



Investor Presentation

Advanced Info Service Plc.

November 2019

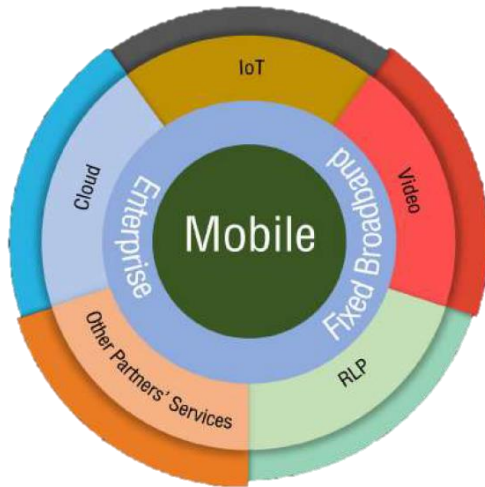


Add AIS IR LINE @

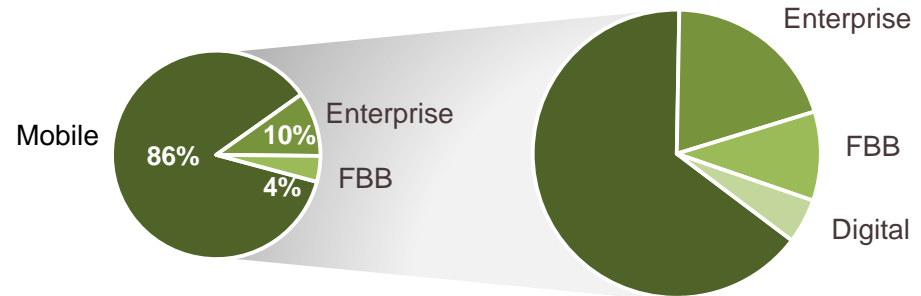
Ticker: ADVANC (SET)
AVIFY (ADR)



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
41.6mn subscribers
 Nationwide **4G/3G/2G**
 mobile network >98% coverage



>98% Mobile network coverage



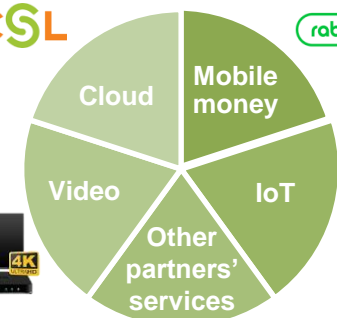
5th year of operation
9% market share
937K subscribers
 Fibre to home internet



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



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



- Insurance
- Game
- Advertising

9M19: Robust revenue growth with guidance maintained



9M19 performance

+5.2%
YoY

Core service revenue

44.2%

Normalized
EBITDA margin

CAPEX
16bn



- Maintain **leadership in network quality**
- Continue **strengthening brand perception**
- Focus on **Customer Value Management (CVM)**



- Offer Fixed-Mobile Convergence (**FMC**)
- Enhance **sales effectiveness**
- **1mn subscriber target by end-2019** 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
- Continuously invest in research and development of 5G use cases to **explore new revenue opportunities**.

FY19 Guidance

Mid-single
digit
growth

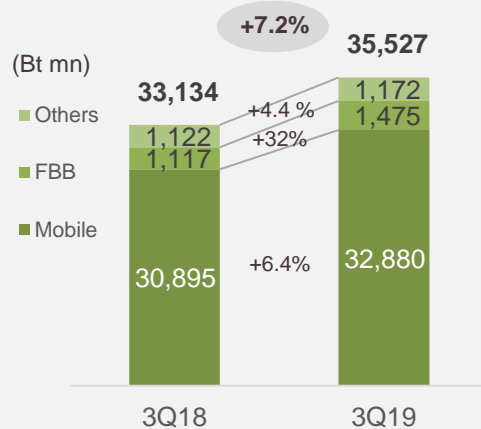
EBITDA
margin
Stable from
last year

CAPEX
20-25bn

3Q19 Overview: Mobile saw improvement while FBB continued strong growth



Core service revenue: grew 7.2% YoY driven by improvement in mobile



Mobile

- Revenue **+6.4% YoY, flat QoQ** following postpaid price adjustment
- Postpaid subs gained 208k vs -115k in prepaid** with data consumption of **12.1 GB/month**

FBB

- Robust revenue growth of **+32% YoY, +6.9% QoQ** driven by **81.6k net addition**
- Focused on FMC and **maintain 1mn subs target** supported by AIS shops, Telewiz, and AIS Call Center to ensure quality

Digital services

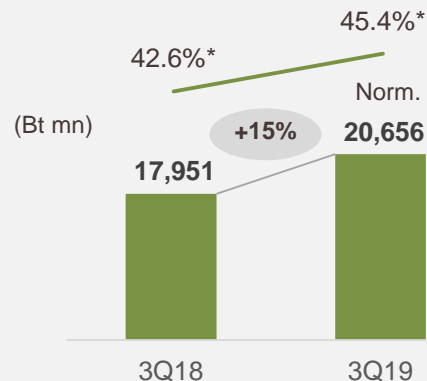
Enterprise:

- 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 15% YoY supported by revenue growth



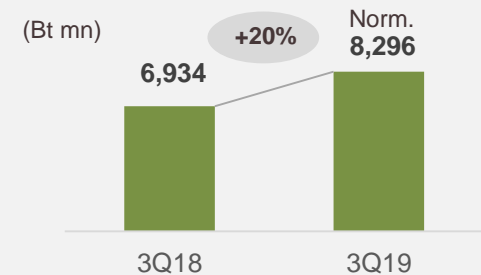
Network OPEX (excl. TOT)

- +7.2% YoY and +2.6% QoQ** from mobile & FBB expansion

SG&A

- +6.4% YoY** from brand and **-6.2% QoQ** from a one-time for legal severance in 2Q19

Net profit: continued improving trend



- +20% YoY and +0.7% QoQ** following EBITDA expansion, despite rising D&A

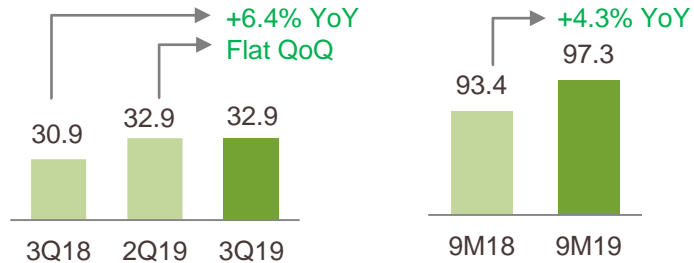
*Show performance after normalizing Bt479mn (before tax) of TOT partnership in 3Q19

Mobile: Revenue grew from postpaid price adjustment

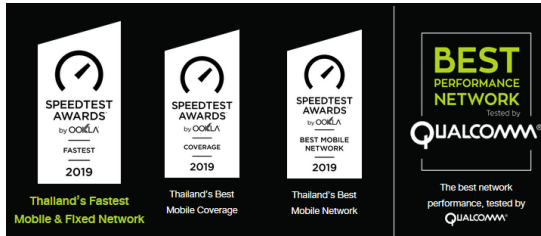


Revenue driven by postpaid price adjustment

Mobile revenue (Bt bn)



Maintained network quality leadership



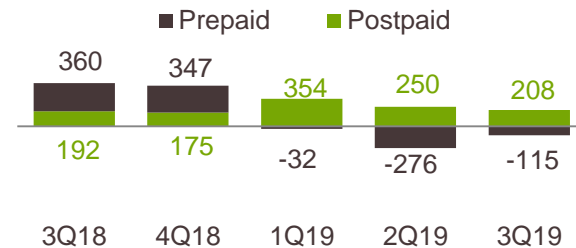
- AIS awarded Thailand's Fastest Mobile Network for 5 consecutive years
- The best network performance, tested by QUALCOMM

4G penetration continued uptrend

4G Penetration on total base



Net subscriber addition ('000)






- Maintained strong postpaid growth driven by 4G demand and handset campaigns.
- The decrease in prepaid customers resulted from customer demand to convert from prepaid to postpaid.













Mobile price plan:

Gearing toward volume-base plans in postpaid; while maintaining competitiveness as well as acquiring targeted segments in prepaid

Postpaid: Full 4G speed




Monthly Fee (Bt)	Total internet		Throttled speed	Call all networks (mins)	Enjoy Free	
299	1.5GB		128kbps	100	 3 months	NETFLIX 3 months
399	5GB		384kbps	150		
499	10GB			200		
599		16GB		300		
699		20GB	300			
899		30GB	400			
1,099	 Unlimited		-	650	 1 month	
1,299				850		
1,599				1,200		
1,999				2,000		
				12 months		

Prepaid: Main package

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

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

NEXT G Flexi Speed: The adjustable data package to match your speed needs

Monthly Fee (Bt)		Internet 4G/3G (GB)	Call all networks (mins)		Speed Adjustment
450	Unlimited	20	200		Full Speed
550		40			8 Mbps
750		60			4 Mbps 2 Mbps

Prepaid: SIM2Fly

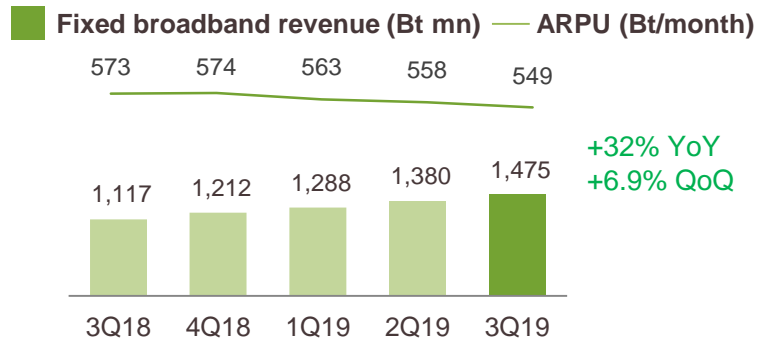
Required Top-up (Bt)	Bundle
399	6GB of data for 8 days in Asia & Australia
899	6GB of data for 15 days globally
2,799	15GB of data for 1 year globally

*Voice call: Bt6/minute for all packages

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

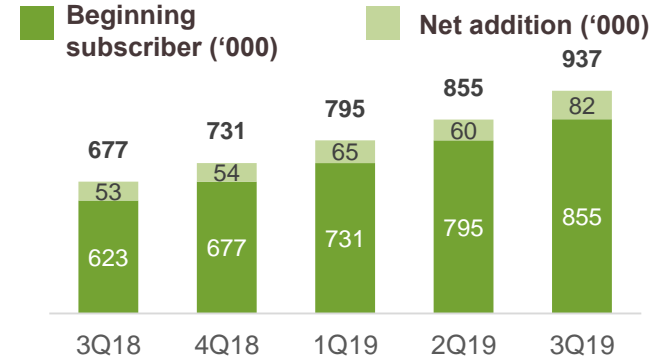
FBB: Continued both revenue and subscriber momentum

Remained double-digit revenue growth



- Robust revenue growth in 3Q19, focusing on high value customers acquisition through leveraging mobile subscribers

Enhanced quality subscriber growth



- Gained 81.6k subscribers in 3Q19, maintaining 1mn subscribers target within 2019

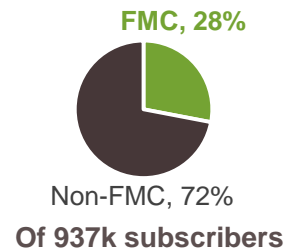
Launched the new 1Gbps fibre packs

Max Speed Internet
(Download/Upload)

1Gbps/100 Mbps SUPER MESH WIFI Package



Continued to increase value via FMC and leverage key channels



- Focus on cross-selling to AIS existing mobile subscriber base to acquire quality subscribers and enhance ARPA (average revenue per account)
- Enhance sales effectiveness through call center and Telewiz
- Awarded “**The fastest broadband network in Thailand**” by OOKLA



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

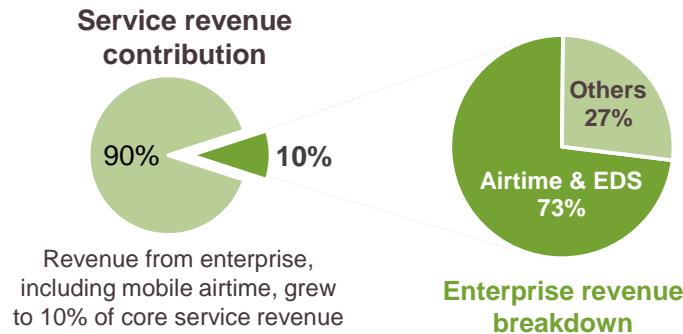


Enterprise: Repositioned to be #1 service provider

- Full range of customized solutions for specific industry



- Maintained target to achieve high-single digit growth in FY19 for enterprise segment



- Leverage on exiting 9 Data centers
- Continue to explore potential IoT in several key areas

Strengthened engaging consumer platforms

1 Video

2.2mn active users (Sep-19)



AIS PLAY



PLAYBOX



WEBSITE

- Complemented by AIS fibre as live broadcast & on-demand channels

6.5mn

rabbit LINE Pay

5.6

Active

0.8

Registered, but not active

Sep-19

- Comprehensive payment platform complementing digital life service

2 Mobile money

3 Insurance

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

4 Advertisement

- Data-driven marketing through "THAN" – Advertising for Thais

5 Games

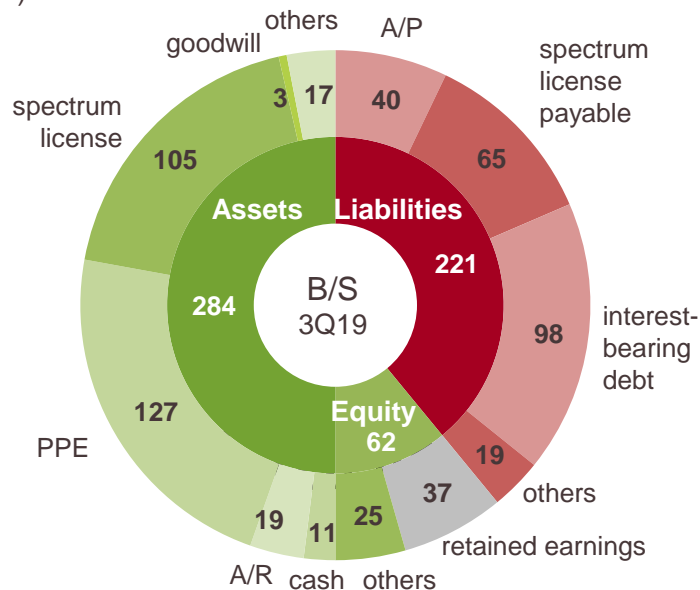
- Stimulate & facilitate Thais' eSports with 4 strategies : Connect, Compete, Share, & Educate

Maintained financial flexibility for future growth



Balance Sheet

(Bt bn)



1.0x

Net debt to EBITDA

1.6x

Interest bearing debt to Equity

0.4x

Current ratio

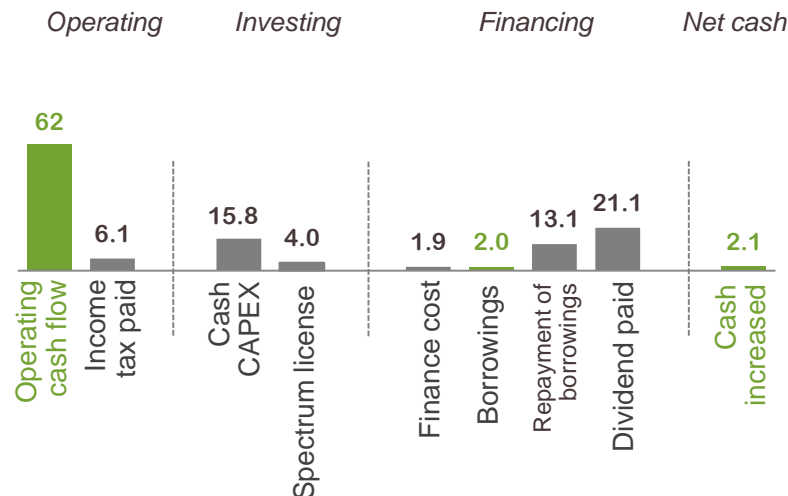
55%

Return on Equity

9M19 Cash flow

(Bt bn)

■ Cash increase ■ Cash decrease



Operating cash flow in 9M19 was sufficient to fund both CAPEX, debt repayment, and dividend.

Investing cash flow was Bt16bn while FY19 budgeted CAPEX is maintained at Bt20-25bn

Average finance costs = 3.1% p.a.

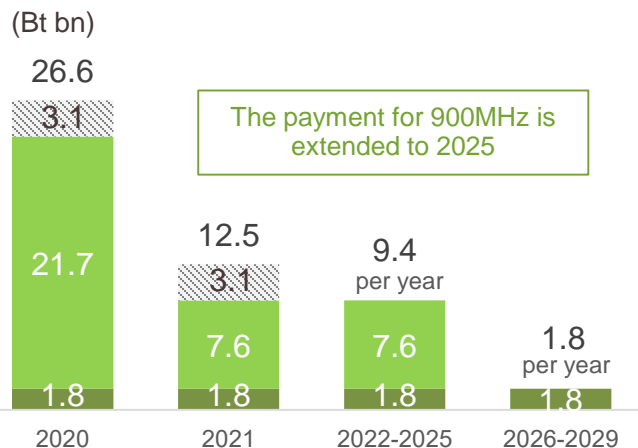
- Maintained investment grade credit ratings
 - Fitch: national rating AA+ (THA), outlook stable
 - S&P: BBB+, outlook stable

License payment and debt repayment schedule

900MHz payment term extended

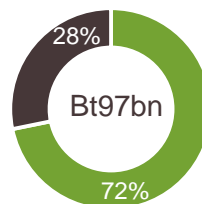
Spectrum license payment schedule

- 1800x20MHz license payment
- 900x10MHz license payment
- 700x10MHz license payment

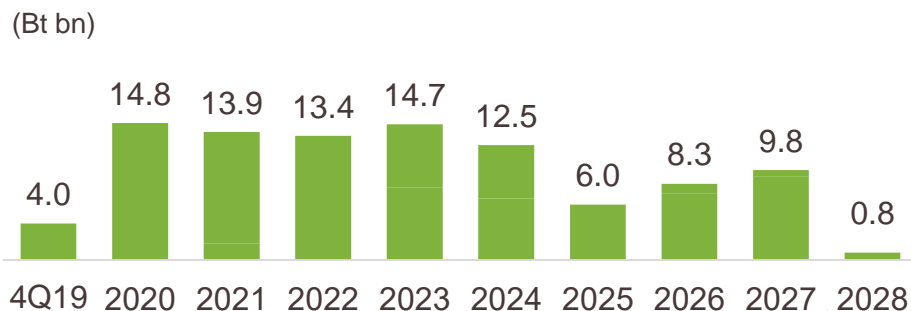


Total of **Bt83bn** toward 2029

Debt repayment Schedule



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

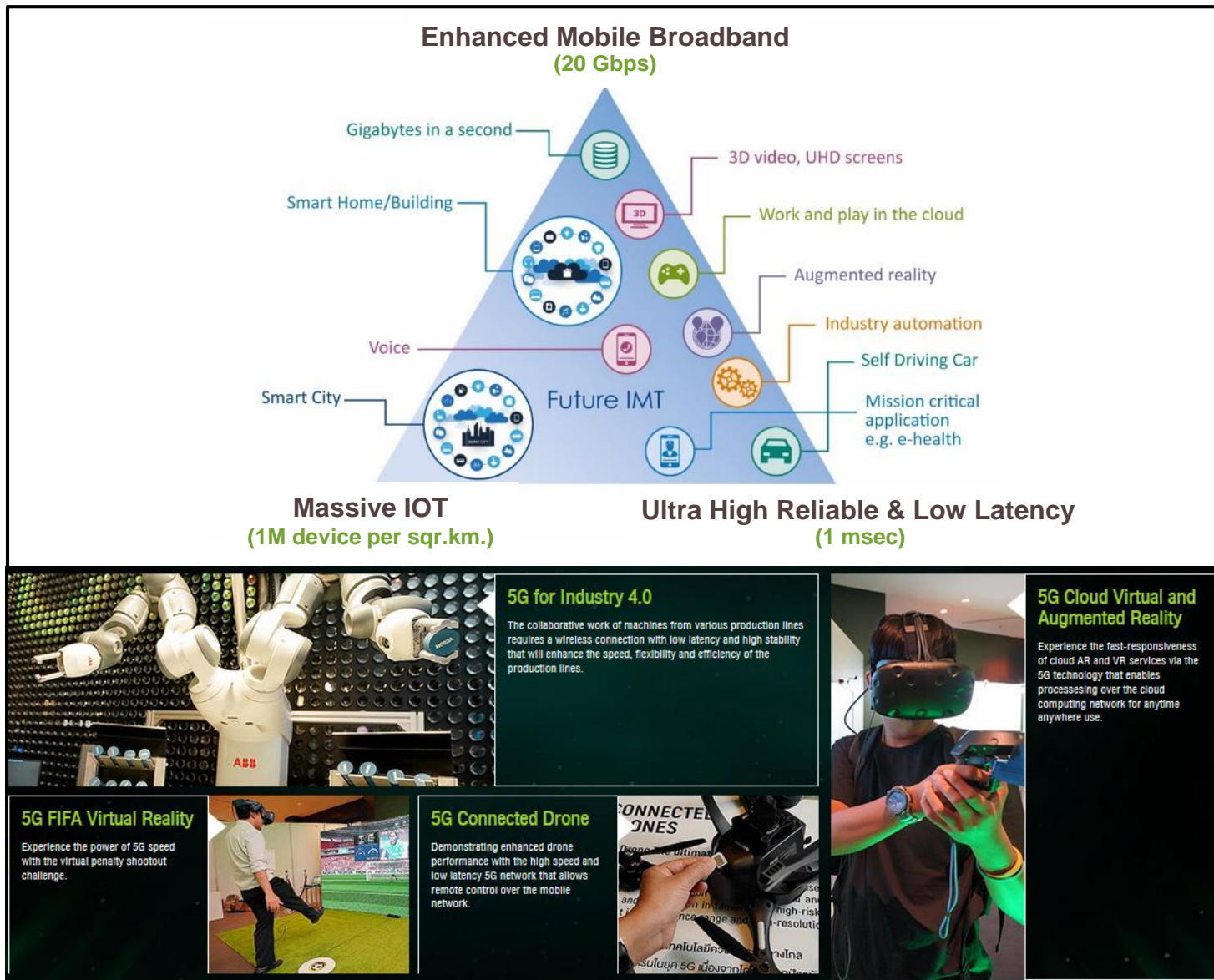


Total of **Bt98bn** toward 2028

5G คืออะไร ต่างจาก 4G อย่างไร

http://advanc-th.listedcompany.com/article_20191009.html

5G in a Nutshell



5G use case 1: WTTx



Deployed on high-band (28GHz)
by some operators in late 2018
e.g. Verizon and Telefonica



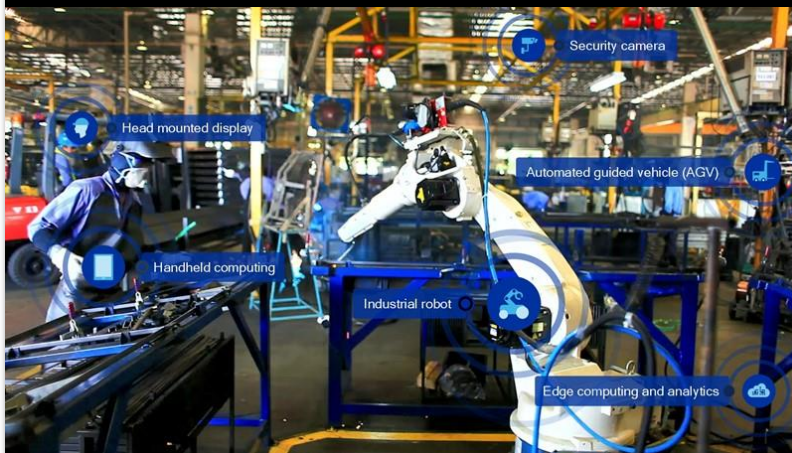
WTTx = Wireless To The Everything

WTTx is a new 5G-based broadband access solution, which uses wireless to provide fiber-like broadband access for household.

WTTx benefits:

- High speed internet access with superior performance
- Lower investment cost compared to others wired access
- Fast deployment
- Easy maintenance

5G use case 2: Automation factory



5G technology provides low latency and high reliability connectivity for manufacturing.

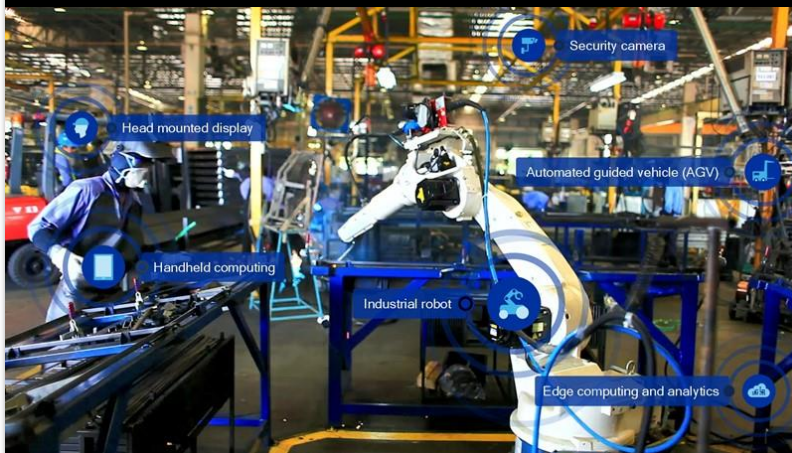
These are requirements that manufacturers currently rely on fixed-line networks.

The mobile 5G technology will allow for higher flexibility, lower cost and shorter lead times for factory floor production reconfiguration and layout changes.

Automation factory benefits:

1. Reduce system setup time
2. Increase productivity
3. Minimize machine downtime in case of any changes

5G use case 2: Automation factory



5G technology provides low latency and high reliability connectivity for manufacturing.

These are requirements that manufacturers currently rely on fixed-line networks.

The mobile 5G technology will allow for higher flexibility, lower cost and shorter lead times for factory floor production reconfiguration and layout changes.

Automation factory benefits:

1. Reduce system setup time
2. Increase productivity
3. Minimize machine downtime in case of any changes

5G use case 3: Autonomous driving

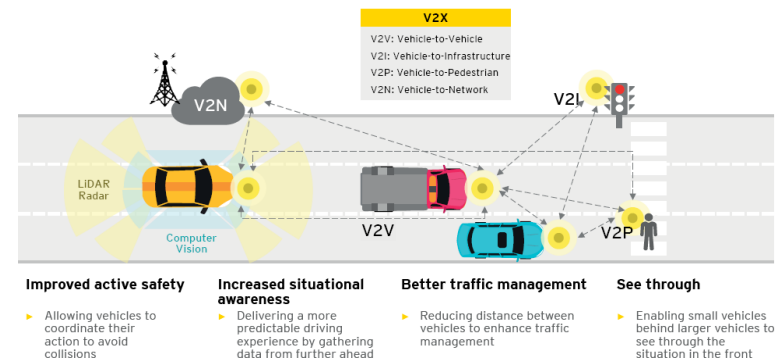


Mainstream adoption
More than 10 years

Autonomous driving means the self-driving of a vehicle to a specific target in real traffic without the intervention of a human driver.

Autonomous driving benefits:

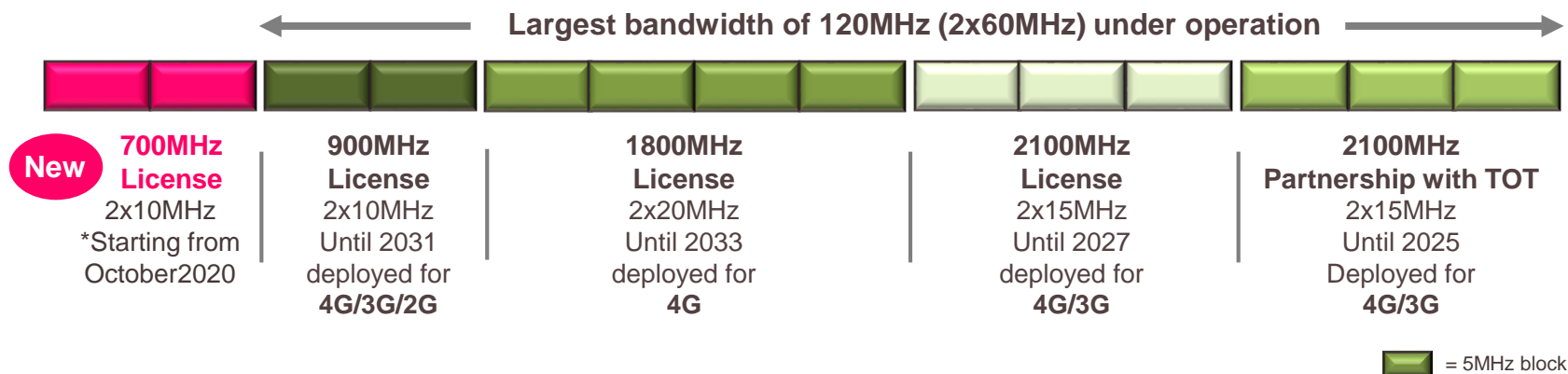
1. Reduce accidents
2. Reduce traffic congestion/Lower fuel consumption
3. Reduce CO2 emission
4. More efficient parking



Source: Qualcomm

5G Development

AIS's spectrum portfolio



NBTC's draft plan to auction 5G spectrum



APPENDIX

Impact from TOT partnership

Tower agreement: With dispute of tower ownership settled, AIS agreed to rent towers from TOT who will rent the space and use maintenance services from AWN for 10 years, effective from 1-Jan-19. The agreement effectively incurred a net cost of approximately Bt200mn/month in 2019 vs Bt300m previously.

OLD

Net basis

AIS recognized the TOT tower rental under 'Network operating expenses'

Net cost = Bt900mn per quarter.

New

Gross basis

Revenue from space rental and maintenance services is booked under 'IC and TOT partnership revenue'

Cost of tower rental is presented under 'Network OPEX and TOT partnership cost'.

Net cost = Bt600mn per quarter (effective since Jan-19)

Net impact of cost-saving from new TOT agreement for 1H19: Bt600mn
Net impact of cost-saving from new TOT agreement for 3Q19: Bt300mn



Booked
in 3Q19

2G equipment: AIS agreed to settle rental dispute and to purchase 2G equipment from TOT for Bt244mn, effectively discontinues the rent from Sep-19 onward. (Since Jul-16, AWN has paid for the use of 2G equipment at Bt167mn/month.)

OLD

AIS recognized the 2G equipment rental under 'Network operating expenses'
Net cost = Bt500mn per quarter.

New

Effectively discontinued the rent from 3Q19 onward

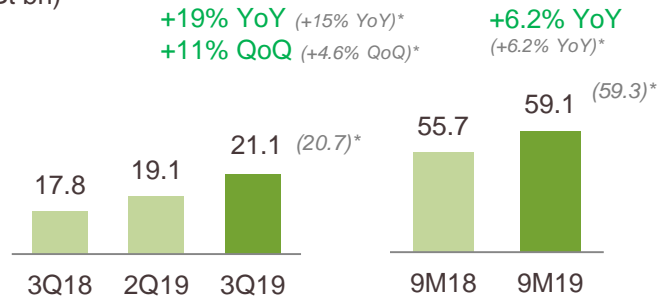
Net impact of cost-saving from 2G equipment buyback for 3Q19: Bt500mn

Profit rose from both revenue and cost improvement

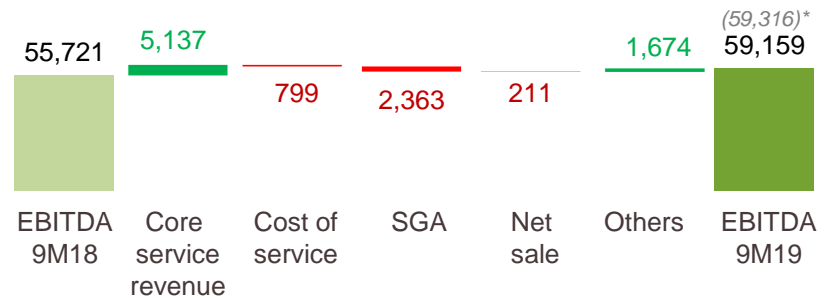


EBITDA

(Bt bn)

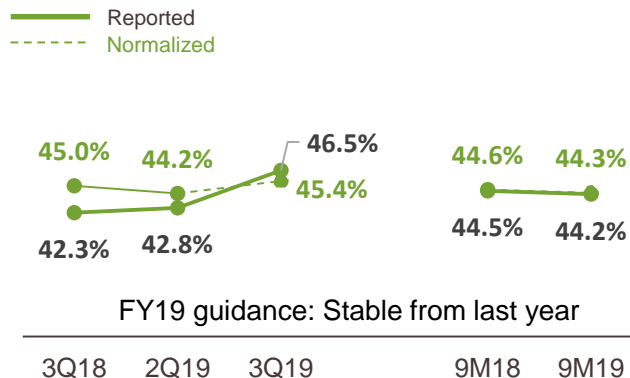


(Bt mn)



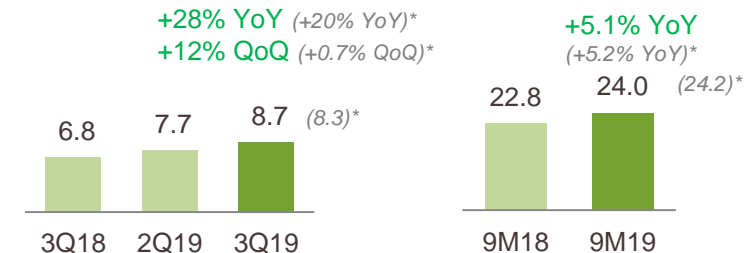
- Less marketing expense and rental saving on TOT settlement stimulate double-digit growth on EBITDA

EBITDA margin



Net profit

(Bt bn)



- 9M19 net profit increased by 5.1% due to growth in core service revenue and cost saving from TOT settlement

*Show performance after normalizing Bt479mn (before tax) of TOT partnership in 3Q19

3Q19 & 9M19 Financial Highlights (Pre-TFRS15)



This table is based on pre-TFRS 15

Bt mn	3Q18	2Q19	3Q19	%YoY	%QoQ	9M18	9M19	%YoY
Mobile revenue	30,895	32,911	32,880	▲6.4%	flat	93,358	97,346	▲4.3%
FBB revenue	1,117	1,380	1,475	▲32%	▲6.9%	3,224	4,143	▲29%
Other revenues	1,122	1,103	1,172	▲4.4%	▲6.3%	3,163	3,393	▲7.3%
Core service revenue	33,134	35,394	35,527	▲7.2%	▲0.4%	99,745	104,883	▲5.2%
IC and TOT partnership	3,111	2,841	4,278	▲38%	▲51%	7,374	10,113	▲37%
Service revenue	36,245	38,235	39,804	▲9.8%	▲4.1%	107,120	114,996	▲7.4%
SIM and device sales	5,865	6,453	5,652	▼3.6%	▼12%	18,152	18,973	▲4.5%
Total revenues	42,110	44,688	45,457	▲7.9%	▲1.7%	125,271	133,969	▲6.9%
Cost of service	(19,835)	(20,170)	(20,748)	▲4.6%	▲2.9%	(56,317)	(60,735)	▲7.8%
SG&A	(6,794)	(7,706)	(7,227)	▲6.4%	▼6.2%	(19,327)	(21,719)	▲12%
EBITDA*	17,817	19,117	21,135	▲19%	▲11%	55,721	59,159	▲6.2%
EBIT*	9,261	10,059	11,565	▲25%	▲15%	30,761	31,687	▲3.0%
NPAT*	6,800	7,725	8,679	▲28%	▲12%	22,843	24,019	▲5.1%
Sales margin	-5.5%	-4.0%	-4.2%	▲130bps	▼20bps	-3.2%	-4.1%	▼100bps
EBITDA margin*	43%	43%	47%	▲420bps	▲370bps	45%	44%	▼30bps
EBIT margin*	22%	23%	25%	▲340bps	▲290bps	25%	24%	▼90bps
NPAT margin*	16%	17%	19%	▲290bps	▲180bps	18%	18%	▼30bps

*Included one-time expense of Bt479mn (before tax) for TOT Partnership in 3Q19. See page 7 for normalization

3Q19 & 9M19 Financial Highlights (Post-TFRS15)



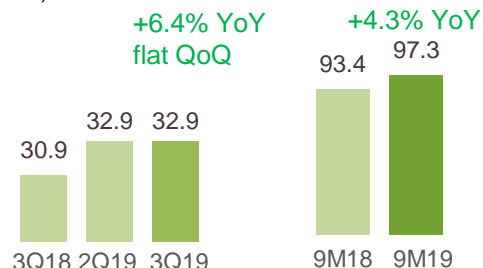
Bt mn	Post-TFRS 15				
	1Q19	2Q19	3Q19	%QoQ	9M19
Mobile revenue	30,678	32,042	31,851	▼0.6%	94,571
FBB revenue	1,288	1,380	1,409	▲2.1%	4,078
Other revenues	1,078	1,083	1,201	▲11%	3,362
Core service revenue	33,044	34,505	34,461	flat	102,011
IC and TOT partnership	2,995	2,841	4,278	▲51%	10,113
Service revenue	36,039	37,346	38,739	▲3.7%	112,124
SIM and device sales	7,222	6,736	5,994	▼11%	19,952
Total revenue	43,262	44,081	44,733	▲1.5%	132,076
Cost of service	(19,817)	(20,170)	(20,748)	▲2.9%	(60,735)
SG&A	(6,262)	(7,047)	(6,331)	▼10%	(19,641)
EBITDA	18,868	19,169	21,307	▲11%	59,344
EBIT	10,021	10,118	11,734	▲17%	31,873
NPAT	7,570	7,754	8,800	▲13%	24,125
Sales margin	0.9%	0.4%	1.8%	▲140bps	-1.0%
EBITDA margin	43.6%	44%	48%	▲410bps	45%
EBIT margin	23.2%	23%	26%	▲330bps	24%
NPAT margin	17.5%	18%	20%	▲210bps	18%

3Q19 & 9M19 Revenue Breakdown



Mobile revenue

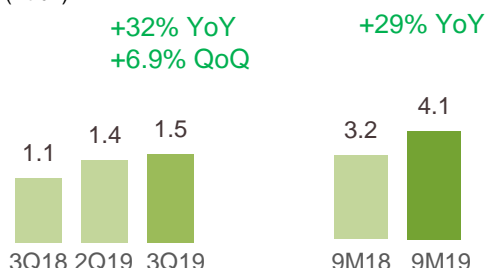
(Bt bn)



- YoY growth driven by improvement of data pricing

Fixed broadband revenue

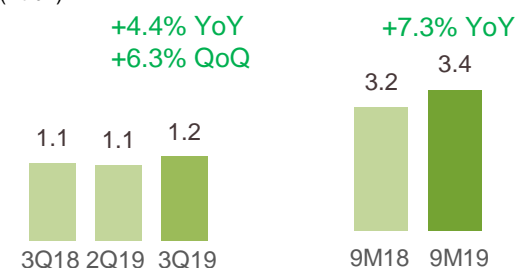
(Bt bn)



- Expanded subscriber base to 937k, adding 81.6k in the quarter

Other revenues

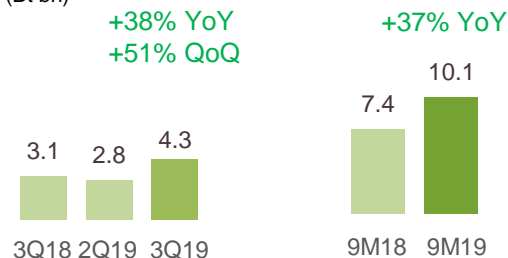
(Bt bn)



- DC & Cloud business were the main growth driver with higher capability from CSL acquisition

IC and equipment rental

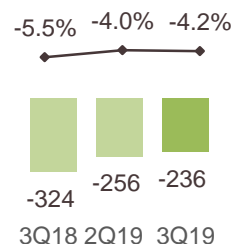
(Bt bn)



- Increased YoY and QoQ due to TOT settlement

Net Sales & margin

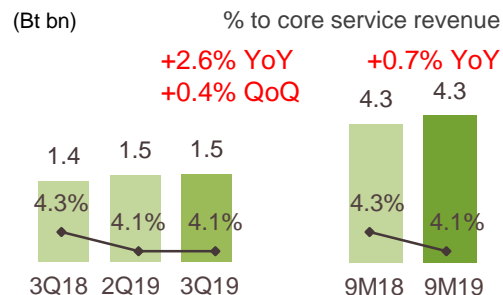
(Bt mn)



- Continued handset campaigns

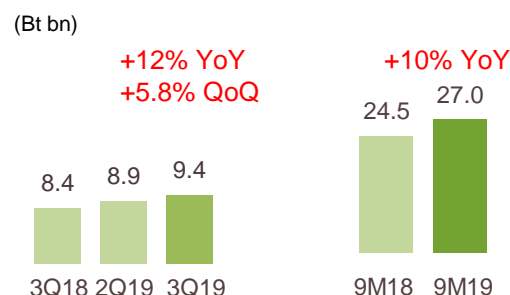
3Q19 & 9M19 Cost Breakdown

Regulatory fee



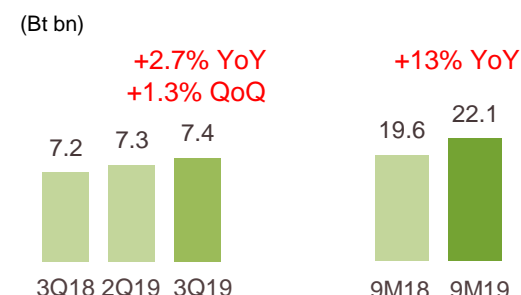
- Increased following higher service revenue and maintained at 4.1% of core service revenue

D&A



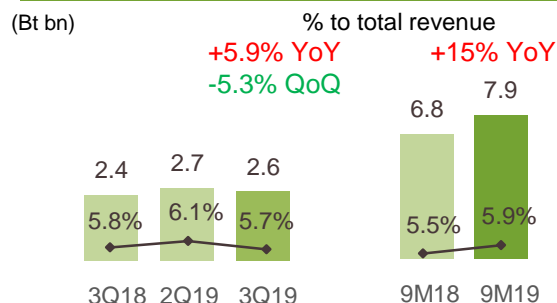
- Continued investment in 4G network, FBB, and 1800MHz spectrum license

Network OPEX



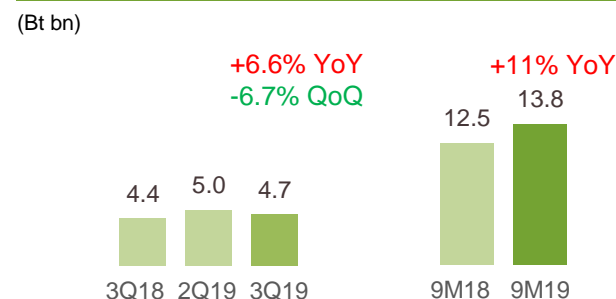
- 9M19 network OPEX increase 13% YoY from 4G expansion and TOT partnership cost

Marketing expense



- QoQ reduction mainly resulted from an increase in brand campaign in 2Q19
- 9M19 increased from investment for brand perception and handset subsidies

Admin & others

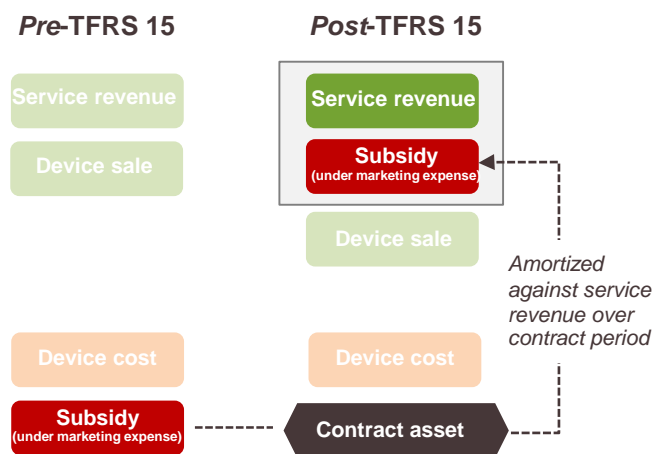


- The drop QoQ due to one-time provision for legal severance in 2Q19. However, YoY increase came from interest charge on settlement of 2G equipment with TOT
- 9M19 increase resulted from legal severance recognition in 2Q19

Impact from TFRS 15 adoption

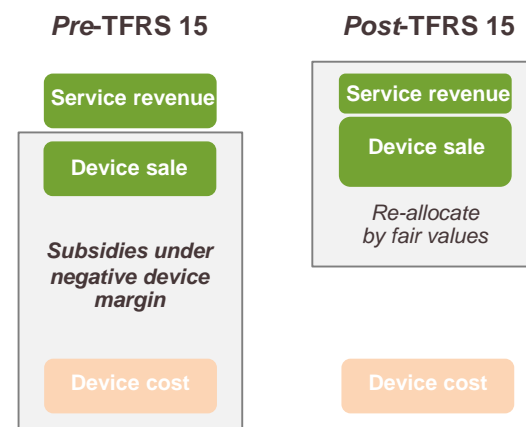
Subsidy Contract Type I

- 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

Service revenue

-1,807mn

Device sale

+638mn

SG&A

-1,149mn

Balance Sheet

Contract asset

+1,675mn

DTA

-335mn

Retained earnings

+1,340mn

Cash Flow

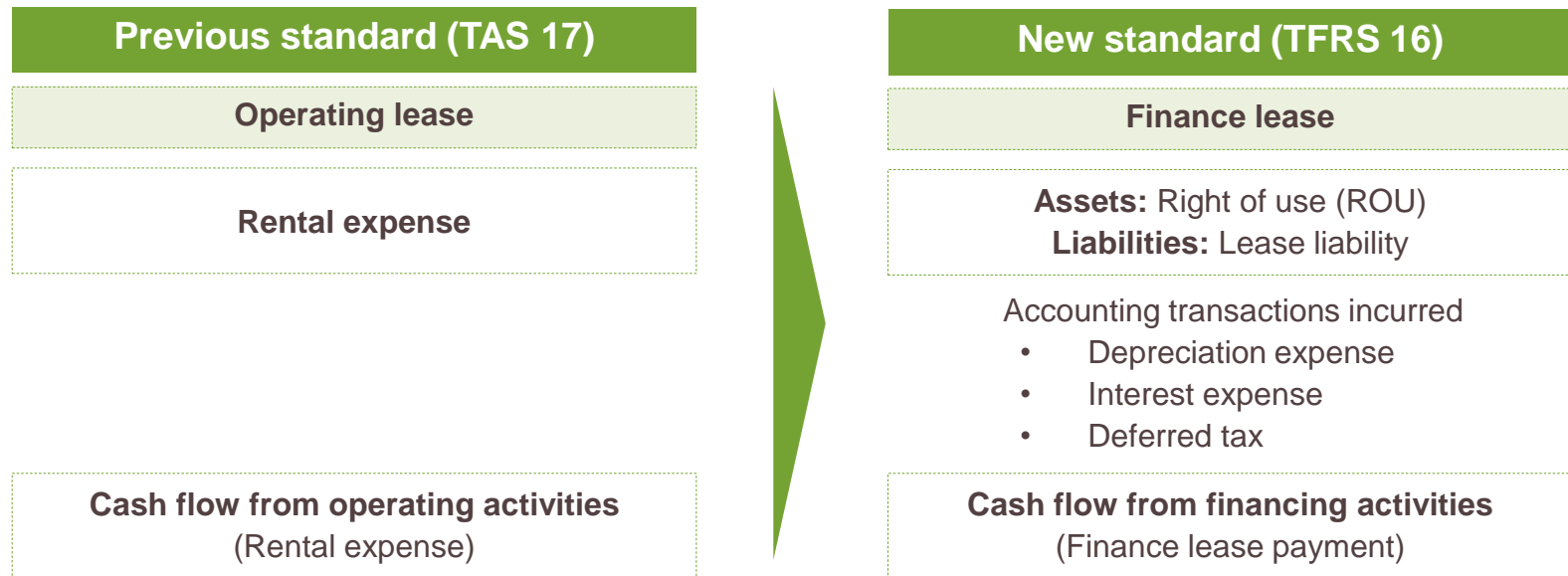
Cash flow

No impact

Impact from TFRS 16



New account standard to replace TAS17, effective on 1 January 2020

- AIS's major operating leases to be transferred:** tower and site rental, long term roaming contract with TOT on 2100MHz, office and shop building and transmissions





Net impact between Pre-TFRS 16 and Post-TFRS 16 in 2020



Profit and Loss

-  **Higher EBITDA** (decrease in rental expense and increase in depreciation)
-  **Lower net profit in the beginning** (high interest expense)

Balance Sheet

-  **Higher Assets**
-  **Higher liabilities**

Cash Flow

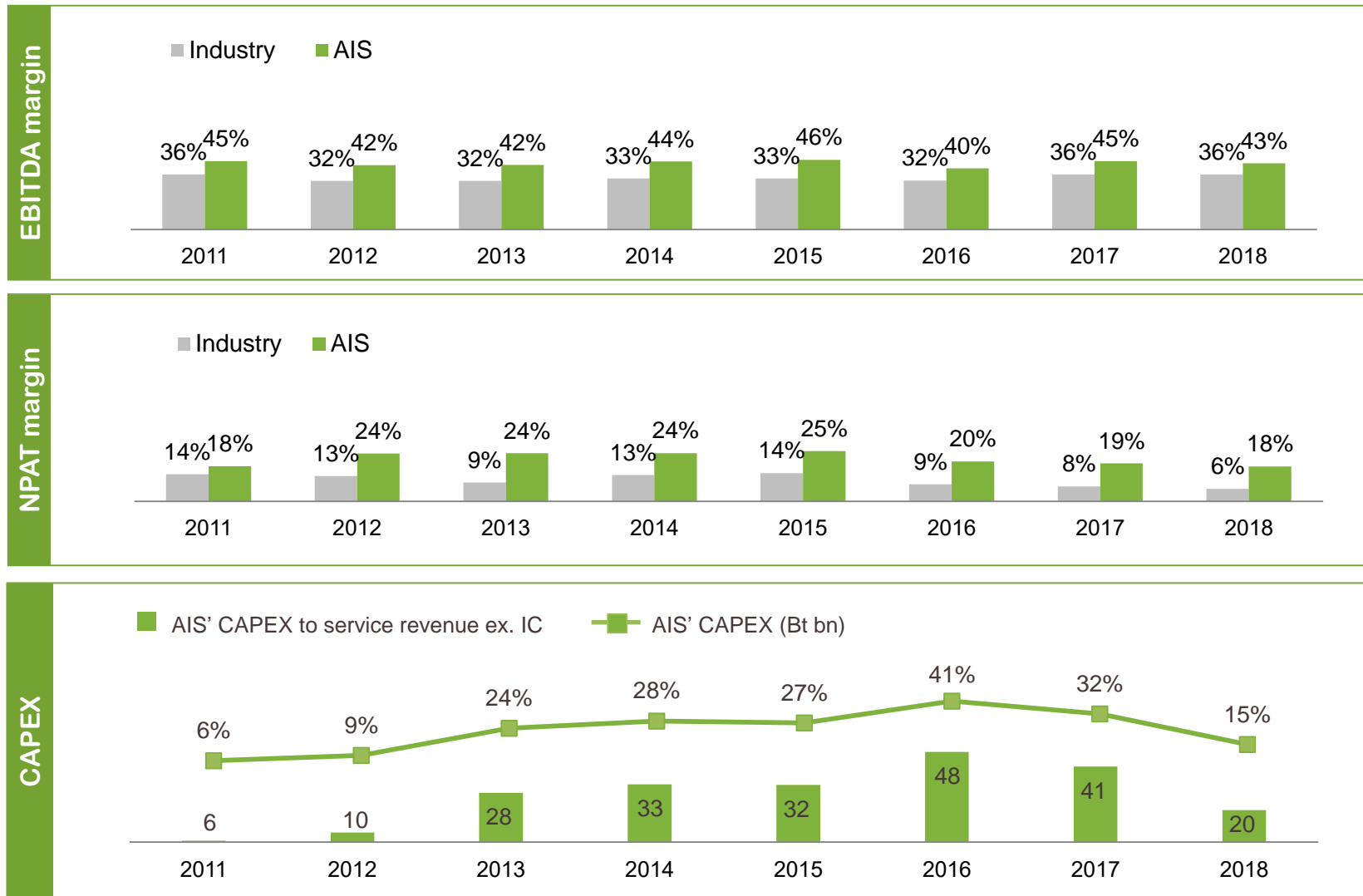
-  Increase in cash flow from operating activities
-  Decrease in cash flow from financing activities
- *No impact**

FY19 Pre-TFRS 15 Guidance (maintained)



FY19 guided items	Guidance	Rationale
Core service revenue	Mid-single digit growth	<ul style="list-style-type: none"> • 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)	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Focus on 4G capacity expansion incorporating 5G-compatible architecture • Expand last miles to serve 1mn FBB customers
Dividend policy	Minimum 70% payout ratio	<ul style="list-style-type: none"> • Preserve financial health and flexibility for future growth

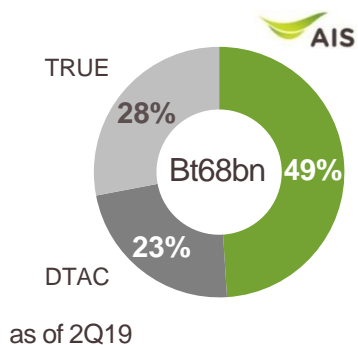
Historical profitability and CAPEX trend



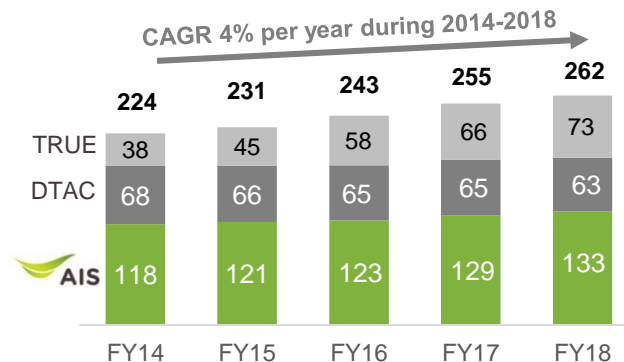
Source: company data

Mobile industry stat

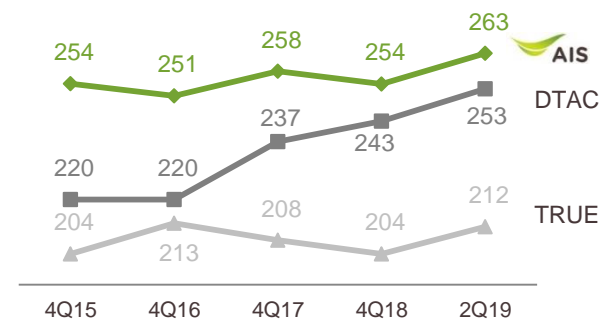
Revenue market share



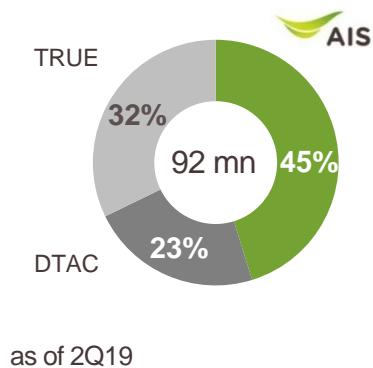
Total mobile revenue (Bt bn)



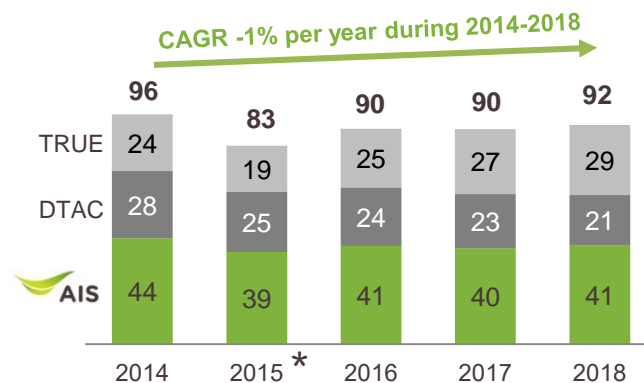
Blended ARPU (Bt)



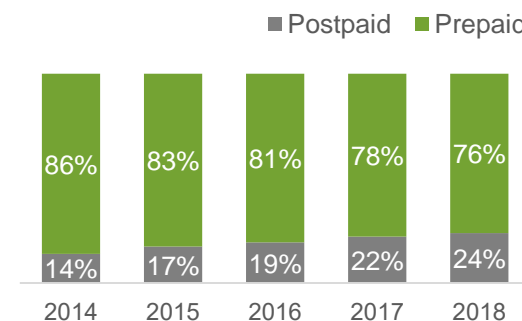
Subscriber market share



Total subscriber (mn)



Industry Postpaid-Prepaid mix

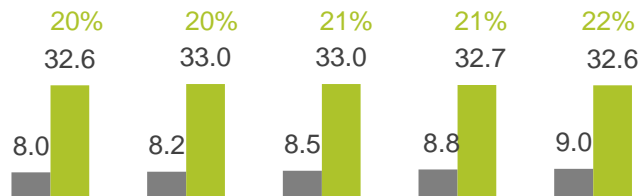


* In 2015, sub base of the industry was affected by the adjustment of prepaid sub reporting to reflect only active ones. The decrease in sub base also caused by NBTC's announcement requiring prepaid sub to register their SIMs. The SIMs that failed to register by the deadline were terminated.

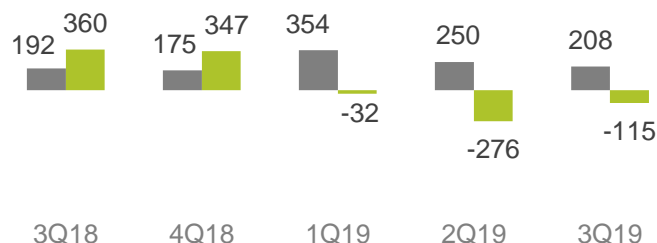
Mobile: Data usage grew more reasonably



Subscribers (mn) ■ postpaid ■ prepaid
% to total sub

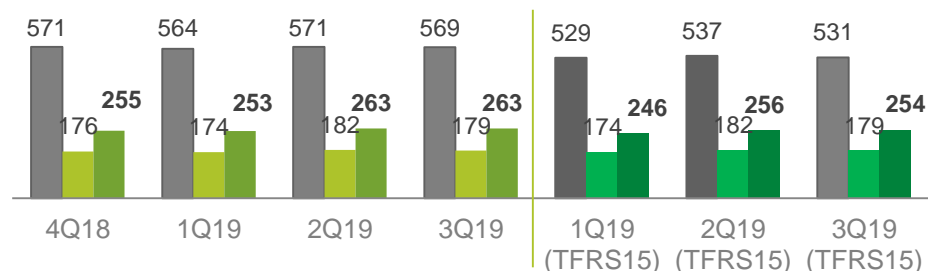


Net addition ('000)

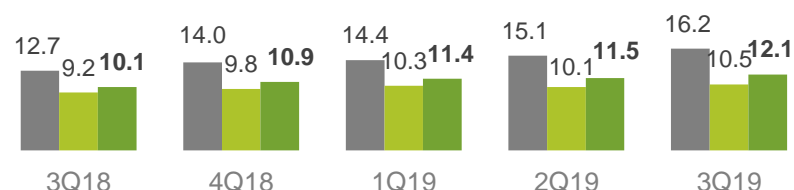


- **Mobile subscribers was at 41.6mn**, slightly increased with net add of 94k QoQ
- **Postpaid subscribers grew 208k** QoQ, underpinned by prepaid-to-postpaid conversion and attractive handset campaigns.
- **Prepaid subscribers decreased 115k** QoQ, partly from postpaid migration.

ARPU (Bt/sub/month) ■ postpaid ■ prepaid ■ blended



VOU (GB/data sub/month)



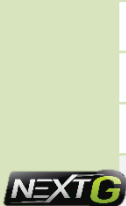





- **Blended ARPU maintained at Bt263**, resulted mostly from corporate subscribers
- **Blended VOU increased to 12.1GB** but the rate of growth was more modest compared to the hype from last year unlimited data plan.

Mobile postpaid package: Gearing toward full-speed plans



Full 4G speed

Monthly Fee (Bt)	Total internet		Throttled speed	Call all networks (mins)	Enjoy Free	
299	1.5GB		128kbps	100		
399	5GB		384kbps	150		
499	10GB			200	3 months	
599		16GB		300		
699		20GB		300		
899		30GB	400			
1,099			-	650	 1 month  3 months	
1,299				850		
1,599				1,200		
1,999				2,000		

NEXT G Flexi Speed: The adjustable data package to match your speed needs

Monthly Fee (Bt)	NEXTG	Internet 4G/3G (GB)	Call all networks (mins)	AIS SUPER WiFi	Speed Adjustment
450	Unlimited	20	200		Full Speed
550		40			8 Mbps
750		60			4 Mbps 2 Mbps
















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

- 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

Mobile: Prepaid package



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

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	
<ul style="list-style-type: none"> • AIS PLAY MOVIES • Bt199/m 	         
<ul style="list-style-type: none"> • Entertainment Non-Stop • Bt19/d, 512kbps 	 or  or 
<ul style="list-style-type: none"> • AIS PLAY Maomao • Bt59/30d 	

Mobile: Market pricing



• Postpaid



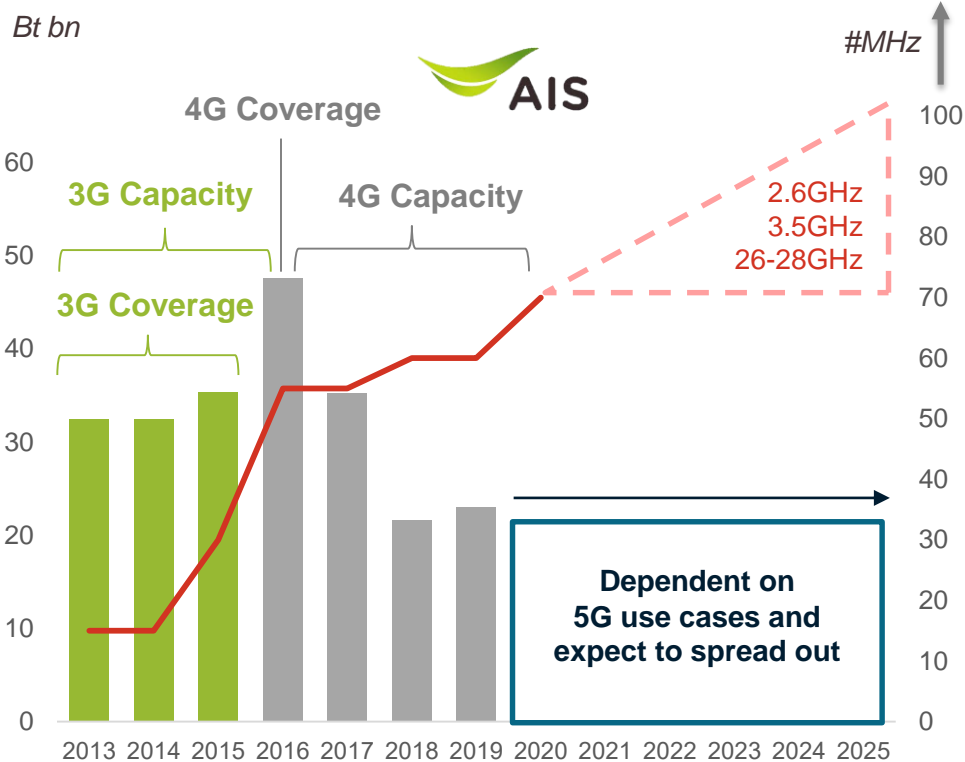
Fee (Bt)		Data (GB)	Call (mins)	Others	Data (GB)	Call (mins)	Others	Data (GB)	Call (mins)	Others	
299	1.5	100			1.5	100		1.5	100		
399	5	150			5	150		5	150		
499	10	200			10	200		10	200		
599	16	300			16	300		40	1000		
699	20	300			20	300		20	300		
899	30	400			30	400		30	400		
1,099	Unlimited	700			Unlimited	700		Unlimited	700		
1,899	Unlimited	1,200			Unlimited	2,000					
1,999	Unlimited	2,000									
2,199								Unlimited	Unlimited		
Next G Flexi Speed				Super Khum				Jai Laew Job&Smart Net			
Fee (Bt)	Data (GB)	Call (mins)	Details	Fee (Bt)	Data (GB)	Call (mins)	Details	Fee (Bt)	Data (GB)	Call (mins)	Details
450	20	200	Bt450 pack is allowed for new/convert sub.	549	40	600	Allowed for new sub. only	399	30	300	Only converted to DTAC sub are allowed
550	40	200		749	60	1,000		450	40	450	
749	60	200		949	80	1,200		599	40	1,000	

• Prepaid

Segment	SIM (Bt)	Data (Bt/mb)	Call (Bt/min)	SIM (Bt)	Data (Bt/mb)	Call (Bt/min)	SIM (Bt)	Data (Bt/mb)	Call (Bt/min)
Social SIM	Bt50	Bt1.5/mb	1 st min Bt1 + Bt0.84	Bt49	Bt1.5/mb	Bt0.90	Bt49	Bt1.99/mb	1 st min Bt0.99 + Bt0.55
	Unlimited 7 social apps, Bt15 credit			Unlimited 14 social apps, No credit			Unlimited 9 social apps, Bt15 credit		
Unlimited Prepaid Promotion	Baht/Speed		Call	Condition		Wifi	Period		
AIS	Bt200/10Mbps		1 st 15min free + Bt0.99/min.	New SIM/MNP		-	1-30 Nov. 2019		
TRUE	Bt200/10Mbps		15min per call (Auto cut off)	New SIM		-	1-30 Nov. 2019		
DTAC	Bt200/10Mbps		1 st 15min free + Bt0.99/min.	New SIM/MNP		Free 30 days	1-30 Nov. 2019		

5G: More spreading investment outlook

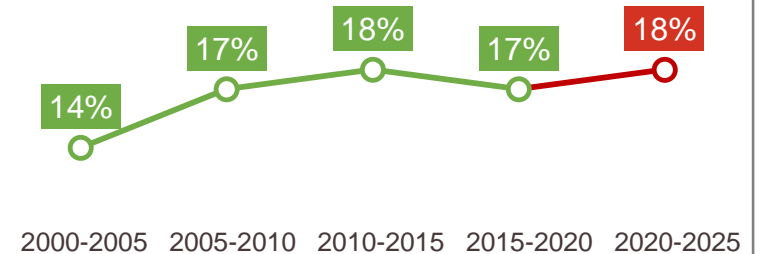
CAPEX and technology cycle



- Ensure spectrum leadership and efficient investment

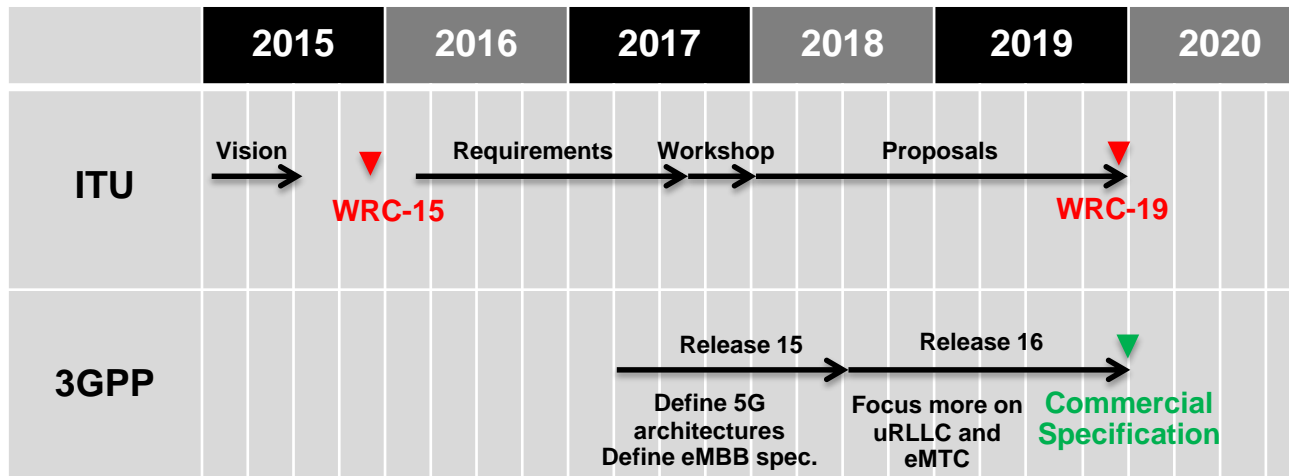
5G investment

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



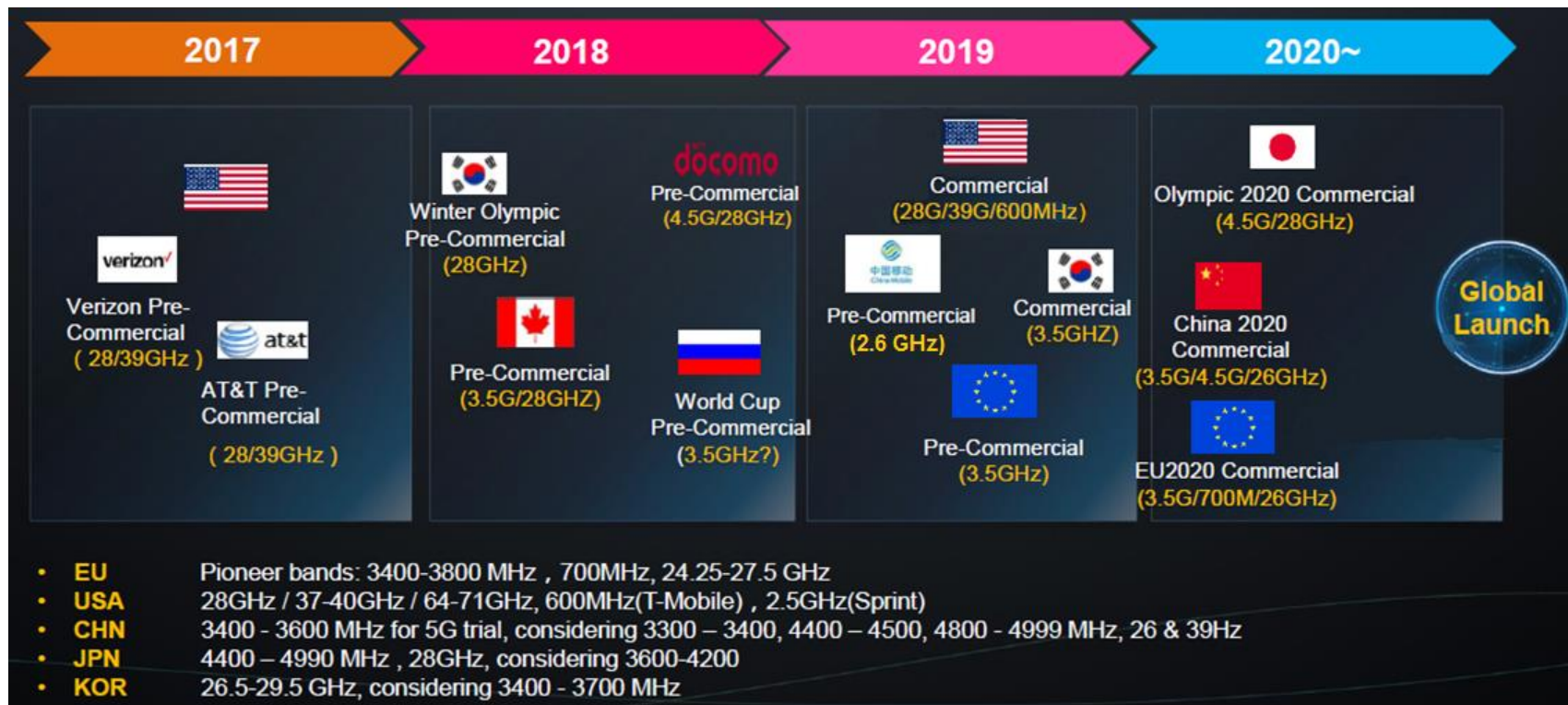
Whether 2G, 3G or 4G, the industry has kept investing 16–18% of its revenue in mobile networks – a trend expected to continue in the 5G era.

5G Standardization – Timeline, key date and players

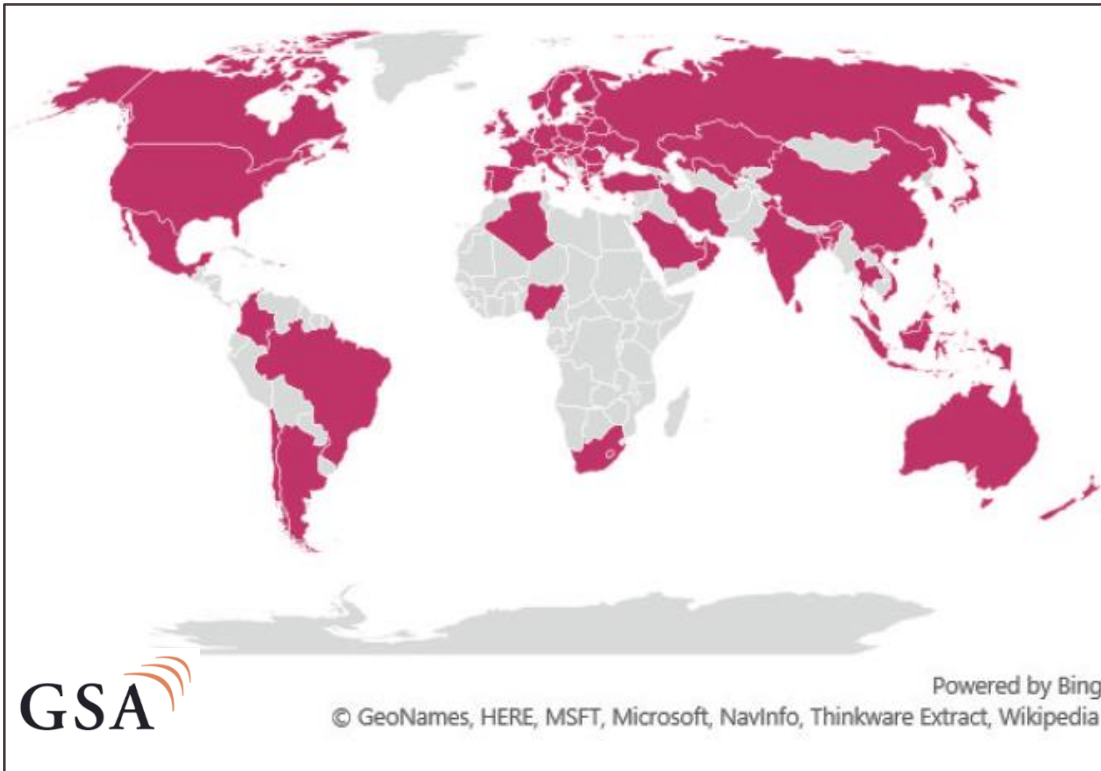


- 5G Spectrum at World Radio communication Conferences (WRC) **2015** and **2019**
- Standards complete **2019**
- Commercial scaled Deployments **2020** onwards

Global pre-commercial/commercial 5G launch plan



5G deployment worldwide



By mid Jan 2019,
201 operators in 83 countries investing in 5G,
 including tests, trials, plan,
 pilot deployment and
 commercial launch.

5G Devices

SAMSUNG



Samsung 5G prototype phone in CES 2019



AT&T announces 3 mobile 5G devices



Netgear 5G WiFi hotspot



Samsung 5G on mmWave & sub-6 GHz (2H 2019)



Verizon 5G upgradable phone and FWA devices



Moto Z3 5G upgradable phone



Verizon 5G Home CPE since 1 Oct 2018

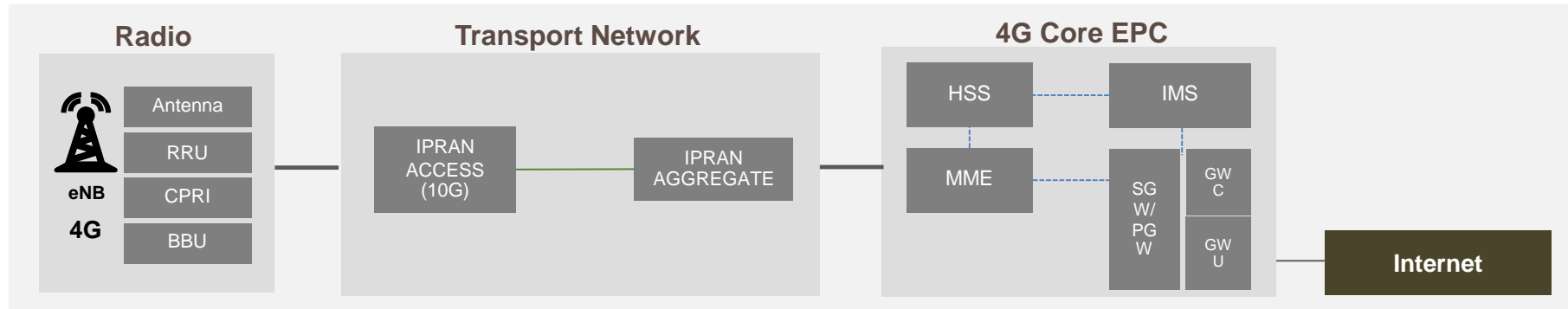


Sprint & LG 5G phone by 1H2019

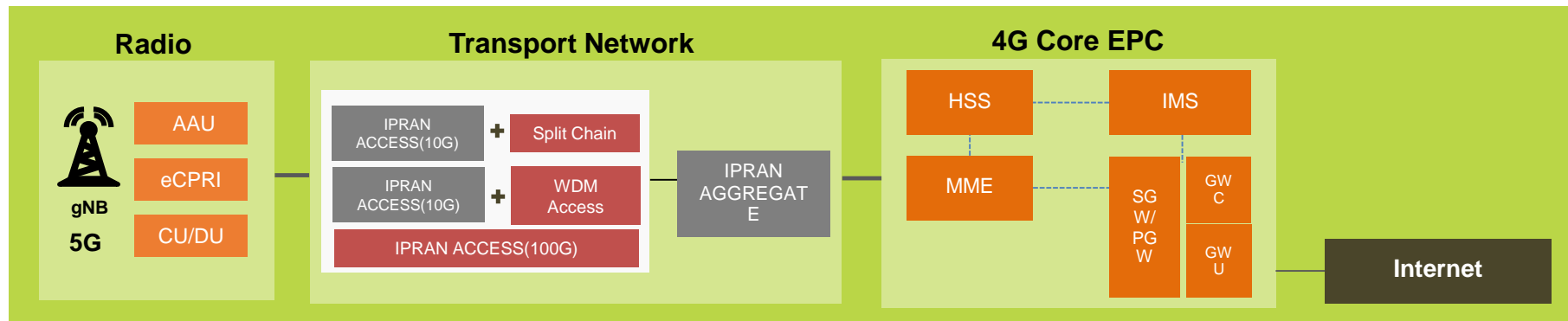


Xiaomi Mi Mix 3 5G phone by mid of 2019

Existing 4G Topology



5G NSA Topology (NSA: Non-StandAlone)



Existing

Upgrade

New



Network infrastructure preparation for 5G

AIS core network is upgradable to support 5G

- Tested & Deploy NFV and CUPS network solutions

5G new base stations can be interworking with existing network

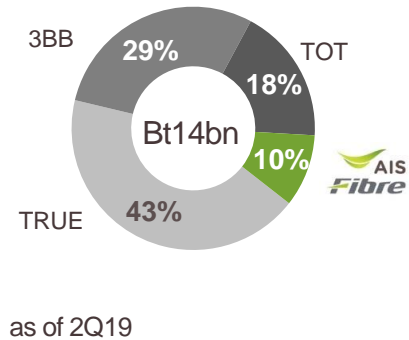
- Also including IPRAN enhancement to support higher bandwidth

New Frequency spectrum is required to support 5G

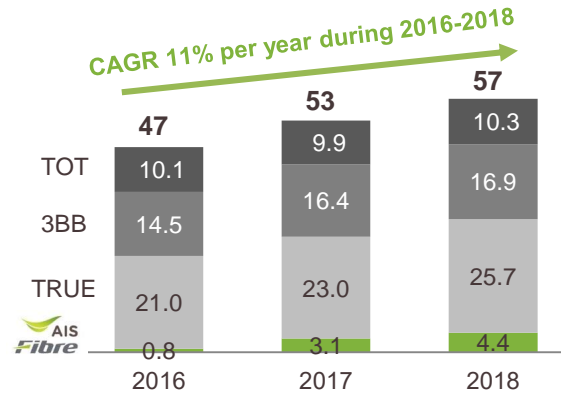
- 2.6GHz, 3.5GHz, 26-28GHz

Fixed broadband industry stat

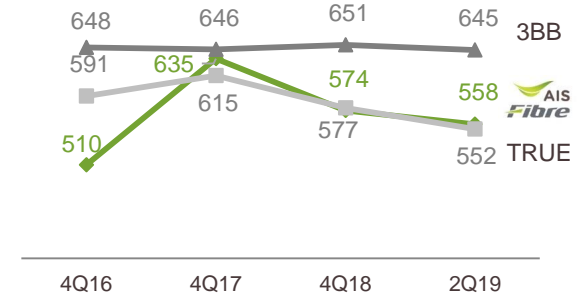
Revenue market share



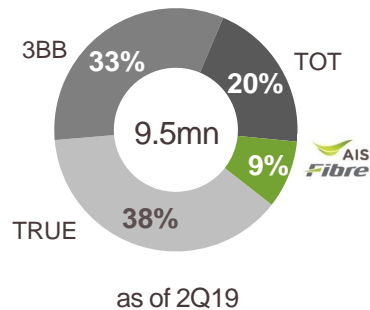
Total broadband revenue (Bt bn)



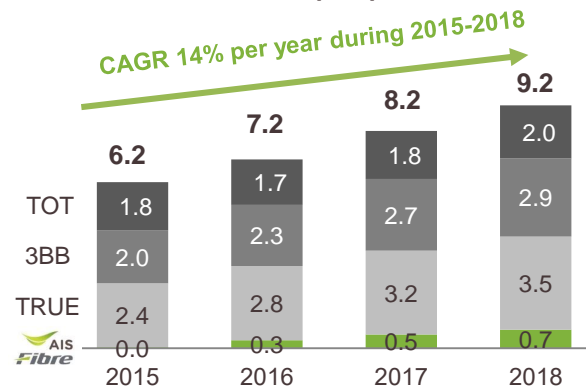
ARPU (Bt)



Subscriber market share



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

Max Speed Internet (Download/Upload)	50/20 Mbps
	499 Baht/ Month
Special	AIS Postpaid Customer 449 Baht/ Month
Max Speed Internet (Download/Upload)	100/100 Mbps
	599 Baht/ Month
Special	AIS Postpaid Customer 539 Baht/ Month
Max Speed Internet (Download/Upload)	200/100 Mbps
	799 Baht/ Month
Special	AIS Postpaid Customer 719 Baht/ Month

eSports

- Target gamers by separating network between Gaming & Internet

Max Speed Home Broadband Internet (Download/Upload)	
For Gaming	100/100 Mbps
For Home Use	100/100 Mbps
	790 Baht/ Month
For Gaming	200/200 Mbps
For Home Use	200/200 Mbps
	890 Baht/ Month


Power4 MAXX

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

Max Speed Home Broadband Internet (Download/Upload)	100/50 Mbps
Best Deal	799 Baht/ Month
AIS PLAY	Enjoy movies, series and varieties shows from all HBO, FOX Movie, Warner TV, BLUE ANT ENTERTAINMENT, BLUE ANT EXTREME via AIS PLAYBOX
MOVIES FULL HD	MOVIES FULL HD Package for 3 months
HOOQ	Free HOOQ Package 6 months*
PLAY MOVIES	PLAY MOVIES Package for 6 months
4G	MAX Speed 10 GB*
AIS SUPER WiFi	AIS SUPER WiFi Unlimited More than 100,000 Wi-Fi Access Point

SUPER MESH WIFI

- Offer a high-speed fibre internet experience in every corner of a home

Service rates	1,099 Baht/ Month
Max Speed Internet (Download/Upload)	1Gbps/100 Mbps
	
	Enjoy movies, series and varieties shows from all HBO, FOX Movie, Warner TV, BLUE ANT ENTERTAINMENT, BLUE ANT EXTREME via AIS PLAYBOX
MOVIES FULL HD	MOVIES FULL HD Package for 3 months
HOOQ	Free HOOQ Package 6 months*
N	Free NETFLIX 3 months*

Updated: Nov-19

FBB: Market pricing



	Price	Data speed	Mobile Call/Data	Others
	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
	999	1Gbps/100Mbps	-	-
	1,099	1Gbps/100Mbps	-	AIS Play, Netflix 3m
FMC	1,299	300/100 Mbps	100min, 30GB	AIS Play 6m, Netflix 3m



	Price	Data speed	Others
	590	100/100 Mbps	Mono Max 30d
	700	200/200 Mbps	Mono Max 30d
	750	200/200Mbps+200/200Mbps (Mesh Wifi)	
	900	300/300 Mbps	Mono Max 30d
	1,200	500/500 Mbps	Mono Max 30d
	1,590	1Gbps/100Mbps	Mono Max 30d
	2,999	1Gbps/500Mbps	Mono Max 30d



	Price	Data speed	Mobile Call/Data	Others
	599	50/20 Mbps	5 GB	-
	799	100/50 Mbps	10 GB	Enjoy HD
	899	200/50 Mbps	60min, 10GB	TrueID TV
	899	200/200 Mbps	10GB	Game pack
	899	1Gbps/100Mbps	-	-
	999	200/50 Mbps	300min, 15G	-
	999	300/300 Mbps	10GB	Game pack
	999	1Gbps/100Mbps	5 GB	TrueID 12m
	1,599	1Gbps/100Mbps	300min, 20GB	TrueID12m
	1,999	1Gbps/100Mbps	-	Gold HD
	2,199	200/100 Mbps	-	Platinum HD
	2,399	1Gbps/100Mbps	-	Platinum HD



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

Source: operator's website, as of Nov 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



PLAY PREMIUM
Access to all
exclusive content

Bt299/month

PLAY MOVIES
HBO, CINEMAX,
WARNER, BLUEANT

Bt199/month
Free 1 month

PLAY SERIES
WARNER, BLUEANT

Bt99/month or
Bt5/day

PLAY NEWS
HEADLINE
NEWS, CNN

Bt99/month or
Bt5/day

Fixed broadband



PLATINUM
FULL HD

Ultimate
entertainment
in all forms
Bt599/month

MOVIES
FULL HD

Ultimate
movies & series
Bt399/month

FAMILY
FULL HD

World class
cartoons
Bt299/month

SPORTS
FULL HD

Thrilling
sports matches
Bt199/month

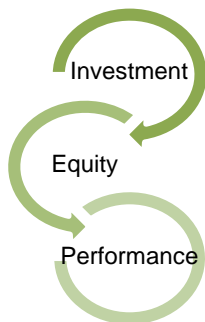
Continued highly-recognized in brand and customer engagement



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

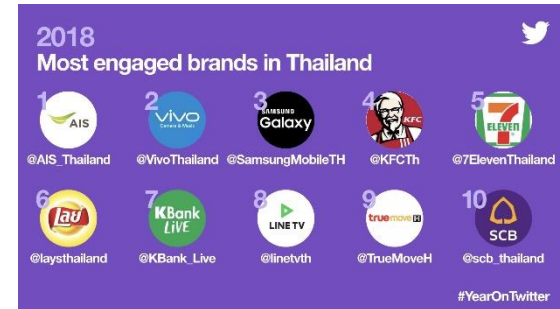


- Measured by the efficacy of a brand's performance:
 - Marketing investment
 - Stakeholder equity
 - Business performance

- 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



Exclusive Partner

650+ Shops



Telewiz: exclusive branded shop by partner

430+ Shops



Local small retailers

19K+ Shops



Retailers

3,000+ Shops



AIS Buddy

1,100+ Shops



Electronic Distribution Channel

400K + Points



rabbit LINE Pay





Contact us

IR website: <http://investor.ais.co.th>

Email: investor@ais.co.th

Tel: +662 029 5014

Disclaimers

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.