



Analyst Meeting 2022



Please scan to leave us questions

I. Bringing COGNITIVE TECH-CO Forward

II. Building Sustainable Profitability

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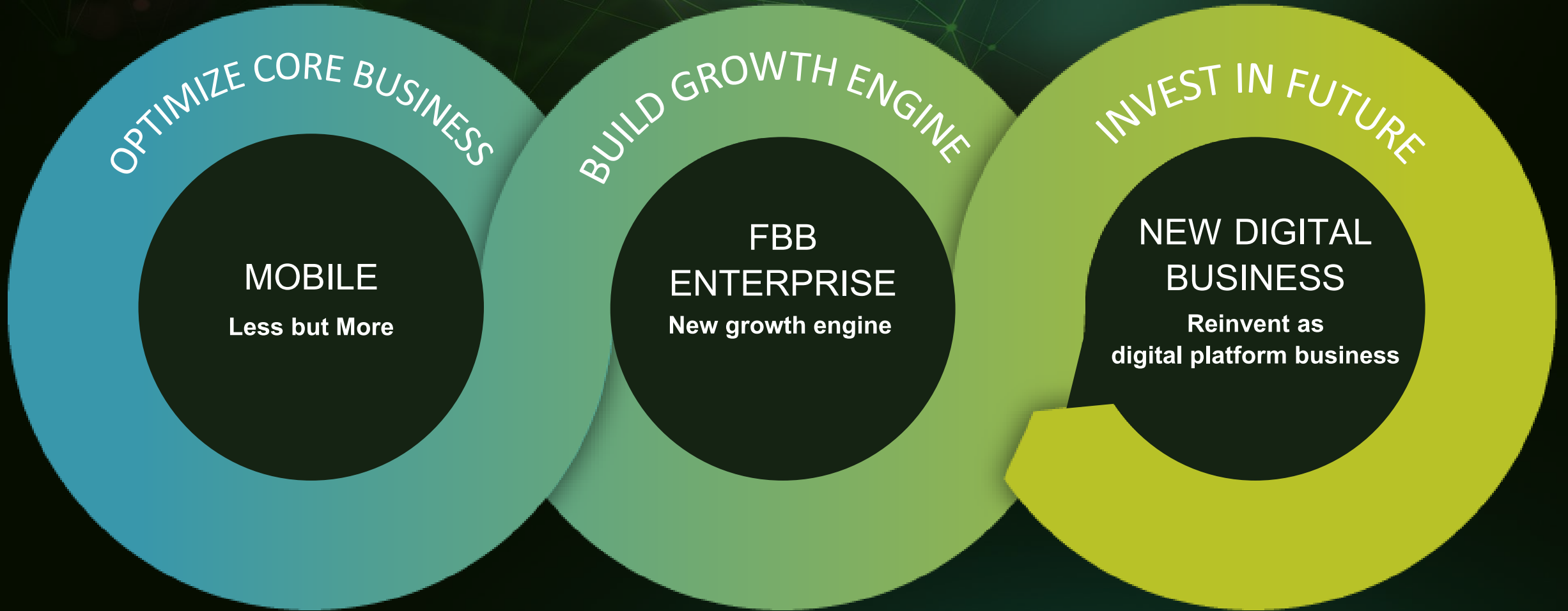
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Bringing COGNITIVE
TECH-CO Forward

Somchai Lertsutiwong, CEO

DRIVING LONG TERM VALUE CREATION



ARPU uplift through differentiation in **Mobile business**



GROW 5G ADOPTION

Delivering the **best network quality**
Drive **interactive & immersive**
5G experience with
affordable 5G Devices

Grow ARPU



UNIQUE CUSTOMER EXPERIENCE

Personalized and proactive to
provide **digital and lifestyle**
with **unique live contents**
bundling

Upsell & Cross-sell



LOYALTY PROGRAM

Privilege Points Ecosystem
Expansion through
Partnerships for better
customer services and rewards

Retention & Engagement

Premium Quality **Broadband** Provider



COVERAGE WITH QUALITY

High-value acquisition with **premium service quality** and **in-home coverage**
– Beyond Mesh WIFI –

Scale and Expansion



ALL-IN-ONE PACKAGE

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

Grow ARPA



UPSELL PREMIUM SERVICES & CONTENTS

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

Upsell & Engagement

Trusted Smart Digital Partner **Enterprise business**



CORE PRODUCT GROWTH

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



5G VERTICAL INTEGRATION

Partner for 5G vertical solution to uplift performance in Manufacturing, Retail, Property and Transportation & Logistics



THAILAND 1ST ONE PLATFORM

With Networks, Edge Computing, Public Cloud and Applications Ecosystem to help business with **digital transformation**

Strategic Partnership **Enterprise business**



WINNER - Microsoft Partner of the Year 2022, Thailand

Digital business: Transform Connectivity to Lifestyle Experience



WIN-WIN
PARTNERSHIP



CO-CREATE
SOLUTION



CUSTOMER
CENTRIC

FAIR

Pay as you drive, up to 50% saving

FLEXIBLE **MILE** or **TIME**

FRictionLESS

Buy claim manage policy on myAIS

FlexiDrive



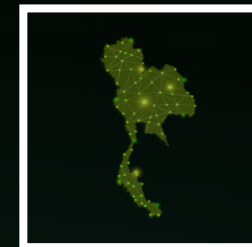
Leverage AIS's key assets

45+
MN

Customer base
with behavioral
data

AIS
5G

Distinctive
Brand and
Quality



Extensive sales
and distribution

Commitment in delivering **Superior Customer Experience**

CONTINUE GROWING CORE SERVICE REVENUE



Always seek new growth opportunities

MAINTAIN HEALTHY EBITDA PERFORMANCE



To maintain financial flexibility with investment grade rating

CONTINUE INVESTING FOR SUSTAINABLE GROWTH



“Thriving in a Greener and inclusive Digital World”

For SHAREHOLDERS, CUSTOMERS and COLLEAGUES

OUR PURPOSE & PASSION

Rewarding
SHAREHOLDERS through
winning & profitability
growing the company



Putting **CUSTOMERS** first so
we transform their interactions
and create wonderful
experiences

Enabling **COLLEAGUES** to make a
difference through an uplifting
culture of trust, care &
empowerment



Building Sustainable Profitability

Tee Seeumpornroj, CFO

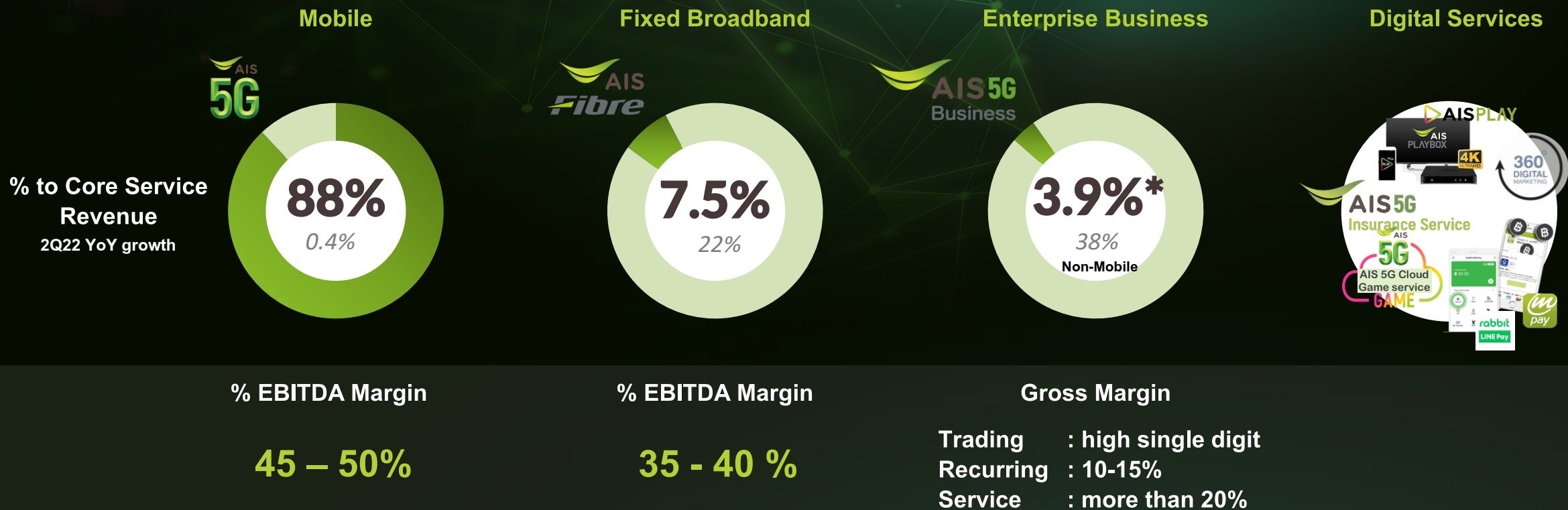


DELIVERING GROWTH THROUGH INTEGRATED PRODUCT PORTFOLIO

BUILDING EFFICIENCY WITH COST OPTIMIZATION

GROWTH THROUGH ACQUISITION OF 3BB & JASIF

Delivering Growth through Integrated Product Portfolio



*please note this is non-mobile enterprise revenue only. 10.9% total enterprise include mobile services.

Building Efficiency with Cost Optimization

NETWORK OPEX / INCOME

10%

11%

11%
1H22

SG&A / INCOME

14%

12%

12%
1H22

1.5bn
▽

2.0bn
▽

0.5bn
▽

2020

2021

2022F

ON GOING NEW INITIATIVES



Cost Saving initiatives

- BTS energy saving solution
- Robotic Process Automation
- CAPEX Optimization

- Energy saving on TOU
- Rental alignment
- Process Digitization; e-bill, e-payment, debt management
- CAPEX Optimization

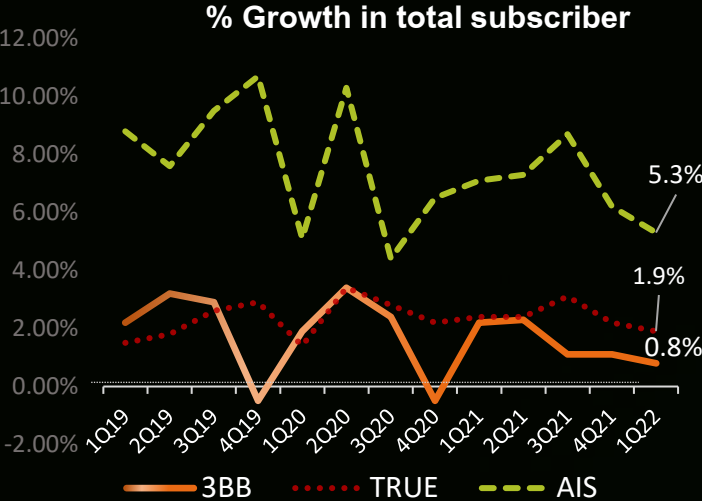
- Maintenance agreement & Service Model
- AI Automation for electricity cost
- Call Center Optimization
- Digitalized customer service

- Network automation toward predictive analytics
- Reinvent service and engagement models targeting distinctive experience

Challenging business landscape for 3BB & JAS

FBB COMPETITION

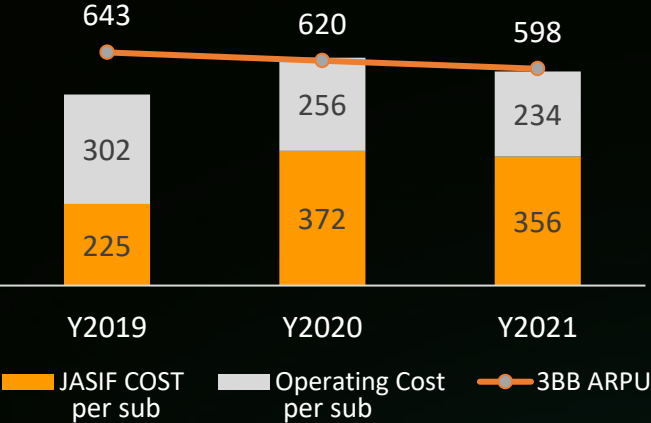
Price competitiveness
affect subscriber as well as
revenue growth



HIGH-COST STRUCTURE

High and inflexible cost per
subscriber pressured ability to adjust
ARPU to reflect market situation

Rental Fee per core km per month (THB) for 2021			
JASIF	MLA (80%) 436 / RAA (20%) 770	503	
DIF		350	

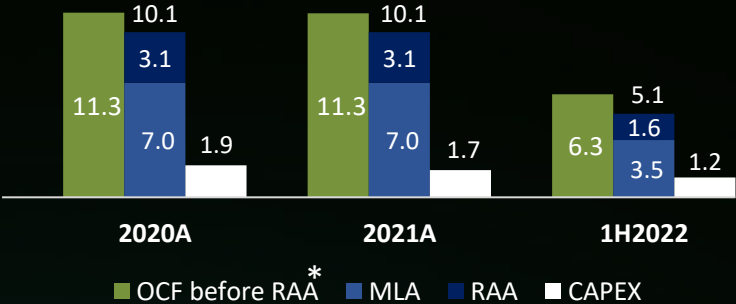


Source: JASIF and DIF annual reports, using paying sub @ 2.4mn subscribers

CASHFLOW

Tightening cashflow with
risks in rental payment, debt
repayment, and future investments

JAS Performance



*Cash flow from operating activities before tax

WIN-WIN solution to stakeholders

Business

SYNERGIES FROM COMBINED RESOURCES



Subscriber base

2.4 million in upcountry area



Sales and service channel

>300 of shops and sales channels



Integrated offering

Opportunity to offer bundling
With AIS's services



Network footprint

Wider broadband coverage



Trusted Brand

Strong brand presence in
upcountry market

JASIF

BETTER CREDIT POSITION

JASIF will be re-rated at
low risk and with lower
repayment risk

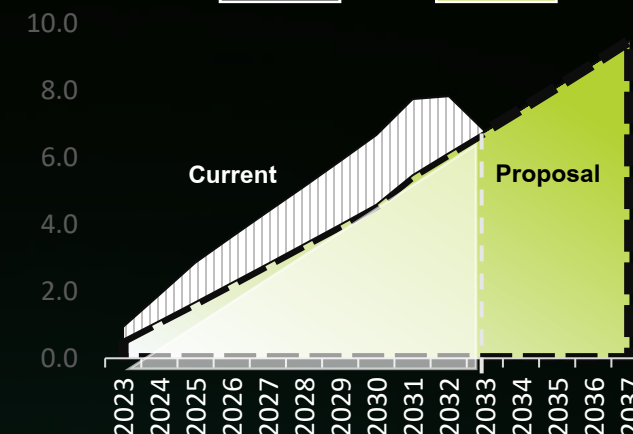
POTENTIAL ASSET INJECTION

AIS potential Asset
Monetization Plan

SUSTAINABLE LONG-TERM RETURN

Stronger Cashflow
Total dividend increase
A 15-year contract to JASIF

	Current		Proposal
CASH	7.8	⇒	9.5
NPV	5.9	⇒	6.0





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