

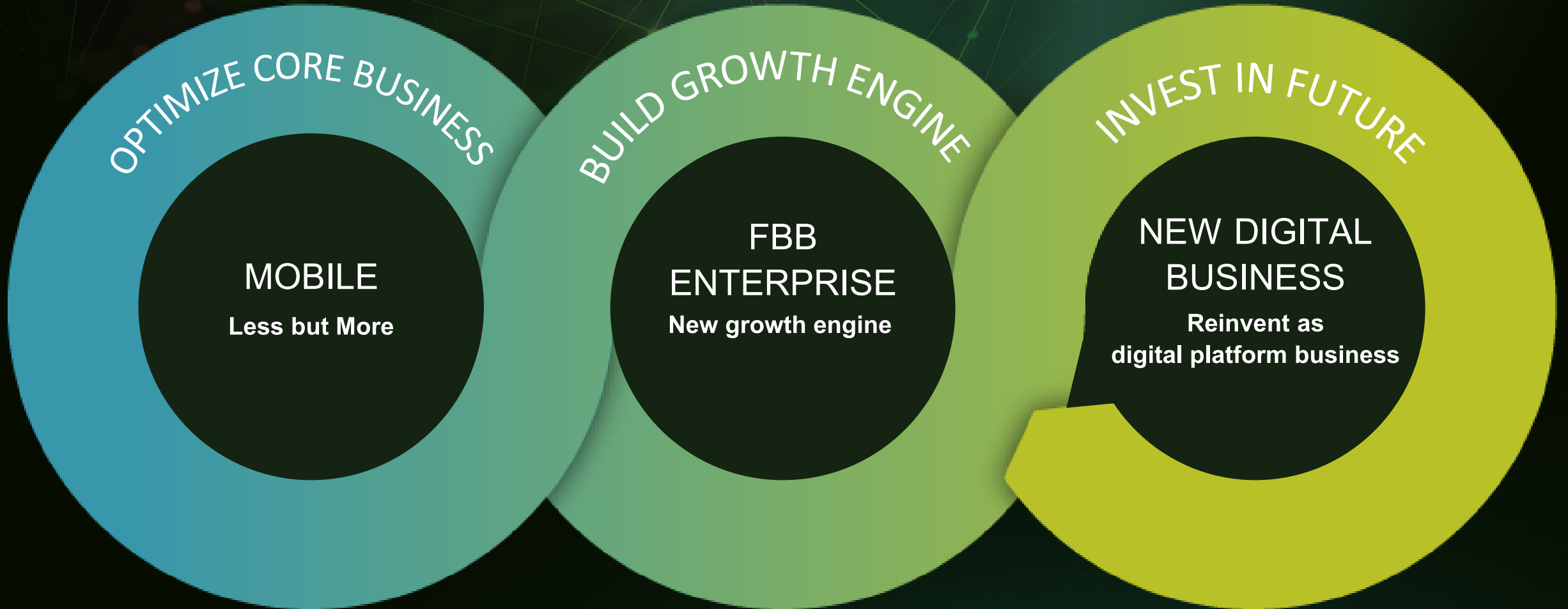


# Analyst Meeting 2022

**Define the Future: COGNITIVE TELCO**

**Somchai Lertsuttiwong, CEO**

# DRIVING LONG TERM VALUE CREATION



Commoditization of  
our main services

ARPU  
pressure

Slow  
growth

Profit  
challenge

Emerging technologies  
are changing the world

Changing  
business model

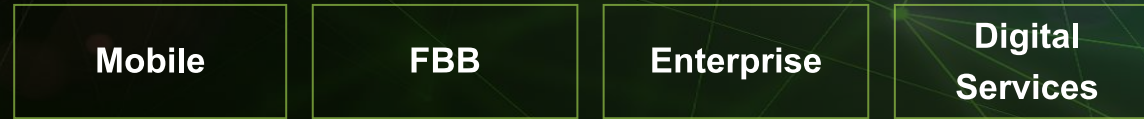
Forcing  
reinvention

New  
opportunities

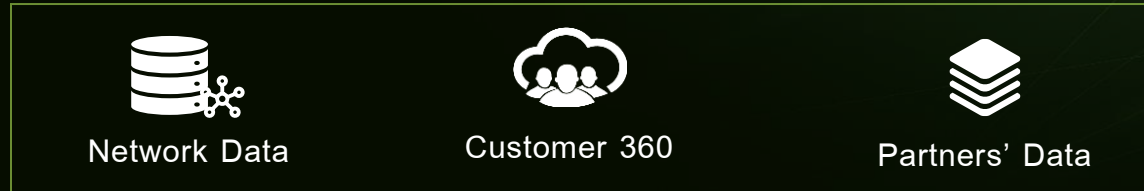
From  
**Digital Life  
Service Provider**

To  
**Cognitive Telco**

# Unleash new value through **Cognitive Telco**



## Data & Insights



## Zero-touch Operations



**Deliver DISTINCTIVE  
CUSTOMER EXPERIENCE**

# Deliver **Distinctive Customer Experience**



## Autonomous Network

- Automate fault resolution & resource allocation i.e. self-monitor, auto-detect, self-maintenance and self-report
- Predictive congestion & maintenance

**Improve network reliability,  
CAPEX & operation efficiency**



## IT Intelligence

- Modernize with cloud-base IT infrastructure
- Simplify internal processes
- Enhance IT security
- Drive Omni-channel & IoT

**Improve stability, security  
& cost efficiency**



## Data Insight

- **INTERACTIVE, PERSONALIZED & REAL-TIME**
- Partnership for wider and compelling digital and physical products

**Improve customer retention,  
increase cross-sell & wallet share**



# Enhance the strength of **Mobile business**



## LEAD MARKET IN 5G

Deliver the **best network quality**

Drive **interactive & immersive**

5G experience



## UNIQUE CUSTOMER EXPERIENCE

Personalized and proactive to

provide **digital and lifestyle**

products and services



## DRIVE DIGITAL BRAND

Capture **digital-native**

customers

# Drive growth in **Home Broadband**



**Scale up** the penetration  
with **wider coverage**

Personalized and proactive  
to provide **Fixed-Mobile-Content  
Convergence** and **points  
ecosystem**

Offer **unique video service**  
with exclusive international and local  
entertainment and sport

# Drive New Enterprise business



Capture growth in **Cloud, Cyber security, IoT, ICT solutions and Data center** (CCIID)

**Long term**

**Target:**

**>20%**

**Revenue  
contribution**



**Partner for 5G vertical solution** to deliver extreme automation & performance



**Transform operational capabilities** to deliver a comprehensive suite with highly competent and trusted professionals



# Digital business: Transform Connectivity to Lifestyle Experience

- VDO
- Game/e-sport
- Point
- Education

Digital Lifestyle

- Digital marketing
- Digital ads

Digital Media



Digital Finance

- Lending
- Payment
- Insurance

Other platform

## Leverage telco's key assets

40mn nationwide customer base

Unique telco data on customers' behavior

Trustworthy brand

Extensive sales and distribution

**Win-win growth for  
all stakeholders  
while preserving  
financial strength**

- Seek new growth opportunities beyond connectivity
- Address economic, social and environmental issues
- Aim to deliver both top line and bottom line
- Expect to generate solid free cash flow
- Maintain financial flexibility with investment grade rating

