Investor Presentation

Advanced Info Service Plc.

August 2019

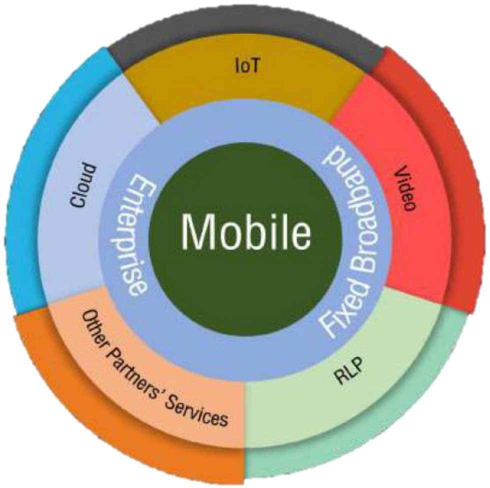
Add AIS IR LINE@

Ticker: ADVANC (SET)
AVIFY (ADR)

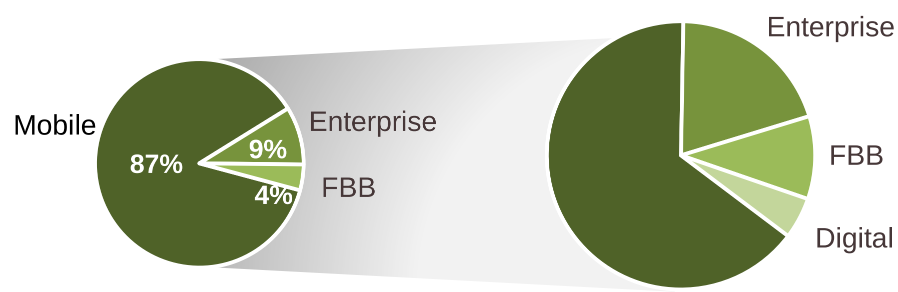
FTSE4Good

THSI
THAILAND SUSTAINABILITY INVESTMENT 2018

AIS: Digital Life Service Provider



Medium to long term



Strengthen the Core

Maintain leadership in core mobile business while optimizing and digitizing to preserve strong cash flow generation

Expand New Growth Engine

Expand revenue and profit stream from Fixed Broadband and Enterprise Business while serving to strengthen and leverage from the core mobile business

Build New Digital Businesses

Build new digital platforms to serve future customer's lifestyle and create new way of customer engagement through partnership models

48% market share
41mn subscribers
Nationwide **4G/3G/2G** mobile network >98% coverage

>98% Mobile network coverage

5th year of operation
9% market share
855K subscribers
Fibre to home internet

Cover **57 key cities** out of 77 provinces

Cover **7mn** home-pass out of 22m households in Thailand

- *Insurance*
- *Game*
- *Advertising*

AIS AIAP IoT Alliance Program

1H19: Solid performance with guidance maintained

1H19 performance

+4.1% YoY

Core service revenue

43.7%

Normalized EBITDA margin

Capex 13bn

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

- Fixed-Mobile Convergence **(FMC)**
- **1mn subscriber target** with quality acquisition

- Gain share in EDS (Enterprise data service)
- Drive **double-digit growth in Cloud/DC/ICT**
- **Explore IoT** in key verticals

- Continue **operational efficiency & digitization**
- Ensure **spending effectiveness** to compete and retain quality subscribers
- **Invest for 4G leadership** and fixed broadband
- Invest in **future-proof technology** and incorporate 5G capability in network plan
- Seek the **appropriate spectrum and timing for 5G**

FY19 Guidance

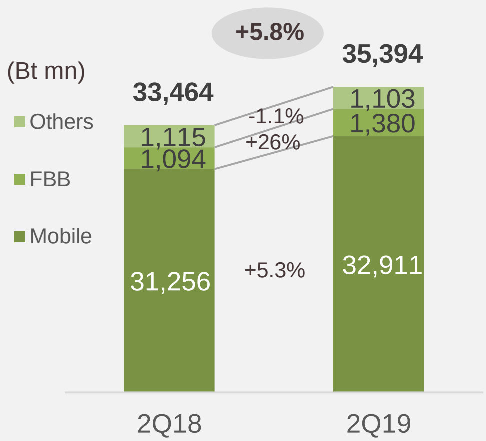
Mid-single digit growth

EBITDA margin Stable from last year

Capex 20-25bn

2Q19 Overview: Mobile saw improvement while FBB continued strong growth

Core service revenue: grew 5.8% YoY driven by improvement in mobile



Mobile

- Revenue **+5.3% YoY, +4.3% QoQ** following discontinuation of fixed-speed U/L plans
- **Postpaid subs gained 250k vs -276k in prepaid** with data consumption of **11.5 GB/month**

FBB

- Robust revenue growth of **+26% YoY, +7.1% QoQ** driven by **60.4k net addition**
- Focused on FMC and **maintain 1mn subs target** supported by AIS shops, Telewiz, and AIS Call Center to ensure quality

Digital services

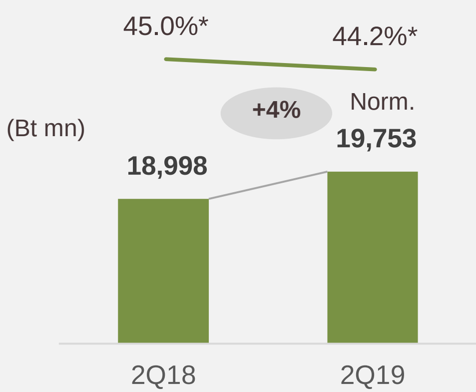
Enterprise:

- Maintained **high-single digit growth for FY19**, supported by end-to-end product proposition combined with CSL

Consumer:

- Continued **building engagement platforms** in video, mobile money, IoT, and partner platforms

EBITDA and margin: grew 4% YoY supported by revenue growth



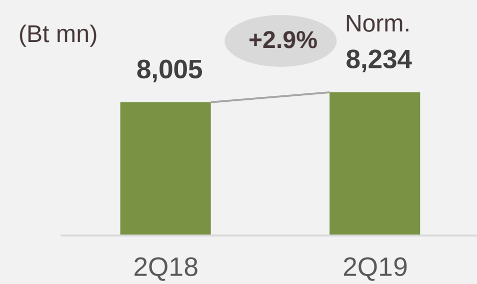
Network OPEX (excl. TOT)

- **+7.6% YoY and +4% QoQ** from mobile & FBB expansion

SG&A

- **+25% YoY and +14% QoQ** from brand and handset campaigns

Net profit: continued improving trend

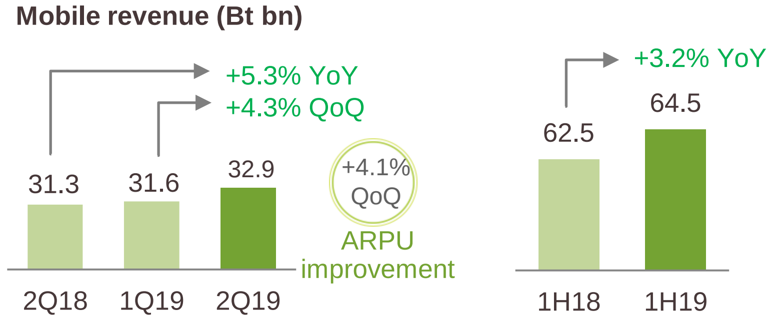


- **+2.9% YoY and +8.1% QoQ** following EBITDA expansion, despite rising D&A

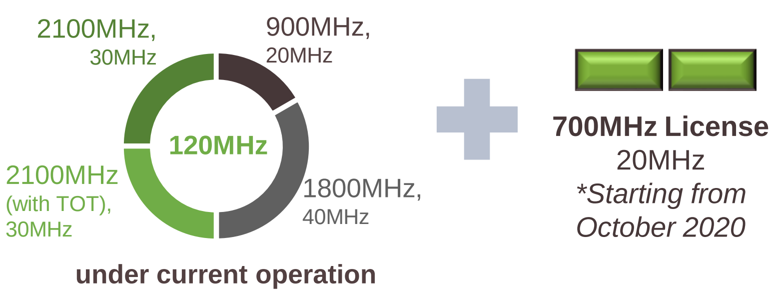
**Show performance after normalizing Bt636mn (before tax) of legal severance compensation in 2Q19*

Mobile: Revenue grew with price adjustment

Revenue improved from price adjustment

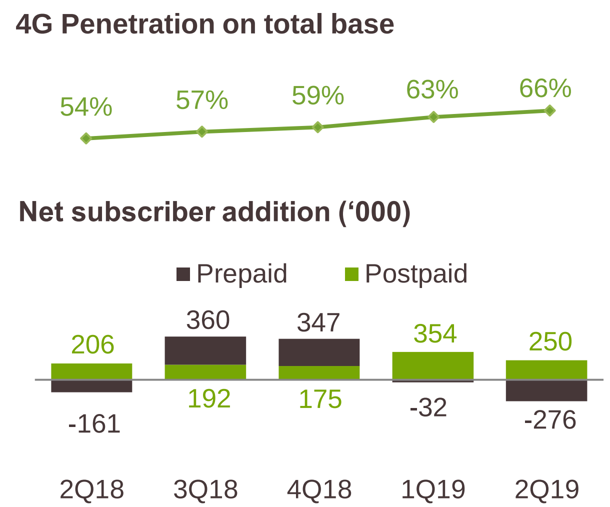


Acquired 700MHz to strengthen network leadership



- With 700MHz, total bandwidth equals 140MHz, largest in the industry.
- 700MHz inherits a wide-coverage characteristic which will support coverage in 5G and efficient investment in 4G.

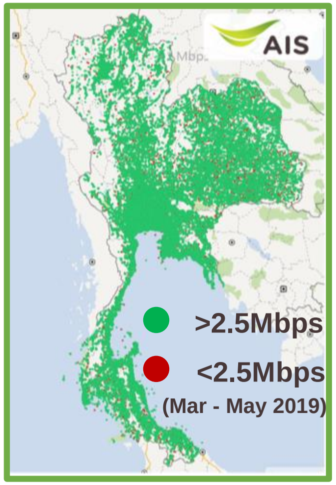
4G penetration continued uptrend



- Maintained strong postpaid growth driven by customer demand to convert from prepaid to postpaid and handset campaigns.
- Prepaid softened due to seasonal churns of one-time segmented SIMs.

Mobile: Network quality remained superior

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



In 2018, OOKLA *had*

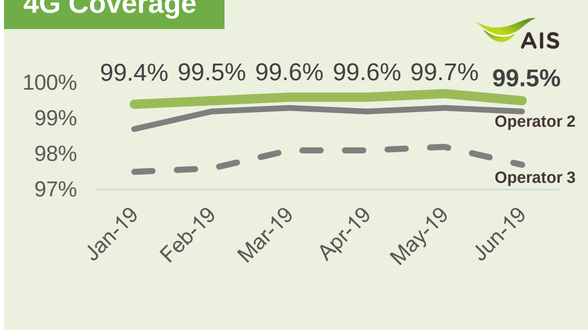
15 **million samples**

2 **million unique devices**

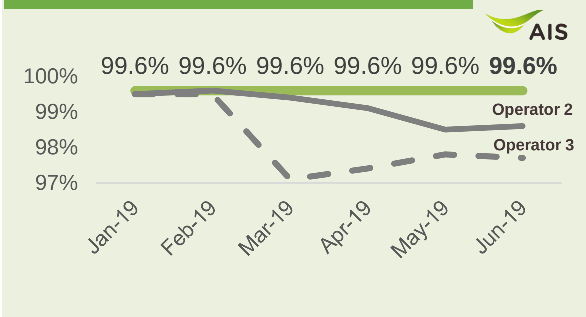
Outnumbering and more reliable

Internal Drive Test
Inline with external test

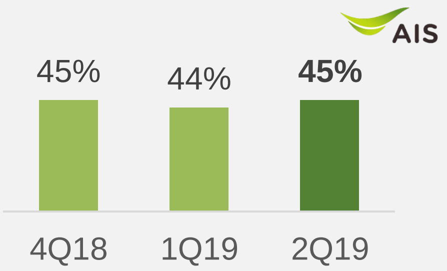
4G Coverage



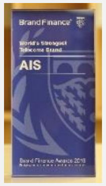
4G %Good Quality on LINE app



Customer Perception
Remained most preferred

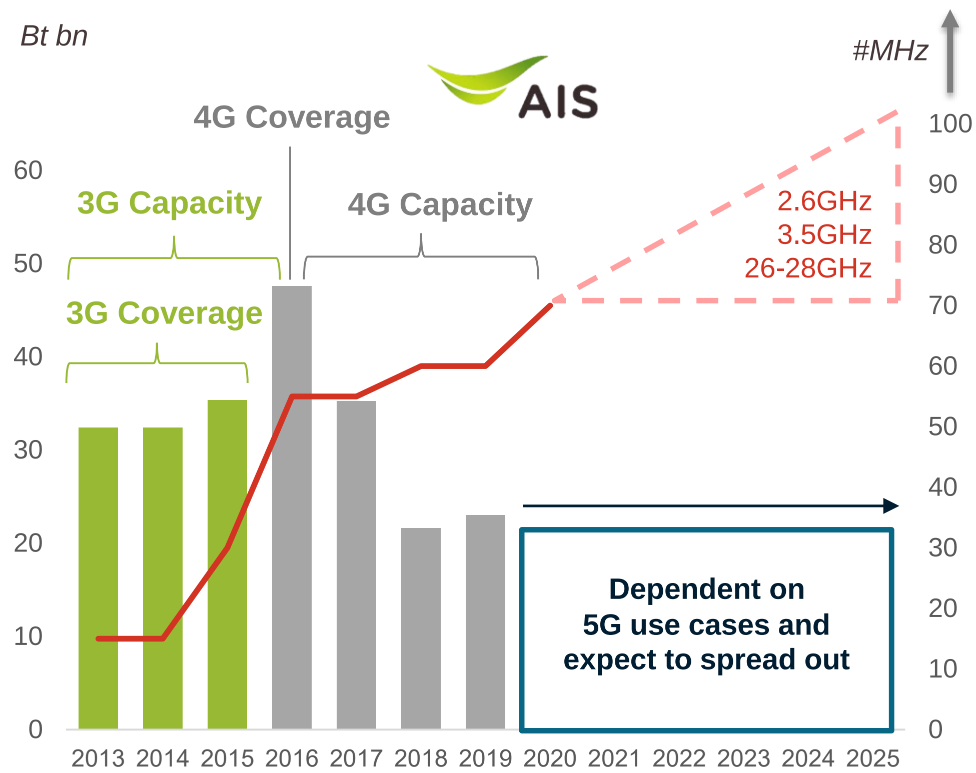


% of customers conducted the survey **selecting AIS Brand as a preference**



5G: More spreading investment outlook

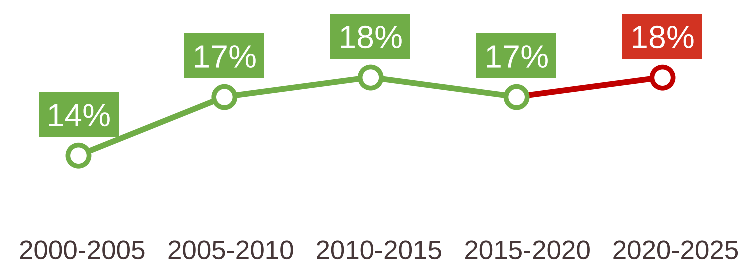
CAPEX and technology cycle



- Ensure spectrum leadership and efficient investment

5G investment

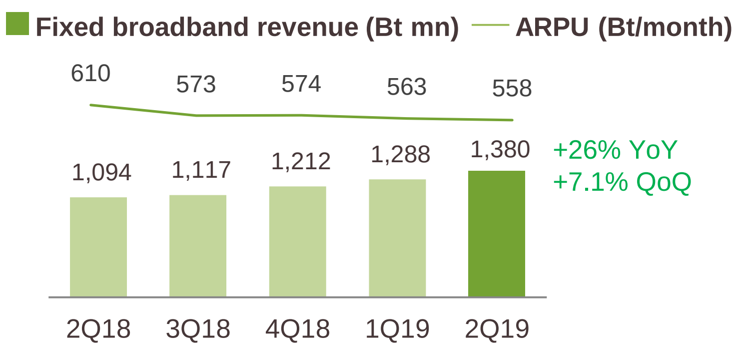
GSMA's Global Mobile CAPEX (excl. spectrum) as % of mobile revenue



Whether 2G, 3G or 4G, the industry has kept investing 16–18% of its revenue in mobile networks – **a trend expected to continue in the 5G era**.

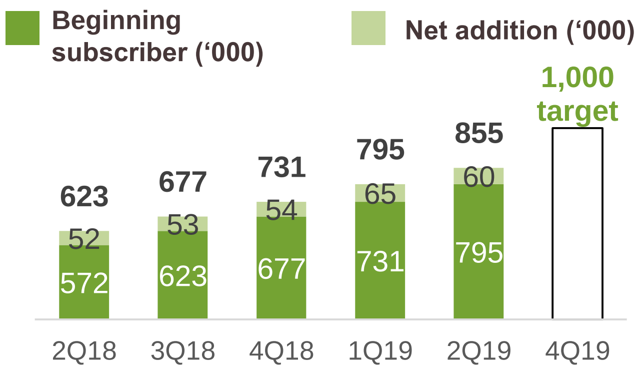
FBB: Continued quality acquisition target 1mn

Remained double-digit revenue growth



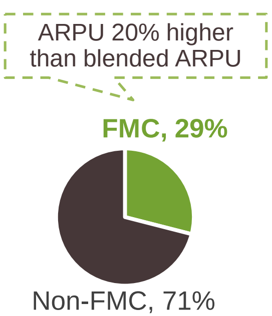
- Maintained strong revenue growth while ARPU dropped 1% QoQ as part of FMC revenue is allocated to mobile segment

Target 1mn sub focusing on quality acquisition



- Gained 60.4k subscribers in 2Q19, focusing on footprints in 57 key cities

Acquisition strategy: creating value via FMC



Of 855k subscribers

Power4 Maxx PACKAGE

		Max speed mobile SIM
Bt699	50/20Mbps	5GB*
Bt799	100/50Mbps	10GB*
Bt999	300/100Mbps	15GB*

*Throttled speed: 128kbps

- Focused on cross-selling to existing mobile customers
- Leverage AIS shops, Telewiz, and AIS Call Center to support quality acquisition

Digital service: Expand strategic digital services for both enterprise and consumer

Enterprise: Repositioned to be #1 service provider

- **Maintained target to achieve high-single digit growth in FY19 for enterprise segment**
- **Rebranded CSL aiming to become #1 end-to-end ICT service provider**

Focusing on data center & cloud solutions, managed services, and system integration

- **Partnered to explore and expand IoT use cases in selected verticals**

  - Awarded Thailand's IoT Solutions Provider for 2019
  - Motor insurance

Strengthened engaging consumer platforms

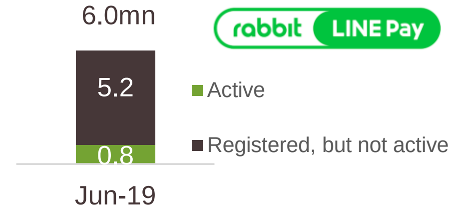
1 Video

2mn **active users (Jun-19)**

AIS PLAY | PLAYBOX | WEBSITE

- Available on mobile, FBB and ***website***

2 Mobile money



- Continued to drive subscriber acquisition

3 Insurance

- Established an insurance broker company to be a point of online insurance sale

4 Advertisement

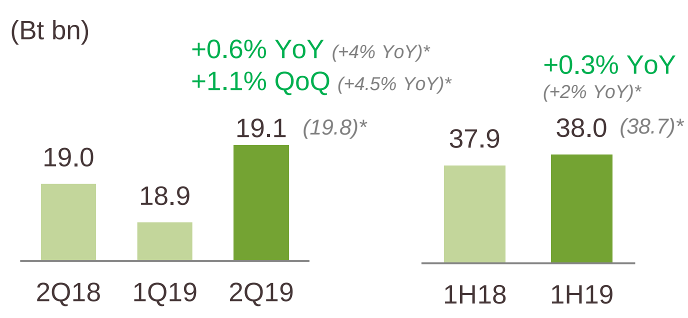
- Targeted advertisement on partner's websites

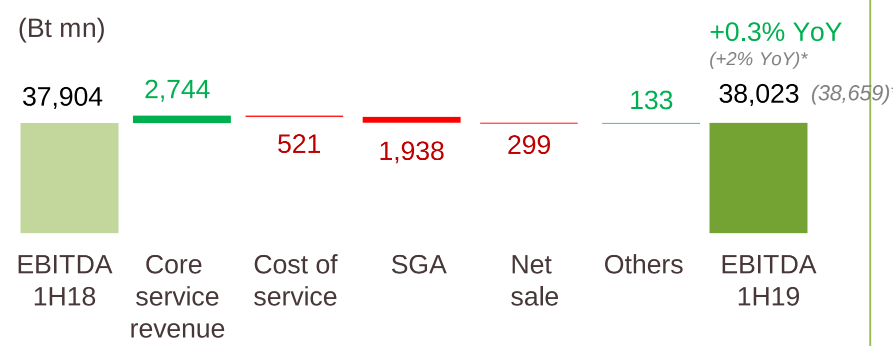
5 Games

- Cooperated with business partners to drive the eSports industry and further monetize

Profit rose from both revenue and cost improvement

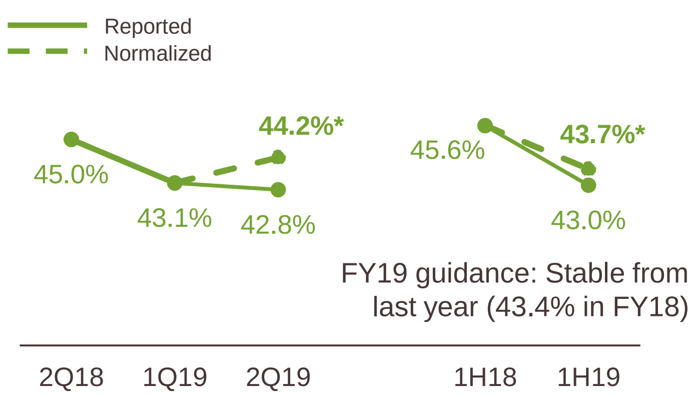
EBITDA





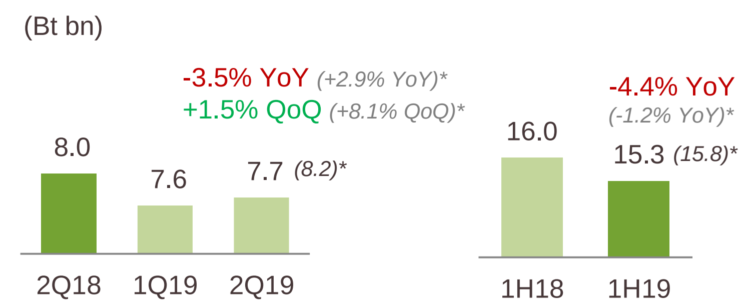
- EBITDA growth was contributed by higher revenue offset by higher network OPEX and SG&A

EBITDA margin



FY19 guidance: Stable from last year (43.4% in FY18)

Net profit

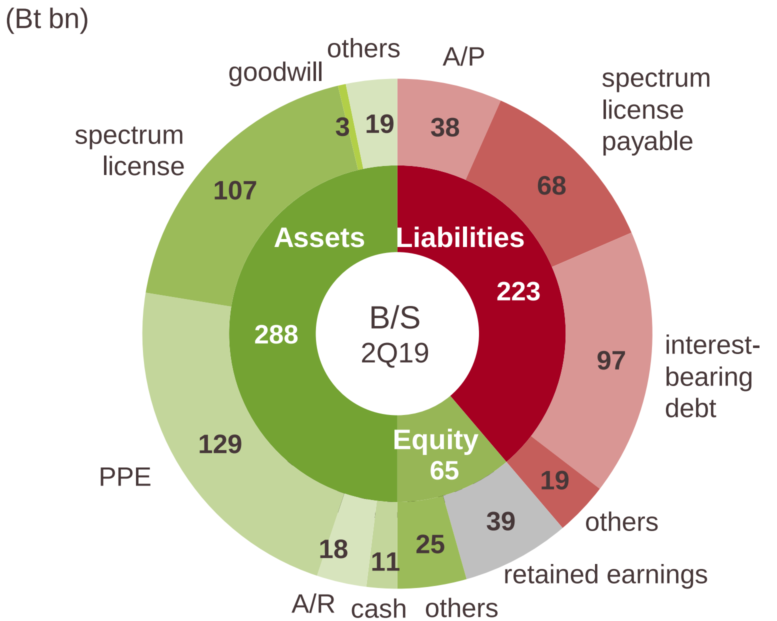


- 1H19 net profit slightly dropped due to D&A from 4G/FBB expansion and 1800MHz license acquired in Sep-18.

*Show performance after normalizing Bt636mn (before tax) of legal severance provision in 2Q19

Maintained financial flexibility for future growth

Balance Sheet



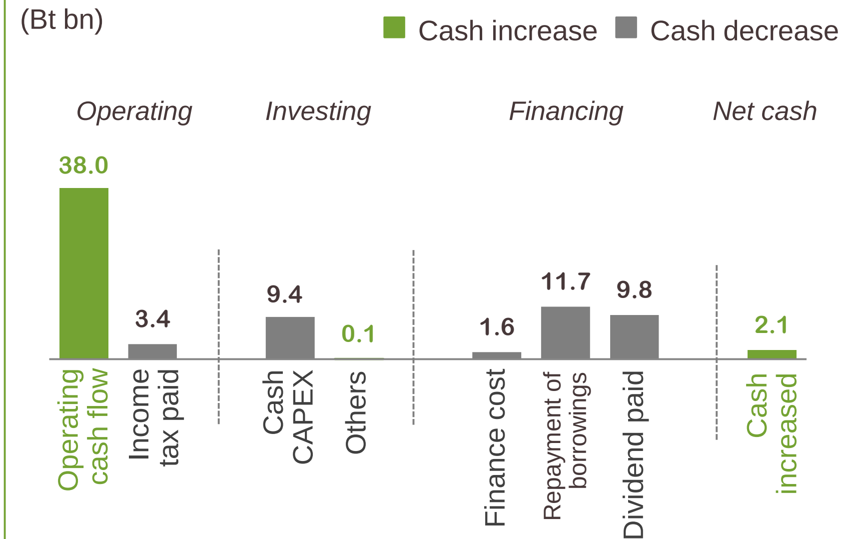
1.1x
Net debt to EBITDA

1.5x
Interest bearing debt to Equity

0.6x
Current ratio

51%
Return on Equity

1H19 Cash flow



Operating cash flow in 1H19 was sufficient to fund both CAPEX, debt repayment, and dividend.

Investing cash flow was Bt9.4bn while FY19 budgeted CAPEX is maintained at Bt20-25bn

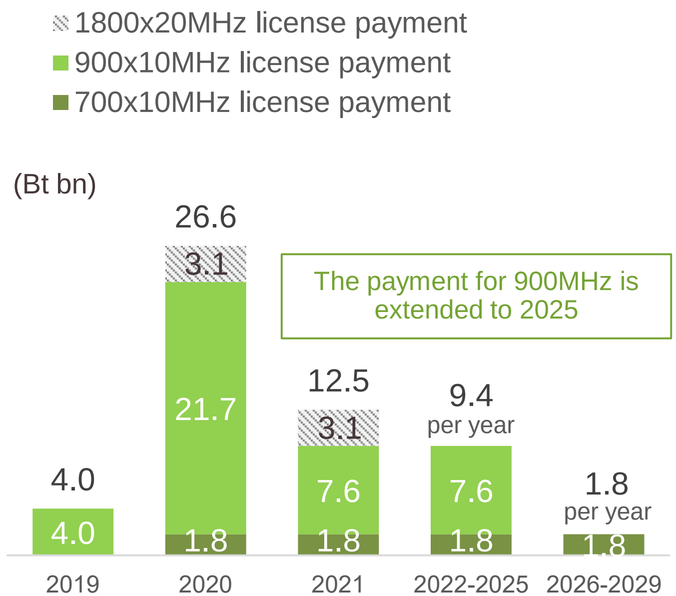
Average finance costs = 3.1% p.a.

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

License payment and debt repayment schedule

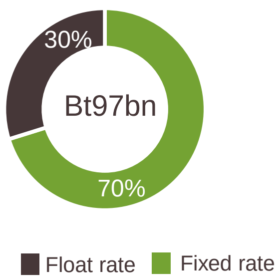
900MHz payment term extended

Spectrum license payment schedule

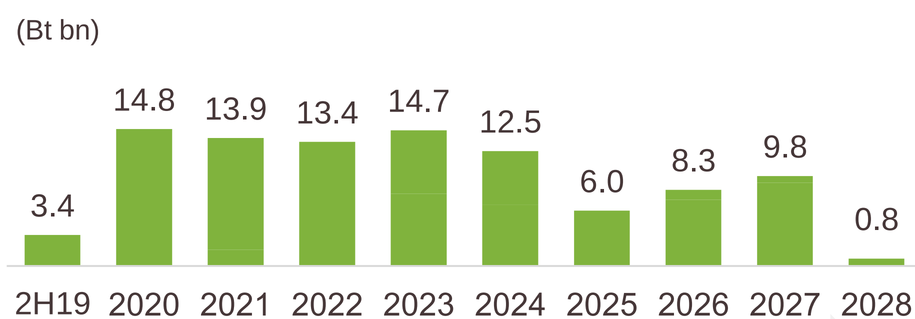


Total of **Bt87bn** toward 2030

Debt repayment Schedule



- All in THB currency
- S&P rating: BBB+
- Avg. cost of debt = 3.1% p.a.



Total of **Bt97bn** toward 2028

APPENDIX

2Q19 & 1H19 Financial Highlights (Pre-TFRS15)

	Pre-TFRS 15							
Bt mn	**2Q18**	**1Q19**	**2Q19**	**%YoY**	**%QoQ**	**1H18**	**1H19**	**%YoY**
Mobile revenue	31,256	31,555	32,911	▲5.3%	▲4.3%	62,464	64,466	▲3.2%
FBB revenue	1,094	1,288	1,380	▲26%	▲7.1%	2,107	2,669	▲27%
Other revenues	1,115	1,119	1,103	▼1.1%	▼1.4%	2,041	2,221	▲8.8%
Core service revenue	**33,464**	**33,962**	**35,394**	**▲5.8%**	**▲4.2%**	**66,612**	**69,356**	**▲4.1%**
IC and equipment rental	2,845	2,995	2,841	Flat	▼5.2%	4,263	5,836	▲37%
Service revenue	**36,309**	**36,957**	**38,235**	**▲5.3%**	**▲3.5%**	**70,875**	**75,192**	**▲6.1%**
SIM and device sales	5,919	6,867	6,453	▲9.0%	▼6.0%	12,287	13,320	▲8.4%
Total revenue	**42,228**	**43,824**	**44,688**	**▲5.8%**	**▲2.0%**	**83,161**	**88,512**	**▲6.4%**
Cost of service	(19,202)	(19,817)	(20,170)	▲5.0%	▲1.8%	(36,483)	(39,987)	▲9.6%
SG&A	(6,197)	(6,786)	(7,706)	▲24%	▲14%	(12,533)	(14,492)	▲16%
EBITDA*	**18,998**	**18,906**	**19,117**	**▲0.6%**	**▲1.1%**	**37,904**	**38,023**	**Flat**
EBIT*	10,673	10,059	10,065	▼5.7%	Flat	21,499	20,124	▼6.4%
NPAT*	**8,005**	**7,615**	**7,725**	**▼3.5%**	**▲1.5%**	**16,042**	**15,340**	**▼4.4%**
Sales margin	-3.0%	-4.2%	-4.0%	▼100bps	▲20bps	-2.0%	-4.1%	▼210bps
EBITDA margin*	45.0%	43.1%	42.8%	▼220bps	▼30bps	45.6%	43.0%	▼260bps
EBIT margin*	25.3%	23.0%	22.5%	▼280bps	▼50bps	25.9%	22.7%	▼320bps
NPAT margin*	19.0%	17.4%	17.3%	▼170bps	▼10bps	19.3%	17.3%	▼200bps

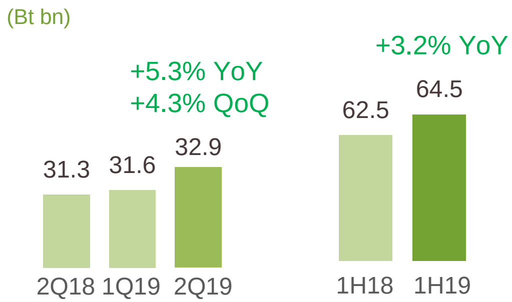
**Included one-time expense of Bt636mn (before tax) for legal severance provision in 2Q19. See page 10 for normalization*

2Q19 & 1H19 Financial Highlights (Post-TFRS15)

	Post-TFRS 15			
Bt mn	**1Q19**	**2Q19**	**%QoQ**	**1H19**
Mobile revenue	30,678	32,042	▲4.4%	62,720
FBB revenue	1,288	1,380	▲7.1%	2,669
Other revenues	1,078	1,083	▲0.4%	2,161
Core service revenue	**33,044**	**34,505**	▲4.4%	**67,549**
IC and equipment rental	2,995	2,841	▼5.2%	5,836
Service revenue	**36,039**	**37,346**	▲3.6%	73,385
SIM and device sales	7,222	6,736	▼6.7%	13,958
Total revenue	**43,262**	**44,081**	▲1.9%	**87,343**
Cost of service	(19,817)	(20,170)	▲1.8%	(39,987)
SG&A	(6,262)	(7,047)	▲13%	(13,309)
EBITDA	**18,868**	**19,169**	▲1.6%	**38,037**
EBIT	10,021	10,118	▲0.1%	20,124
NPAT	**7,570**	**7,754**	▲2.4%	**15,324**
Sales margin	0.9%	0.4%	▼50bps	-4.1%
EBITDA margin	43.6%	43.5%	▼10bps	43.5%
EBIT margin	23.2%	23.0%	▼20bps	23.1%
NPAT margin	17.5%	17.6%	▲10bps	17.5%

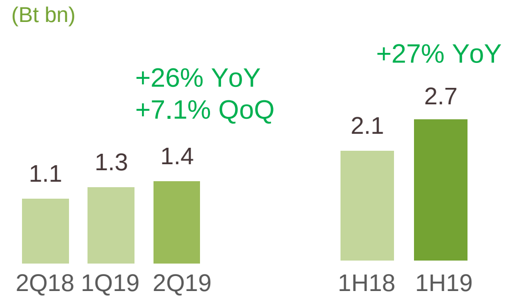
2Q19 & 1H19 Revenue Breakdown

Mobile revenue



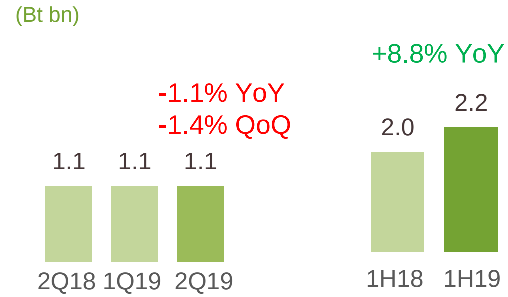
- Driven by improved data pricing, resulted in increase in ARPU.

Fixed broadband revenue



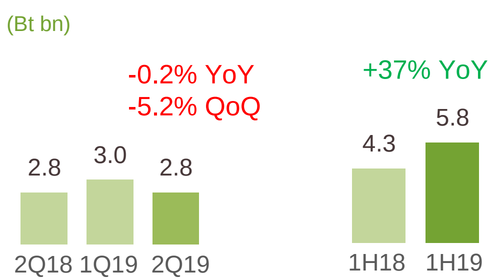
- Expanded subscriber base to 855k, adding 60.4k in the quarter

Other revenues



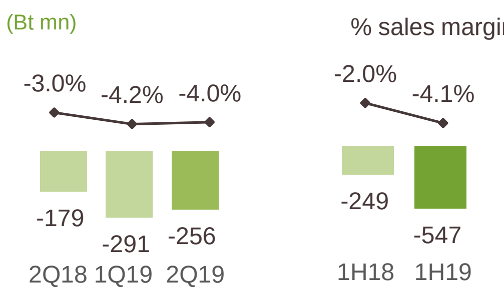
- 1H19, underpinned by improving sales in telecom & ICT services as well as CSL's revenue consolidated

IC and equipment rental



- Flat YoY. QoQ, declined from lower equipment rental.

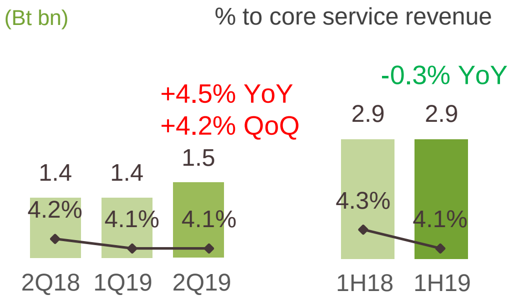
Net Sales & margin



- Continued handset campaigns

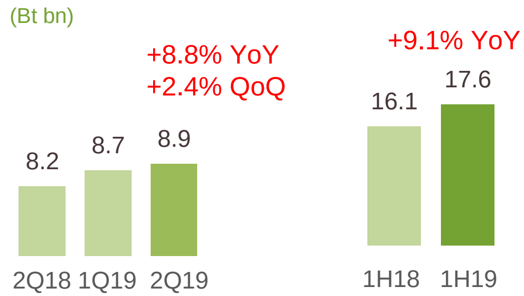
2Q19 & 1H19 Cost Breakdown

Regulatory fee



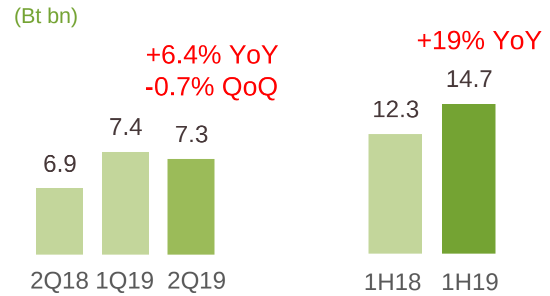
- Increased following higher service revenue.

D&A



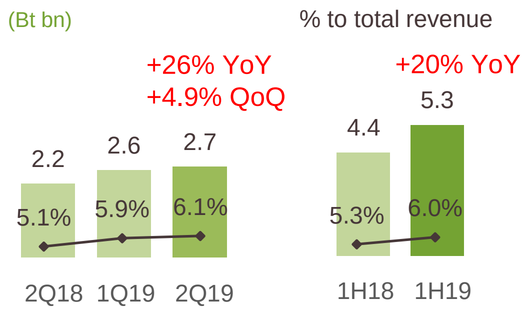
- Increased from 4G network and fixed broadband investment

Network OPEX



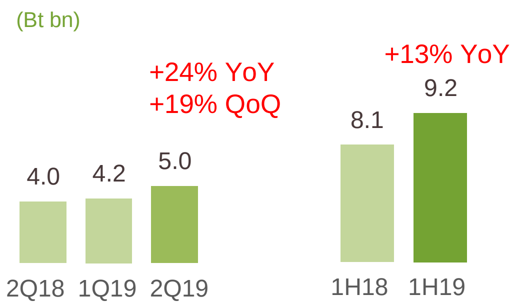
- Excluding TOT, 1H19 network OPEX would increase 8.8% YoY, mainly from higher utilities for expanding 4G

Marketing expense



- Increased from advertisement, handset campaigns as well as the low-base spending in 1H18.

Administrative & others

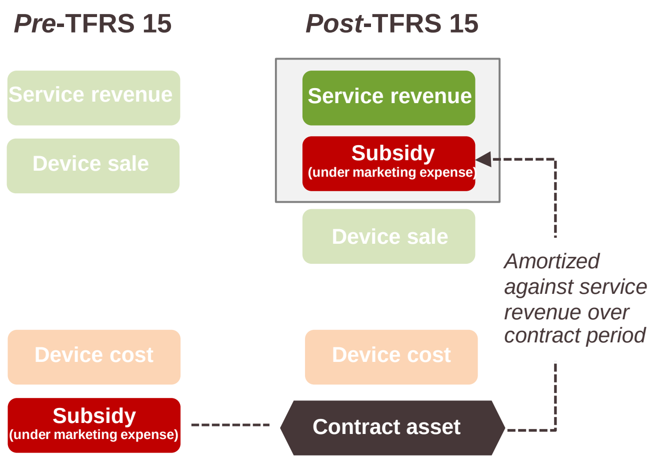


- Increased mainly from the one-time provision on legal severance of Bt602mn

Impact from TFRS 15 adoption

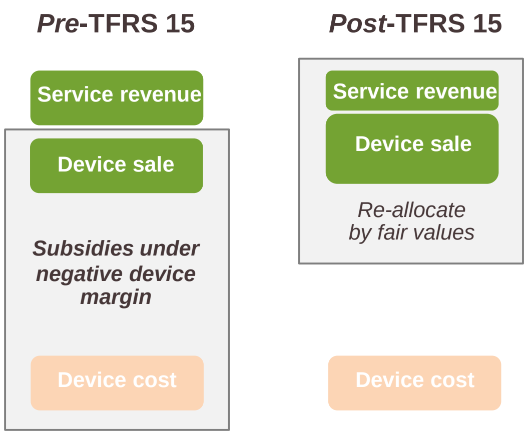
Subsidy Contract Type I

- Subsidy booked in marketing expense is capitalized as contract asset and amortized against service revenue over the contract
- Results in lower service revenue and lower marketing expense



Subsidy Contract Type II

- Subsidy booked as negative device margin requires a re-allocate between service and device revenues by fair values
- Results in lower service revenue and higher device sale



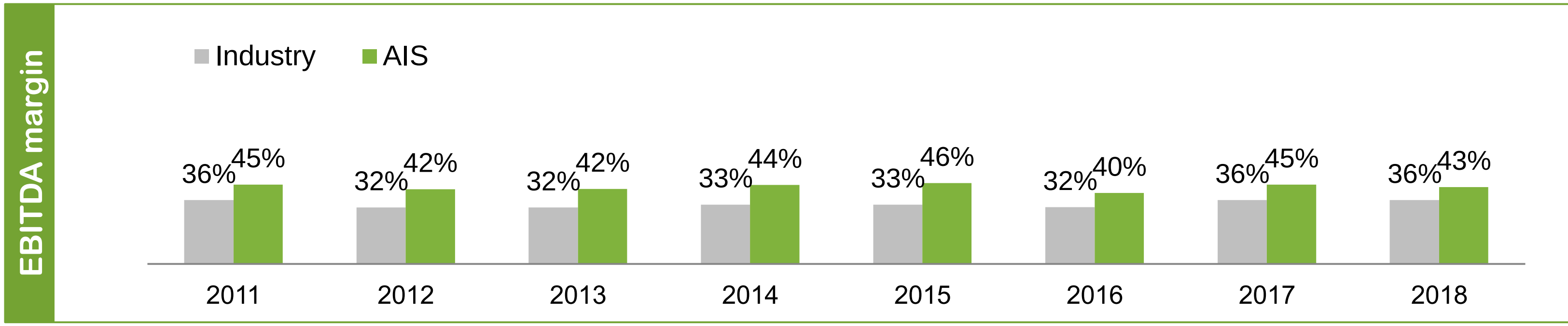
Net impact between Pre-TFRS 15 and Post-TFRS 15 for 1H19

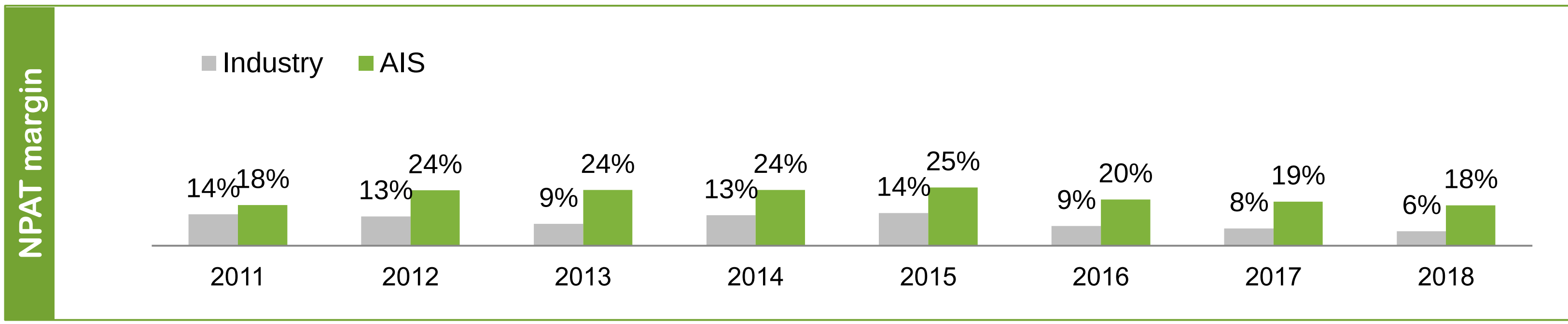
Profit and Loss			Balance Sheet			Cash Flow
Service revenue	Device sale	SG&A	Contract asset	DTA	Retained earnings	Cash flow
-1,807mn	*+638mn*	*-1,149mn*	*+1,675mn*	*-335mn*	*+1,340mn*	*No impact*

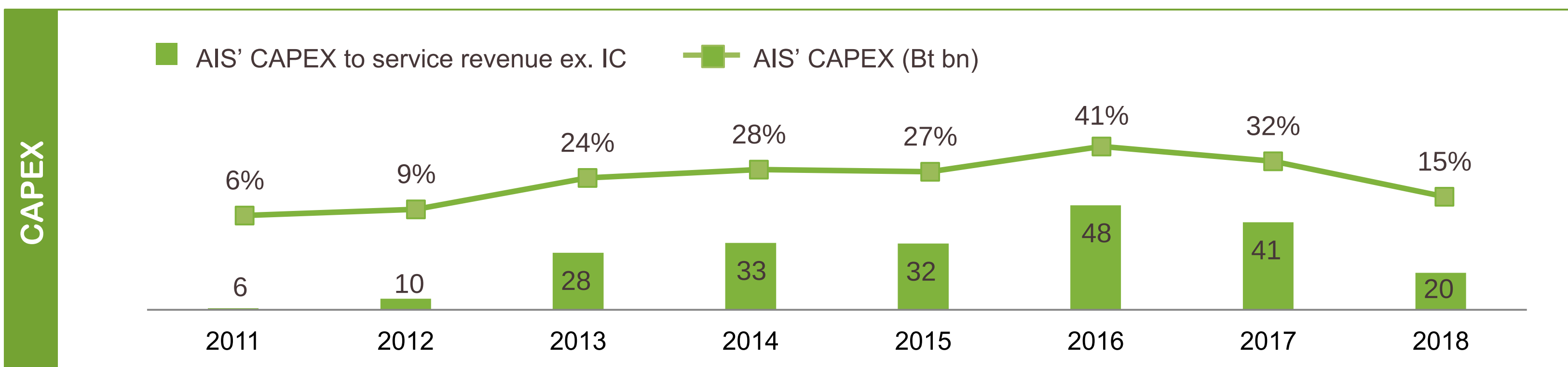
FY19 Pre-TFRS 15 Guidance (maintained)

FY19 guided items	Guidance	Rationale
Core service revenue	Mid-single digit growth	• Mobile: stay competitive in maintaining business scale driven by 4G and penetration in growing segments • FBB: deploy FMC (Fixed- Mobile Convergence) targeting 1mn subscribers milestone • Enterprise: gain share in mobile airtime and EDS while growing in Cloud/DC/ICT managed services
EBITDA margin	Stable from last year (43.4% in FY18)	• Allocate sufficient capital to retain and expand scale in respective businesses • Optimize OPEX, offset with cost to support network growth in all businesses
Budgeted CAPEX (excludes spectrum payment)	Bt20-25bn, of which Bt4-5bn allocated for FBB	• Focus on 4G capacity expansion incorporating 5G-compatible architecture • Expand last miles to serve 1mn FBB customers
Dividend policy	Minimum 70% payout ratio	• Preserve financial health and flexibility for future growth

Historical profitability and CAPEX trend



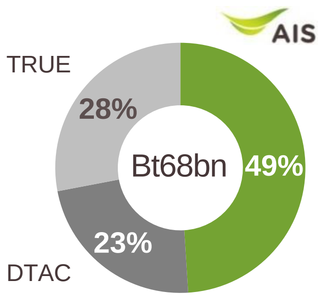




Source: company data

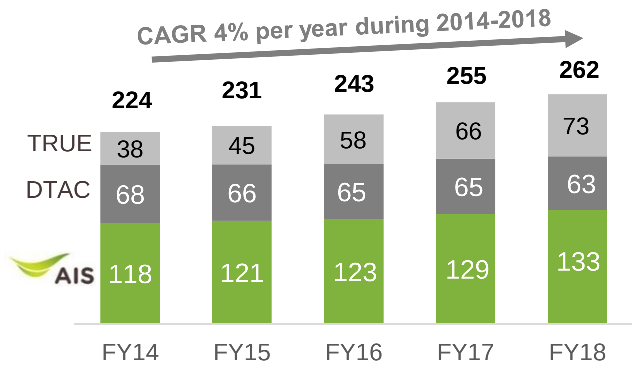
Mobile industry stat

Revenue market share

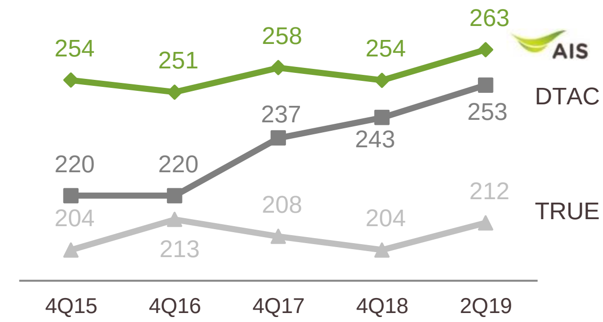


as of 2Q19

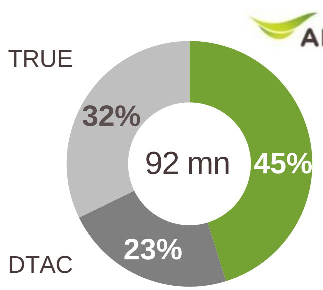
Total mobile revenue (Bt bn)



Blended ARPU (Bt)

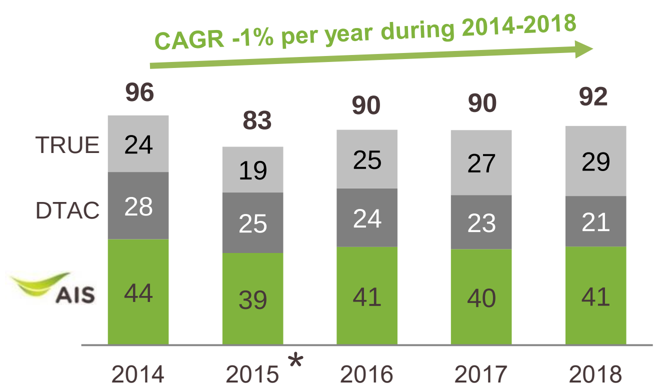


Subscriber market share

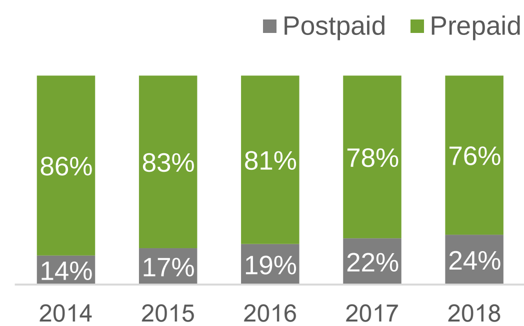


as of 2Q19

Total subscriber (mn)



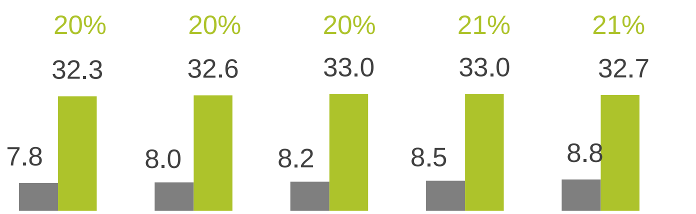
Industry Postpaid-Prepaid mix



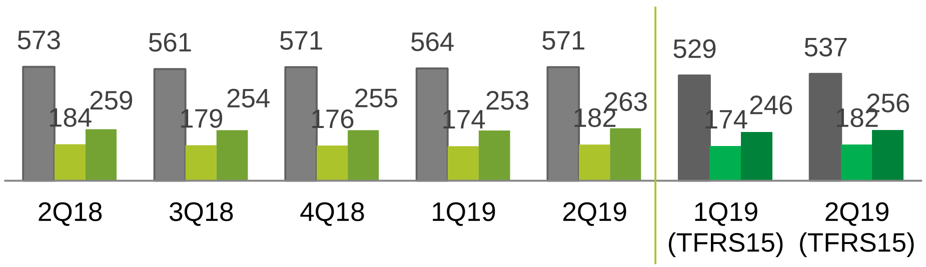
** In 2015, sub base of the industry was affected by the adjustment of prepaid sub reporting to reflect only active ones. The decrease in sub base also caused by NBTC's announcement requiring prepaid sub to register their SIMs. The SIMs that failed to register by the deadline were terminated.*

Mobile: Data usage grew more reasonably

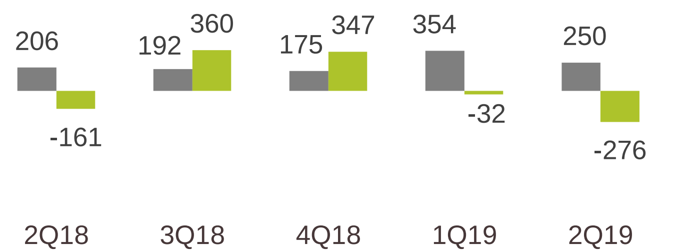
Subscribers (mn)



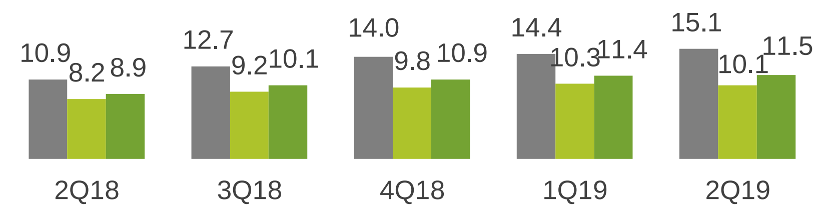
ARPU (Bt/sub/month)



Net addition ('000)



VOU (GB/data sub/month)



- **Mobile subscribers was at 41.5mn,** slightly decreasing 26k QoQ from lower prepaid base.
- **Postpaid subscribers grew 250k** QoQ, underpinned by prepaid-to-postpaid conversion and attractive handset campaigns.
- **Prepaid subscribers decreased 276k** QoQ, mainly from seasonal churns of one-time segmented SIMs.
- **Blended ARPU improved to Bt263**, from price adjustment from unlimited data plans into volume-based plans.
- **Blended VOU** softly increased to 11.5 GB after unlimited data plans discontinued.

Mobile postpaid package: Gearing toward full-speed plans

AIS

Full 4G speed

<table>
<tr><th>Monthly Fee (Bt)</th><th colspan="2">Total internet</th><th>Throttled speed</th><th>Call all networks (mins)</th><th colspan="2">Enjoy Free</th></tr>
<tr><td>299</td><td colspan="2">1GB</td><td rowspan="5">128kbps</td><td>100</td><td rowspan="6">HBO
6 months
JOOX
1 month</td><td rowspan="6">NETFLIX
1 month</td></tr>
<tr><td>399</td><td colspan="2">4GB</td><td>150</td></tr>
<tr><td>499</td><td colspan="2">9GB</td><td>200</td></tr>
<tr><td>599</td><td rowspan="7">NEXTG
Unlimited</td><td>14GB</td><td>250</td></tr>
<tr><td>699</td><td>18GB</td><td>300</td></tr>
<tr><td>899</td><td>28GB</td><td>384kbps</td><td>400</td></tr>
<tr><td>1,099</td><td rowspan="4">Unlimited</td><td rowspan="4">-</td><td>650</td><td rowspan="4">PUBG M & ROV
12 months</td><td rowspan="4">NETFLIX
3 months</td></tr>
<tr><td>1,299</td><td>850</td></tr>
<tr><td>1,599</td><td>1,200</td></tr>
<tr><td>1,999</td><td>2,000</td></tr>
</table>

- Attract new data users and encourage higher ARPU subscriptions through premium VDO contents
- Serve high-end heavy data users with real unlimited max speed experience

Data add-on package

Volume	Day (s)			
	1 day	3 days	7 days	30 days
100 MB	9 Bt			
200 MB	15 Bt			
600 MB	20 Bt			
1 GB	35 Bt	65 Bt	99 Bt	199 Bt
1.5 GB	39 Bt	69 Bt	109 Bt	229 Bt
2 GB	45 Bt	75 Bt	115 Bt	239 Bt
3 GB	49 Bt	79 Bt	119 Bt	399 Bt
4 GB	69 Bt	99 Bt	135 Bt	450 Bt
5 GB	75 Bt	105 Bt	150 Bt	488 Bt
NEXTG 8 GB	89 TBt	149 Bt	199 Bt	599 Bt

Updated: Aug-19

Mobile: Prepaid package

Main package

THE ONE SIM		First Activation Bt50	
	Refill at least Bt150 (12m)	750MB/2Mbps	Data 2GB/7d
		1GB	
		30d	

SUPER SOCIAL SIM		First Activation Bt50	
	Refill at least Bt150 (12m)	1Mbps/30d	Data 2GB/7d
		30d	

Call rate: Bt0.014/s - Bt1 at first minute

Data add-on package

Period	Data	Price(Bt)
Daily		
24h	2GB	35
24h	8GB + AIS Wi-Fi	89
Weekly		
5d	2GB	99
7d	2.5GB / 512kbps	89
7d	Unlimited (6am-6pm)	99
7d	2.5GB / 1Mbps	120
7d	8GB + AIS Wi-Fi	199
Monthly		
30d	1GB	199
30d	Unlimited (6am-6pm)	299

Prepaid: SIM2Fly

Required Top-up (Bt)	Bundle
399	6GB of data for 8 days in Asia & Australia
899	6GB of data for 15 days globally
2,799	15GB of data for 1 year globally

*Voice call: Bt6/minute for all packages

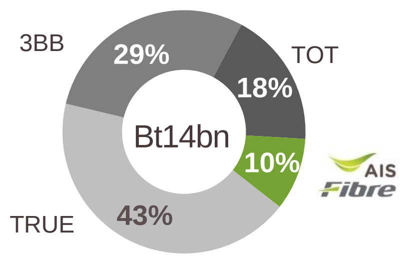
- Offer various segmented SIMs to cater different needs
- Leverage bundling services to encourage recurring top-up

Add-on package for entertainment

- **AIS PLAY MOVIES** • Bt199/m
- **Entertainment Non-Stop** • Bt19/d, 512kbps
  viu or HOOQ or KARAOKE
- **AIS PLAY Maomao** • Bt59/30d

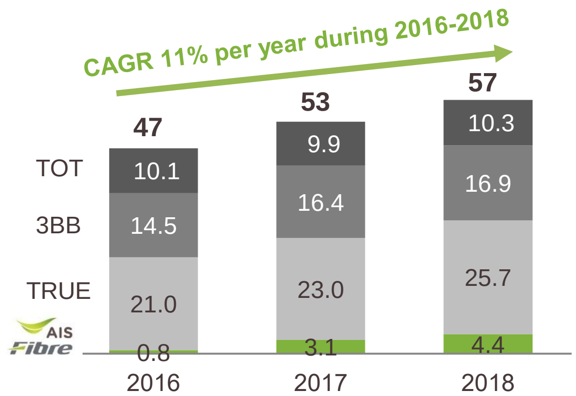
Fixed broadband industry stat

Revenue market share

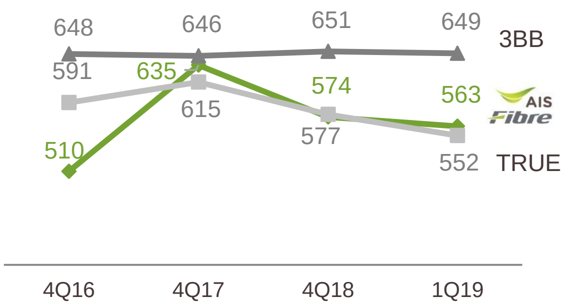


as of 2Q19

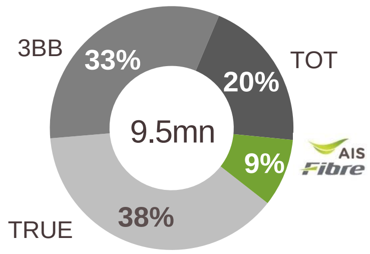
Total broadband revenue (Bt bn)



ARPU (Bt)

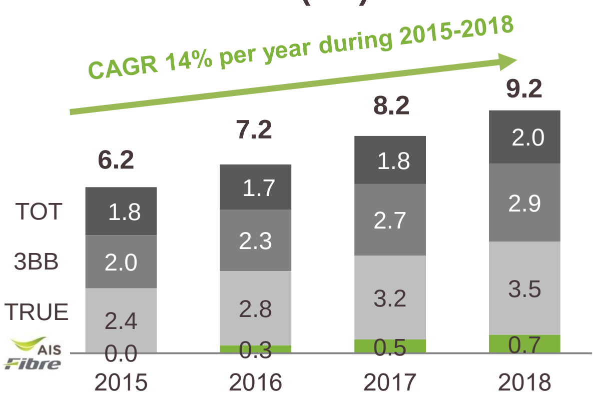


Subscriber market share



as of 2Q19

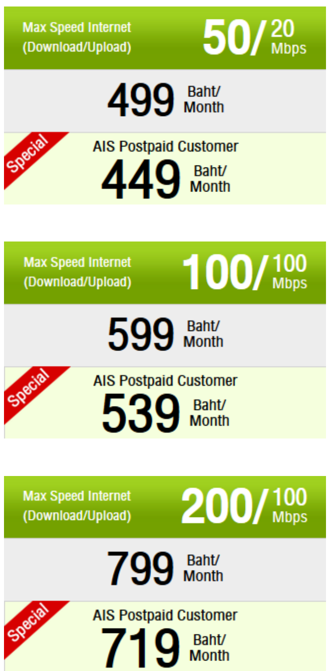
Total subscriber (mn)



AIS Fibre: Competitive price plans targeting pure internet, game and FMC customers

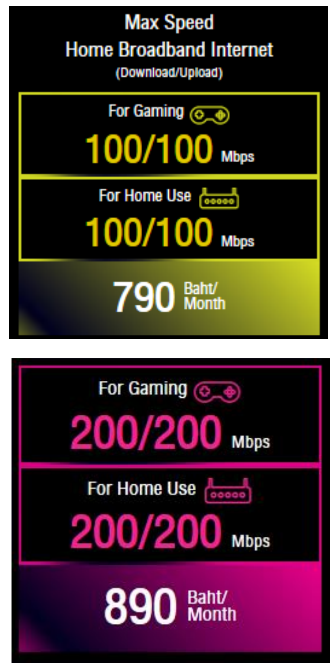
Home Broadband

- Basic pure internet pack for early broadband adopters including ADSL users



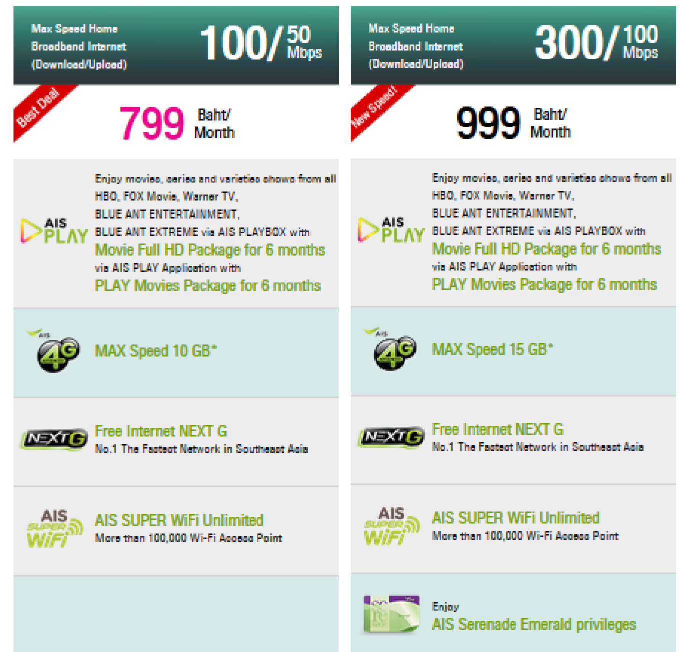
eSports

- Target gamers by separating network between Gaming and Internet



Power4 MAXX

- Offer FMC including fibre broadband, mobile data, premium content, and Super WiFi



Updated: Aug-19

FBB: Market pricing

AIS

	Price	Data speed	Mobile Call/Data	Complementary
	499	50/20 Mbps	-	-
	599	100/100 Mbps	-	-
FMC	699	50/20 Mbps	5GB	AIS Play 6m
	790	100/100 Mbps	-	eSport package
FMC	799	100/50 Mbps	10GB	AIS Play 6m
	799	200/100 Mbps	-	-
	890	200/200 Mbps	-	eSport package
	990	300/300 Mbps	-	eSport package
FMC	999	300/100 Mbps	15GB	AIS Play 6m
FMC	1,299	300/100 Mbps	100min, 30GB	AIS Play 6m, Netflix 3m

TRUE

Price	Data speed	Mobile Call/Data	Complementary
599	50/20 Mbps	5 GB	-
799	100/50 Mbps	10 GB	Enjoy HD
899	200/50 Mbps	60min, 10GB	True ID 12m
999	200/50 Mbps	300min, 15G	-
999	300/100 Mbps	60min, 10GB	True ID 12m
1,599	1000/100 Mbps	300min, 20GB	True ID 12m
1,999	200/100 Mbps	10GB	Gold HD
2,399	200/100 Mbps	10GB	Platinum HD
2,999	1000/500 Mbps	-	Platinum HD
2,999	1000/500 Mbps	200min, 35GB	-
3,999	1000/500 Mbps	200min, 50GB	Platinum HD

Get 3 numbers

3BB

Price	Data speed
590	100/100 Mbps
700	200/200 Mbps
900	300/300 Mbps
1,200	500/500 Mbps
1,590	1000/100 Mbps
2,999	1000/500 Mbps

TOT

Price	Data speed
590	100/100 Mbps
700	200/200 Mbps
900	300/300 Mbps
1,200	500/500 Mbps
1,590	1000/500 Mbps

Source: operator's website, as of Aug 2019

Digital content: More varieties and exclusivities

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

Mobile

AIS PLAY
Your Entertainment Gateway.
Enjoy every moment, anywhere anytime

PLAY PREMIUM
Access to all exclusive content
Bt299/month

PLAY MOVIES
HBO, CINEMAX, WARNER, BLUEANT
Bt199/month

PLAY SERIES
WARNER, BLUEANT
Bt99month or Bt5/day

PLAY NEWS
HEADLINE NEWS, CNN
Bt99month or Bt5/day

Fixed broadband

PLATINUM FULL HD
Ultimate entertainment in all forms
Bt599/month

MOVIES FULL HD
Ultimate movies & series
Bt399month

FAMILY FULL HD
World class cartoons
Bt299month

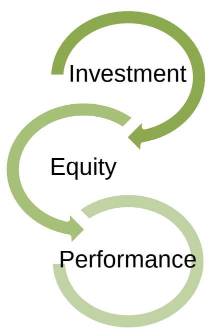
SPORTS FULL HD
Thrilling sports matches
Bt199month

Updated: Aug-19

Continued highly-recognized in brand and customer engagement

Ranked World's Strongest Telecoms Brand

- Awarded "**World' Strongest Telecoms Brand"** by *Brand Finance* with a brand strength index (BSI) score of 90.0 out of 100, highest in 300 most valuable telecoms brands

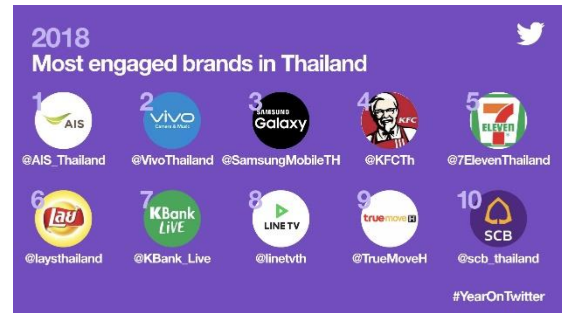


- Measured by the efficacy of a brand's performance:
  - Marketing investment
  - Stakeholder equity
  - Business performance

- The only brand in the industry globally to post a **AAA+ rating**

Mark #1 in brand leadership

Most retweeted hashtags in 2018



- Received "**2018 Most engaged brands in Thailand"** from Twitter

Engaged with digital users on social media

- **Best Brand Performance on Social Media, Social Media Platform** and **Media Campaigns** by Thailand Zocial Awards 2019

Distribution Channel

AIS Branded Shop (run by both AIS and partners)

150+ Shops

Telewiz: exclusive branded shop by partner

430+ Shops

AIS Buddy

1,100+ Shops

Exclusive Partner

650+ Shops

Local small retailers

19K+ Shops

Retailers

3,000+ Shops

Electronic Distribution Channel

400K + Points

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