

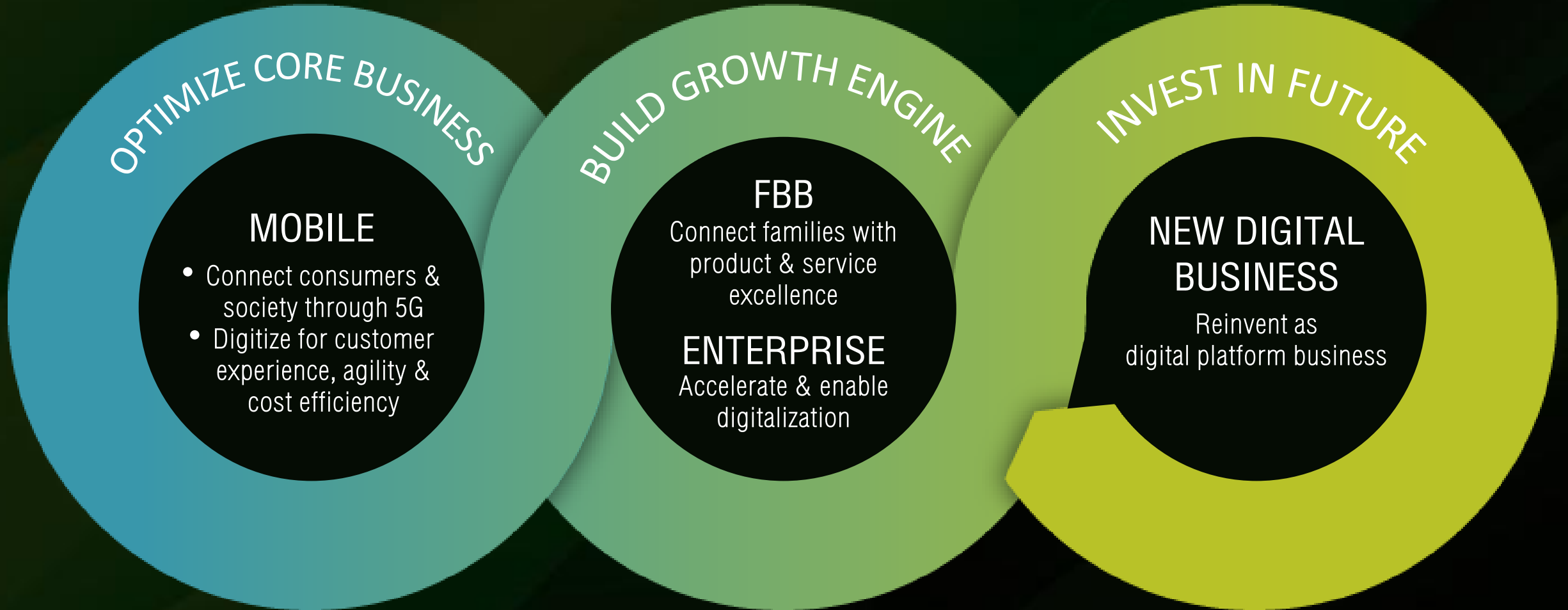


Half Year Analyst Meeting 2021

DRIVING LONG TERM VALUE

Somchai Lertsuttiwong, CEO

DRIVING LONG TERM VALUE CREATION



Maintain resiliency of digital infrastructure amid pandemic and facilitate consumers, businesses and communities to adapt in digital economy

Solid position in Mobile business

Maintain resiliency

Deliver profit / free cash flow and retain financial strength

5G leadership

1mn subscribers & target 2mn YE
+10-15% ARPU uplift
Strong positioned in spectrum

Digitalization

Customer interaction & internal process
Cloud base network & IT operation
Talent & capability building



คลื่นมากที่สุด

Keep families connected powered by
superior Fiber network & service



OOKLA
**SPEEDTEST
AWARDS**
—
THAILAND'S
FASTEST ISP

Expect to reach
No.3 position
in 2022

12% market share
growing 1/3 shares
annually

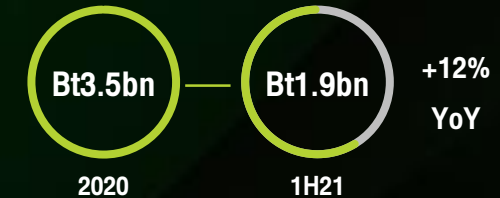
Differentiate with
Service excellence

Deliver
Positive EBIT

Accelerate & Enable Businesses toward Digital Transformation post COVID-19



Grow Enterprise portfolio
THB3.5 billion (non-mobile)



Open Ecosystem & Strategic Partnership
to externalize innovation & accelerate new services

5G and Edge computing

to deliver extreme automation & performance

Enhance end-to-end enterprise service delivery
to build business agility and ensure effective execution

Reinvent as Digital Platform Business



2.2bn portfolio
in VDO/Game/
Payment/Insurance

Dedicated Digital
Organization
& Re-align resource

Expect business
progress in 2022



Maintain Operating Excellence

Lead and shape 5G demand among consumers & businesses

Shift toward cloud based network, IT, & service delivery for cost efficiency

Prioritize capex to lead, differentiate & align to revenue opportunity

		2017	2018	2019	2020	1H21
		COVID-19				
Service revenue	Mid-single digit growth	4.9%	3.8%	5.3%	-5.1%	-0.9%
EBITDA		16%	5.7%	5.6%	-2.7%	1.1%
Capex/sales	Invest for growth & return	32%	16%	17%	20%	24%
FCF yield		2.4%	6%	7.9%	8.6%	6.7%



Future Enterprise

Tanapong Ittisakulchai
Chief Enterprise Business Officer

Most Trusted ICT-Digital Enabler & Accelerator for Businesses



Comprehensive suite
of digital technologies



Strategic Partnership
with Co-development and
solution idealization



Trusted professionals
in ICT capabilities and
end-to-end service delivery

Most Trusted ICT-Digital Enabler & Accelerator for Businesses



Telecom services



Grow Enterprise Mobility Solution, Business Solutions and Digital Marketing

CCII services



Drive strategic partnership with Microsoft & other public cloud providers



Enhance Cyber Security Solution and drive AIS CSOC capability



Lead with IoT Smart Solution in selected vertical



Strengthen data center service and enterprise service delivery

5G solutions

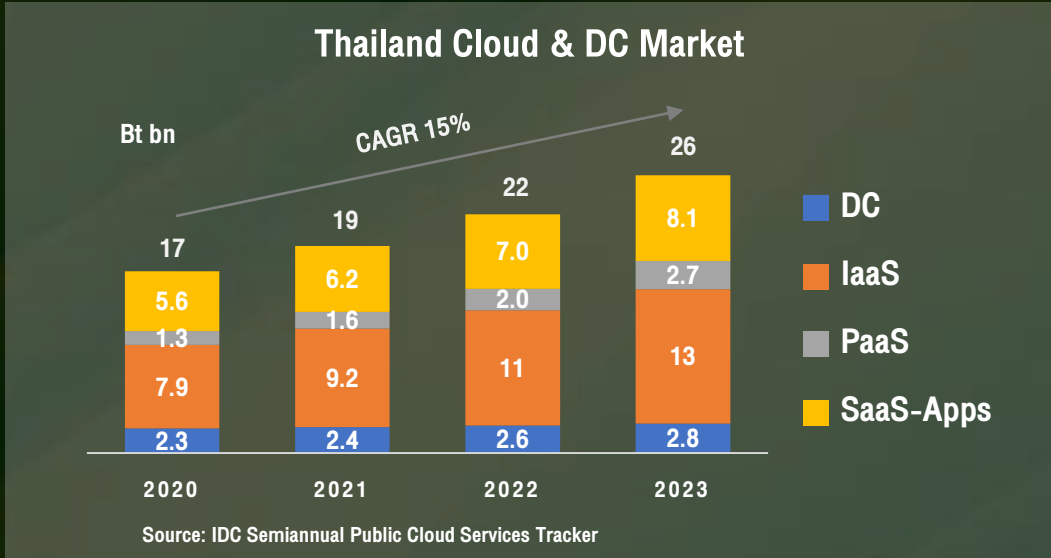


Lead and grow 5G Smart Business Solution

CLOUD



Cloud & DC Market in Thailand



Key drivers

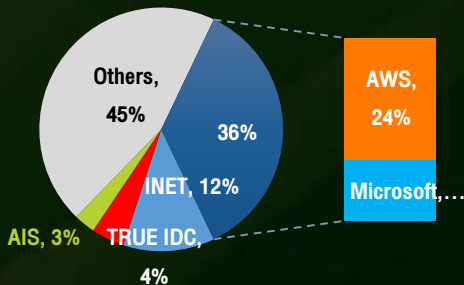
- **COVID-19 lockdown & work from anywhere** boost demand and accelerat the digital transformation
- **Migration from CapEx to OpEx model** help all companies become more agile
- **Improve scalability and flexibility**

AIS

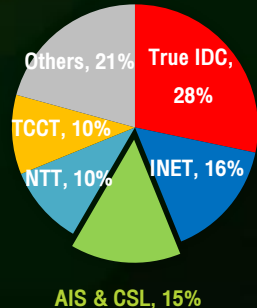
Current Status

Top 3 Brand in mind of local public cloud providers

Total Cloud Services (IaaS only)



Data Center



Source: IDC, company information

Strategy

- Partner with global solution providers
- Leverage best-in-class DC & build demand on 5G edge computing
- Digital skills capabilities building

3-Year Aspiration

- **Cloud Services:** Doubling business
- **Data Center :** To be No.1 of Data Center Provider in Thailand

AIS Business Cloud Ecosystem



<p>Managed Service</p>	<p>Managed Data Center Smart Hand Service Professional Service Monitoring 24x7</p>	<p>Managed Cloud services Consultancy & Assessment Solution Design Migration & Implementation 24*7 Service Monitoring</p>	<p>Professional services Monitoring & Reporting Performance Testing Backup & Recovery</p>
------------------------	--	--	---

<p>SaaS</p>	<p>Productivity </p>	<p>Unified Communication </p>	<p>HR </p>	<p>Logistics </p>	<p>Accounting </p>
-------------	---------------------------	------------------------------------	-----------------	------------------------	-------------------------

<p>PaaS</p>	<p>Backup as a Service </p>	<p>Enterprise Object Storage </p>	<p>Multi-cloud Management Platform</p>	<p>Public Cloud </p>
-------------	----------------------------------	--	---	---------------------------

<p>IaaS</p>	<p>On-premise/ Private Cloud </p>	<p>Enterprise Cloud </p>	<p></p>
-------------	--	-------------------------------	---------

<p>Data Center</p>	<p> CSL The Most Multi-locations Data Centers across Thailand 11 Owned & Carrier Neutral Data centers</p>
--------------------	--

Connectivity Services

<p>Security Service</p>



Microsoft

STRATEGIC PARTNERSHIP in 2021

AIS & Microsoft Strategic Partnership

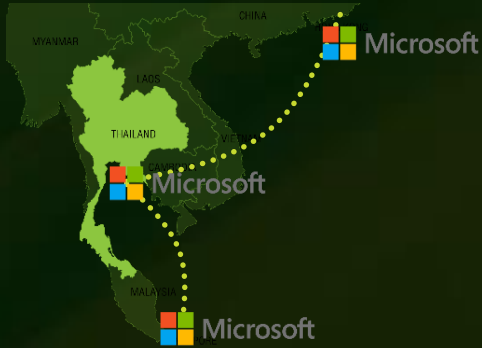


- **Expand cloud market across value chain**, leveraging Microsoft advanced cloud solutions and co-develop new products
- **Competency Development** through Microsoft platform knowledge transfer
- **Enhance 5G Capability** with Microsoft Edge Computing Solutions

Bring together best-in-class network and cloud platform for consumers & enterprises

- **Local Presence in Thailand** leveraging on AIS customer base and salesforce
- **Network Efficiency** with Microsoft Edge Node on AIS Network & AIS Azure Express Route
- **Alignment of business model** as service provider with joint go-to-market strategy

Strategic Partnership to Accelerate Digital Economy for Thais and Thai Enterprises



Network Partnership

- Strategic Partnership to bring global cloud to local (**Edge node**)
- Official Partnership of **ExpressRoute** Service for Microsoft Azure
- Official Partnership of **Edge Computing**



Solution Partner

- Official Microsoft **Cloud Solution Provider (CSP)** and Microsoft **Licensing Solution Partner (LSP)**
- **Microsoft Cloud services** e.g. Office 365, Microsoft Azure, Dynamics 365
- **On-premise software** and **commitment-based** cloud services



Advanced Specializations

- **Deep knowledge** and **technical capabilities** in Azure Managed services and Modern Work applications
- Fully support by **certified Microsoft experts** (Consult, Design, Migrate, Implement, Support)
- Build **innovative solutions** e.g., Azure hybrid cloud, Edge data estate solution and service, Teams with direct routing

The First Cloud Service Provider to provide Software-defined Visual Storytelling tools



AIS Media Cloud Service



Software

Media Workflow Solution

Production Control Suite

AIS Enterprise Cloud

vmware AIS Business Cloud Cloud

Compute

Storage

Security

AIS Infrastructure

Data Center

Server

Network

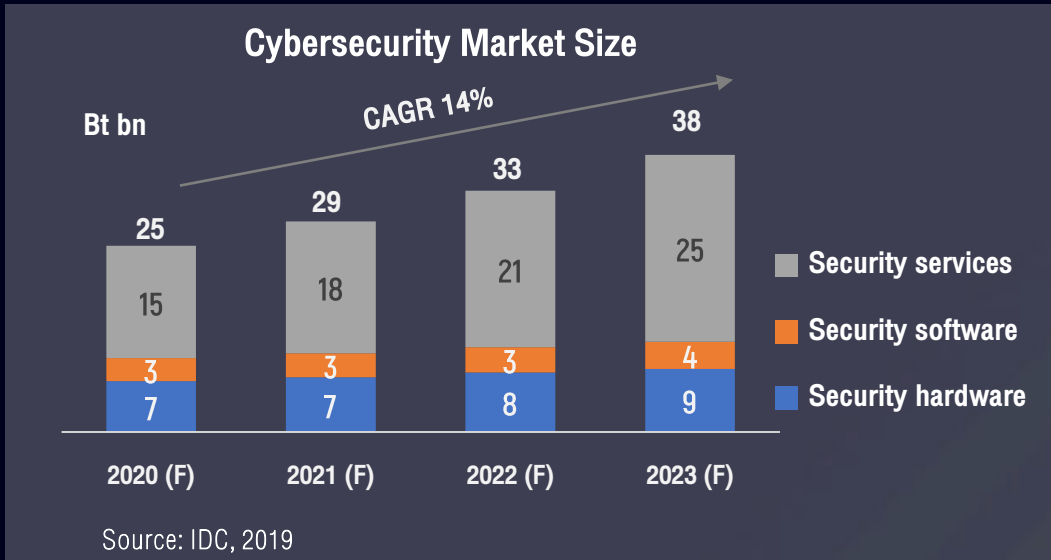
- Unleash Media and Entertainment organizations' Potential to spinning up and down systems very quickly
- Greatly Reducing Time to deployment from 3 months to a few days
- Enhance remote production workflow to be more flexibility & agility

CYBER SECURITY



AIS
Cyber Secure

Cybersecurity Market in Thailand



Key drivers

- The new Personal Data Protection Act (PDPA)
- Increase in cyberattack surface & digital access
- New cyber risks e.g. phishing and ransomware
- New way of working / remote working



Completed cybersecurity portfolio to meet the needs of all market segments



Network



Cloud



Endpoint



Application



Compliance



MSS

Check Point
SOFTWARE TECHNOLOGIES LTD.

paloalto
NETWORKS

FORTINET

iMPERVA

CLOUDFLARE
Web Application / DDoS

CHECK POINT
CloudGuard

Dome9

TREND
MICRO

CORTEX
BY PALO ALTO NETWORKS

Carbon Black

CISCO

Trustwave

iLog

CSAT

AIS
CSOC

GRC

Vulnerability
Assessment

PENETRATION
TEST

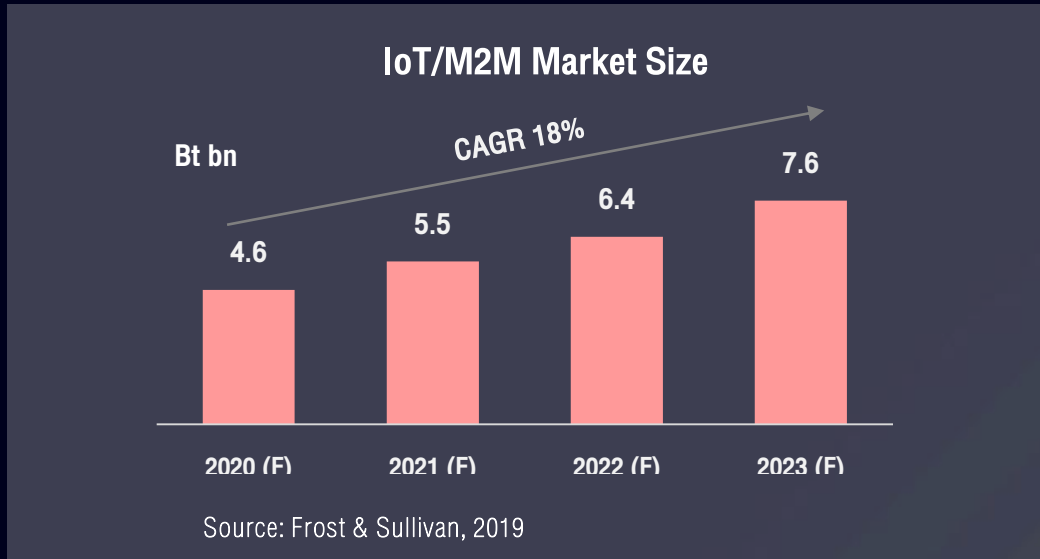
Our Partners



INTERNET OF
THINGS



IoT/M2M Market in Thailand



Key drivers

- Digital transformation: leverage IoT technology to address business challenges
 - Invent and disrupt new business model
 - Enhance customer experience
 - Improve cost efficiency of operation
 - Empower big data capability

AIS

Current Status

- #1 IoT M2M connectivity ~60% market share

Strategy

- Expand smart solutions through partnership and SI capability to capture demand for vertical solution

3-Year Aspiration

- Leading platform provider in 3 key verticals i.e. manufacturing, T&L, property

Thailand's BEST IoT Service Provider



Devices

- NB-IoT Shield
- NB-IoT Xbee
- Embedded SIM
- IoT Sensors
- IoT Modules



Network

- NB-IoT
- eMTC
- 3G / 4G / 5G
- Fiber



Platform

- Azure IoT Platform
- Magellan / Playground
- Connectivity Platform
- Telematics Platform
- Smart Living Platform



Solutions

- Smart Transportation
- Smart Logistics
- Smart Property
- Smart City









Ecosystems

- AIAP
- Product Development
- Business Partnership
- Business Matching



Property & Real Estate

 <p>Village/ Juristic</p>	Visitor Tracker	Access Control	License Plate / Face Recognition	Smart Parking	Energy Management	Suttle Bus
	Visitor Management	AI-Vision (Video Analytics)	Indoor Tracking	Smart Lighting	Meeting Room	Smart Meter

 <p>Home</p>	 <p>ONE Application</p>			
	 <p>Smart Living Platform</p>			
	User Management	Security Management	Data Analytics	Devices / Service Integration
	 <p>Home Broadband</p>	 <p>Home Automation</p>	 <p>Home Security</p>	

Industry Expert

Partnership

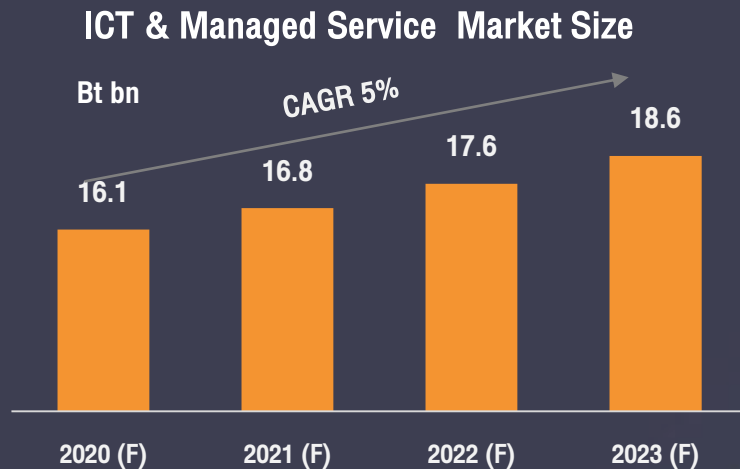


**ICT &
MANAGED
SERVICE**



One Stop ICT Service

ICT & Managed Service in Thailand



Source: IDC, 2019

Key drivers

- COVID-19 has changed enterprises' ICT priorities and drove their spending
- Lack of ICT manpower/expert
- New way of working / remote working

AIS

Current Status

- 5% IT revenue market share

Strategy

- Strengthen data center service and enterprise service delivery
- Grows IT services in medium to large enterprise segment
- Penetrates to SME segment with off-the-shelf products/packages

3-Year Aspiration

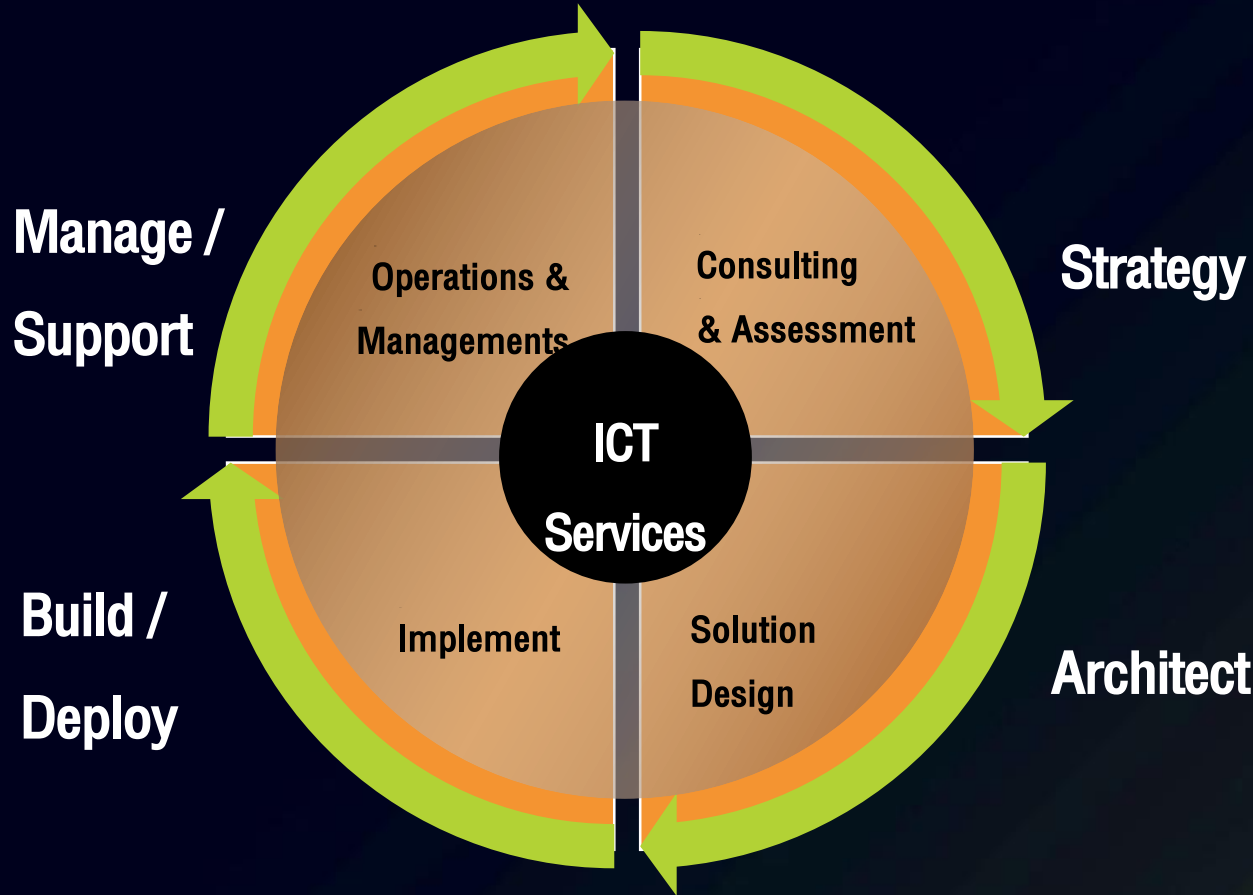
- Ensure AIS proposition in providing end-to-end digital services (cloud, cyber security, IoT)



One Stop ICT Service

Life Cycle ICT

Managed Services



Managed Network Service

- Managed LAN/WAN
- Managed SD-WAN
- Managed WIFI
- Hotel WIFI



Managed Data Center

- Site Relocation
- Hosted solutions
- Smart Hand Service
- 24/7 NOC



Managed Private Cloud

- Install/ Relocate Hardware
- Remote Troubleshooting
- Backup and DR Solutions
- Onsite Service
- 2nd tier Engineer Support



Managed Cloud Service

- Cloud Migration/ Consolidation
- Office 365 Managed service
- Backup as a Service
- DR as a Service



Managed Security Service

- Managed On-premise Firewall
- Centralized Firewall on Cloud
- Secured Mail Gateway
- Managed Endpoint Security



Managed ICT Service

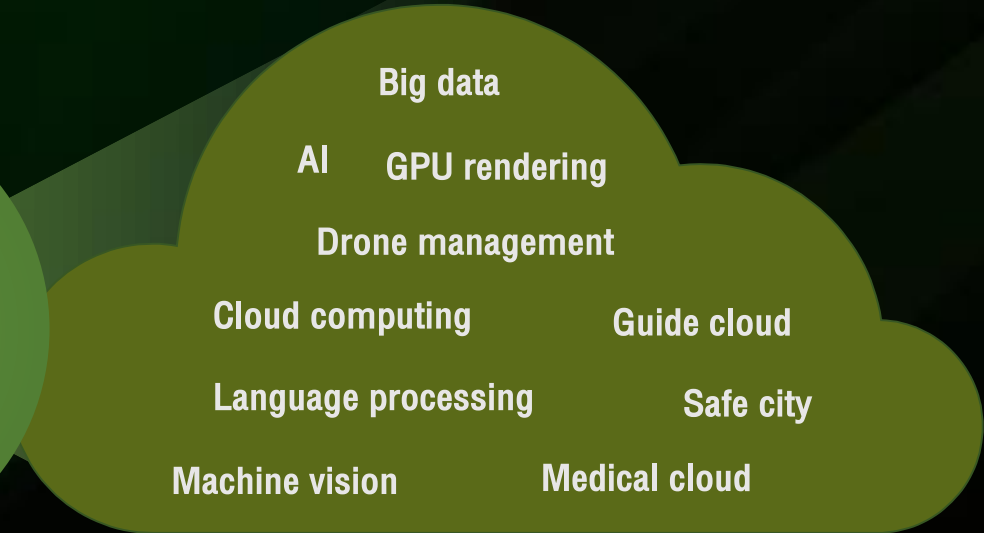
- Outsource IT Operation & Maintenance
- Monitoring & Optimization
- Integrate solutions
- Level 1/2/3 support



B2B 5G Ecosystem

The New 5G Digital Ecosystems

IoT ↔ **Edge** ↔ **Connectivity** ↔ **Cloud**



Thin Clients:

Low cost, easy to deploy,
easy to manage, mobility

100+ Mbps,
up to 5ms

eMBB
uRLLC

One cloud for multi-use:

Not only serve Cloud Gaming, cloud PCs, Cloud
Gaming, but also services car, health, drone, etc.

AIS Business Partnership Framework

DIGITAL TECHNOLOGY

Partnership

Cloud / Data Center



Cyber Security



IoT



ICT



Enterprise Mobility



5G



INDUSTRY EXPERT

Partnership

Industrial / Manufacturing



Financial / Banking / Insurance



Property / Real Estate



Automotive



Transport / Logistics



Trading / Retail



Energy / Utilities



Services



AIS Business 5G
Your Trusted Digital Partner

The AIS logo consists of two curved, overlapping shapes in shades of green and yellow, resembling a stylized 'A' or a signal wave.

AIS

5G

**5G &
Digital Platform
Strategy**

Pratthana Leelapanang

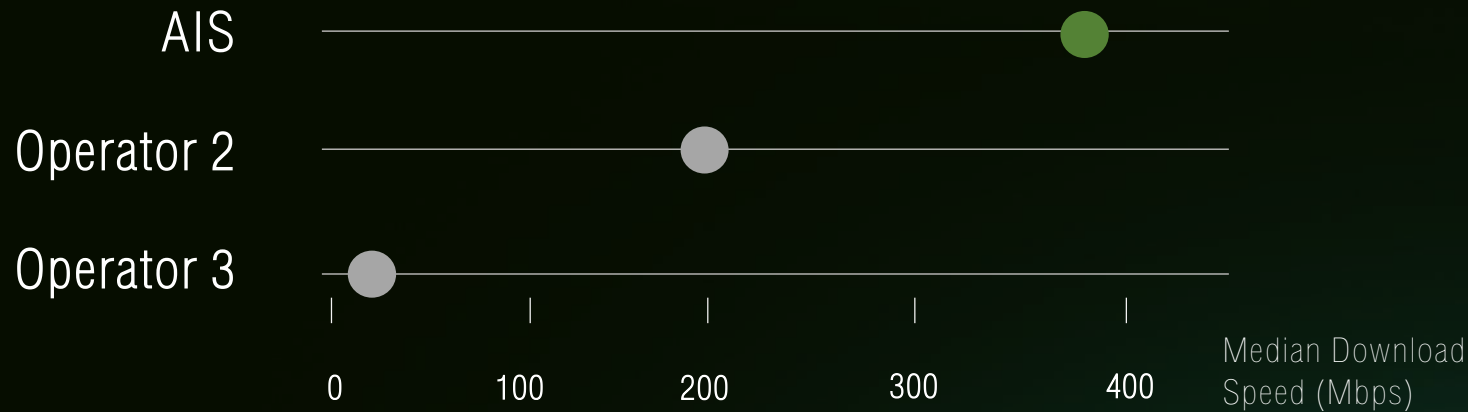
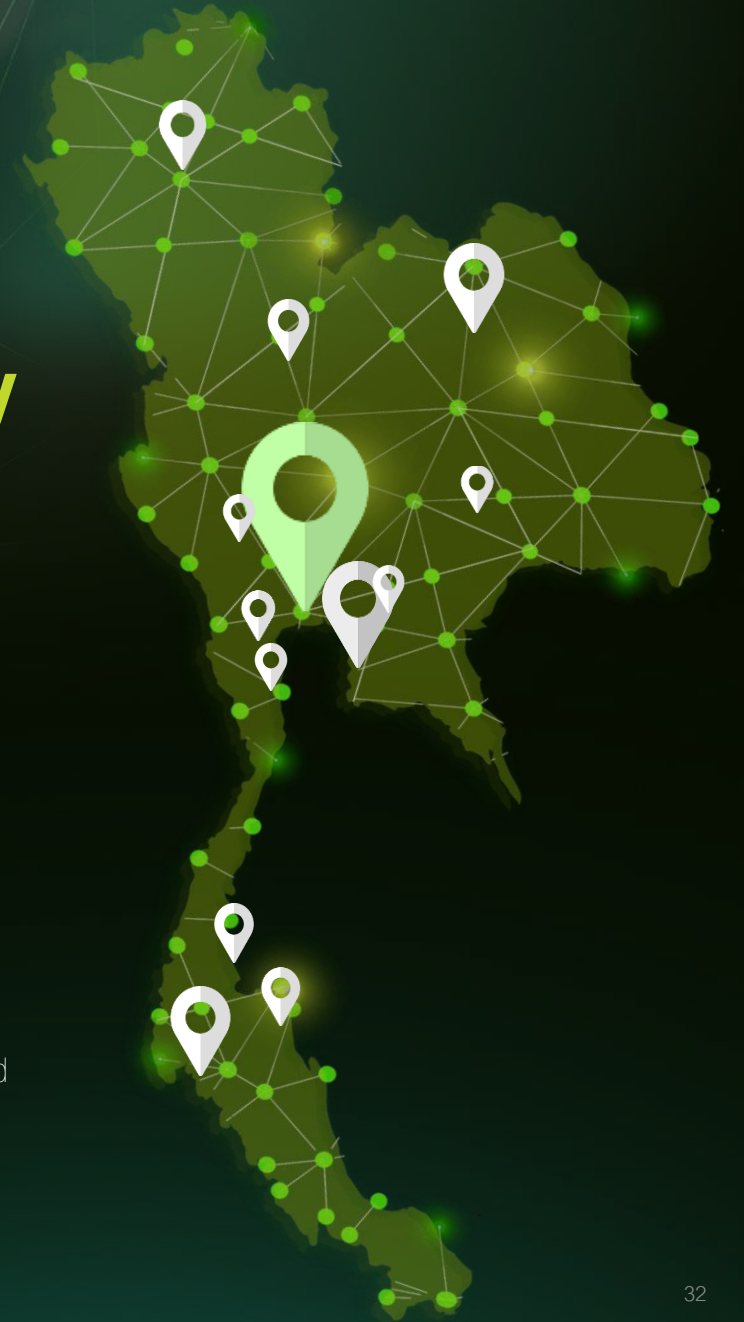
Chief Consumer Business Officer

5G Leadership

Connect consumers & society through 5G

Bangkok is world's top 10 fastest 5G City

AIS network performed 75% faster than competition



OOKLA®

Q1-Q2 2021 Speedtest Intelligence

5G Leadership

Connect consumers & society through 5G

77 provinces

Extensive footprint nationwide

>6,700 BTS

Mix of 2600MHz & 700MHz

>90%

BKK & VICINITY
POPULATION COVERAGE

Focus on prime area for
best 5G experience

>95%

EEC
AREA COVERAGE

Industrial estates with high
potential enterprise clients

>25%

NATIONWIDE
POPULATION COVERAGE

Focus on high usage and
early adaptors of 5G

Target >70%

NATIONWIDE POPULATION COVERAGE



5G Leadership

Connect consumers & society through 5G

>1mn

5G package subscribers

Target 2mn

5G subscribers by end-2021

12-18%


ARPU uplift

17%

Increase in VOUE

Current 5G package

Dial *9556 to access AIS 5G with 10GB* more 5G allowance!

Monthly fee (Baht)	Internet 5G 4G 3G Max speed 1Gbps	Voice		AIS SUPER WIFI	ฟรี ซิมการ์ด	AIS PLAY VR Value 950 Baht.	Free AIS 5G Services		
		AIS Network	Other Network (Minute)				AR Service	VR Service	Cloud Game
1,999	Unlimited	Call free 24 hrs.	600	Unlimited	4 SIM (50GB)	 Free!	12 Bill cycles	12 Bill cycles	3 Bill cycles
1,699			400		3 SIM (50GB)				
1,399			250		2 SIM (50GB)				
1,199			150		1 SIM (50GB)				
899	80 GB	Call free 24 hrs.	70	Unlimited	-	Discount 20%	6 Bill cycles	6 Bill cycles	3 Bill cycles
699	50 GB		50		-				

Pricing strategy to uplift ARPU

- Share plan and family
 - Volume base pricing for entry segment
- Expanding 5G to larger group along with new entry 5G devices

Over >100 models of 5G devices expected by end-2021

Current 5G handset

>60 Handset models available now with starting price at Bt6,299



2021: 5G device roadmap

>40 Models

Top Tier 35%

Mid-High Tier 30%

Mid Tier 35%

Sourcing mid-tier devices to drive mass adoption

- Launched exclusive devices with Samsung and Vivo at price range 8,000-9,000 Baht
- Expect to launch lower tier models with the most affordable price this month below 6000 baht.



16MP+2MP+2MP
Triple Rear
Camera

5G SA

6.5" HD+

Incell, V-Notch,
Full Screen 18 : 9



13MP
Front Camera



Dual 5G
enables 5G SIM



Battery
4400 mAh



Fingerprint

< 6,000 baht

**Bringing in
Immersive
Experience**

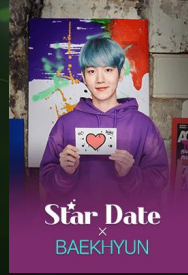


AIS PLAY VR: Drive 5G targeted content

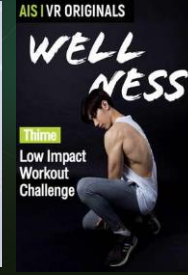
Star Dating



KPOP Star Idol



Wellness



Travel



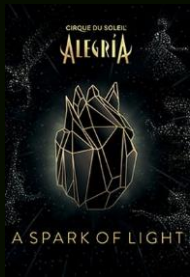
World Travel



Education



World Class Show



Music



Play News



Bring in immersive experience of 5G

Variety by selective segments



Monsta X



SF9



Chunggha



Pororo



Dinosaurs



(G)I-DLE

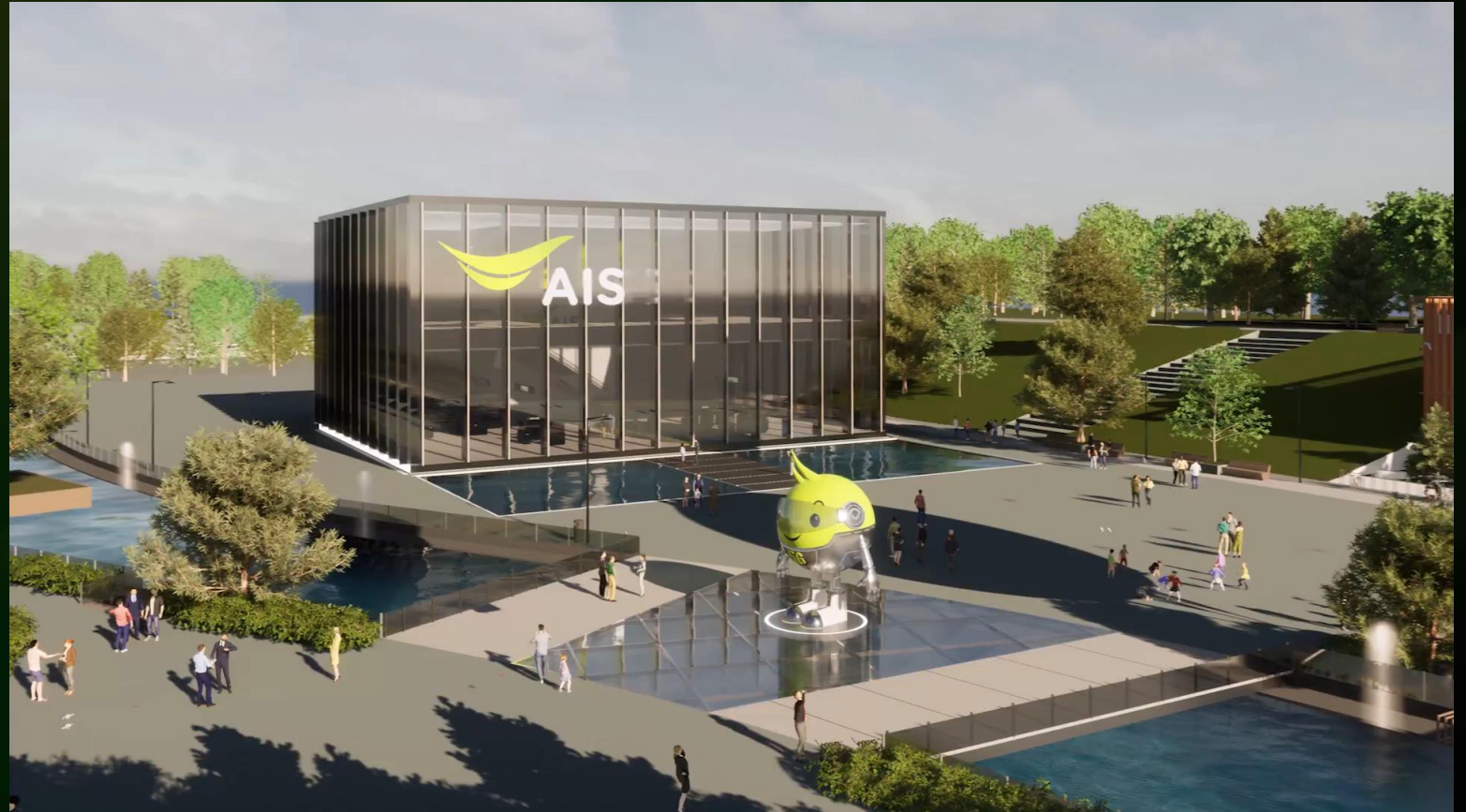


V AVENUE

powered by ^{AIS} 5G

> 1M MAU

Targeting to
double in next
6 months





AIS

ASIAN
LIFESTYLE

EMPORIUM

TVD

M
Lifestore

Community Hub

V AVENUE

powered by AIS
5G

& more than 210 local SMEs



V AVENUE

powered by **AIS 5G**



AIS

**Expanding Video
Contents Services**

5G



Disney+
hotstar

The logo features the word "Disney+" in its signature script font, with a blue-to-cyan arc above it. Below it, the word "hotstar" is written in a white, lowercase, sans-serif font.

AIS
5G

The logo consists of a green-to-yellow swoosh above the text "AIS" in a white, uppercase, sans-serif font. Below "AIS" are the letters "5G" in a large, bold, 3D-style font with a green-to-yellow gradient.





EXCLUSIVE ONLY ON AIS
แพ็คเกจรายเดือน
ที่เดียวเท่านั้น



© 2564 บริษัท ทรู คอร์ปอเรชั่น จำกัด (มหาชน) © 2564 บริษัท ทรู คอร์ปอเรชั่น จำกัด (มหาชน) สงวนลิขสิทธิ์

Faster than original plan
Reaching > 1M subscribers



Official Broadcaster



**EXCLUSIVE ONLY ON AIS
EVERY MATCH EVERY SPORT**

AT  AISPLAY

เอไอเอส
ที่เดียวเท่านั้น

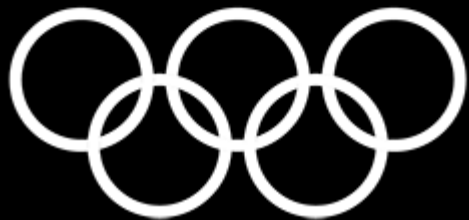


50 Sports, 339 events, 4800+ Hours

3 channels for Thais and Highlight + 13 channels exclusive original to AIS customers

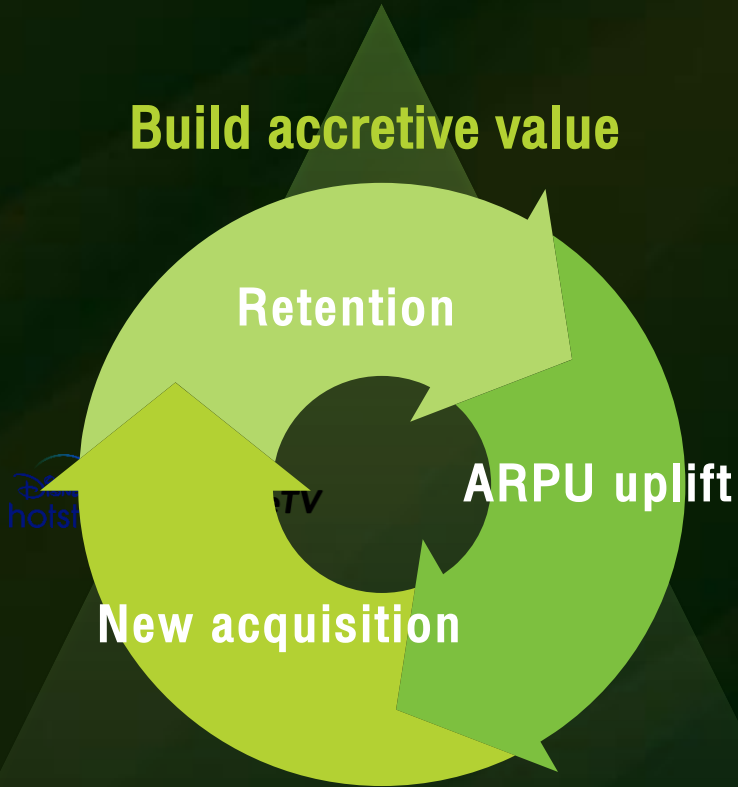


TOKYO 2020



▶ AISPLAY Position as integrated value to customers

Build accretive value



>4mn

Video MAU
as of Jul-21

PLAY
PREMIUM
Premium package

- Differentiate through premium contents



Expanding
engagement for B2C

- New source of revenue from
advertising on streaming content



Made Available
B2B Segment

- Expand services to corporate segment with bulk premium package sales

**More Value
for Customers**



DH_AIS_Privilege_45sec
Op1_Edit#2



Expanding Points to
million of retails nationwide



เอไอเอส พาวเวอร์
แอปช่วยส่งเสริมการขาย

สำหรับร้านค้ารายย่อย

supporting grassroot economy
bringing value for customer

Integrated Value through Enhance Experience



+



+



+





AI S

5G

The background features a dark green gradient with a complex network of thin, light green lines connecting various points, creating a web-like or molecular structure. The lines and points are more prominent in the upper left and center, fading towards the bottom right.

Q&A session

Q&A slots from Zoom platform

Name	Company	Question
K. Pisut	• Kasikorn Securities	



AIS

Advanced Info Service Public Company Limited
<http://www.ais.co.th>