FOUNDATION OF GROWTH 🟢

8 Aug 2024

Please scan for presentation material

Agenda

- **SUSTAINING THE GROWTH**
- **THE NEXT CURVE OF CUSTOMER CENTRICITY**
- **UNLEASHING BROADBAND POTENTIALS**
- **STREAMLINING ENTERPRISE**
- **CAPITAL MANAGEMENT FOR VALUE CREATION**

Sustaining the Growth

CEO-AIS

RESULTS BEAT CENTERED ON OPERATIONAL SUCCESSES

CORE OPERATIONAL SUCCESSES

- ✓ 5G: reached 95% of population
- ✓ Delivered base stations to NT >60%
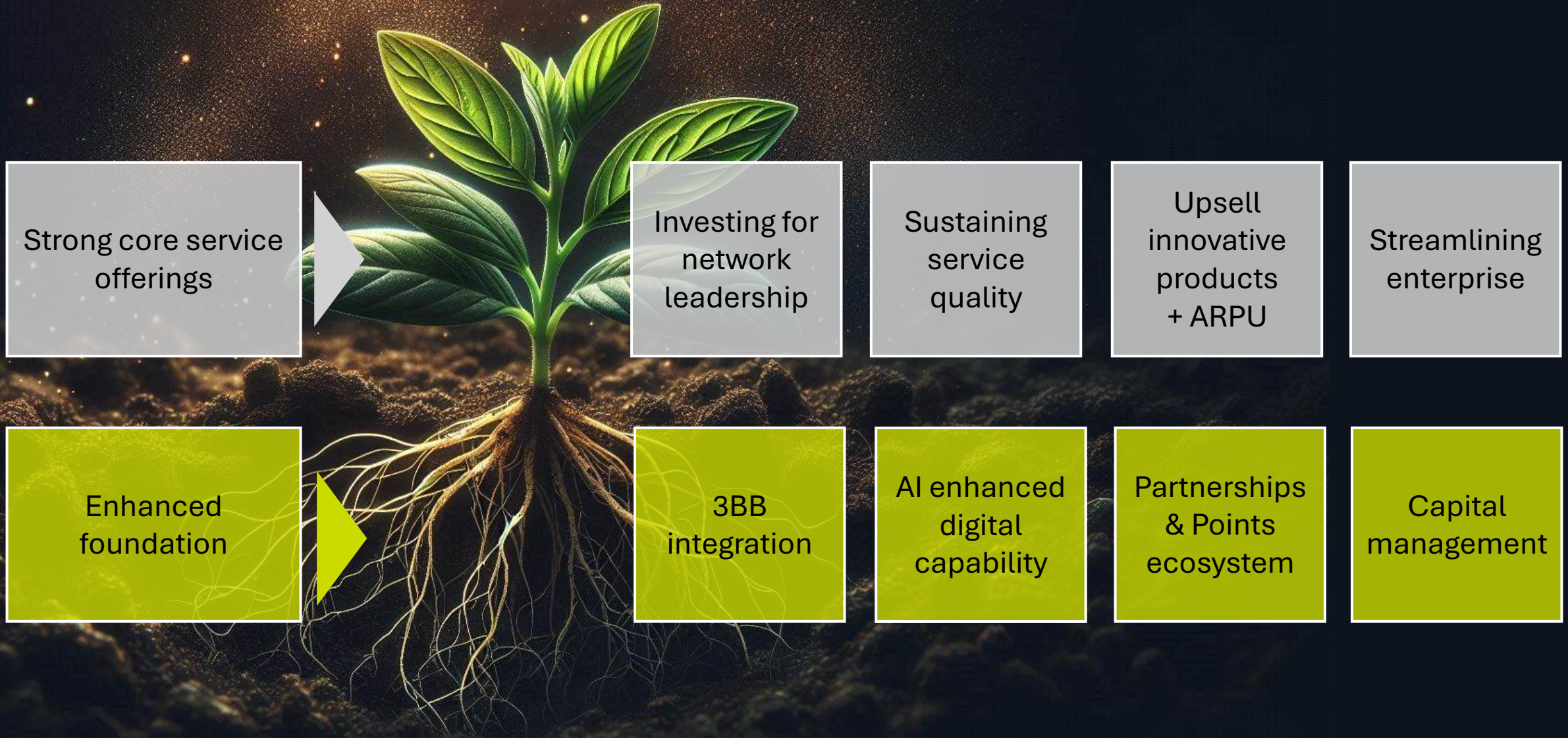- ✓ Value based segmented offerings
- ✓ Handset & Subsidy Optimization
- ✓ Cost efficiency and 3BB synergies

1H24 growing stronger than expectations

STRENGTHENED FOUNDATION FOR GROWTH

AIS

Strong core service offerings

Investing for network leadership

Sustaining service quality

Upsell innovative products + ARPU

Streamlining enterprise

Enhanced foundation

3BB integration

AI enhanced digital capability

Partnerships & Points ecosystem

Capital management

UNCHANGED DEDICATION TOWARDS
A GREENER AND INCLUSIVE DIGITAL WORLD

Corporate Governance

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

Key Updates

- ✓ On-going solar panel installation 8.8k base station done in FY23, additional 4.5k planned in FY24

- ✓ Gearing towards setting SBTi Target including Scope 3 Target within FY24

- ✓ Strengthened transparency of Internal Control for Connected Transaction & Material Transaction in line with SEC and SET requirements

The next curve of customer centricity

CCBO

CUSTOMERS FOCUSED GROWTH

Quality Network & Services

FURTHER CONSTRUCTIVE ARPU REPAIR

FURTHER REVIVAL WITH ECONOMY AND TOURISTS

AI ENHANCED DIGITAL CAPABILITY

PARTNERSHIPS & POINTS ECOSYSTEM

ดอยอินทนนท์ | จังหวัดเชียงใหม่

AIS 5G

95% COVERAGE

POPULATED AREAS

EXTENSION TO CORE BUSINESS GROWTH

KEY OPERATIONTIONAL SUCCESSES

Daily Top Up Amount

Increased for 3 Consecutive Quarters

Top Sales Prepaid Package

200 THB
150 THB in 2Q23

Tourist Related Revenue

Increased 18% YoY

THE NEXT MOVES

Capture rising demand for data consumption

AI enhanced digital capability

Customer value & points ecosystem

IMPORTANCE OF AI IN TELCO

Optimizing network planning and operations

Supporting predictive maintenance

Reducing energy usage and emissions

Enhancing network security

Improving customer service

Reducing fraud

GSMA Paper: The Mobile Industry and AI, 2023

AI-ENHANCED CAPABILITIES AT AIS

OPERATIONAL EFFICIENCY

Co-Pilot

Network Efficiency
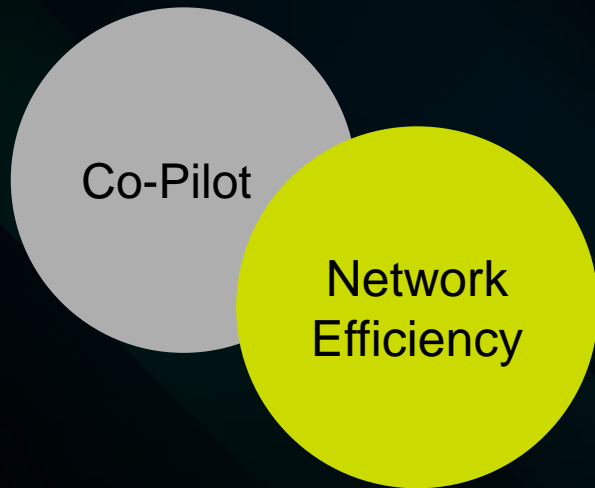
CUSTOMER CARE

AI Chatbot & Voice Bot at Contact Center

AI as a Solution

analyticX
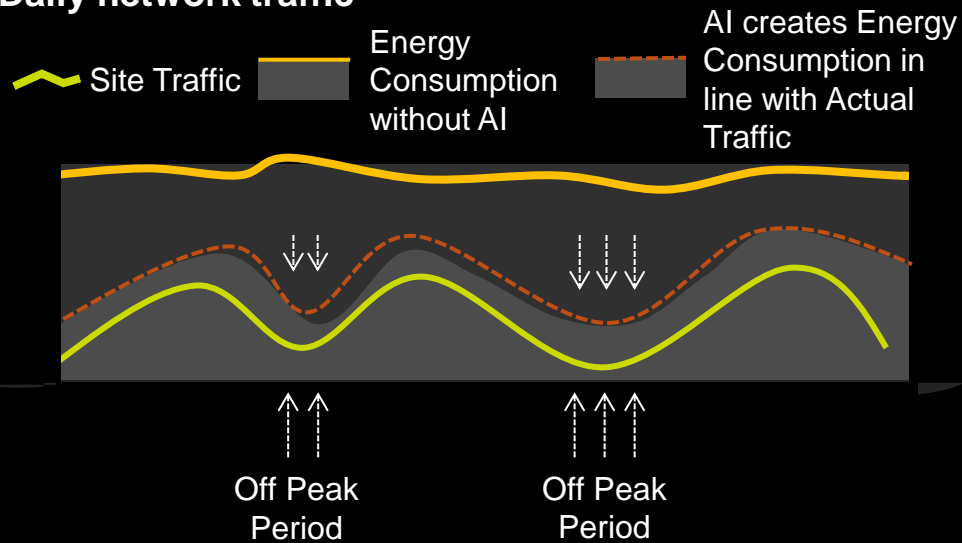
AIS AI Transformation

Platform to support AI Ecosystem
Multi Cloud, Open Source, Multi Vendor

AI Governance Framework
Alignment with Business Strategy

ENHANCE NETWORK ENERGY EFFICIENCY WITH AI

AI on NETWORK

Daily network traffic

— Site Traffic | Energy Consumption without AI | AI creates Energy Consumption in line with Actual Traffic

Off Peak Period

Off Peak Period

>50% of network sites are equipped with AI to improve network efficiency since September 2022

ENERGY COST EFFICIENCY

Network Electricity Saving

24.9 Million kWh

Already saved 60% of FY23

FY23

1H24

Network Energy Saving **4.4%**

2% of Utility Cost Avoidance in FY23

EMPOWERING AI IN CONTACT CENTER

Planned total of 18 AI including 13 Voice Bot for customers, 2 Chatbot for customers and 3 Chatbot for internal support

FY18-19
Support Chatbot

FY20-21
Skill Chatbot

FY22-23
Virtual Assistant

FY24 Onwards
Virtual Agent & Voice AI

Aunjai
AI Chatbot

Payment Reminder

Inbound
Roaming & Domestic

Outbound
Content X-Sell

Acare

AA

Angie

Amy

Aileen

Internal Support

AI Supervisor
- Coaching Agent
- Performance Agent suggestion

AI Recruitment & Verification Application

AI Helpdesk Support
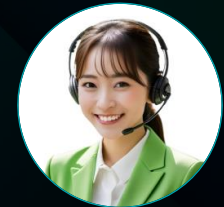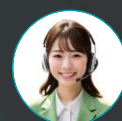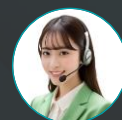
Roadmap
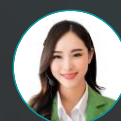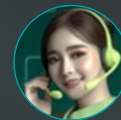
- More Male Voice Bot
- FBB Bill Clarification
- FBB Inquiry
- FBB Technical Problem Solving
- FBB Welcome New Customer
- Upsell/Cross Sell Mobile & FBB

AI IMPROVING PERFORMANCE

Empowering Capabilities to Scale

15 million or
26% of transactions
handled by AI

95% solved
without carrying to
live agent

Data as of FY23

Improving Revenue and Productivity

76Mn
+38% YoY
Revenue generated
from AI

-20% YoY
Call center
headcount reskilled
to other areas

Data as of FY23

Beat Agent in Payment Reminder

71% Collected
vs. 69% of real agent
for Payment Reminder

1.3X Call/Hour
vs real agent

94% Satisfaction
vs 91% of real agent

Data as of June-24

CUSTOMER VALUES & POINTS ECOSYSTEM

POINTS PARTNERSHIPS & ECOSYSTEM

CUSTOMER RELATIONSHIP PROGRAM FOR BETTER PERFORMANCE

MORE THAN LOYALTY PROGRAM FOR ALL CUSTOMERS

AIS Point Users

Churn -0.76%

ARPU: +50%

Serenade

Churn -0.53%

ARPU: +200%

AIS customers
Average churn rate 2.9%
Average ARPU : 225

INCREASE PARTNERSHIPS & POINT & PRIVILEGE ECOSYSTEM

SCALABLE SERENADE WITH WIDER SEGMENTATION

Data as of 6M24

Unleashing Broadband Potentials

CEO - Broadband

UNLEASHING WITH COMBINED CAPABILITIES

AIS

STRATEGIC ACTION FOR GROWTH MOMENTUM

UNLOCKING OPERATIONAL EFFICIENCY
AND SYNERGY WITH INTEGRATION

STRATEGIC ACTION FOR GROWTH MOMENTUM

KEY OPERATIONAL SUCCESSES

New Subs ARPU

> 80% of new subs come with over 500THB

Churn rate Reduction

From 1.4% to 1.0%
(FY23 > 1H24)

THE NEXT MOVES

Continued growth with expanded coverages

Enhanced ARPU with upsell on top

Synergy Realization & Integration

BEYOND BROADBAND

BROADBAND STRATEGY

I ✓
ARPU Alignment & Cost efficiency

Integration transition

II ✓
Cross-Sell and Upsell

Innovative products and maximize ARPU potential

III ↑
Beyond Broadband

New services to generate ARPU Uplift

COMBINED FOR GROWTH

SYNERGY REALIZATION

VALUE UPLIFTING

Upselling high-value product with cross-selling FMC

RESOURCE UTILIZATION

Content, Network transmission, Channel and Teams

OPTIMIZED CAPEX

Network avoidance from larger footprint

SYNERGY TRACKING

Revenue Synergies

71% beyond 1H24 target

1H24 Target

OPEX Synergies

56% beyond 1H24 target

1H24 Target

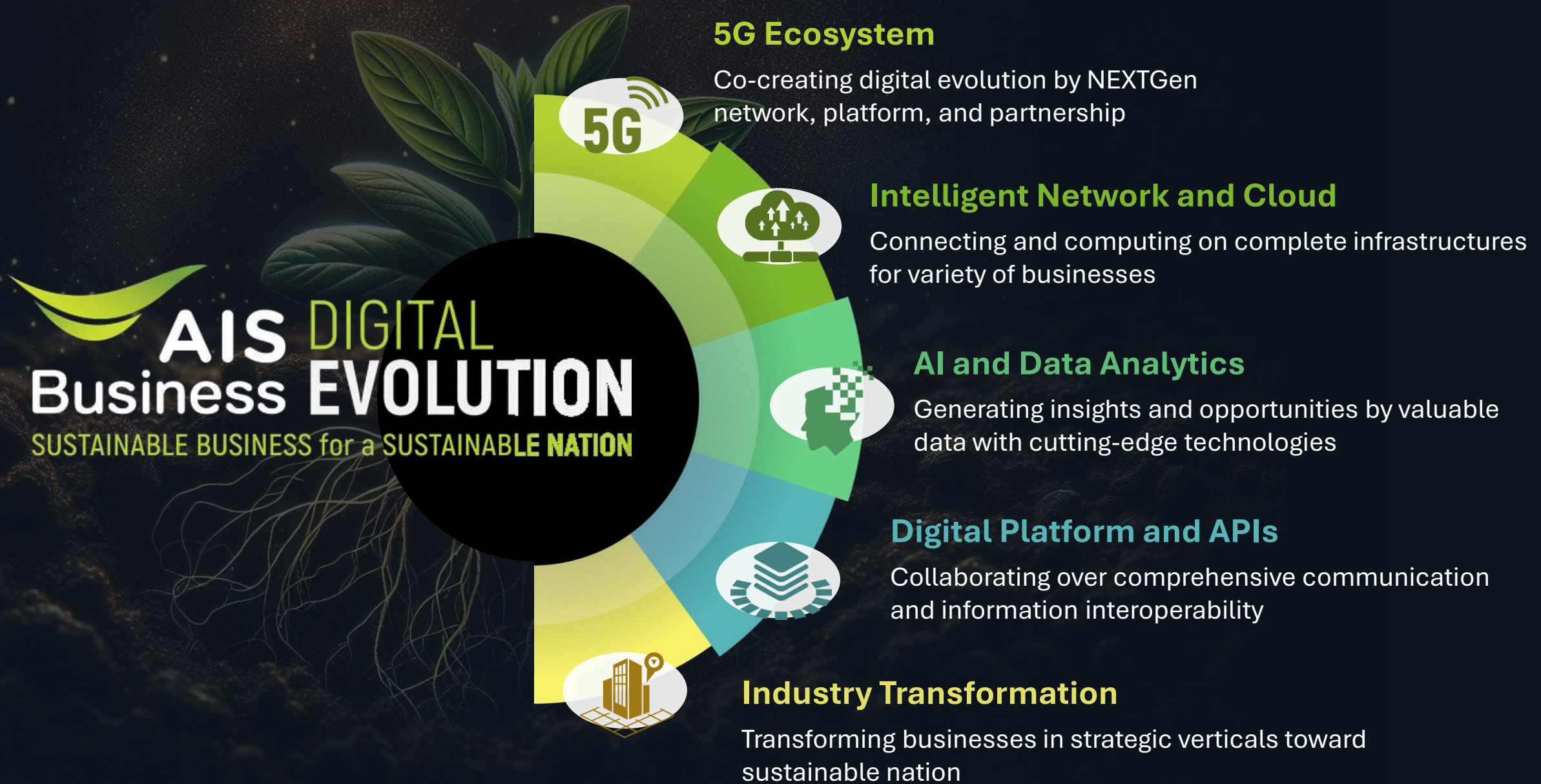**CAPEX Synergies**

On Plan

1H24 Target

INTEGRATION PLAN

	Achievement As of 1H24	Target FY24	1H25
IT	✓ Identified and renationalized gap analysis	⟩ Align billing system ⟩ Develop AIS system for 3BB system migration	→ One Platform with standardized operation efficiency
NETWORK	✓ Aligned Core network ✓ Share resources in available capacity	⟩ Increase network capacity sharing	→ One network
PEOPLE	✓ Design organization ✓ Merged working team	⟩ Harmonize Insource-Outsource teams	→ Effective organization → Standardized HR practice
OPERATION	✓ Identified redundancy shop ✓ Activate payment channel	⟩ Pilot sales with channel optimization ⟩ 3BB shops as AIS payment channel	→ Optimized Channel and Brand

Streamlining Enterprise

Acting CEBO

STREANLINING ENTERPRISE FOUNDATION

5G Ecosystem

Co-creating digital evolution by NEXTGen network, platform, and partnership

Intelligent Network and Cloud

Connecting and computing on complete infrastructures for variety of businesses

AI and Data Analytics

Generating insights and opportunities by valuable data with cutting-edge technologies

Digital Platform and APIs

Collaborating over comprehensive communication and information interoperability

Industry Transformation

Transforming businesses in strategic verticals toward sustainable nation

REALIGNMENT TOWARDS PROFITABILITY

| 5G Ecosystem | Intelligent Network & Cloud | AI and Data Analytics | Digital Platform & APIs | Industry Transformation |

5G Ecosystem
for Business Transformation
Devices | Connectivity | Platforms | Ecosystem

5G Smart Green Mining

5G Smart Factory

5G Energy Management

5G Remote Forklift

5G MEC Interactive Live

5G Autonomous Drone

5G Smart Factory

5G Active Cockpit

5G Active Cockpit

5G Smart Terminal

Thailand 1st Commercial Dedicated 5G Private Network

Midea – 5G Connected Factory

- 5G Dedicated Private Network
- 5G AI Inspection / Operating Room
- 5G AGV
- 5G Robotic Arm

AIS 5G
- 5G SA
- MEC
- Network Slicing
- Private Network

AIS PARAGON PLATFORM

AIS Business — **DIGITAL INDUSTRY EVOLUTION** Cross Collaboration Ecosystem

AMO Asia Mobile Awards 亚洲移动大奖 · **MWC GSMA**

Best Mobile Technology Breakthrough in Asia 2024 — First 5G Fully-Connected Factory
Midea · AIS · 中国联通 China unicom · HUAWEI

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Thailand's First Locally Owned and Operated Hyperscale Cloud for THAIs

A Significant Collaboration to Elevate Thailand's Cloud and AI Landscape

Thailand's First
Locally Owned & Operated
Hyperscale Cloud

Dual regions to provide resilience and disaster recovery within Thailand

Data Residency & Sovereignty Protection
Under Thai Laws

Strong data governance for business under specific law and regulatory compliance

Supporting Government Vision to Modernize Digital for THAIs
Cloud First Policy

Serving mission critical applications, IT modernization, innovation and AI

Best Cloud for
Oracle Database & Applications

#1 database market share with more than 80% in key large enterprises (e.g. BFSI)

Integrating AIS Digital Infrastructure and Platform
5G, Networks & Cloud

Accelerating Thailand's innovation and digital economy

Enhancing Digital Knowledge, Skills and Job Opportunities
People Development

Oracle academy builds digital knowledge for students and people in industry

Capital Management for Value Creation

CFO

STAKEHOLDER VALUE CREATION AS CORE PRINCIPLE

ENHANCING OPERATIONS & COST EFFICIENCY

CAPITAL MANAGEMENT & CAPITAL ALLOCATION

STEAMLINING OPERATIONS & COST EFFICIENCY

AIS

Sales Margin Optimization

✓ Sales Margin improved to 5.3% in 1H24 from 1.8% in FY23

Network Optimization

✓ Cost avoidance of 3% in 1H24 from consumption reduction with AI solution, TOU meter, and 4.5k additional Solar Cell

✓ Network OPEX cost avoidance of 2% from price negotiation

IT Cost Optimization

✓ Reducing old systems while modernizing to newer technology including HW/SW and Cloud infrastructure

SGA and Cost of Funds Optimization

✓ Marketing optimization to be around 3% of total revenue
(FY22 at 3.8%, FY23 at 3.1%, 1H24 at 2.4%)

✓ 3BB Synergy & Lower Cost of Funds

EFFICIENT CAPITAL ALLOCATION FOR VALUE CREATION

1 CAPITAL REINVESTMENT	2 CAPITAL STRUCTURE	3 CAPITAL RETURN
CAPEX AND SPECTRUM INVESTMENT TO SUSTAIN NETWORK LEADERSHIP AND EBITDA MARGIN > 50%	LEVERAGE BELOW 2.5X *(Debt / EBITDA , inclusive of lease liability & spectrum)*	GROWTH IN DPS FROM EPS GROWTH *24 YEARS CONSECUTIVE DIVIDEND PAID*
CAPEX APPROX. 15% OF CAPEX TO REVENUE (excluding spectrum CAPEX)	MAINTAINING DIVERSIFIED DEBT PORTFOLIO WITH FOCUS REALLOCATION TO ESG AND RETAIL	BALANCING ALL SHAREHOLDERS' RETURNS IN LINE WITH PROFITABILITY

GROWING SHAREHOLDER RETURN

Recorded incremental dividend payout ratio and amount with growing performance

Dividend payout ratio (%)

	75%	85%	88%	88%	85%

Total Annual Dividend

	6.92	7.69	7.69	8.61	

Second half Dividend

	3.68	4.24	4.24	4.61	

First half Dividend

	3.24	3.45	3.45	4.00	4.87

	FY20	FY21	FY22	FY23	1H24

Dividend Yield	3.9%	4.2%	3.7%	4.0%	4.5%*

* Annualized basis and calculated from average price 12-months period
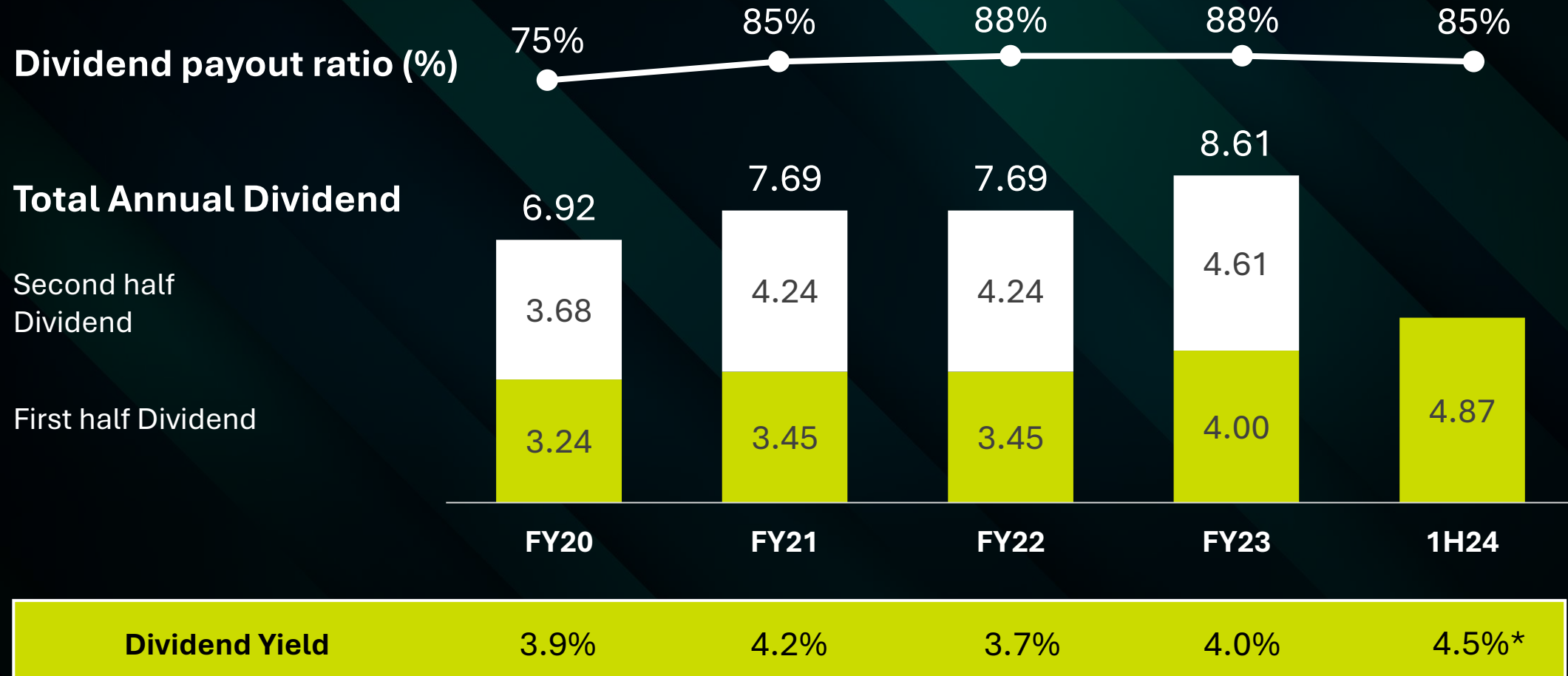
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