



1Q24 Investor Presentation

Advance Info Service Plc.



1Q24 PERFORMANCE OVERVIEW



1Q24 Growth benefit from value-based strategy and business expansion



Tourists and government subsidies boosted Thai economy amid structural challenges



Core businesses continued its growth supported by TTTBB consolidation



Solid performance from profitability focus to deliver quality and efficient operations



Mobile sustained revival momentum from value enhancement and international usage



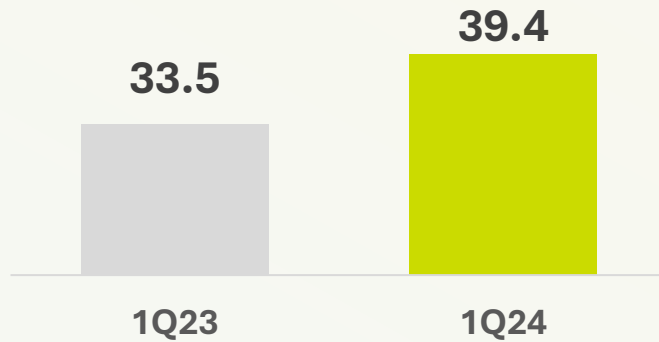
Broadband growth in scale led by quality acquisitions and TTTBB consolidation



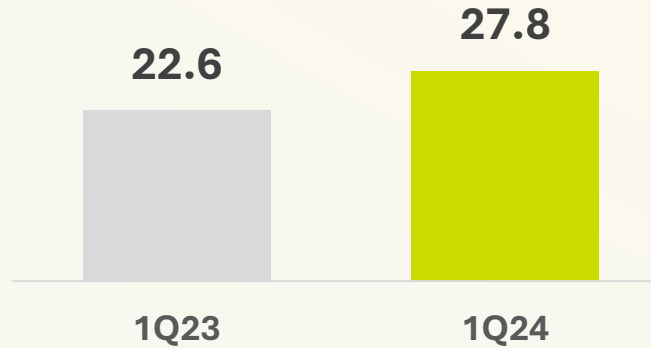
Enterprise showed sustained demand in connectivity alongside digitalization need

1Q24 driven by efficiency and value-focus

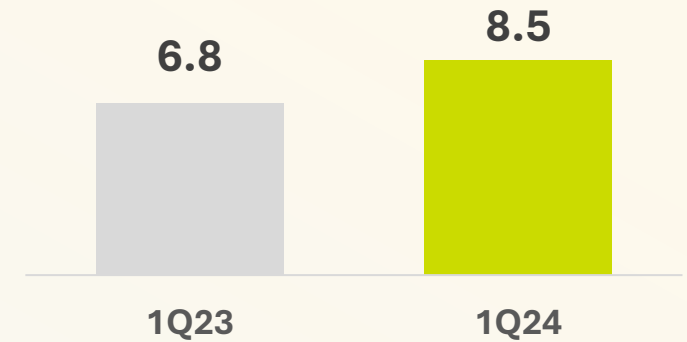
Core Service Revenue (THB Bn)



EBITDA (THB Bn)



Net Profit (THB Bn)



+13-15%
Guidance



+18% YoY

+14-16%
Guidance



+23% YoY

25%
YoY



**Deliver profit
growth**

EBITDA Margin

52%

Net Debt to EBITDA*

2.5x

FCF Yield

9.1 %

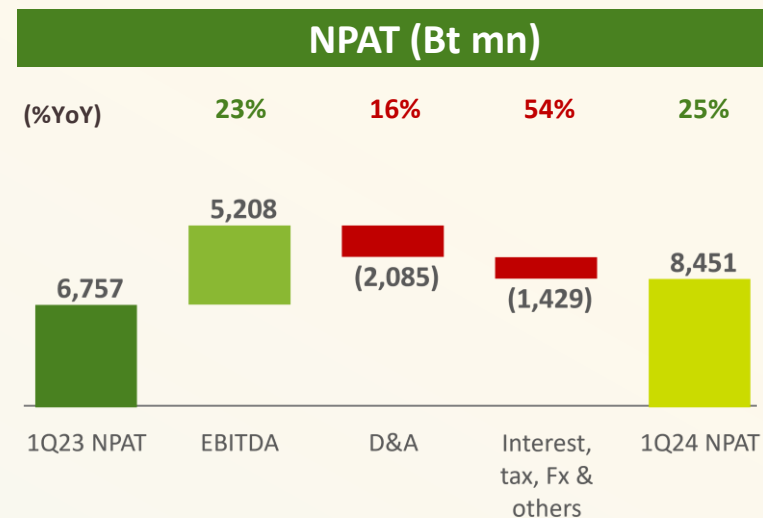
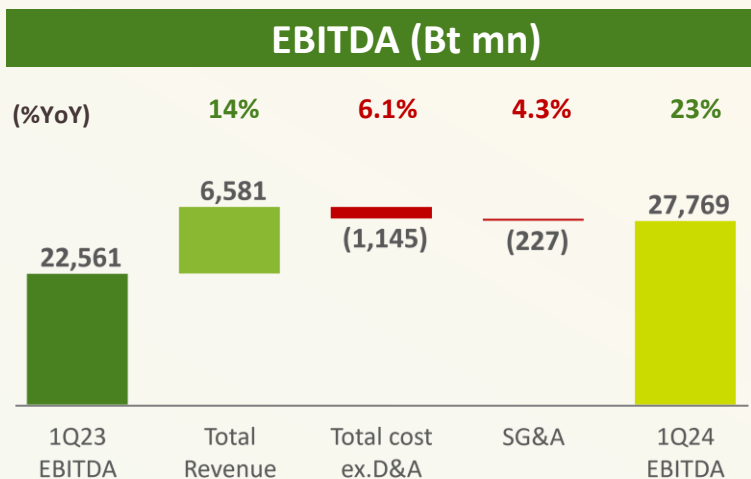
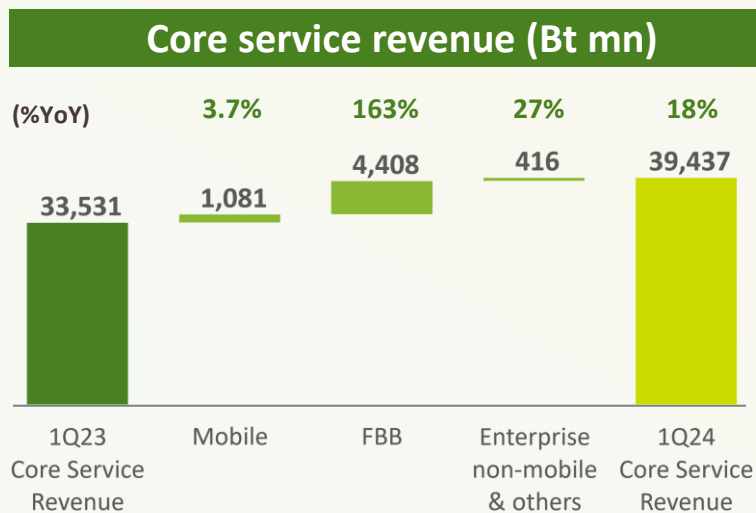
Average
Cost of Borrowing

3.3%

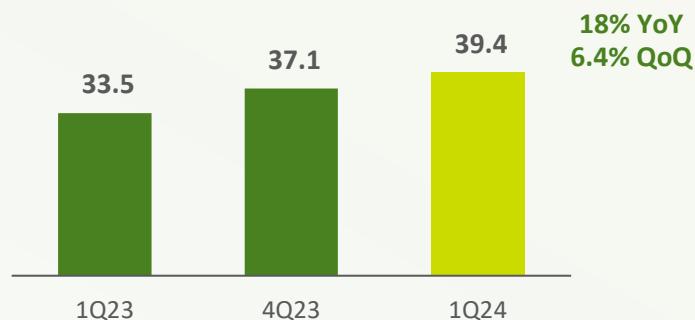
ROIC*

12 %

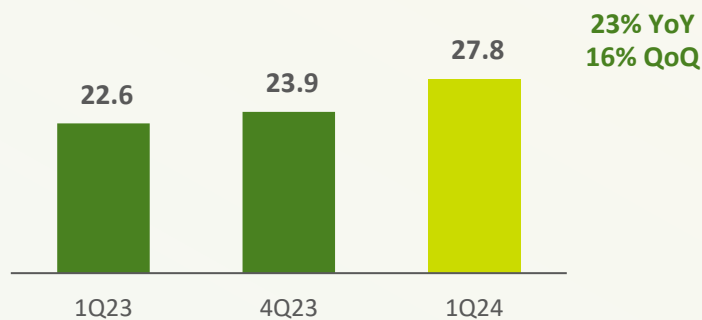
1Q24: Quality revenue base expansion led to strong profit delivery



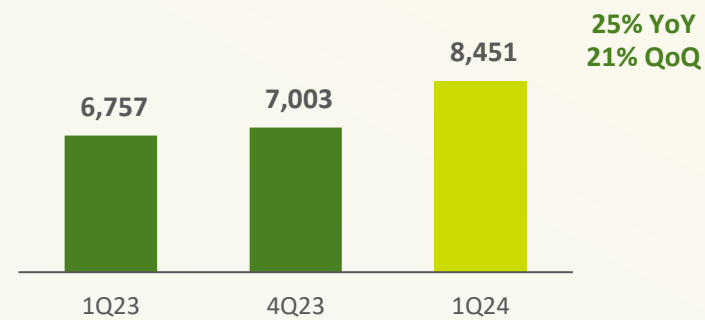
Core service revenue (Bt bn)



EBITDA (Bt bn)



NPAT (Bt mn)



Core Service Revenue increased YoY and QoQ contributed by TTTBB revenue recognition and core business growth

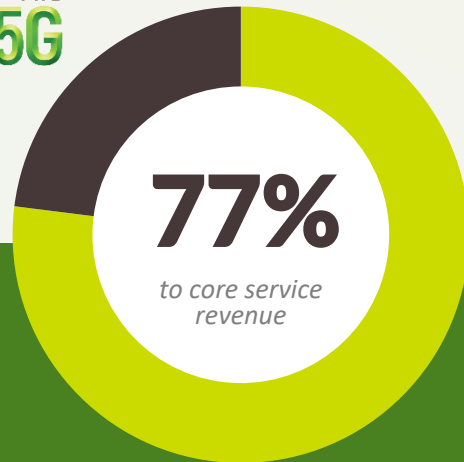
EBITDA improved YoY and QoQ from profitability focus and cost management, supported by TTTBB contribution
EBITDA Margin improved to 52%

NPAT improved YoY and QoQ following improvement of operating performance despite higher finance cost and FX loss

AIS: Towards becoming Cognitive Tech-Co

Unleash Excellence in Digital Customer Experience

Mobile



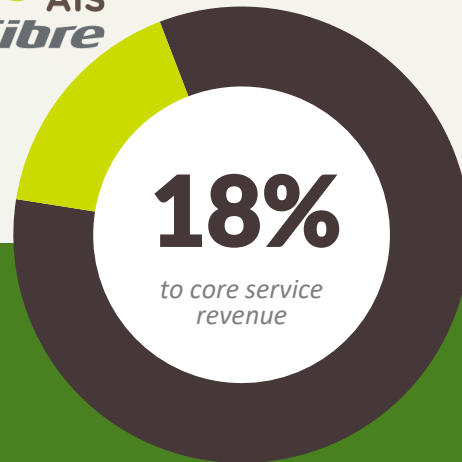
Offering higher value
& 5G monetization

Bt30.3bn

As of 1Q24

Growth 3.7% YoY

Fixed Broadband



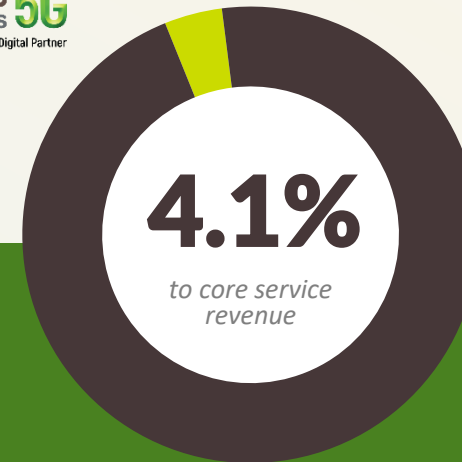
Focusing on high-
quality subs acquisition

Bt7.1bn

As of 1Q24

Growth 163% YoY

Enterprise non-mobile Business



Providing end-to-end
solutions for industry

Bt1.6bn

As of 1Q24

Growth 20% YoY

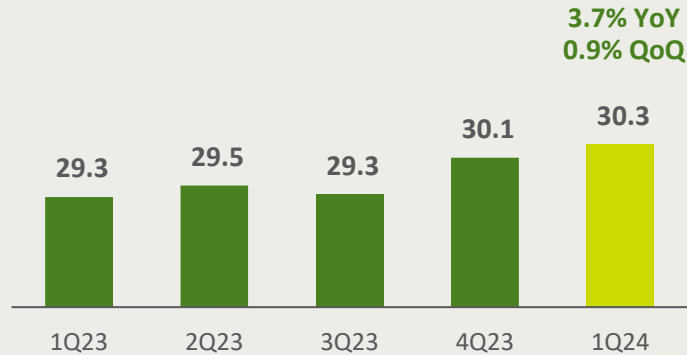
Digital Services



Building digital
adjacencies to engage
customers

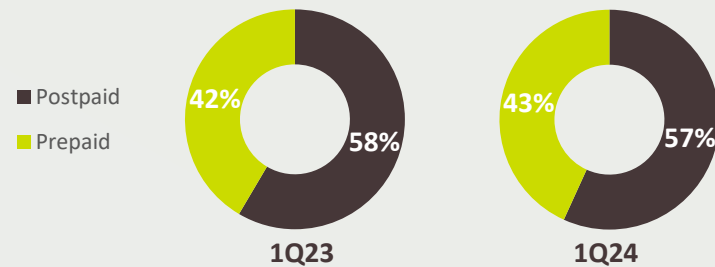
Mobile: ARPU revival continued from value uplift and tourists

Mobile revenue (Bt bn)



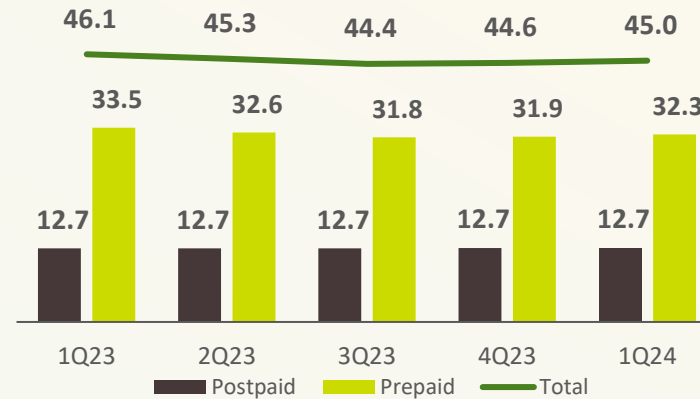
- Quality acquisition with value uplifting
- Tourist-related usage

% Mobile Revenue Contribution

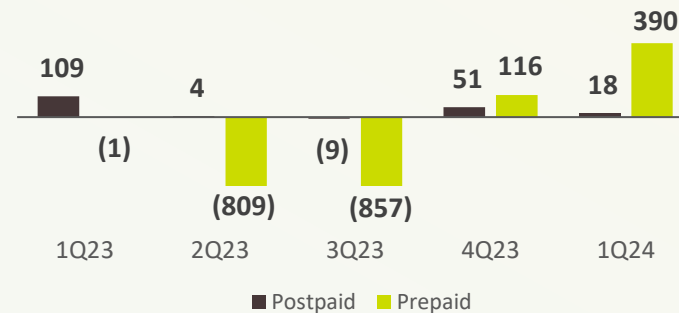


- Prepaid has a higher mix from subs growth and ARPU improvements

Total subscriber (mn)

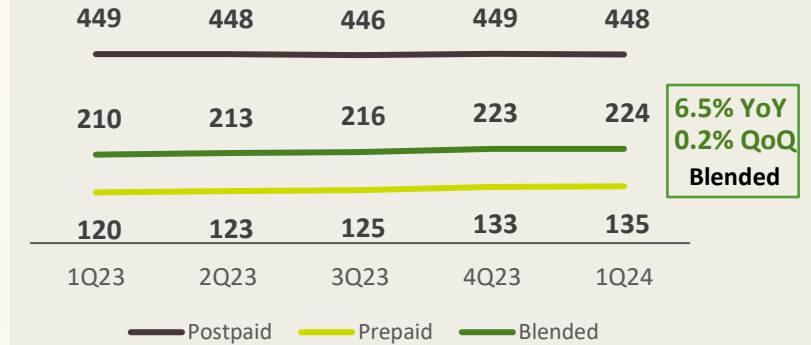


Net additional subscriber ('000)



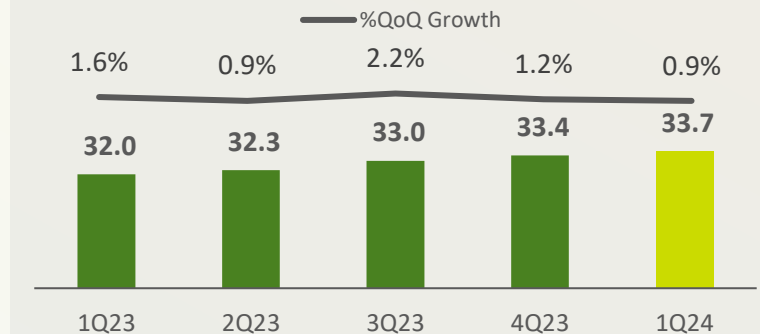
- Positive momentum from tourist influx and a lower churn rate from quality subs focus

Mobile ARPU (Bt/sub/month)



- Continuous value-uplifting and upselling of personalized packages

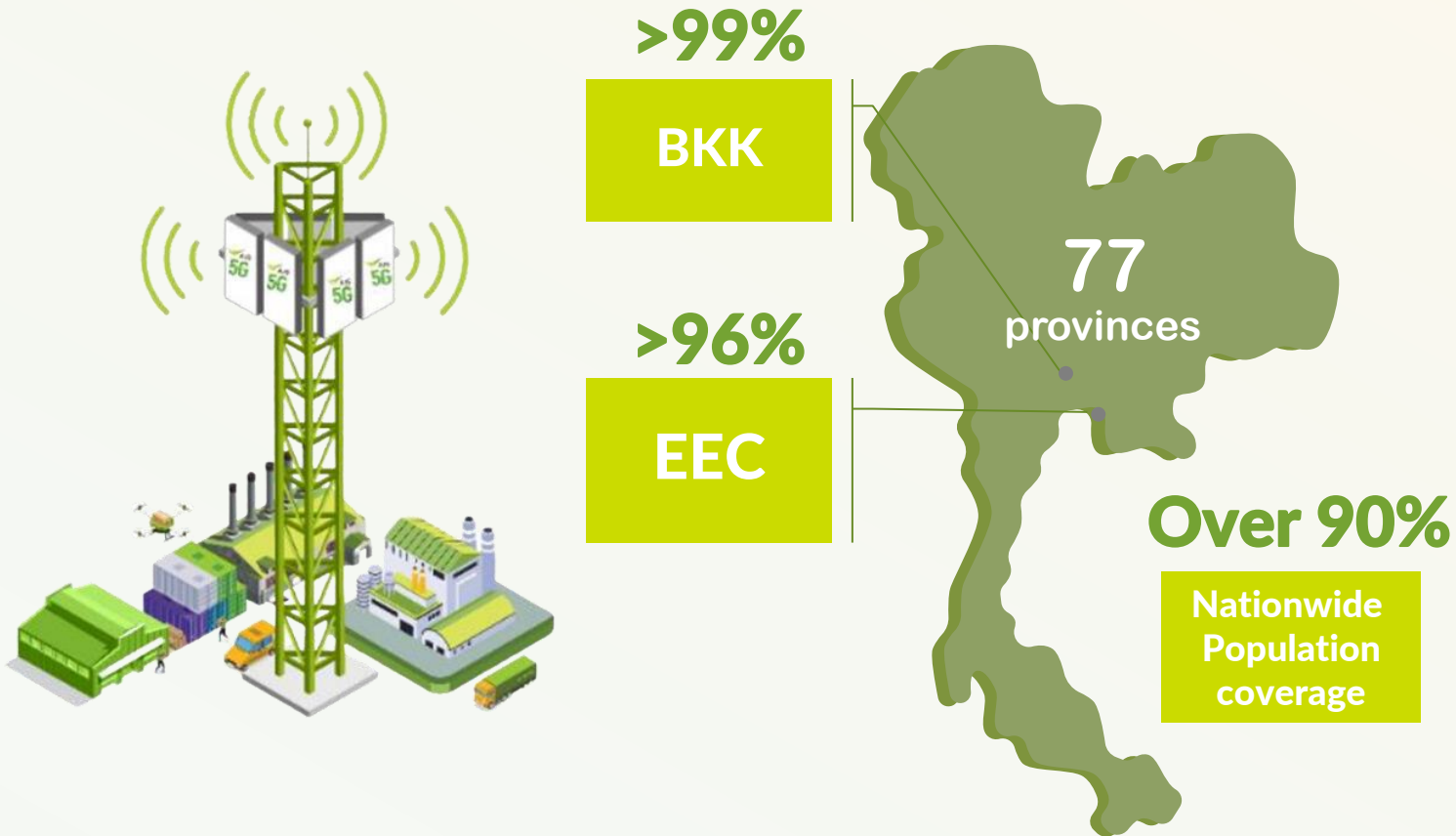
Data Consumption



- Increasing customer demand for content and 5G adoption

Maintaining superior network quality with 9.9 mn of 5G subscriber


5G network coverage



Driving 5G adoption with quality



9.9 mn
5G Subscribers
In 1Q24

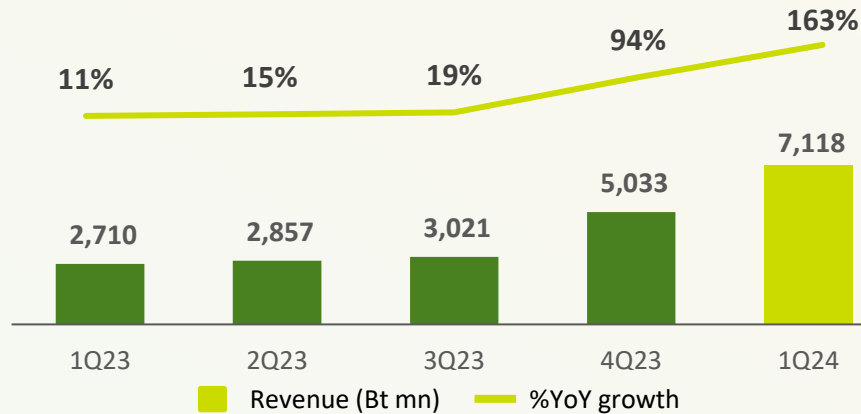


10-15%
5G ARPU uplift

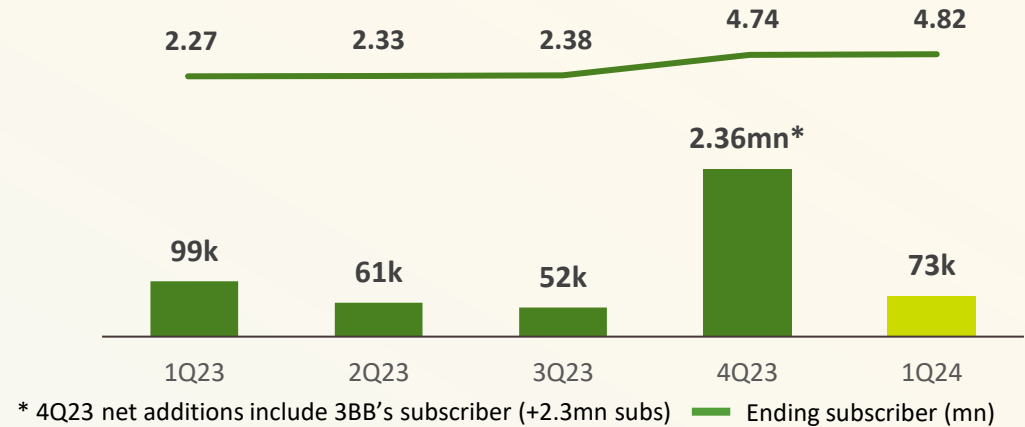
Improved value through 5G adoption

Home Broadband: Solid expansion boosted by TTTBB consolidation

Revenue scaled up from sub growth and TTTBB contribution

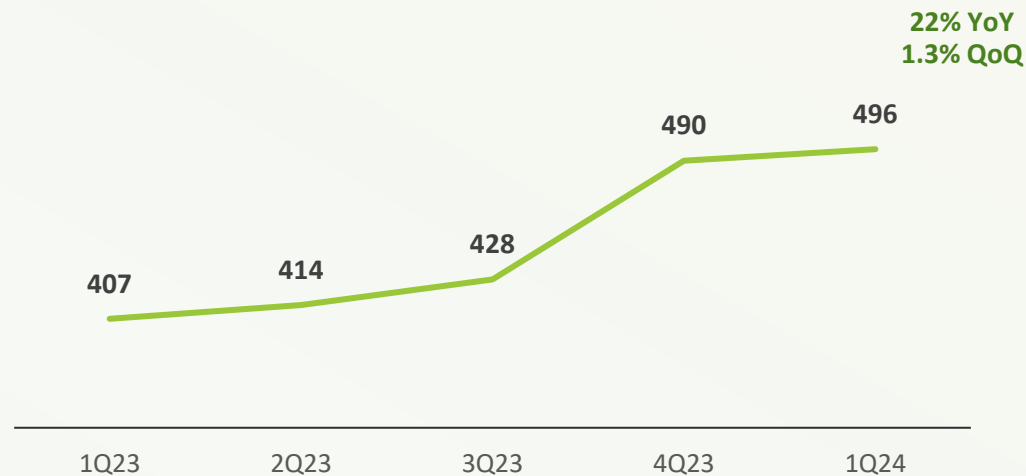


Subscriber expansion continued with widened footprint



ARPU growth with focus on comprehensive packages

FBB ARPU (Baht per month)



Cross-selling with enhanced value-added products



Package **SuperMESH Plus**

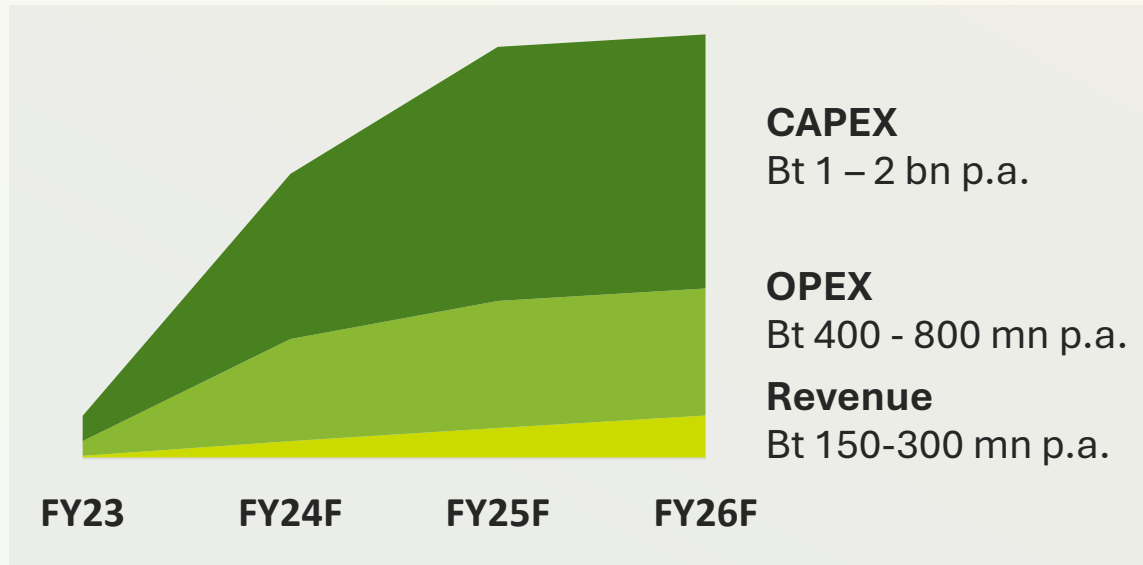
Powerful Signal
Everywhere

Enjoy the world-class entertainment through AIS PLAYBOX **PLAY-S**

Double WiFi signals in every corners
With 2 MESH WiFi6 Routers

Driving Synergies through optimization and efficiency

GROSS SYNERGY vs. BASE LINE FY22



CAPEX

- Utilize 3BB wider network footprint

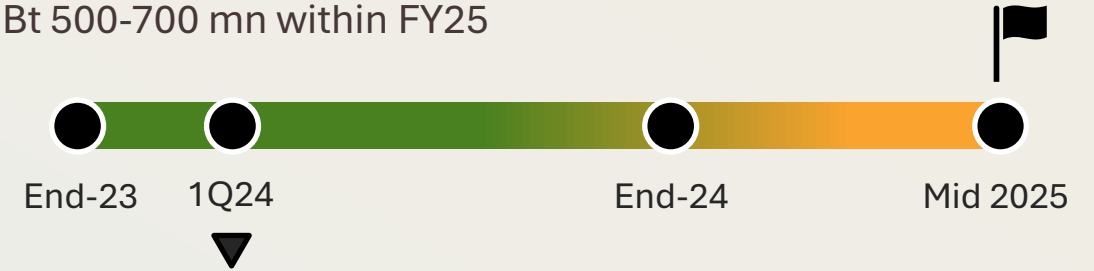
REVENUE

- Uplifted with higher value package
- Cross-sell AIS mobile
- Upsell content

2024 SYNERGY REALIZATION

Total Integration Cost (OPEX & CAPEX)

Bt 500-700 mn within FY25



Gross synergy: Bt 750mn

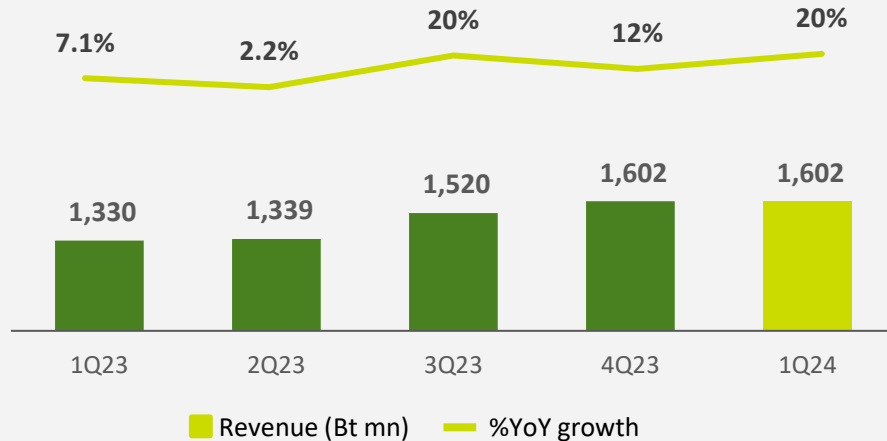
Integration cost: Bt 23mn

OPEX

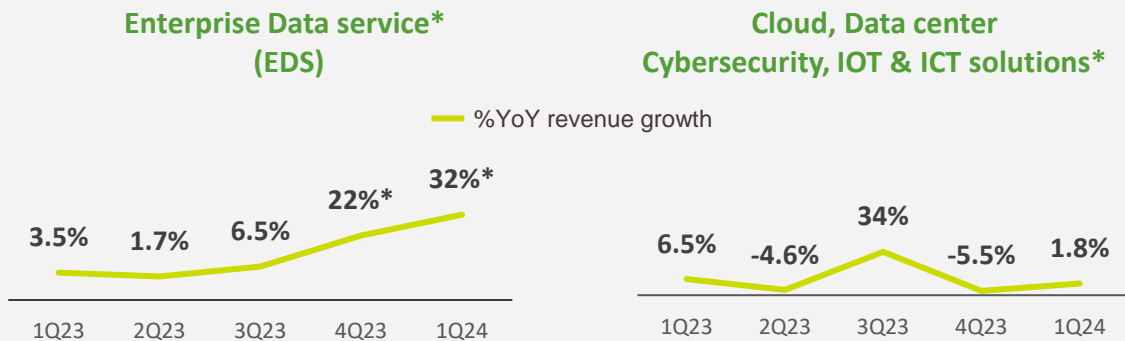
- Channel optimization executed in phases to protect revenue and ensure service quality
- Churn improvement from enhanced value proposition to the customer, resulting in saving write-off equipment expense
- Completed transmission optimization, resulting in lower network cost
- Completed content cost optimization with IPTV

Enterprise non-mobile: Solid demand for connectivity

Growth momentum from demand and TTTBB contribution

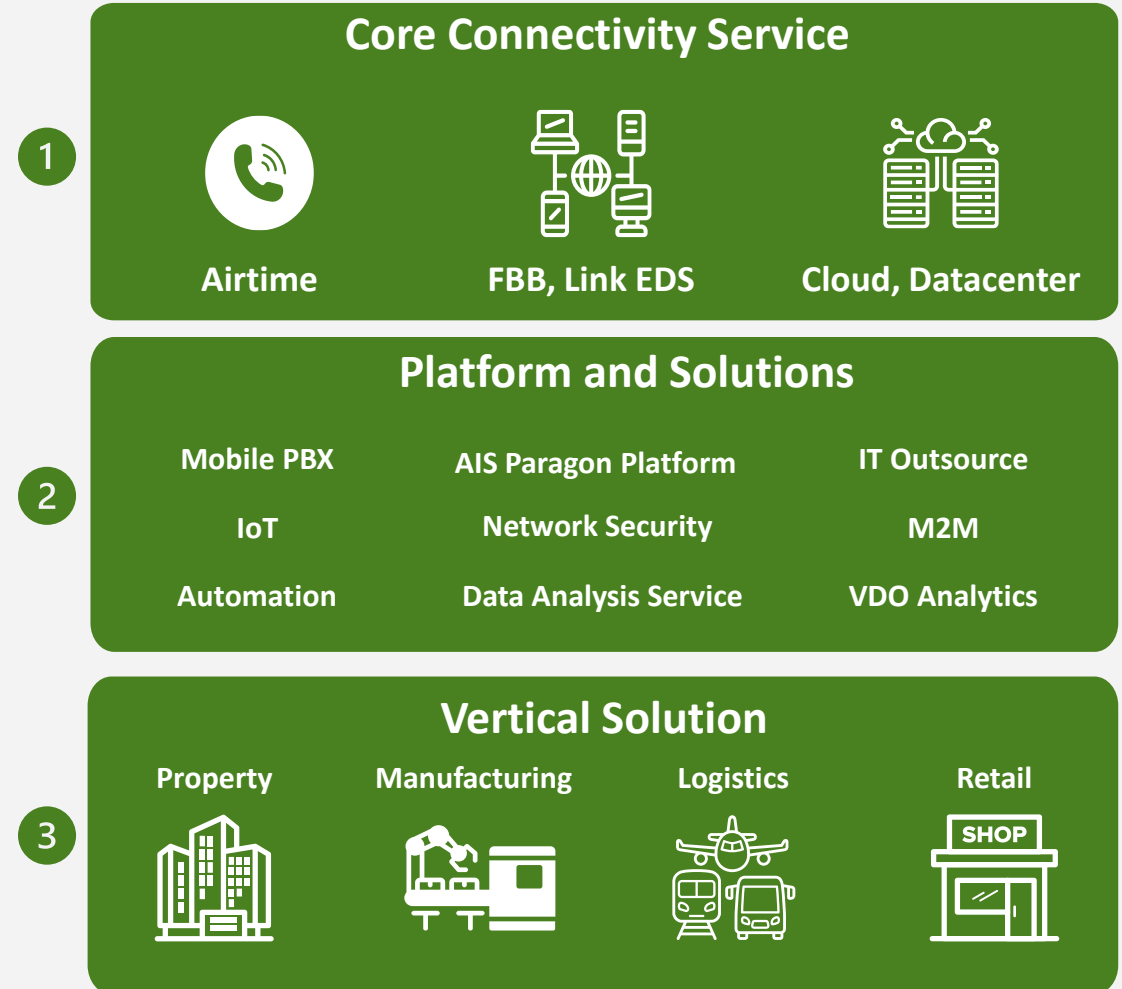


Enhanced connectivity services showed sustaining growth



* %YoY revenue growth include 3BB's revenue

Enterprise key strategic products



FY24 Guidance: positive outlook with organic and inorganic base

	Guidance	Rationale
Core service revenue	Around 13-15%	<ul style="list-style-type: none"> • Inorganic growth from TTTBB acquisition • Organic performance driven by value focus offerings and stabilized competition outlook <ul style="list-style-type: none"> • Mobile: sustain network quality, personalization and uplift value proposition • Broadband: leverage on combined coverage, innovative product offerings, and superior service quality to offer more than broadband • Enterprise: Focused profitable growth leveraging connectivity and digitization through differentiated platforms
EBITDA	Around 14-16%	<ul style="list-style-type: none"> • Ongoing cost optimization • TTTBB synergies • Enhance IT processes & systems, autonomous network, data analytics, and people capability
CAPEX (exclude spectrum)	Approx. Bt25-26bn	<ul style="list-style-type: none"> • Lower CAPEX in FY24 from acceleration in FY23 for 700MHz 5G rollout • Leverage TTTBB's network for home broadband expansion • Ensure profitable investment to sustain quality and efficient investment • 60% mobile, 28% Broadband enterprise & others 12%

Key Updates in the new growth areas

Mobile

700MHz Collaboration with NT

Strengthen 5G coverage

Deliver 4,600 site
34% of the total site



Broadband

3BB & 3BBIF

Scale up broadband business
with widening service
coverage

Fully consolidated



Enterprise

GSA Data Center

Growth opportunity in
complimentary service

Construction on track
For commercial launch 1Q25



Digital Business

Virtual Bank

Digital service beyond
connectivity

Application period open
until Sep-24





Company Background



34 Years as a Leading Company in Thai Telecom Industry

Past

Telecom Service Provider

AIS, the leader of Thailand Telecom company with a strong foundation and well-established excellence service quality.



1991 – 2015

FBB Establishment

2015

2020
Enterprise Business

2020 - Now
5G Era

New Growth Opportunities

Capabilities to scale up and expand beyond telco business while maintaining good financial performance and return.

Present

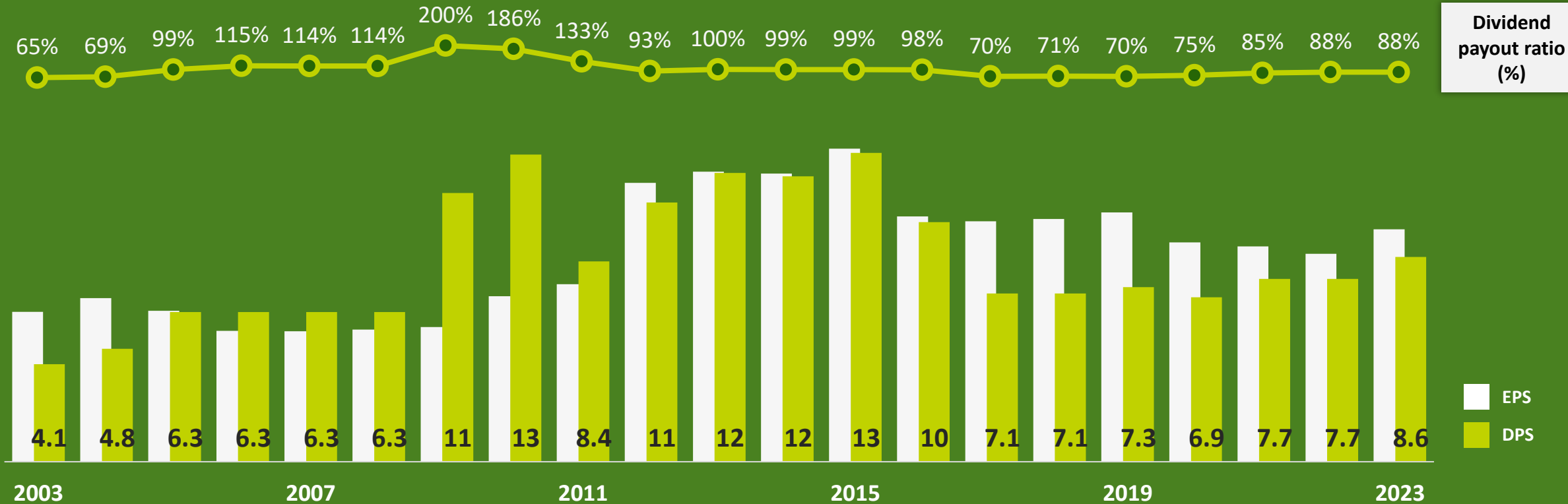
Cognitive Tech-Co

Delivering values to customer through a strong foundation of Network, IT, and Data driven to improve efficiency, capability, and quality of services.

Unleash Excellence in Digital Customer Experience



Consistent profit generated with high dividends paid



Constant dividend paid

Continuously Delivering Profit
with Positive Free Cash Flow

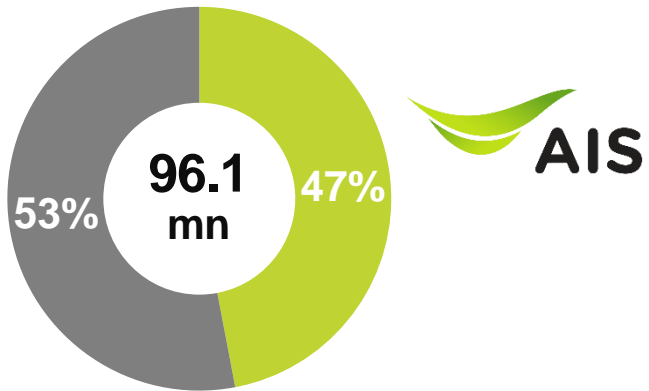
Proven track record of
experienced managements

Mobile Industry Background

Mobile industry subscribers

as of 1Q24

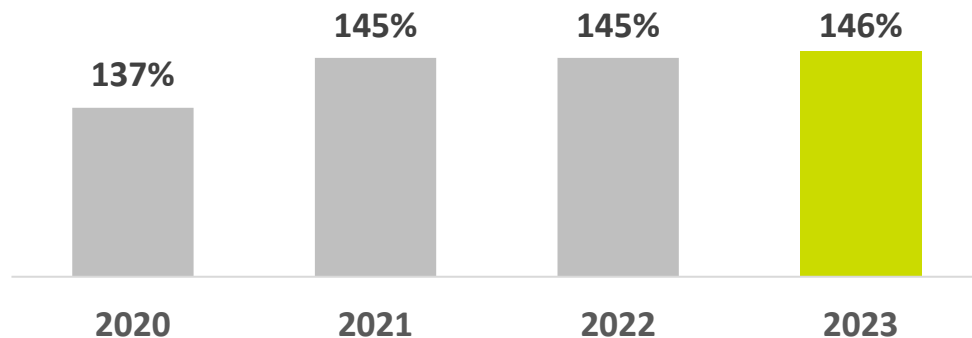
Competitor



AIS Subscribers Mixed (Postpaid : Prepaid) : **30% : 70%**

Mobile Thailand penetration rate

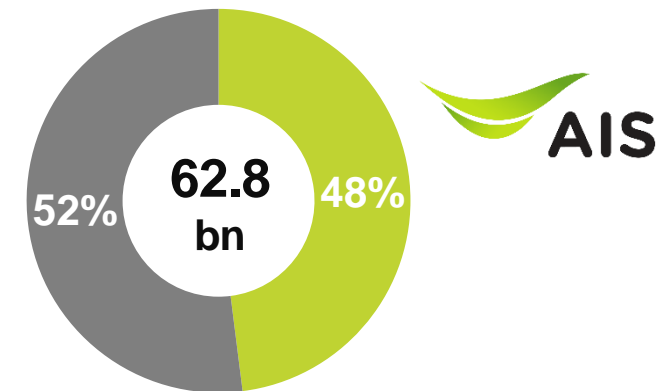
as of FY24



Mobile industry revenue

as of 1Q24

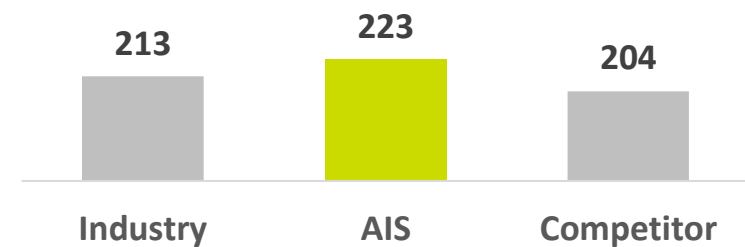
Competitor



AIS Revenue Mixed (Postpaid : Prepaid) : **63% : 37%**

Mobile industry ARPU

as of 1Q24



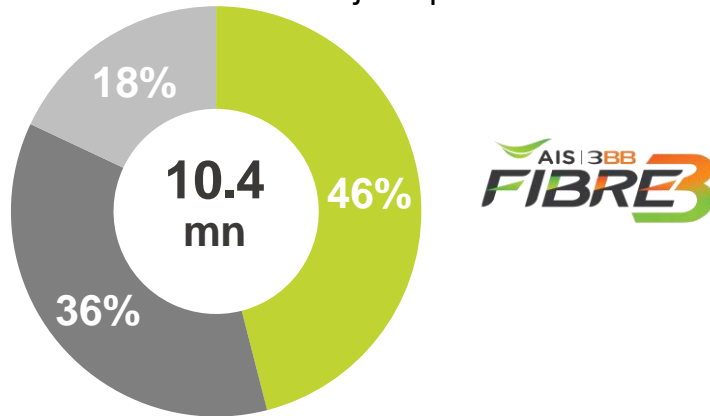
Fixed broadband industry Background

FBB industry subscribers market share

as of 1Q24

3 Major Operator's market share

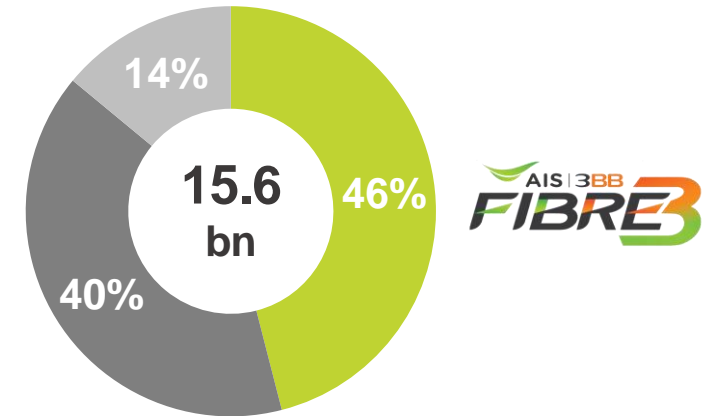
Competitor



FBB industry revenue market share

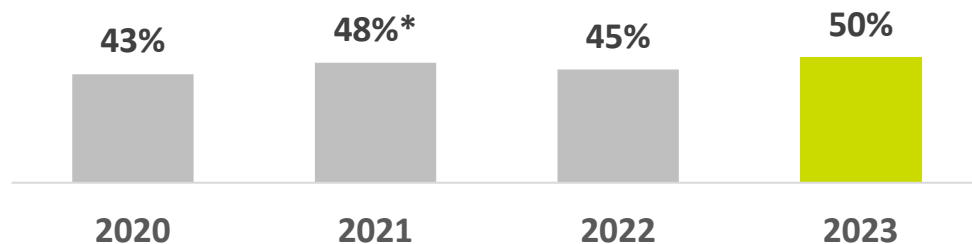
as of 1Q24

Competitor



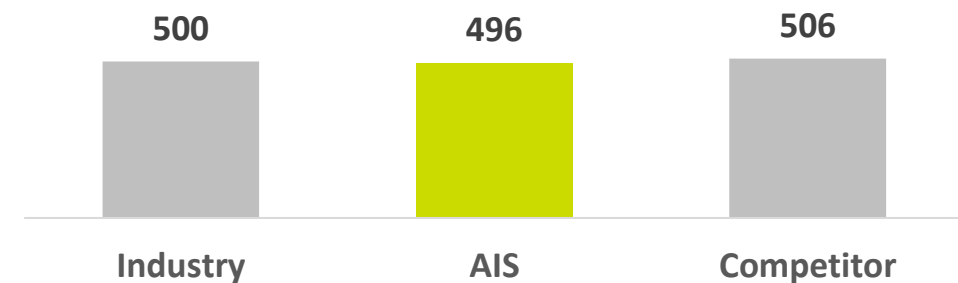
FBB Thailand penetration rate

as of 1Q24



FBB industry ARPU

as of 1Q24



* Before TRUE revised their FBB subs

Superior return with efficient capital management

Profitability Ratio 'FY23

- High cashflow generated
- Consistent dividend paid

EV/EBITDA

7.5 x

ASEAN Peers: **7.1x***

Dividend Yield

4.0 %

ASEAN Peers: **3.5 %***

FCF Yield

3.1 %

ASEAN Peers: **6.2%***

ROIC

21 %

ASEAN Peers: **9.2%***

Net Debt to EBITDA

1.2 x

ASEAN Peers: **1.7x***

Net Debt and Lease
liability to EBITDA

2.9 x

ASEAN Peers: **2.2x***

Interest bearing
debt to Equity

1.4 x

ASEAN Peers: **1.3x***

Average Cost of
Borrowing

3.2%

ASEAN Peers: **4.6%***

Leverage Ratio 'FY23

- High Debt repayment capability
- Low Gearing
- Low cost of debt

*ASEAN peers source: multiple researches and company source



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

Email: investor@ais.co.th

Tel: +662 029 5000

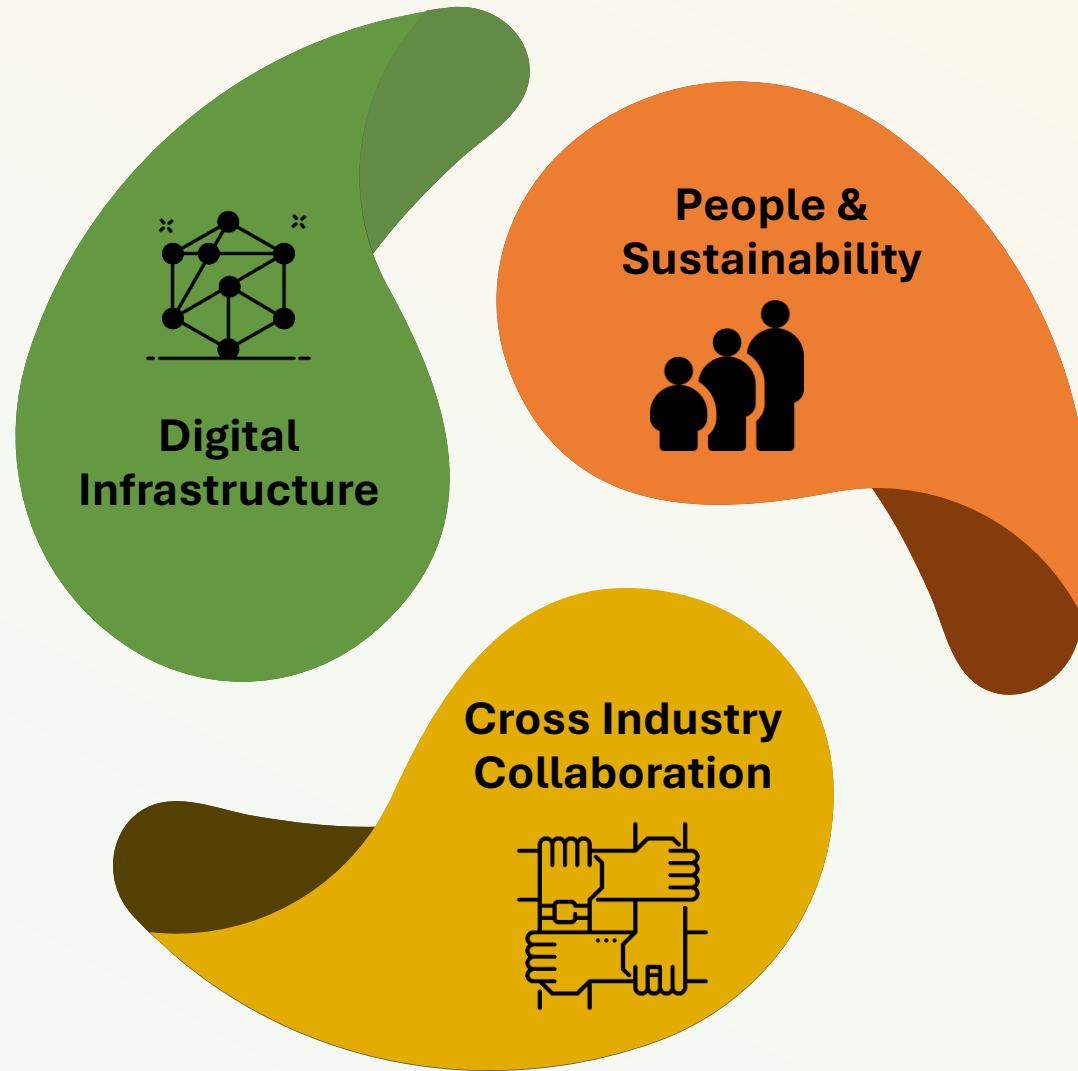
Sustainability website: <https://sustainability.ais.co.th>

Email: AISsustainability@ais.co.th

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.

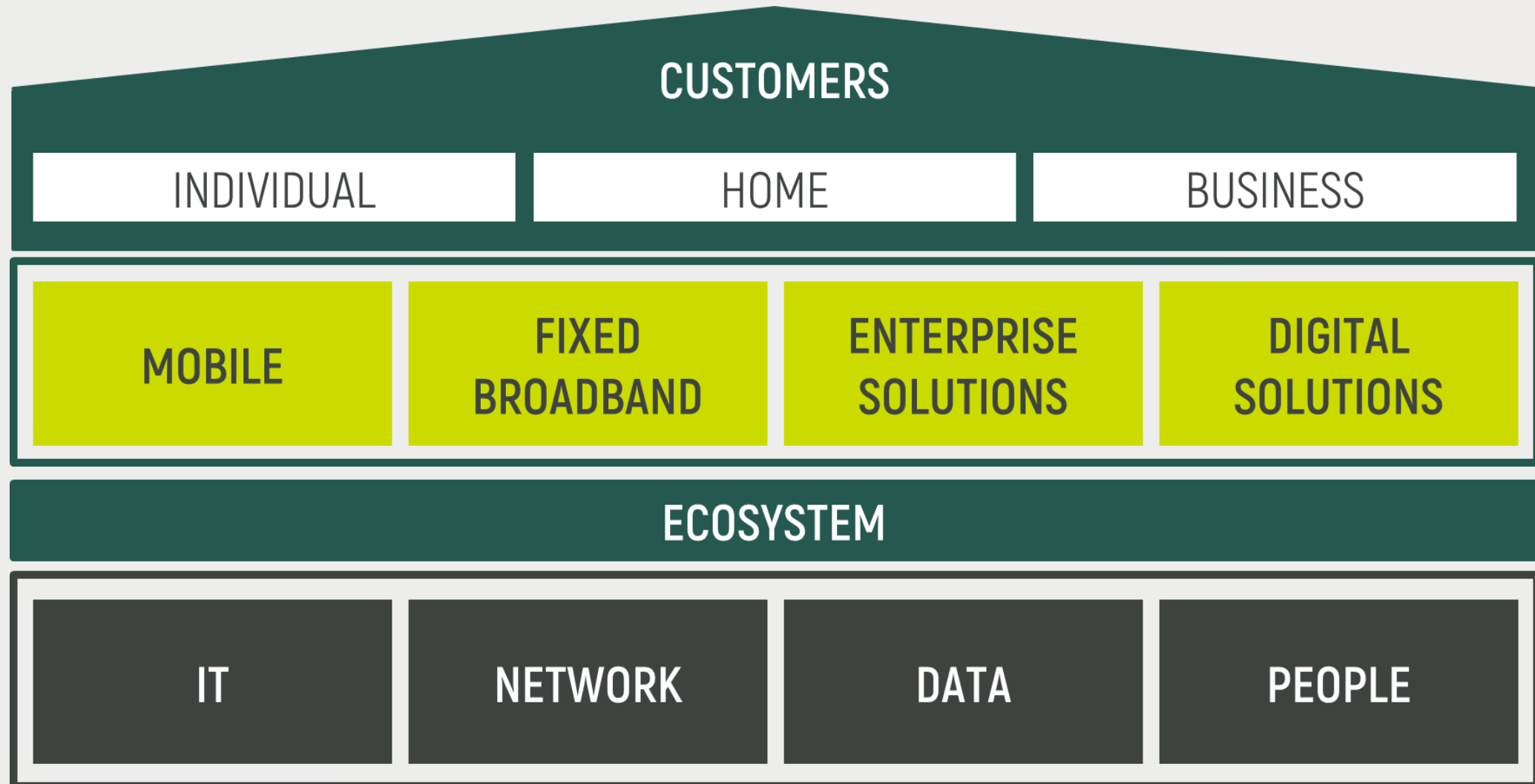
STRATEGIC DIRECTION





AIS ECOSYSTEM ECONOMY

TOWARDS COGNITIVE TECH-CO



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



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



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

เติบโต อุ่นใจ
ไปด้วยกัน



 AIS Business 5G

**GROWING
WITH WIDER
PRODUCT
PORTFOLIO
AND DIGITAL
CAPABILITY**

**DELIVER
SUSTAINABLE
RETURN WITH
EFFICIENCY**

FINANCIAL PRIORITIES



PROFITABLE REVENUE GROWTH



OPTIMIZE CAPEX



3BB SYNERGY REALIZATION



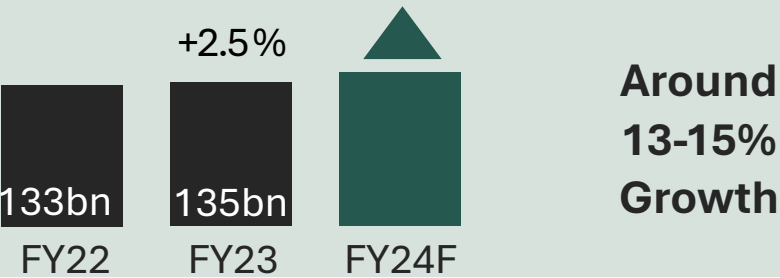
SUSTAIN INVESTMENT GRADE RATING



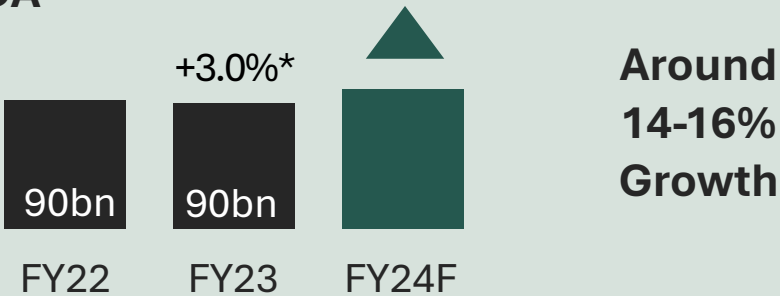
DELIVERING STAKEHOLDERS VALUES

2024 GUIDANCE

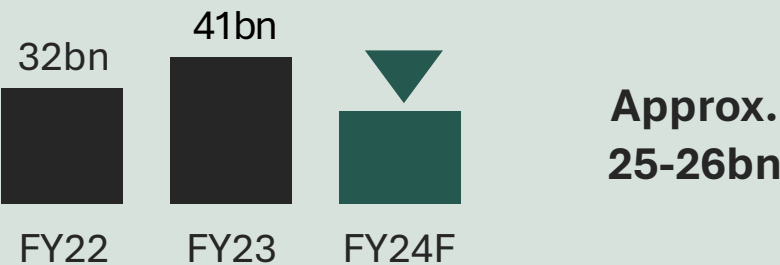
CORE SERVICE REVENUE



EBITDA



CAPEX



**CONTINUE GAIN ON
PROFITABLE REVENUE**

**OPERATIONAL EFFICIENCY
AND COST OPTIMIZATION**

**MAINTAIN NETWORK
LEADERSHIP**

Driving Long-term Sustainable Business Operation



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

Sustainability Highlight

Build Cyber-Savvy citizens by “Aunjai Cyber” e-learning collaboration with MHDHS



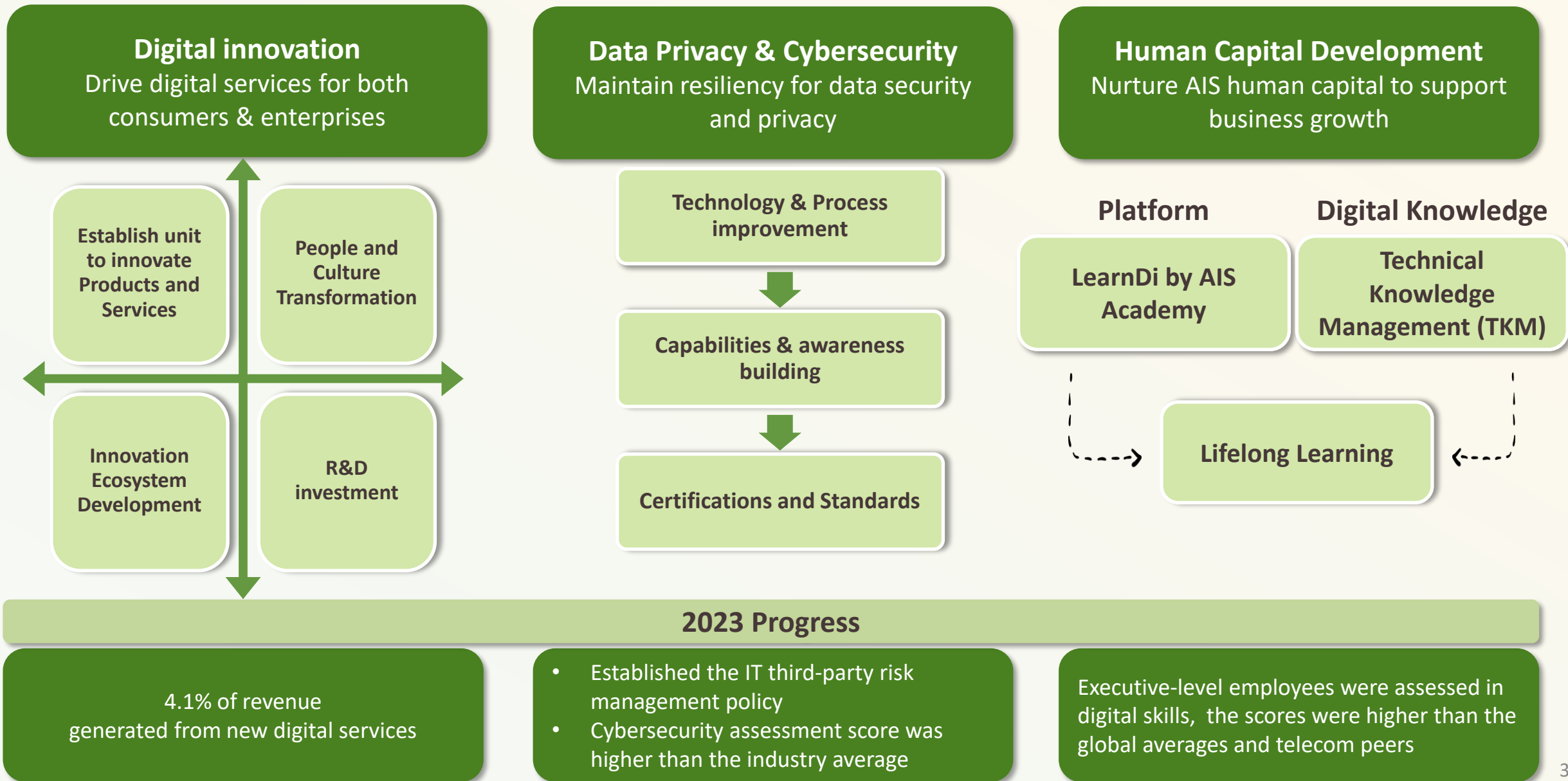
Equip MHDHS' staff with essential digital skills and cybersecurity knowledge

Share knowledge on Personal Data Protection Act (PDPA) for online staff

Expand Aunjai Cyber Syllbus to the Thai public reached to 320K peoples

1

Drive Digital Economy: Enable people and businesses to grow in the digital economy



Promote Digital Inclusion: Build inclusive and responsible digital access

Social inclusion

Enriching Thai people's knowledge of total 2.57 million people in 2023



Digital wellness

Empower digital citizenship by providing digital solutions and tools in total 0.51 million people



Act on climate: Shape a greener future of life for consumers and society

Climate actions

Manage our own network, operation and supply chain to be light to the environment

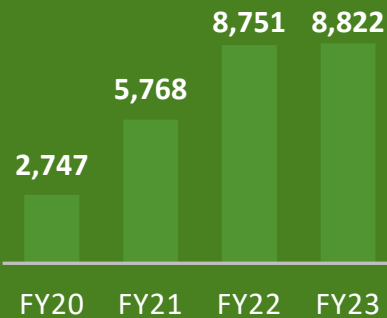
Energy Efficiency

Renewable energy

Smart Solutions

13,951
tCO2e

16,376
tCO2e



No. of base stations with solar cell



Machine Monitoring by IoT



Smart Transportation & Logistics

- Adopt AI in processing and analyzing network utilization
- Adopt power saving features in planning

Waste Management

Promote proper waste disposal



Waste separation at office building



Transformed the Thais Say No to E-Waste project into AIS HUB of E-Waste



Raising awareness



Non-recyclable E-waste from network operation

0%

E-waste collected from customers

140,467* pcs.

Accumulated >600,000 pcs.



An affirmation of our determination towards sustainable business

Global Level



In 2023, AIS received a rating of AA in the MSCI ESG Ratings Assessment



Dow Jones Sustainability Indices 2023, member of DJSI World



Top 5% S&P Global ESG Score 2023



In 2023, AIS received an ESG Risk Rating from Sustainalytics.
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FTSE4Good
FTSE 4 Good Index Series
9th Consecutive Years



Top five ranking in Technology of WSIS Prizes 2023



E-Waste+ project being top 10 finalists in the Planet category for the SDG Digital GameChangers Award, by ITU and UNDP



SL25 Honoree of 2023 in leveraging EdTech for inclusion and digital literacy in Thailand

National Level



ESG rating of AAA from the Stock Exchange of Thailand



Commended Sustainability Awards, Sustainability Excellence by the Stock Exchange of Thailand and Money and Banking Magazine



ESG100 for 9th consecutive years by Thaipat Institute

Disclosure Standards



Global Reporting Initiative



Sustainability Accounting Standards Board



Carbon Disclosure Project



Task Force on Climate-Related Financial Disclosures

Appendix



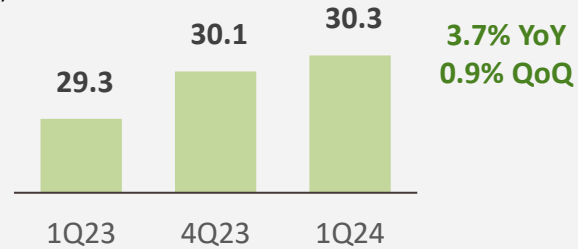
Financial Highlights

Bt mn	1Q23	4Q23	1Q24	%YoY	%QoQ
Mobile revenue	29,258	30,065	30,339	3.7%	0.9%
FBB revenue	2,710	5,033	7,118	163%	41%
Other revenues	1,564	1,957	1,980	27%	1.2%
Core service revenue	33,531	37,055	39,437	18%	6.4%
IC and NT partnership	3,255	3,371	3,366	3.4%	-0.1%
Service revenue	36,786	40,426	42,803	16%	5.9%
SIM and device sales	9,926	10,892	10,490	5.7%	-3.7%
Total revenue	46,712	51,318	53,293	14%	3.8%
Cost of service	21,950	23,036	24,881	13%	8.0%
SG&A	5,601	7,438	5,890	5.2%	-21%
EBITDA	22,561	23,945	27,769	23%	16%
EBIT	9,410	10,205	12,529	33%	23%
NPAT	6,757	7,003	8,451	25%	21%
Sales margin	1.8%	2.3%	4.7%		
EBITDA margin	48.3%	46.7%	52.1%		
EBIT margin	20.1%	19.9%	23.5%		
NPAT margin	14.5%	13.6%	15.9%		

1Q24 Revenue Breakdown

Mobile Revenue

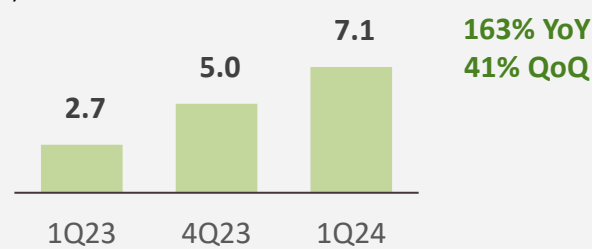
(Bt bn)



- ARPU uplift through value-based package structuring, cross-selling, and 5G adoption
- Recovery in tourist usage

Fixed Broadband Revenue

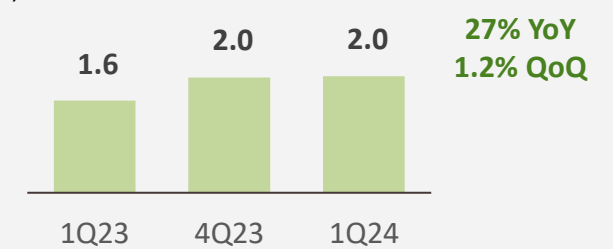
(Bt bn)



- Consolidation of TTTBB's revenue
- Organic growth from expanded subscribers and ARPU improvement

Enterprise and Other Revenues

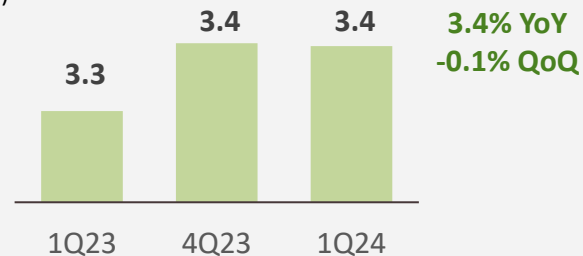
(Bt bn)



- Increased YoY from growth of connectivity services and TTTBB's revenue recognition
- Increased QoQ from full quarter TTTBB's revenue contribution offset by large deal closed in 1Q24

IC and NT Partnership

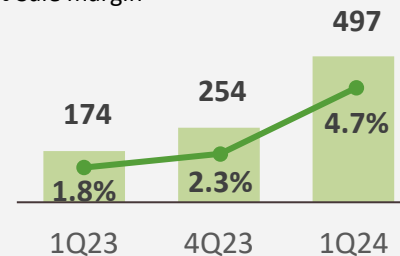
(Bt bn)



- Increased YoY due to higher usages from NT and equipment rental revenue of NT's 700MHz

Net Sales & Margin

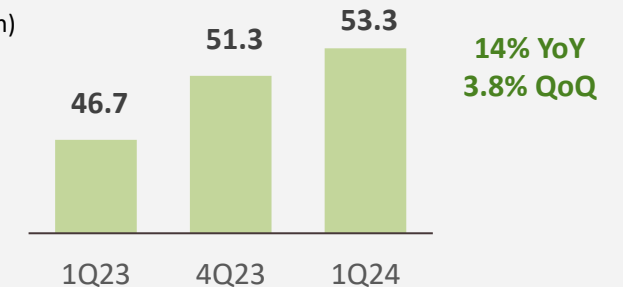
(Bt mn) — % Sale margin



- Subsidy optimization boosted by government stimulus campaign (Easy E-Receipt)

Total Revenue

(Bt bn)

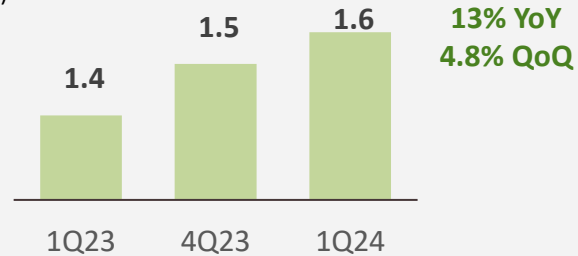


- Increased YoY from the consolidation of TTTBB revenue and organic business growth
- Increased QoQ from full quarter TTTBB revenue recognition

1Q24 Cost and Expense Breakdown

Regulatory

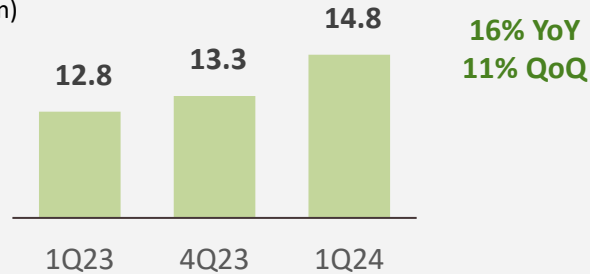
(Bt bn)



- Stayed at 4% of core service revenue

Depreciation & Amortization

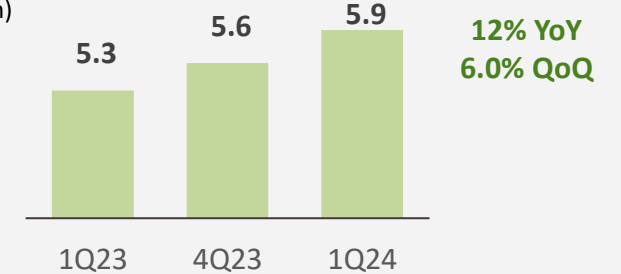
(Bt bn)



- Higher ROU assets from TTTBB acquisition, partially offset by fully depreciated network equipment

Network OPEX and NT partnership

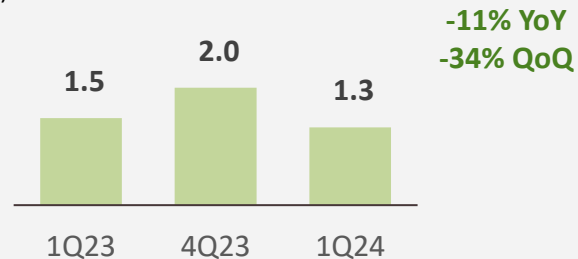
(Bt bn)



- Increased YoY due to fibre-related cost from TTTBB, offset by lower FT rate
- Increased QoQ from full-quarter recognition of TTTBB's cost and higher utility cost

Marketing expense

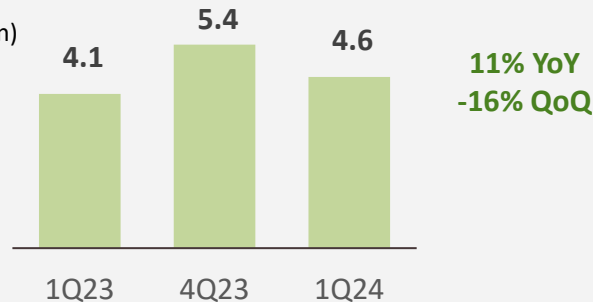
(Bt bn)



- Decreased YoY from cost optimization
- Decreased QoQ from the seasonality of marketing campaigns peaked in 4Q23

Admin & Others

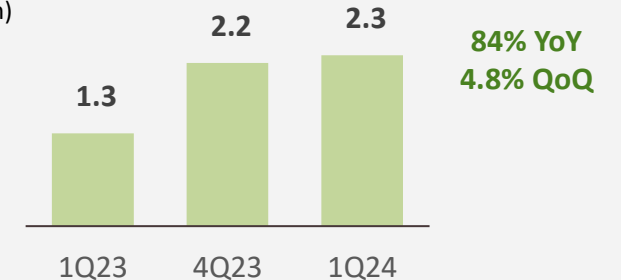
(Bt bn)



- Increased YoY from staff costs and admin expenses following TTTBB acquisition.
- Decreased QoQ due to a one-time asset provision expense incurred in 4Q23

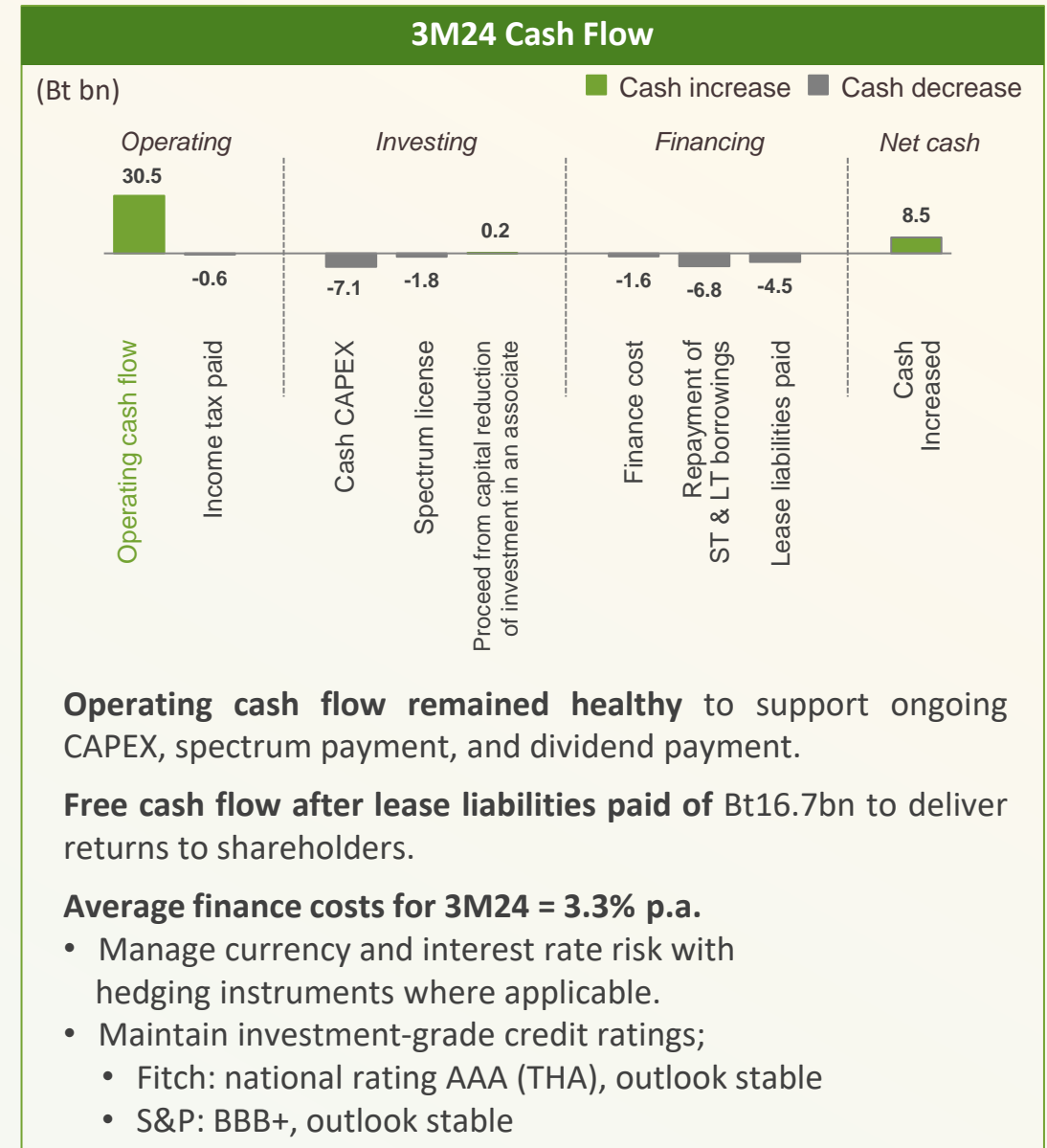
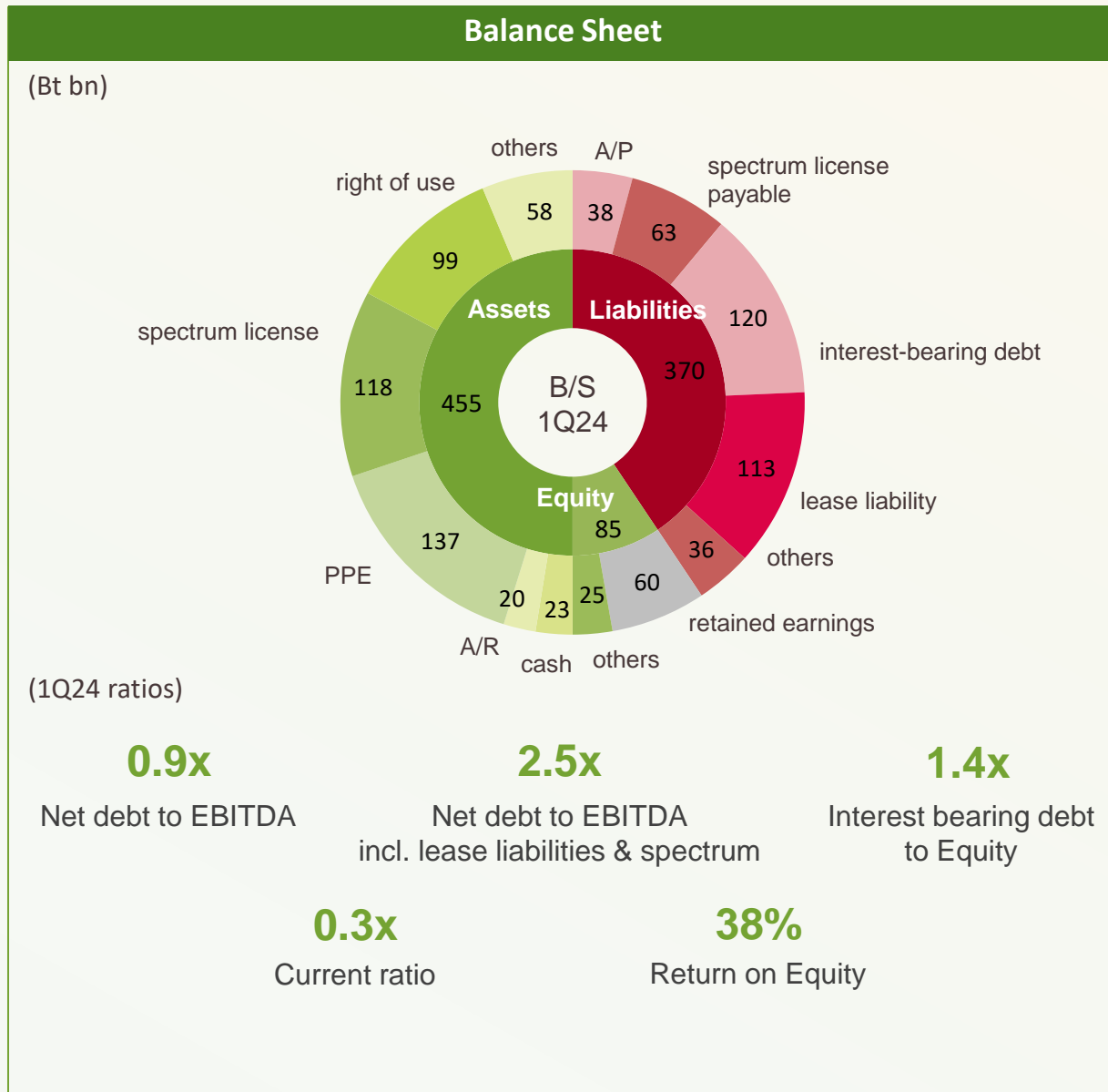
Finance cost

(Bt bn)



- Higher debt for TTTBB acquisition and higher ROU asset.

Healthy balance sheet and cash flow to support investment





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