6.7GB from video streaming and 4G adoption.

Mobile price plans: Target better ARPU and build differentiation on postpaid



Unlimited data usage with capped-speed packages

- Offer unlimited data usage at different speeds for diverse needs e.g. chat, social networks, music, HD video streaming
- Encourage customers to move from prepaid to postpaid subscription with worry-free plan

Buffet Net Plus

Monthly Fee (Bt)	4G/3G Unlimited max speed at	Call within AIS (mins)	Enjoy Free
299	1Mbps	5 numbers 24 hr.	PREMIER FULL HD ONLINE TO THE PROPERTY OF THE
450	2Mbps		AS PORTUGE
550	4Mbps	Unlimited 5am – 5pm	PREMIER FULL HD
600	6Mbps		3 months

^{*}AIS WIFI is included in all packages.

Full 4G speed packages

- Attract new data users and encourage higher ARPU subscriptions through premium VDO contents e.g. AIS PLAY, Premier package, HOOQ, and Netflix
- 4G speed with FUP, reduced speed after reaching the data usage limit
- Serve high-end heavy data users with real unlimited max speed experience

4G MAX SPEED

Monthly Fee (Bt)	Total internet	FUP after reach data usage limit	Call all networks (mins)	Enjoy Free
299	1GB		100	PLAY PREMIER FULL HD
399	3GB	128kbps	150	1 month
499	7GB	120kbps	200	
599	10GB		250	PLAY PREMIER HOOG
799	15GB	384kbps	350	3 months
999	20GB	304KDP3	450	
1,099		t max -	650	PREMIER FULL HD
1,299	Unlimited		850	3 months
1,499	speed		1,200	ноо
1,899			2,000	12 months

^{*}AIS WIFI is included in all packages.

Mobile: Handset discount with monthly plan (1/3)



- Discount on various branded 4G smartphones, focusing on mid- to hi-end segments
- Bundled with monthly plan at committed ARPU from 399Bt to Bt1,099/month
- Require advanced payment credited for monthly charge and subjected to 12 months contract

Bundled handsets

iPhone		Regular Price (Baht)	Discounts 4,000 Baht Monthly package starts at 699 Pay in Advance 2,00	starts at 899	Monthly package starts at 1.099	Discounts 9,000 Baht Monthly package starts at 1,299 Pay in Advance 5,000	Discounts 10,000 Baht Monthly package starts at 1,499 Pay in Advance 6,000
iPhone X	64GB	41,000	37,000	35,000	34,000	32,000	31,000
	256GB	47,000	43,000	41,000	40,000	38,000	37,000
iPhone 8	64GB	29,000	25,000	23,000	22,000	20,000	19,000
HOT	256GB	33,500	29,500	27,500	26,500	24,500	23,500
iPhone 8 Plus	64GB	33,000	29,000	27,000	26,000	24,000	23,000
	256GB	39,000	35,000	33,000	32,000	30,000	29,000
SAMSUNG		Regular (Bah		Special Price (Baht)	Pay in Advanc (Baht)		Deal Non-Stop ackages
Galaxy Note8		33,900	0	29,900	1,500		699
Galaxy S8+		30,900	0	24,900	2,000		699
				20,900	4,000		1,099
Galaxy S8		27,900	0	21,900 17,900	2,000		699
					4,000		1,099
NEW Galaxy A8+			0	14,990	2,000		599
™ Galaxy A8		15,990	0	11,990	2,000		000
HUAWEI							
Mate 10 Pro		27,900)	23,900			699
				19,900			899
P10 Plus FREE FRUIRE	Regular Price 599 Baht	19,900)	13,900	2,000		599
P10 64GB		aht) 15,900		9,900			333
101 GR5 2017		6,990		3,990	1,500		499
nova 2i		9,900)	6,900	,		
				5,900	2,000		599
101 Y7		4,990)	1,990	1,000		399

Mobile: Handset discount with monthly plan (2/3)



Bundled price plans

Monthly Fee	lı	nternet (Unlimite	d)	All Network Calls	AIS Network Calls	WiFi Unlimited	Special
(Baht)	Total	4G/3G	4G	(Mins)	(05:00 – 17:00)		Application
399	3 GB	1.5 GB	1.5 GB	50		AIS_	PREMIER FULL HD
499	4 GB	2 GB	2 GB	100			for 1 month
599	6 GB	3 GB	3 GB	150			PREMIER
699	8 GB	4 GB	4 GB	200	Free Calls		FULL HD PACKAGE
899	12 GB	6 GB	6 GB	300	1,000 Mins		for 3 months
1,099	16 GB	8 GB	8 GB	400	r er wondi		
1,299	20 GB	10 GB	10 GB	650			PREMIER FULL HD
1,499	24 GB	12 GB	12 GB	800			for 6 months
1,899	30 GB	15 GB	15 GB	1,400			

Mobile: Attractive prepaid to postpaid plans (3/3)





Monthly Fee (Bt)	4G/3G Non-stop	Call all network (min)	Enjoy Free
399 199	3GB	150	PREMIER FULL HD
4 <u>99</u> 249	4GB	200	
599 499	6GB	250	PREMIER FULL HD
799 399	10GB	350	3 months
999 499	14GB	500	

Non-stop packages, throttled at 128kbps

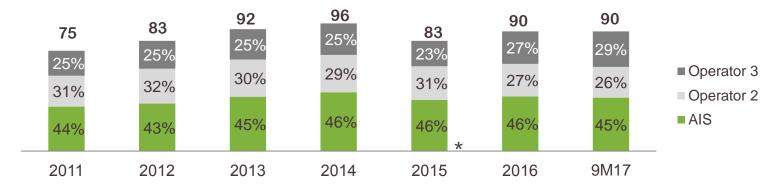
Unlimited packages at fixed speed

Monthly Fee (Bt)	Unlimited capped-speed	Call all network (min)	Call within AIS
499	1Mbps	100	Unlimited
600	4Mbps	300	24 hr

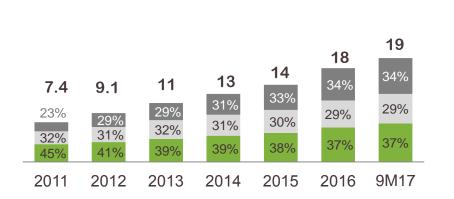
Mobile market share by subscribers



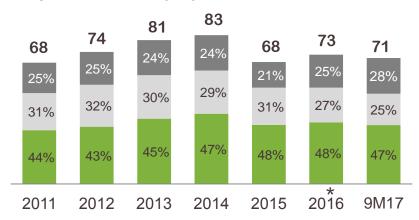
Total subscriber (mn)



Postpaid subscriber (mn)



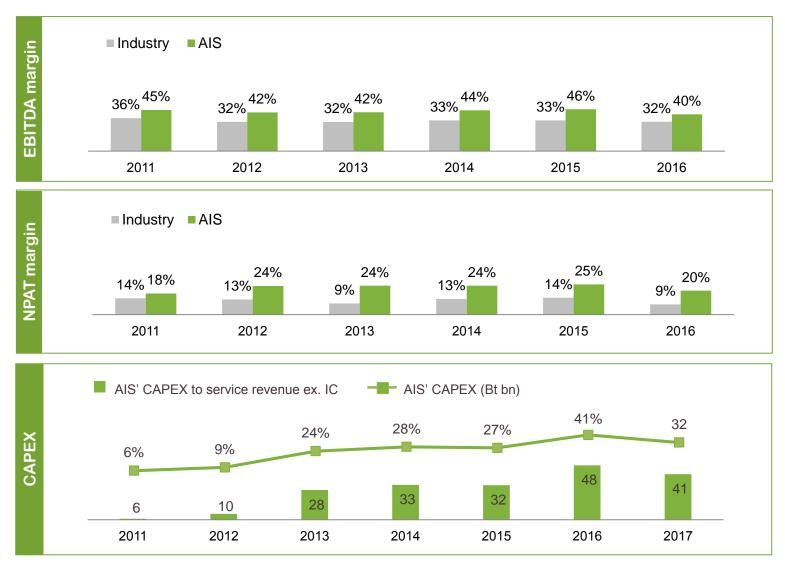
Prepaid subscriber (mn)



^{*} In 2015, sub base of the industry was affected by the adjustment of prepaid sub reporting to reflect only active ones. The decrease in sub base also caused by NBTC's announcement requiring prepaid sub to register their SIMs. The SIMs that failed to register by the deadline were terminated. 25

Historical profitability and CAPEX trend

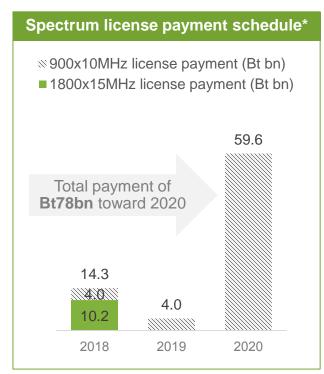


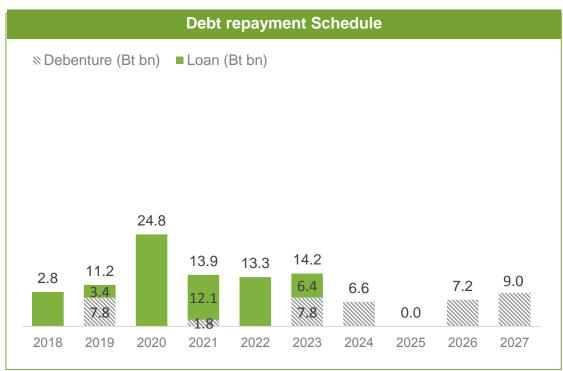


Source: company data

Debt payment and License payment schedule







Note: 1800x15MHz license: the total payment is Bt40,986m for the use of 18 years, expiring in 2033 900x10MHz license: the total payment is Bt75,654m for the use of 15 years, expiring in 2031

Distribution Channel expanding touch points to +400k



AIS Branded Shop

100+ shops





Exclusive branded shop by partner (Telewiz)

450+ shops





AIS Buddy

1,000+ shops



Electronic Distribution Channels

400k+ points





(refill-on-mobile agent)



Auto top-up KIOSK

Modern Trade Outlets

10k+ shops

























Fixed broadband: Market offerings



AIS Fibre

Broadband Internet Value Package

Special! for Extra Upload

HomeBROADBAND Package

Max Speed Internet (Download/Upload)	Standard Price (Baht/Month) (Exclude VAT)	AIS Postpaid Customer (Baht/Month) (Exclude VAT)
30/10 _{Mbps}	590	531
50/20 _{Mbps}	777	699
75 /30	888	799
100/40 _{Mbps}	999	899

Customer pays Bt650 for entry-fee

Source: company data as of Feb-18

HomePLUS Package					
	Broadba	nd Internet wi	th AIS PLAYE	BOX	
Max Speed Internet (Download/Upload)	Standard Price (Baht/Month) (Exclude Vat)	AIS Postpaid Customer (Baht/Month) (Exclude Vat)	AIS Serenade (Baht/Month) (Exclude Vat)	TV, movies, ser and news from channel with	ies, cartoons n world-class AIS PLAYBOX
30/10 _{Mbps}	690	631			
50/20 _{Mbps}	877	799	699	Enjoy free 100 + TV channel with	HCOQ
75/30 Mbps	988	899		vHigh Resolution.	Free 12 months
100/40 _{Mbps}	1,099	999	899		

true online





Tech	DL/UL speed	Monthly fee (Bt)	Added service
FTTx	30/10	599	TV
	50/20	799	TV
	100/30	1099	+mobile +4G/3G data UL
	200/50	1399	at 4Mbps +WIFI
	300/70	1999	

Tech	DL/UL speed	Monthly fee (Bt)	Added service
VDSL	30/10	590	
	100/30	700	Cloud box + IPTV +
FTTx	150/50	900	Movie Maxx free for 30 days
	200/100	1,200	

Customer pays one month in advance

Tech	speed	fee (Bt)	service
FTTX	30/15	590	
	50/20	700	Pay extra
	100/20	800	Bt50-60 for IPTV
	150/30	990	
	200/80	1.200	

Monthly

Customer pays Bt650 for entry-fee

Added

Digital services: More varieties and exclusivities





Introduced new content packages to attract customers with different preferences e.g. sport, family, movies at more affordable prices on both AIS PLAY and AIS PLAYBOX.

Mobile





Fixed broadband



PREMIER

FULL HD

Ultimate
entertainment
+ Unlimited
internet
Bt499/month

PREMIER

FULL HD
Ultimate

entertainment Bt299month

NEW

HBO FULL HD

Movies and series from HBO Bt199month

NEW

SPORTAINMENT

FULL HD

Exclusive sport entertainment Bt199month

PLATINUM



Ultimate entertainment in all forms Bt599/month

NEW

MOVIES FULL HD

Ultimate movies & series Bt399month

NEW

FAMILY FULL HD

World class cartoons Bt299month

NEW

SPORTS FULL HD

Thrilling sports matches Bt199month



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Some statements made in this material are forward-looking statements with the relevant assumptions, which are subject to various risks and uncertainties. These include statements with respect to our corporate plans, strategies and beliefs and other statements that are not historical facts. These statements can be identified by the use of forward-looking terminology such as "may", "will", "expect", "anticipate", "intend", "estimate", "continue" "plan" or other similar words.

The statements are based on our management's assumptions and beliefs in light of the information currently available to us. These assumptions involve risks and uncertainties which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Please note that the company and executives/staff do not control and cannot guarantee the relevance, timeliness, or accuracy of these statements.