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## Investor Presentation Advanced Info Service Plc.

# ANALYST MEETING

15 February 2024

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- **2023 HIGHLIGHTS & 2024 WAY FORWARD**
- **2024 STRATEGIC DIRECTION**
- **DELIVERING VALUES AMID CHALLENGES**

## **2023 HIGHLIGHTS & 2024 WAY FORWARD**

**Somchai Lertsutiwong, CEO**



# 2023 ACHIEVEMENTS AMID CHALLENGES

## SCALED UP CORE BUSINESS

- NT700MHz Partnership
- 3BB Acquisition

## DELIVERED SOLID RETURN

- 12% Growth of Net Profit from business growth & cost control
- 88% of Dividend Payout ratio

## EXPANDED ECOSYSTEM

- Points and Privileges Partners
- New myAIS application

# 2024 LOOKING FORWARD



**THAI GDP MODEST GROWTH**

**5G ECOSYSTEM READINESS**

**DIGITAL TRANSFORMATION**

**ESG IMPORTANCE**



**Digital  
Infrastructure**

**People &  
Sustainability**

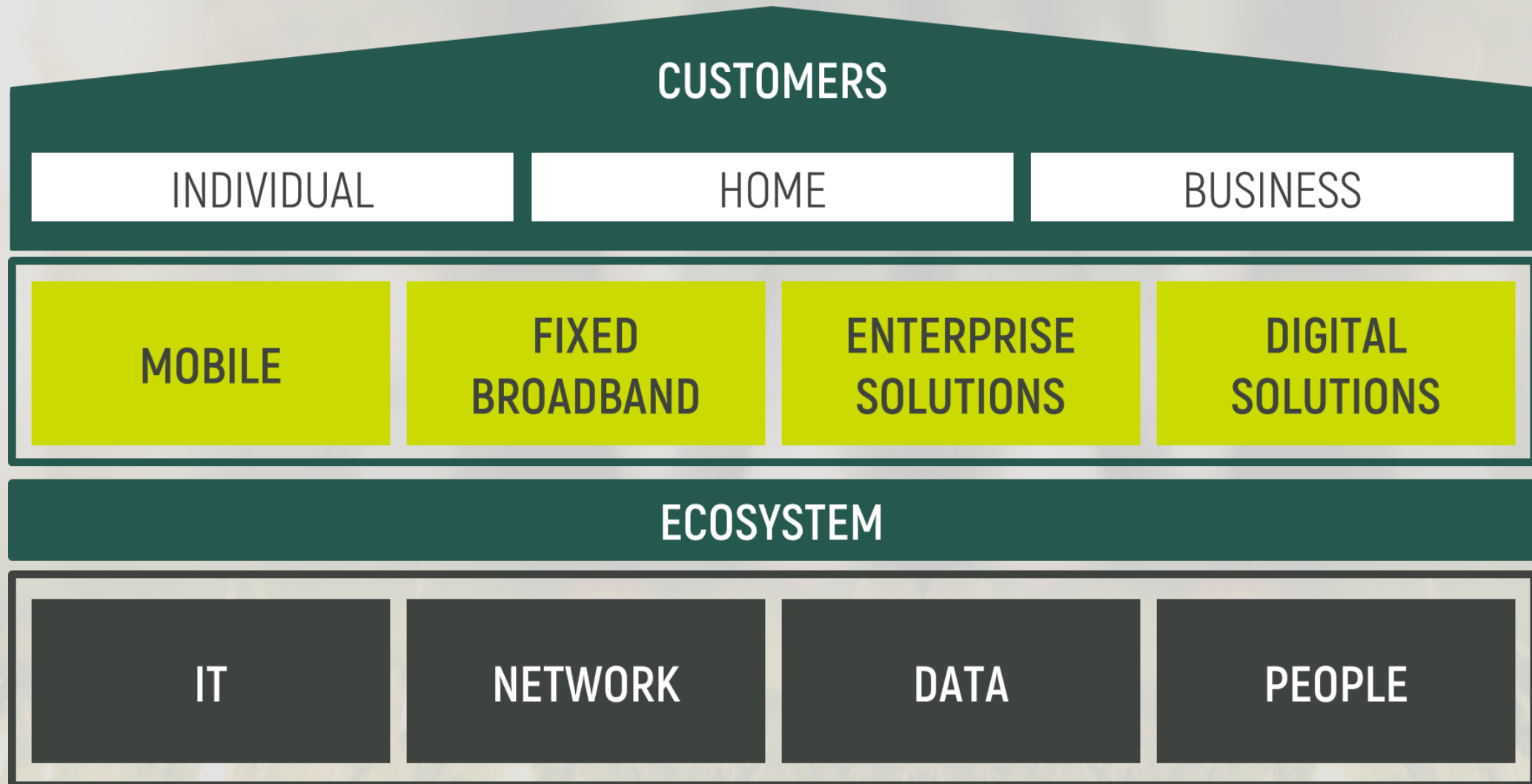


**Cross Industry  
Collaboration**



**AIS**  
**ECOSYSTEM**  
**ECONOMY**

# TOWARDS COGNITIVE TECH-CO



# THRIVING IN A GREENER AND INCLUSIVE DIGITAL WORLD



## Drive Digital Economy

**Enable people and businesses to grow in the digital economy**



## Promote Digital Inclusion

**Build inclusive and responsible digital access in our products & services**



## Act On Climate

**Shape a greener future of life for consumers and society**

# 2023 SUSTAINABILITY HIGHLIGHTS

## DRIVE DIGITAL ECONOMY

**4.1%** of revenue generated from new digital service



**CSA STAR**  
**Certification** in  
personal data  
protection standard

Enhancing cybersecurity  
system with the  
**Zero-trust Model**



AIS Academy provides training  
digital knowledge assessments  
for **1,141 Employees**

## PROMOTE DIGITAL INCLUSION

Improving the socio-economic  
Condition **2.57 M People**

Expanded 5G coverage  
**Nearly 90% population**

AUNJAI CYBER  
enhancing digital skill  
for **322,000 People**



Creating **Thailand Cyber  
Wellness Index** as a  
standard to build digital  
citizenship for Thais

## ACT ON CLIMATE

Reducing GHG emission  
by **30,327 tCO<sub>2</sub>e**



Installed and used alternative  
energy at **8,835 Base Stations**

Transforming operation into  
**Hub of E-Waste**  
With collaboration  
**190 organizations**  
Expanding drop point to **2,500  
locations nationwide**



## **2024 STRATEGIC DIRECTION**

**Mark Chong Chin Kok, D-CEO**

# OUR GROWTH STRATEGY 2024

## Core Strengths, New Digital Services, and New Capabilities

### MORE VALUE

- 5G Upgrades
- Upsell/Cross-sell
- FMC
- Innovative FBB Products

### SEGMENT FOCUS

- High Value Customer
- Family
- SME
- Industry

### NEW SERVICES

- Smart home
- Cloud & Data Center
- 5G IoT & Platforms
- Paragon & CPaaS

### ENHANCED EXPERIENCE & EFFICIENCY

- myAIS channel
- Cost Efficiency
- 4 Core foundations of IT, Network, Data, People

**+13-15%**

Core Service Revenue growth

### Mobile

Low Single-Digit Growth

### Broadband

Double in Size Growth

### Enterprise

Double-Digit Growth

Continue Optimization with Synergy Realization

**+14-16%**

EBITDA growth

# MOBILE SERVICE



## 5G MONETIZATION

Living network and target segmentation in Teen, Family & R-SME



## Migrate 4G to 5G

Targeted value-enhancement including handsets for better ARPU



## DIGITAL DIFFERENTIATION

FMC. Connected Homes & SMEs

### 2024 Aspiration



**95%**  
5G Population Coverage



**13mn**  
5G Subscribers

Uplift ARPU with segmented offerings while delivering network leadership and superior experiences



**GROWING  
WITH QUALITY  
AND VALUE  
UPLIFTING**

# BROADBAND SERVICE



## QUALITY ACQUISITION

Growth in underpenetrated areas with wider footprint



## SEGMENTATION WITH INNOVATIVE PRODUCTS

Family, SMEs, and Corporates to drive higher ARPU



## NEW DIGITAL SERVICES

i.e. IP Camera, Smart home solution



## 3BB INTEGRATION

Infrastructure, Products, Services and Sales

### 2024 Aspiration



**5.0mn**

AIS 3BB Fibre3 subscribers

Maximize capabilities of the 2 brands to provide more than home experiences with superior service quality



# GROWING IN SCALE WITH INNOVATIVE PRODUCTS

# ENTERPRISE SERVICES



## GROW NETWORK & DIGITAL INFRA

Connectivity related product of EDS, Network, Cloud and Data Center



## ACCELERATE PLATFORM CAPABILITIES

IoT and 5G Smart Solution on AIS Paragon and CPaaS



## BUILD SPECIALIZATION & ECOSYSTEM PARTNERS

Continuously uplift the value for targeted industries

### 2024 Aspiration

**>10% Growth**

Enterprise  
Non-Mobile Revenue



Enable digital transformation through connectivity-related services enhanced by platforms

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ไปด้วยกัน



# GROWING WITH WIDER PRODUCT PORTFOLIO AND DIGITAL CAPABILITY

# CUSTOMER ENGAGEMENT



## SERVICE DIGITALIZATION

Improve customer care, Cross sell and Upsell via MyAIS



## UPLIFT EXPERIENCE & ENGAGEMENT

Personalized offerings with widen points and privileges ecosystem



### 2024 Aspiration



**Increase MAU & Engagement**  
on myAIS App

Improve customer engagement with expanded loyalty points ecosystem and enhanced OMNI channel experience

# ENHANCE EXPERIENCE IN CHANNELS & ECOSYSTEM

# INTELLIGENT OPERATION



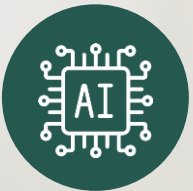
## **AUTONOMOUS NETWORK**

Automated customer handling  
and incident management



## **IT & DATA INTELLIGENCE**

New IT & Data Architecture to better  
serve customers



## **INCORPORATING NEW TECHNOLOGY**

Automation with AI/ML, Generative AI

**ENHANCE  
COMPETITIVENESS  
IN NETWORK & IT  
ARCHETECTURE**

## **DELIVERING VALUES AMID CHALLENGES**

**Montri Khongkruephan, CFO**

**DELIVER  
SUSTAINABLE  
RETURN WITH  
EFFICIENCY**

## FINANCIAL PRIORITIES



**PROFITABLE REVENUE GROWTH**



**OPTIMIZE CAPEX**



**3BB SYNERGY REALIZATION**



**SUSTAIN INVESTMENT GRADE RATING**



**DELIVERING STAKEHOLDERS VALUES**

# DRIVING TOWARDS PROFITABLE REVENUE

## Mobile

Low Single-Digit Growth

## Broadband

Double in Size Growth

## Enterprise

Double-Digit Growth

## Operational Engine

### QUALITY CUSTOMERS FOR THE LONG TERM

- Lower Bad Debt
- Lower churns
- Lower rotational incentives

### TARGETED MARKETING EXPENDITURE

- Segmented marketing
- Impactful campaign
- Retention focus

### SMART CAPEX FOR NETWORK LEADERSHIP

- Traffic management
- Leverage 3BB network
- Software AI enhancement

### OPTIMIZE OPEX EFFICIENCY

- Rental negotiation
- Modernize IT and platforms
- Power saving with Solar Cell

**IMPROVE PRODUCT  
MARGIN**

**BELOW 4%  
TO TOTAL REVENUE**

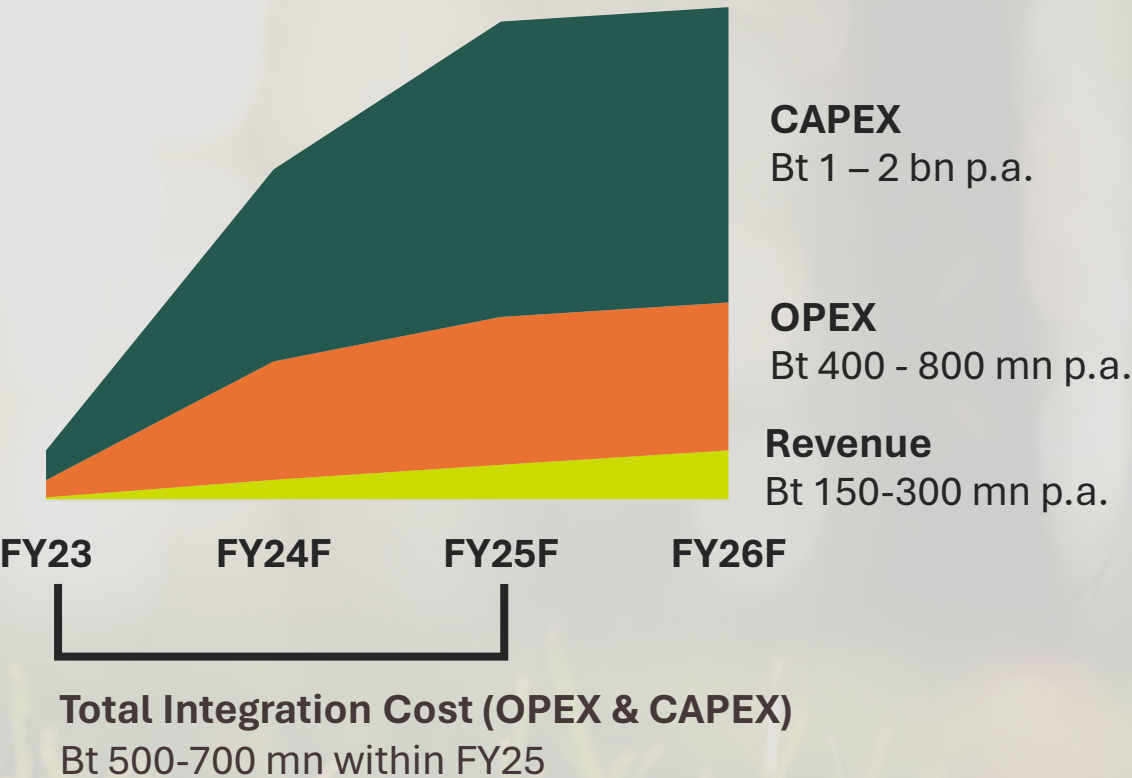
**CAPEX AROUND 15% OF  
SERVICE REVENUE**

**CONTROLLED IN-LINE  
WITH REVENUE  
GROWTH**

# SYNERGY REALIZATION & INTEGRATION

## GROSS SYNERGY vs. BASE LINE FY22

## INTEGRATION UPDATE



2024

### Product & Brands

- Combined extensive innovative products & contents
- Focus FMC for value uplifts
- Cross-sell non-AIS mobile

### Channels & Privileges

- Pilot Colocation
- Seamless Services availability
- Shared Privileges and benefits

### People & Operations

- Combined Management Team & Workforce
- Harmonize HR & Operational Practices
- Enhance operations to sell beyond just broadband

2025

- Harmonized Brand

- Single online service platform
- Harmonized Channels

- Network & IT integration complete
- Single Operating System

# DELIVERING STAKEHOLDERS VALUES

## EFFICIENT CAPITAL MANAGEMENT TO SUSTAIN INVESTMENT GRADE RATING

**STRONG CASHFLOW  
AND EBITDA TO  
MAINTAIN HEALTHY  
LEVERAGE**

**EFFICIENT CURRENCY &  
INTEREST RATE RISK  
MANAGEMENT**

**DIVERSIFYING  
FINANCING OPTIONS  
AND MANAGE COST OF  
FUNDS**



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