

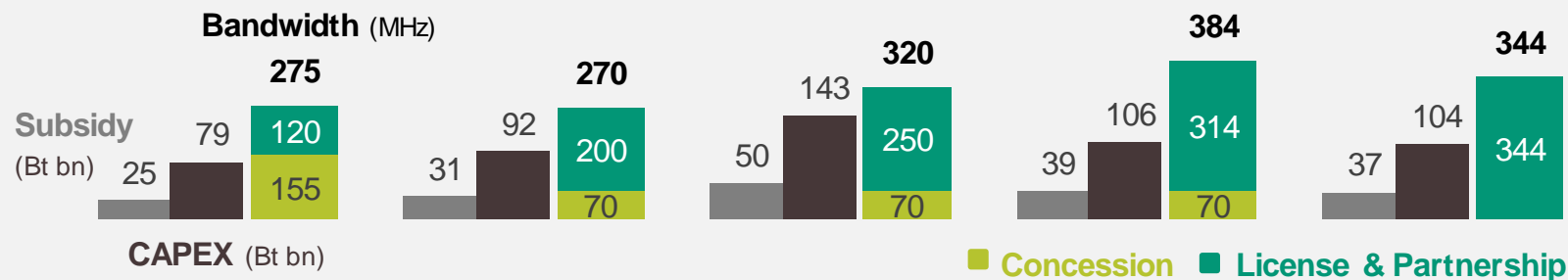
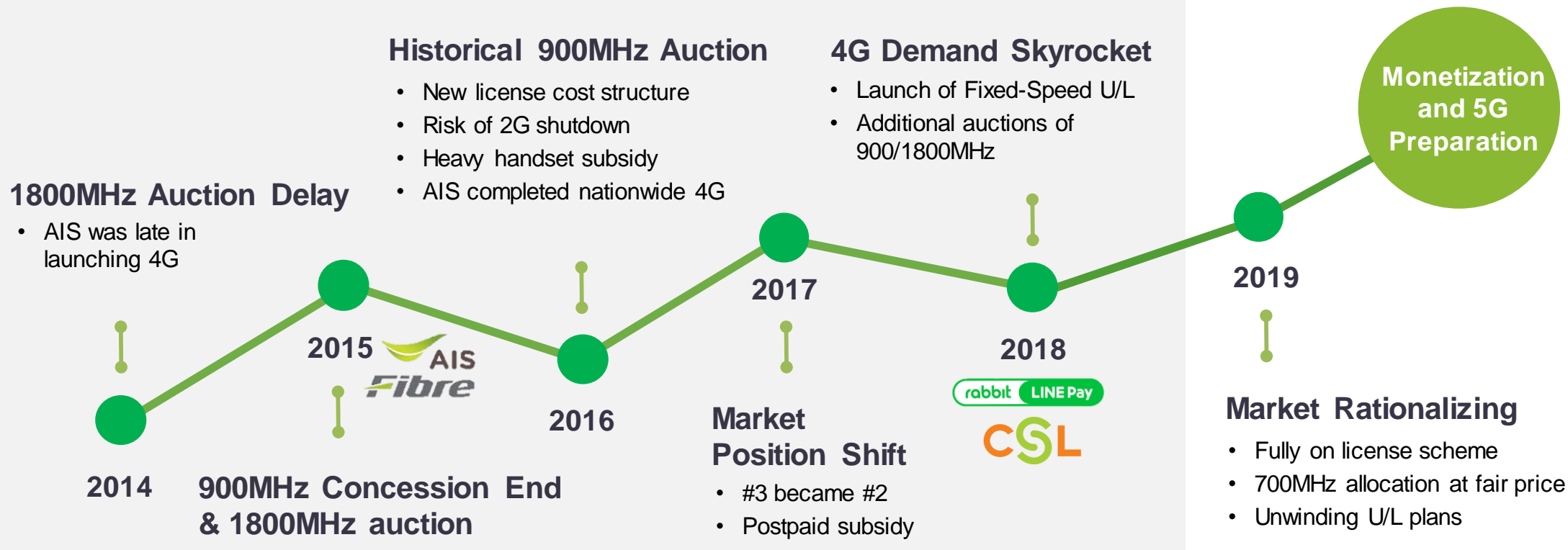


# Half Year Analyst Meeting 2019

Somchai Lertsutiwong

CEO

# Industry re-balanced and moving toward rationalization



Subsidy and CAPEX trending down with spectrums now fully on license & partnership basis

# Solid 1H19 performance with guidance maintained



## 1H19 performance

+4.1%  
YoY

Core service revenue

43.7%

Normalized  
EBITDA margin



- Maintain **leadership in network quality**
- Continue **strengthening brand perception**
- Competitive in **both mass market and targeted segments**



- Fixed-Mobile Convergence (**FMC**)
- **1mn subs target**



- Gain share in **EDS**
- Drive **double-digit growth in Cloud/DC/ICT**
- **Explore IoT** in key verticals

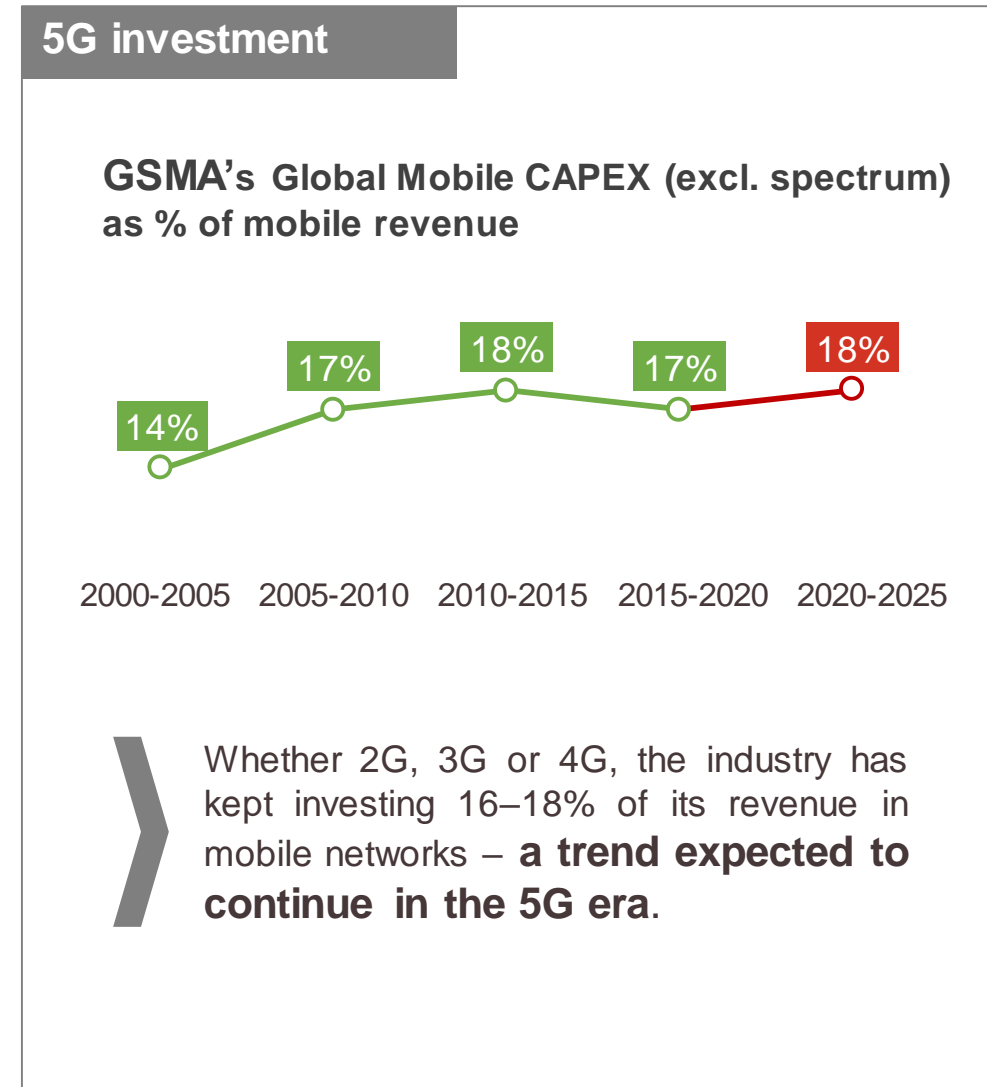
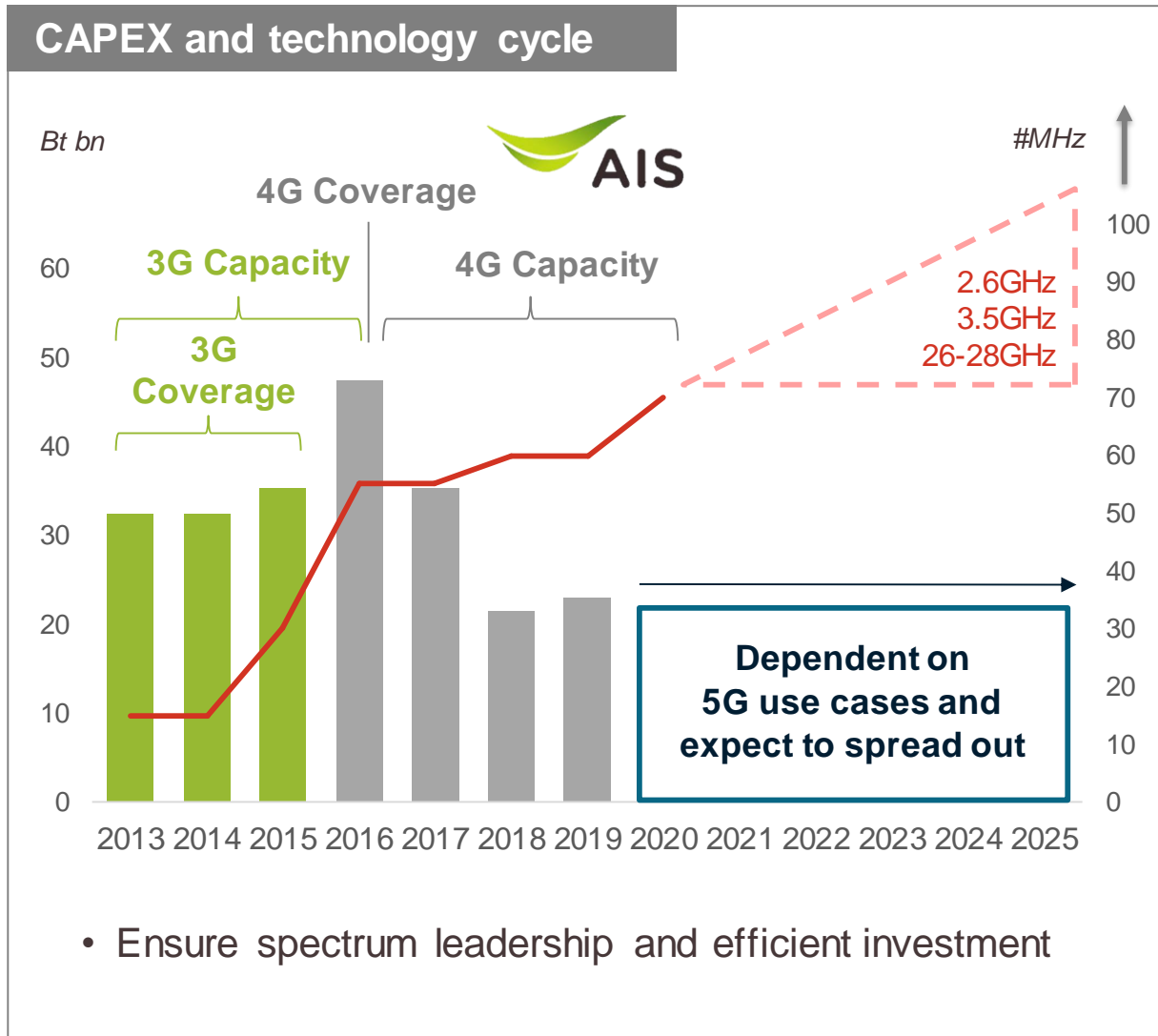
- Ensure operational efficiency and spending effectiveness
- Incorporate 5G capability in network plan

## FY19 Guidance

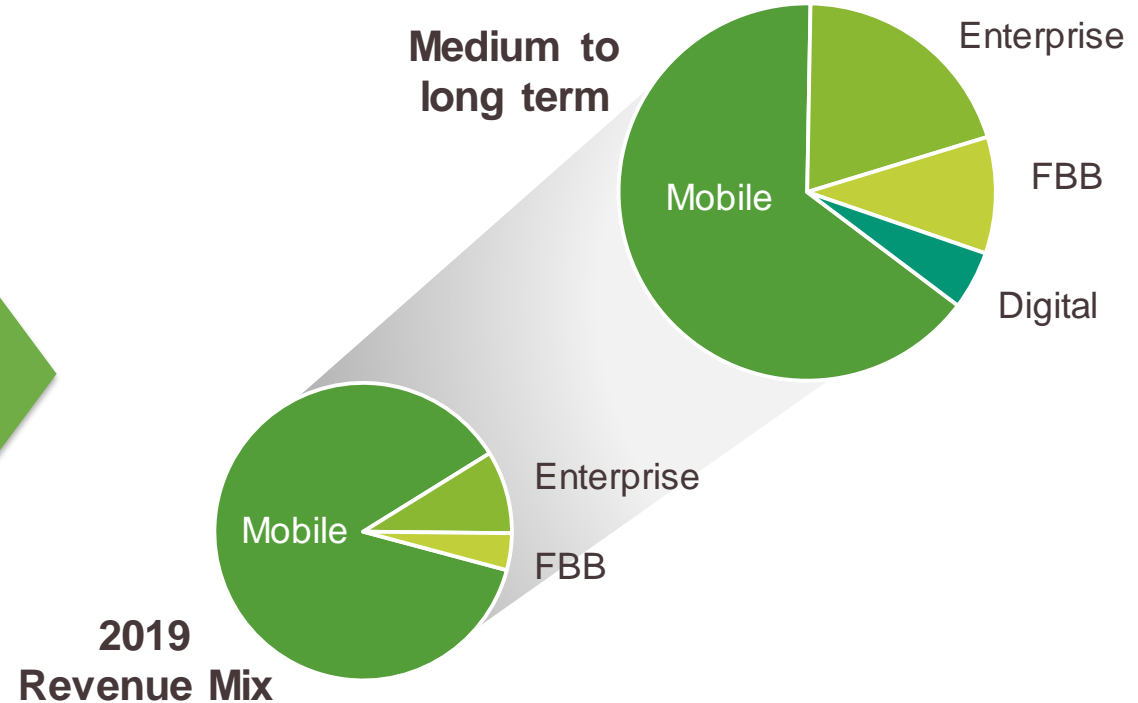
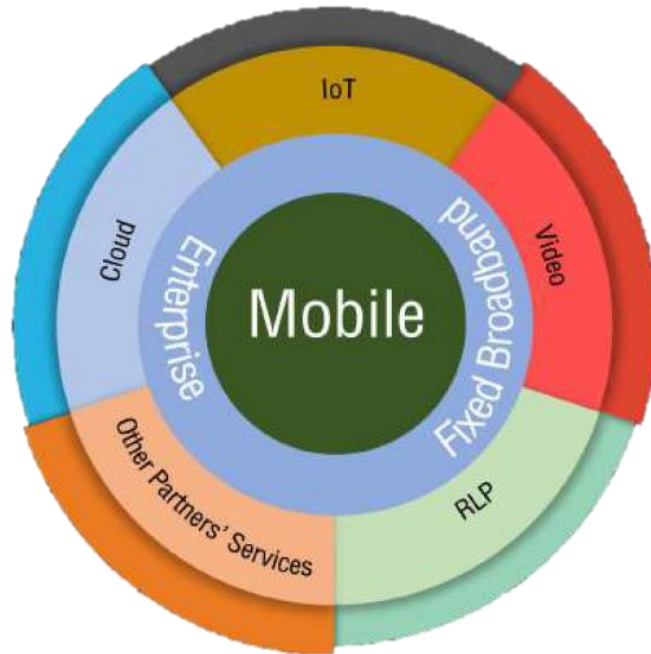
Mid-single  
digit growth

EBITDA margin  
Stable from  
last year

# 5G: More spreading investment outlook



# Growing with core strength and partnership



## Strengthen the Core

Optimize and digitize to ensure leadership and strong cash flow generation

## Expand New Growth Engine

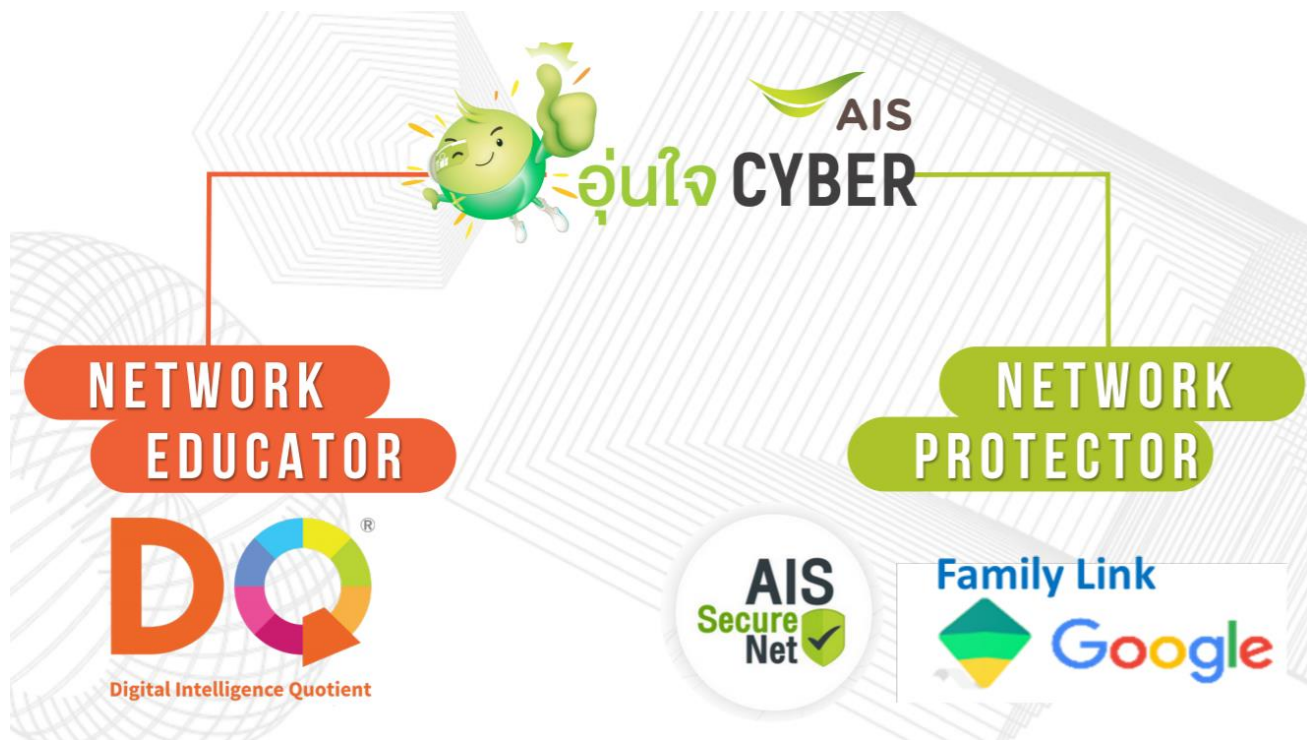
Generate new revenue and profit stream from Fixed Broadband and Enterprise while serving to strengthen and leverage core mobile business

## Build new digital businesses

Build new digital capabilities and platforms to best serve future customer's lifestyle and customer engagement



# NETWORK FOR THAIS





**“If We All Are Network”**



**President  
Hui Weng Cheong**

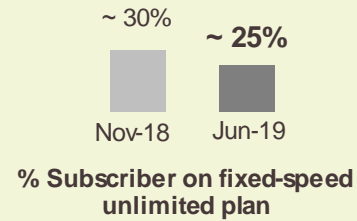


# Mobile: Improving sign of monetization among usage subscribers



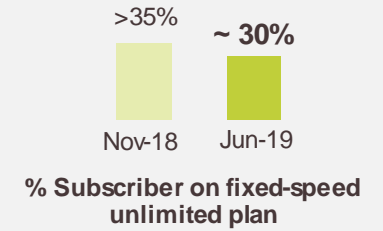
## Prepaid

- 1Q19 ◀ Stopped offering fixed-speed unlimited to new subs
- 1Q19 ◀ Launched "quota-capped" for new & existing subs
- 2Q19 ◀ Increased price on existing subs

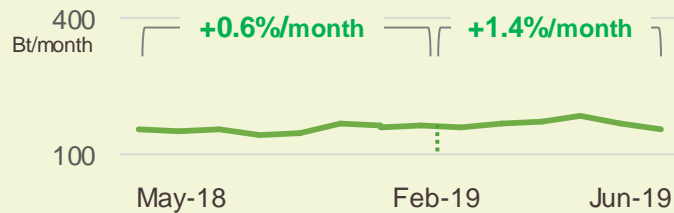


## Postpaid

- 4Q18 ◀ Stopped offering fixed-speed unlimited to certain segments
- 1Q19 ◀ Fully stopped offering fixed-speed UL to all new subs
- 2Q19 ◀ Gradually increased price of promotion-end subs and moved to quota-capped plans

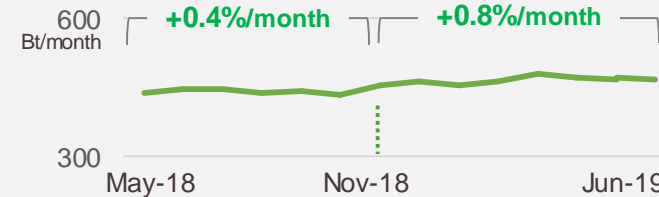


### ARPU trend of new subscribers



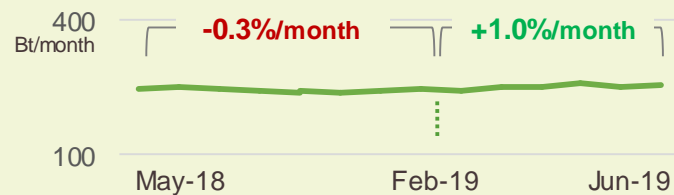
- Resulted in improving ARPU of new subscribers

### ARPU trend of new subscribers



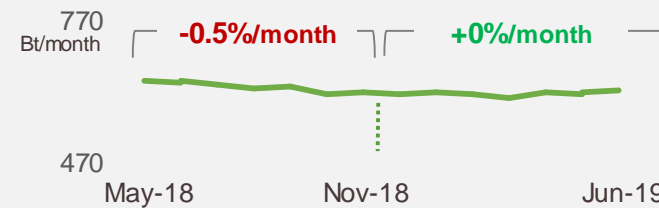
- New subscribers came in with improving ARPU, gearing toward volume-based plans

### ARPU trend of existing subscribers



- While started to translate into the existing base being uplifted

### ARPU trend of existing subscribers



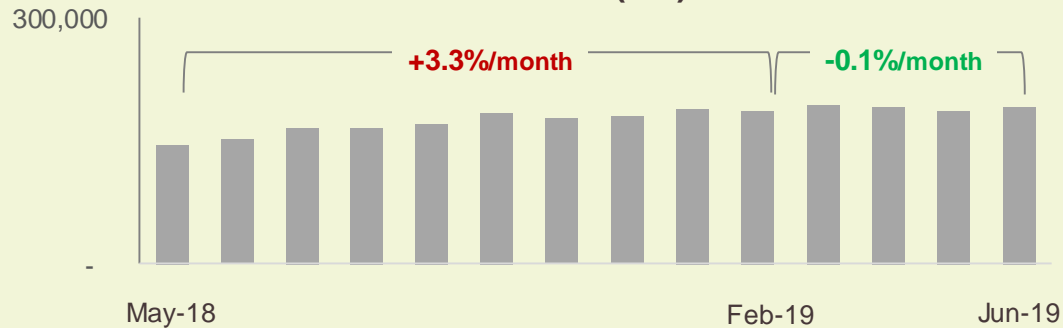
- Resulted in a slow down in ARPU reduction

# Mobile: Data grew reasonably with improving price/unit



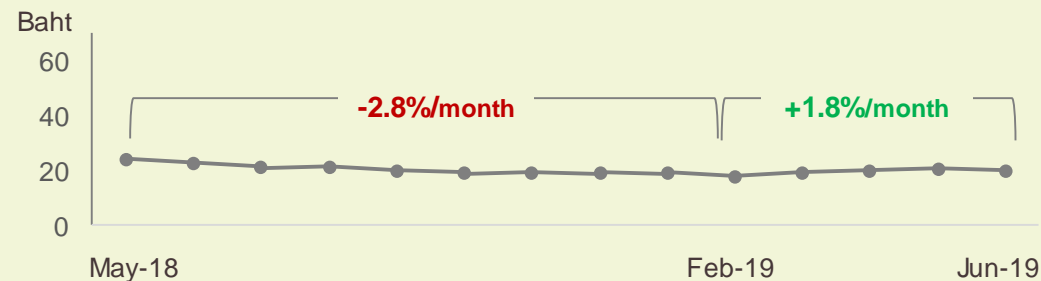
## Prepaid

### Data traffic (TB)



- Data traffic clearly slowed down, aligning price and usage

### Revenue/GB



- Revenue per unit started to be on a growing trend

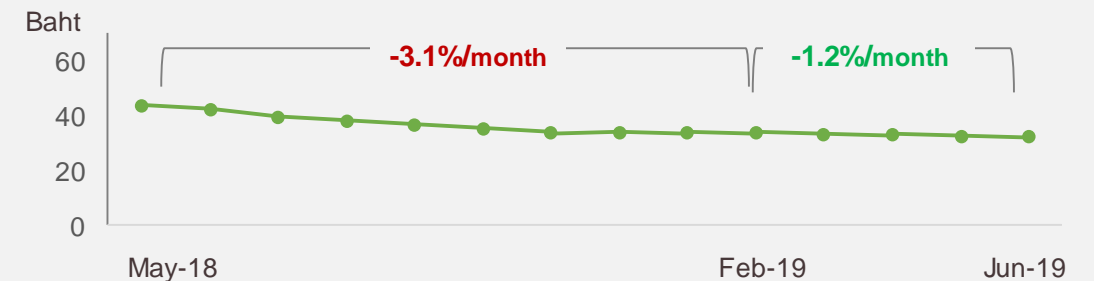
## Postpaid

### Data traffic (TB)



- Heavy data users are pulled back to fair usage policy

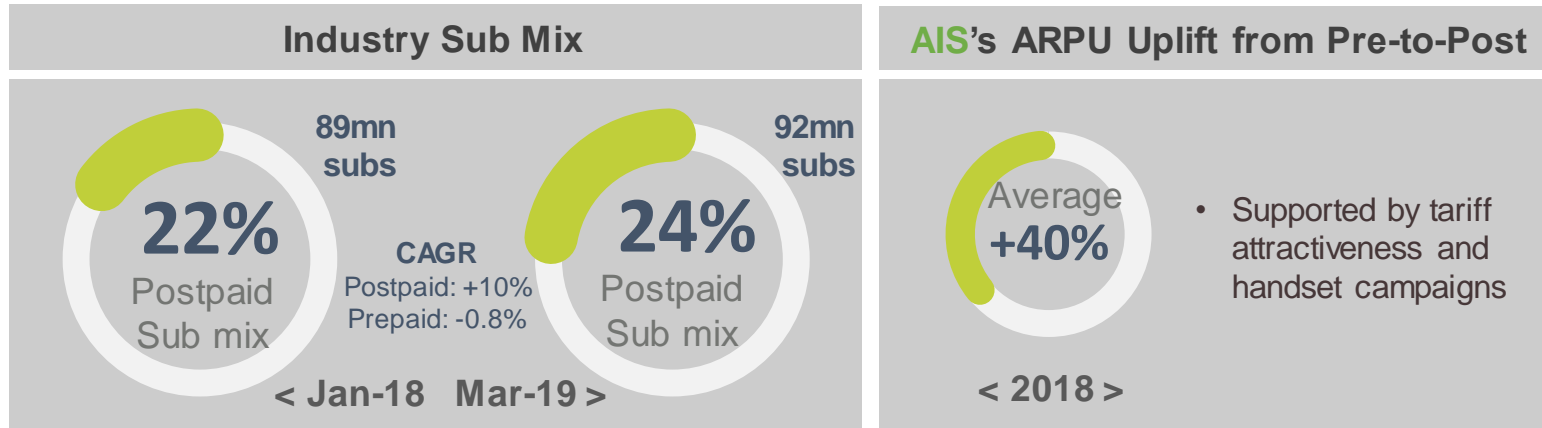
### Revenue/GB



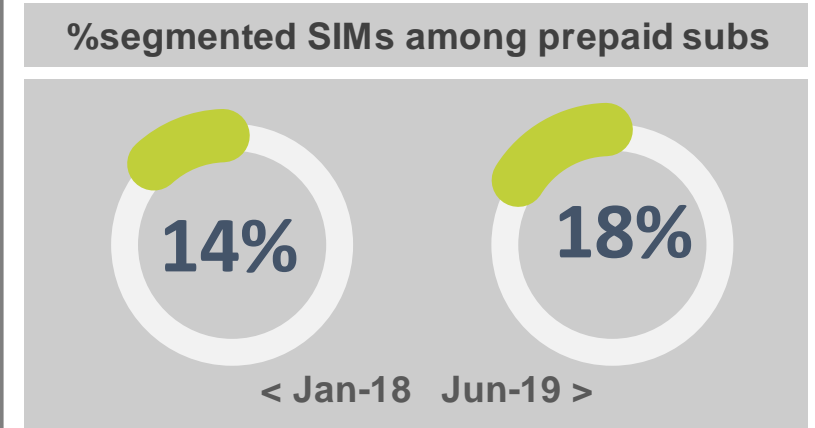
- Slowed down in revenue per unit decline

# Mobile: Continue addressing growth areas

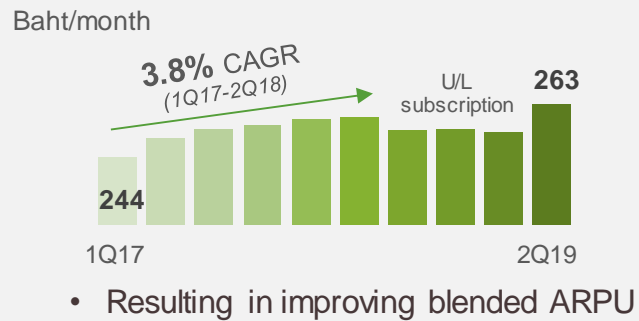
## PREPAID TO POSTPAID CONVERSION



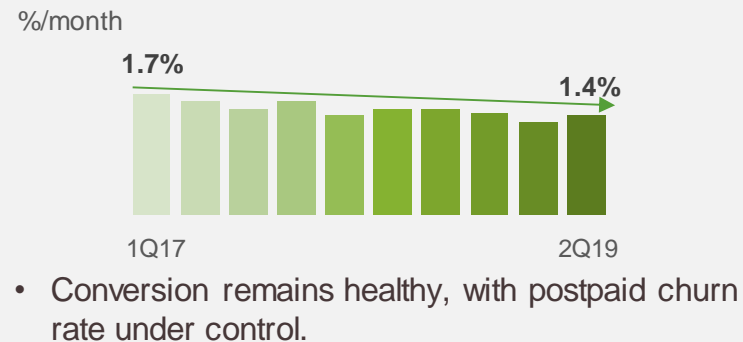
## SEGMENTED SIMS



## AIS's blended ARPU trend



## AIS's postpaid churn trend



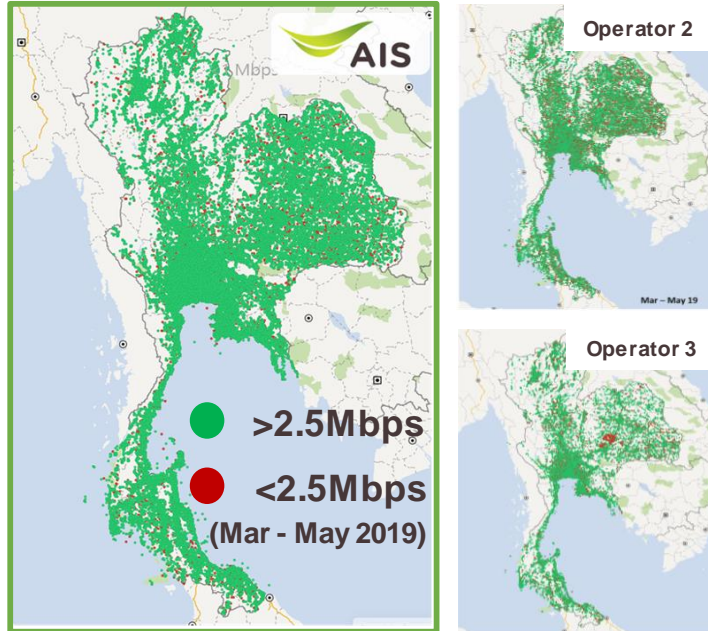
## Revenue growth



# Network quality remained superior

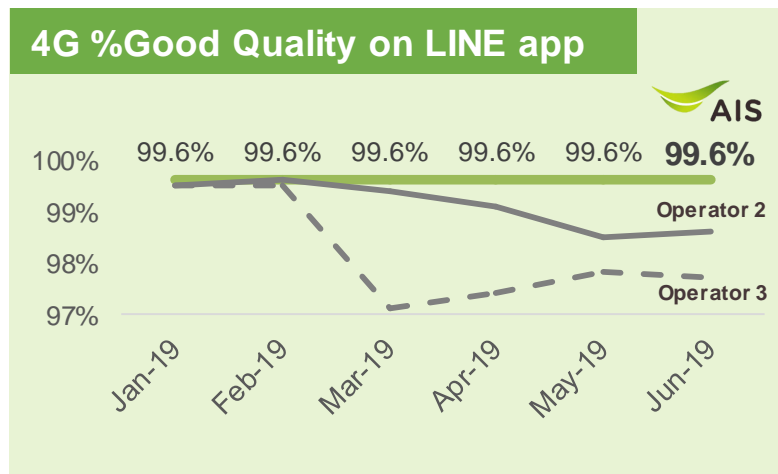
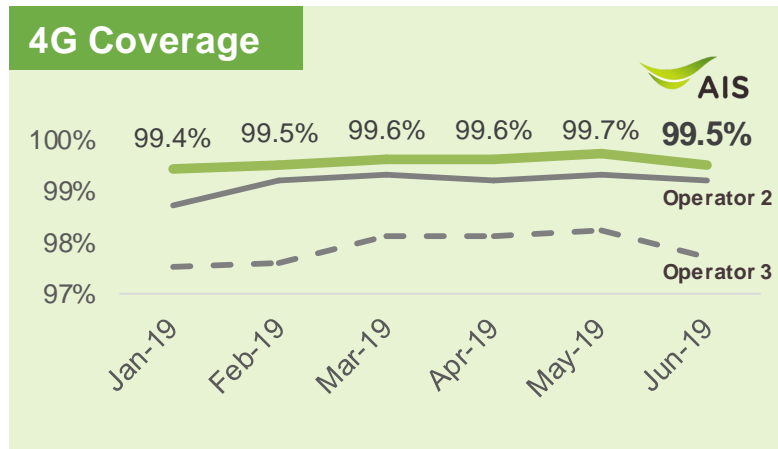


**OOKLA Throughput Speed Test**  
Awarded AIS the Fastest NW for 4 years

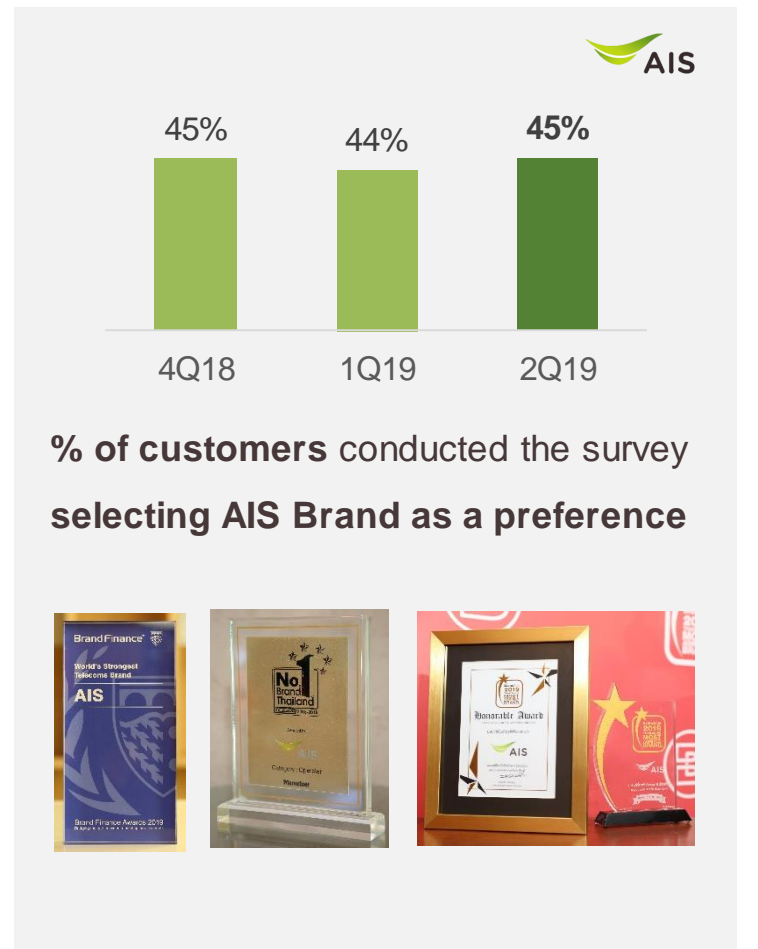


In 2018, **OOKLA** had  
**15 million samples**  
**2 million unique devices**  
Outnumbering and more reliable

**Internal Drive Test**  
Inline with external test



**Customer Perception**  
Remained most preferred



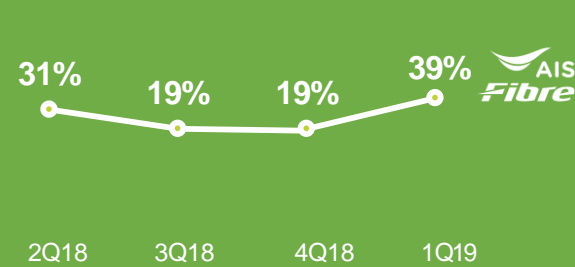
# FBB: Win with quality

## Maintain the 1mn sub target

FBB subscriber ('000)

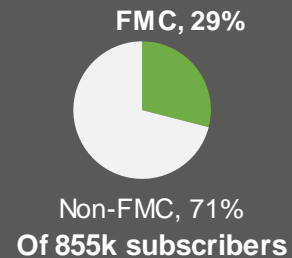


Net adds market share



## Enhance convergence strategy

ARPU 20% higher



- ✓ Cross sell to mobile subscribers
- ✓ Utilize salesforce in shop, Telewiz, and call-center



Utilization rate ~ 45%

## Continue strengthening brand preference



## Focus on efficiency improvement

### Forward

- Network Quality Assurance

### Better

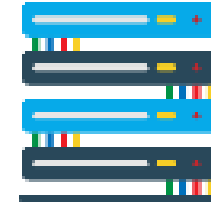
- AIS Fibre Guru
- Better content experience

### Simple

- AIS Fibre LINE Connect



# Enterprise: Repositioned to be #1 service provider



## One-Stop ICT Service Provider



### Telecom Services

- Focus on turnkey projects
- Leverage scale in mobile and data network

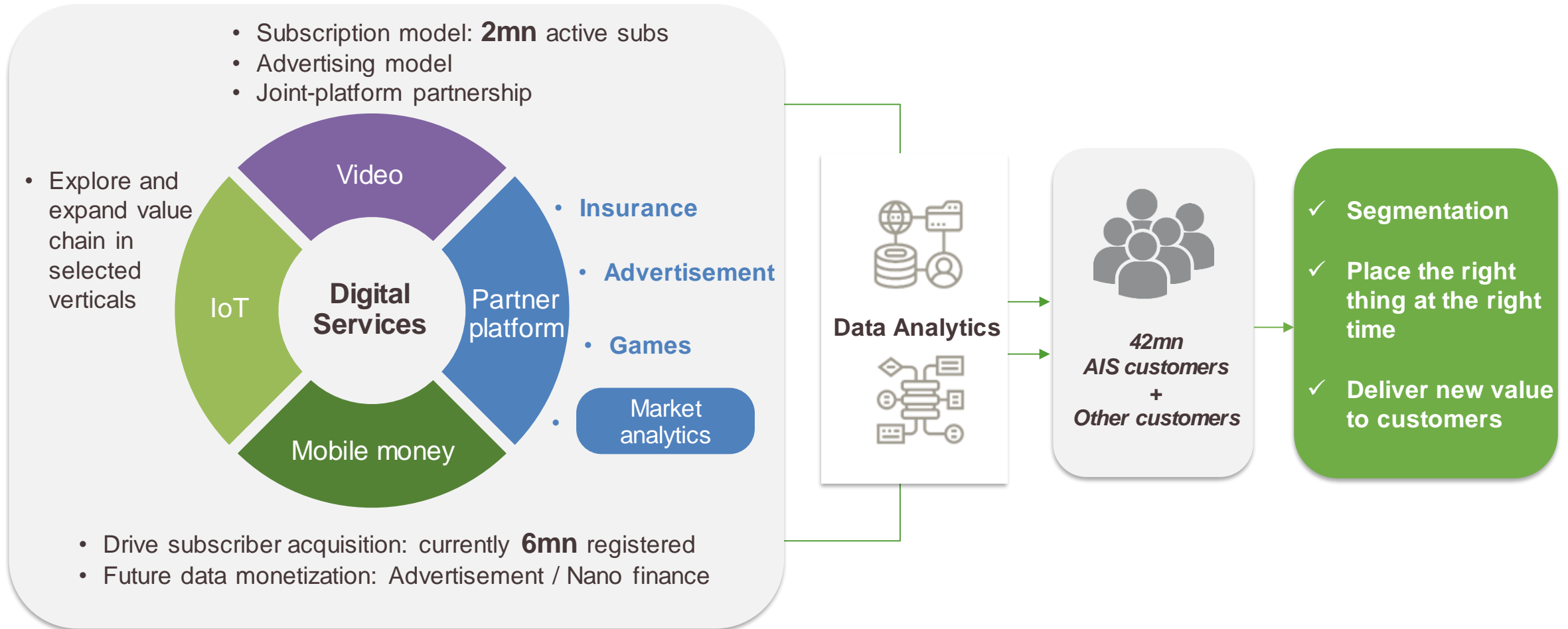
### ICT Services

- Leverage multi-location data centers nationwide
- Partner with global platforms to serve IaaS, PaaS, SaaS, Hybrid Cloud
- Focus on end-to-end managed services

### Digital Services

- Expand value chain in selected verticals for IoT/Smart Solutions
- Leverage AIS mobile base for digital marketing

# Consumer digital services: Build engaging digital platforms





Q&A



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