



















FY24 Core business expansion aligned with economic recovery



Growing values with economy



Thai economy grew from government stimulus and tourism



Enlarged **shareholders** returns in line with growing performance

Strong core businesses growth with profitability focus



Mobile growth on strong network quality and data consumption

Mobile Revenue growth

5 million FBB boosted from scale, net adds, and value-added services

FBB Subscribers



Enterprise surged with increased demand for connectivity and cloud

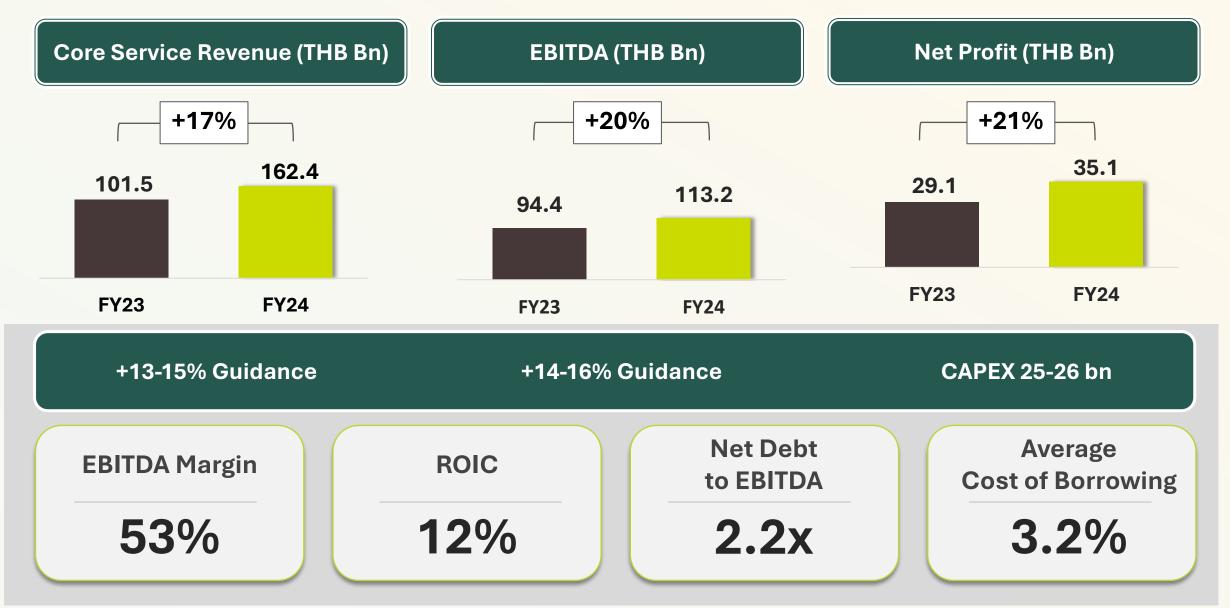
Enterprise Revenue growth



Improved Sales Margin backed by subsidy optimization efforts



FY24 Performance Beat on positive economic recovery



AIS: Towards becoming Cognitive Tech-Co



Unleash Excellence in Digital Customer Experience





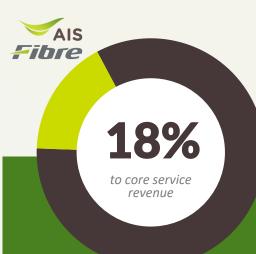
Offering values & 5G monetization

Bt123.8bn

As of FY24

Growth 4.8% YoY

Fixed Broadband



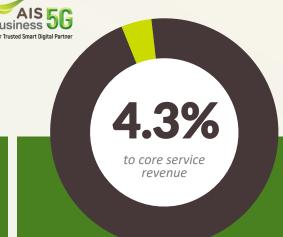
High-quality subs acquisition

Bt29.4bn

As of FY24

Growth 116% YoY

Enterprise non-mobile Business



Providing end-to-end solutions for industry

Bt7.0bn

As of FY24

Growth 22% YoY

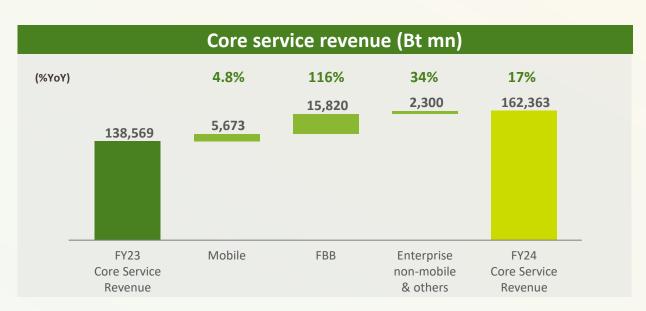
Digital Services

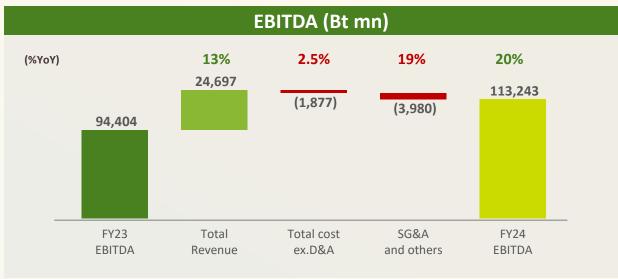


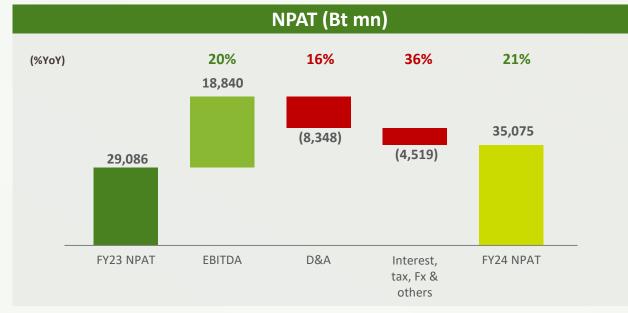
Building digital adjacencies to engage customers

FY24: Growth driven from scale and organic business expansion







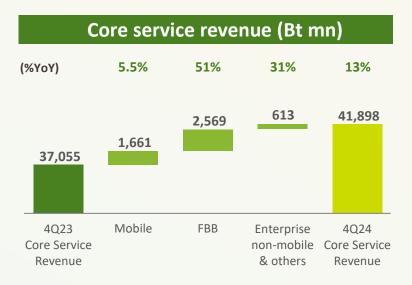


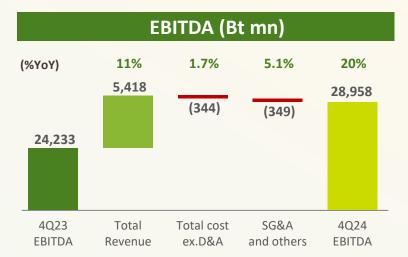
- Core Service Revenue increased 17% YoY driven by the consolidation of TTTBB revenue, organic growth in fixed broadband, a recovery trend in mobile, and the expansion of enterprise non-mobile business.
- EBITDA improved 20% YoY, following an increase in core service revenue, positive contribution from TTTBB consolidation, and share of profit from 3BBIF.
- NPAT showed 21% growth YoY driven by solid operating performance, along with continued cost optimization.

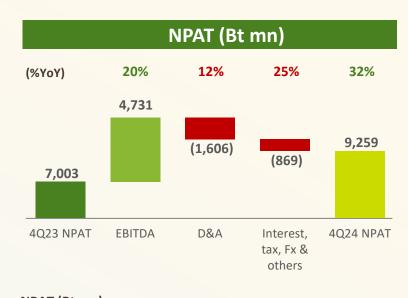
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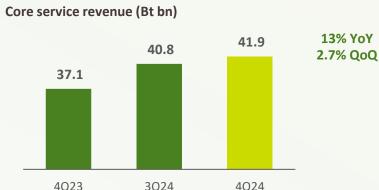
4Q24: Momentum sustained from revenue to profitability

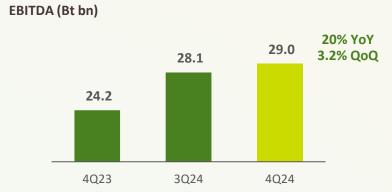


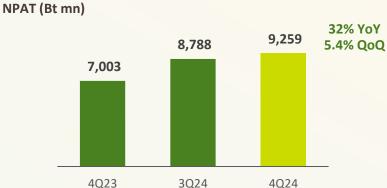












Core Service Revenue increased YoY mainly from the full quarter recognition of TTTBB revenue compared to 46 days in 4Q23, along with organic growth across all businesses.

EBITDA improved YoY due to increased core service revenue, TTTBB contribution, profit sharing from 3BBIF and the focus on profitability.

EBITDA Margin at 51.0% higher YoY due to revenue growth and improved device sales margin.

NPAT improved YoY from solid operating performance and continued cost optimization.

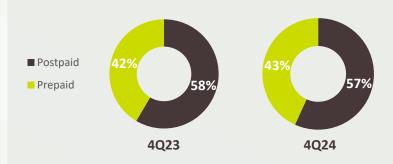
Mobile: Demand-led growth supported by superior network quality

Mobile revenue (Bt bn)



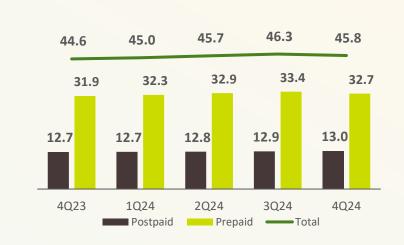
by leading network quality, data consumption, and a recovery in touristrelated usage.

% Mobile Revenue Contribution

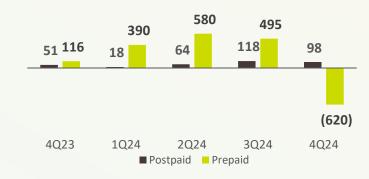


Prepaid mix improved from subs growth and ARPU improvements.

Total subscriber (mn)

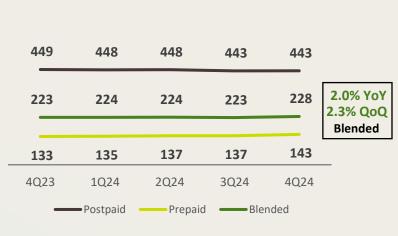


Net additional subscriber ('000)



 Reported a net loss from prepaid tourist sim re-definition.

Mobile ARPU (Bt/sub/month)



 ARPU benefited from package restructuring, value-added services, and a recovery in the tourist segment.

Data Consumption



*Note: VOU excludes data from MMS sending from 3Q24 onwards

Sales Revenue: Margin improved with profitability focus

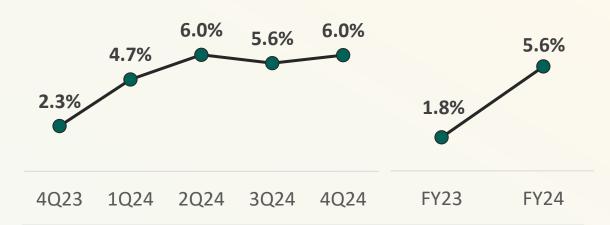


Sales revenue growth with economic recovery

YoY Growth +3% YoY **5.7%** 5.5% 5.5% -5.1% -5.2% 38 37 8.2 7.9 4023 1Q24 2Q24 3Q24 4024 FY24 FY23

 Sales revenue growing 3% YoY, showing strong demand for handset devices boosted by additional cross-sell such as insurance and accessories % Sales margin continued improving from profit focus and cost optimization

% Sales Margin



 Sales margin continued to improve from profit focus and subsidy optimization.

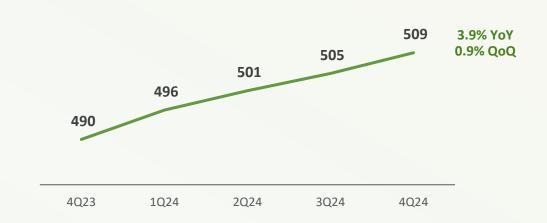
Home Broadband: Driven by quality acquisition and ARPU uplift AIS

Revenue boosted by subs growth and TTTBB contribution



ARPU uplift from value-added and add-on packages

FBB ARPU (Baht per month)



Subscribers acquisition with quality focus 5.01 mn 4.94 4.88 4.82 4.74 2.36mn* 73k 67k 64k 63k 4Q23 1Q24 2Q24 3Q24 4024 * 4Q23 net additions include 3BB's subscriber (+2.3mn subs) — Ending subscriber (mn)

Enhancing customer value with innovations



Maintaining superior network quality

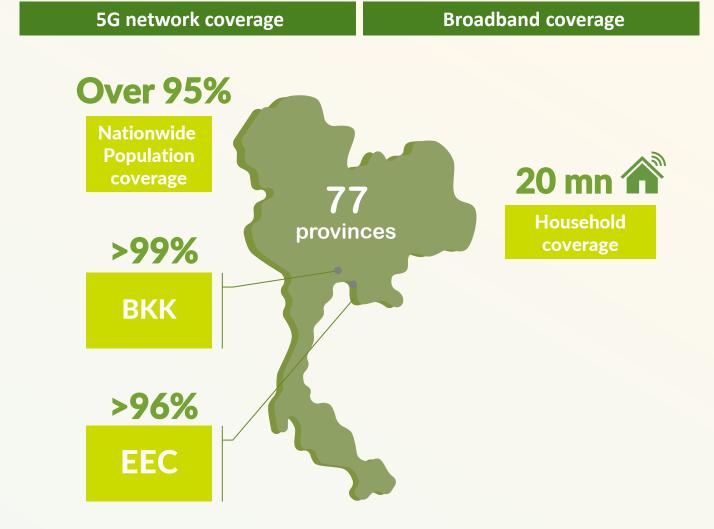


Driving 5G adoption with quality

12.0 mn
5G Subscribers
In 4Q24

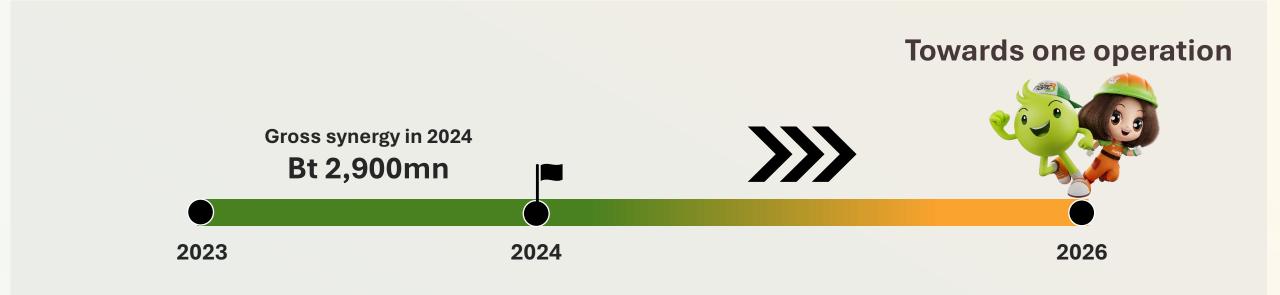
\$ 10-15% 5G ARPU uplift

Improved value through 5G adoption



Over-achieved synergy target through accelerated efforts





OPEX

- Channel optimization executed in phases to protect revenue and ensure service quality, start utilizing TTTBB shop for device sales.
- Co-utilizing technical and instalment teams.
- Churn improvement from enhanced value proposition to the customers, resulting in saving write-off equipment expenses.
- Completed transmission optimization, resulting in lower network cost.
- · Completed content cost optimization with IPTV.

CAPEX

Utilize 3BB wider network footprint

REVENUE

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

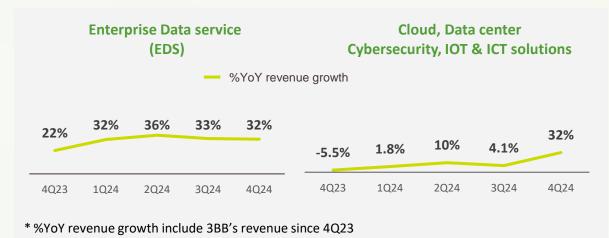
Enterprise non-mobile: Driven by demand for connectivity and cloud



Double digit revenue growth from EDS and TTTBB contributions



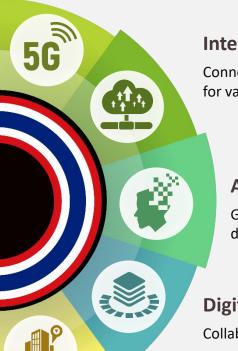
Revenue growth continued with digital transformation demand



Enterprise key strategic products

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

Al 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



2025 STRATEGY



VISION

"To lead a sustainable Thai digital society through ecosystems and partnerships"

"งับเคลื่อนสังคมไทย สู่สังคมดิจิทัลอย่างยั่งยืน ร่วมกับพันธมิตรทางธุรกิจ"

THE COGNITIVE TECH-CO

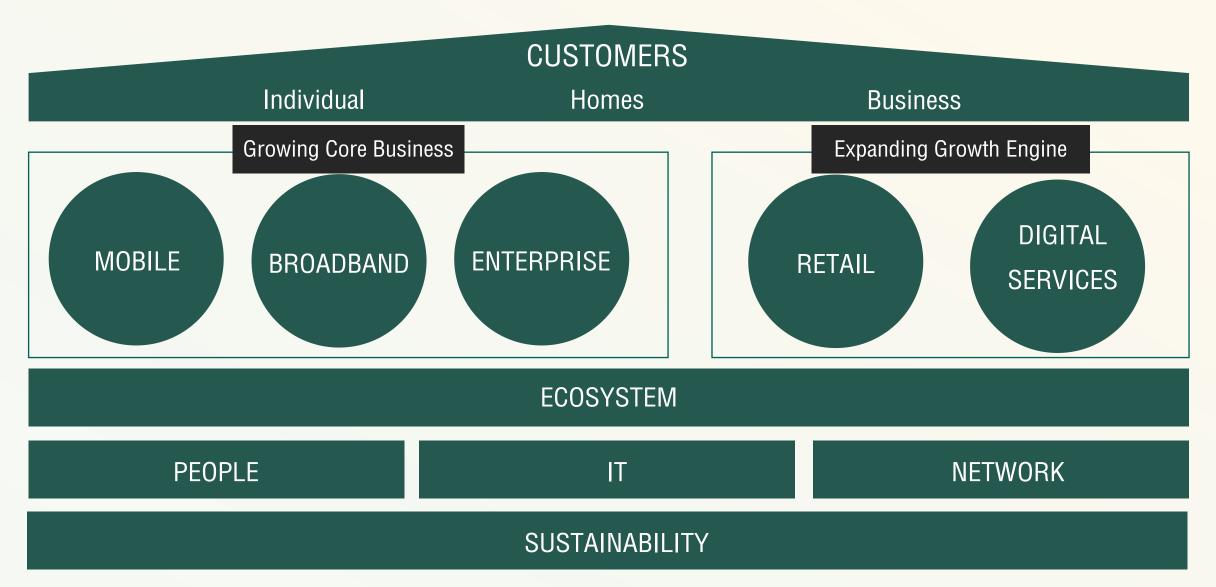
MISSION

"Empowering lives and businesses with trusted connectivity, digital innovations, and exceptional experiences"

"เติมเต็มการใช้ชีวิตและธุรกิจด้วยความเชื่อมั่น ในโครงง่ายดิจิทัลล้ำสมัยและ ประสบการณ์เหนือระดับ"

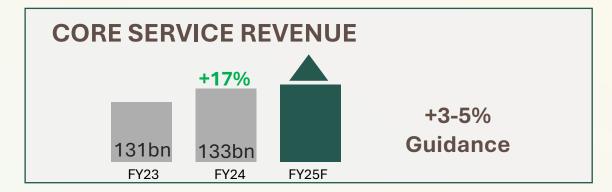


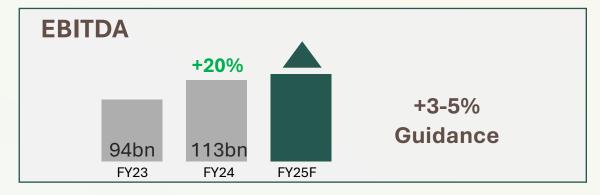
COGNITIVE TECH-CO



2025 Financial Guidance









Growing with economic expansion and value focus

Driven by profitable revenue growth, device margin, and synergy from 3BB

Invest to ensure network quality leadership and modernization to uplift competitive edge



MOBILE: UPSELL & CROSS-SELL ON VALUE-ADDED SERVICES



PREPAID: Cross selling with OTT and Entertainment services





POSTPAID: Bundle high value service to capture digital behavior





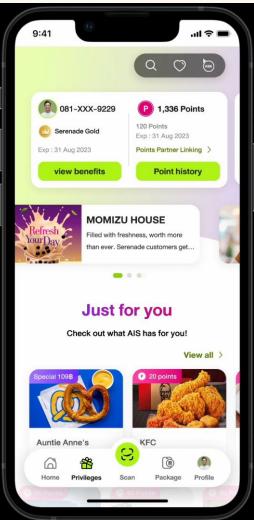


MOBILE: ENHANCE PERSONALIZED OFFERING WITH PLATFORM CAPABILITY

Personalized on top package: 5G network slicing

Enhanced touchpoint to offer personalize services







myAIS
All in one Application
for AIS Customer









GROWING BEYOND BROADBAND CUTTING-EDGED SERVICES AND NEW DIGITAL ADJACENCIES

UPSELL: targeted value-added services with higher value for customers









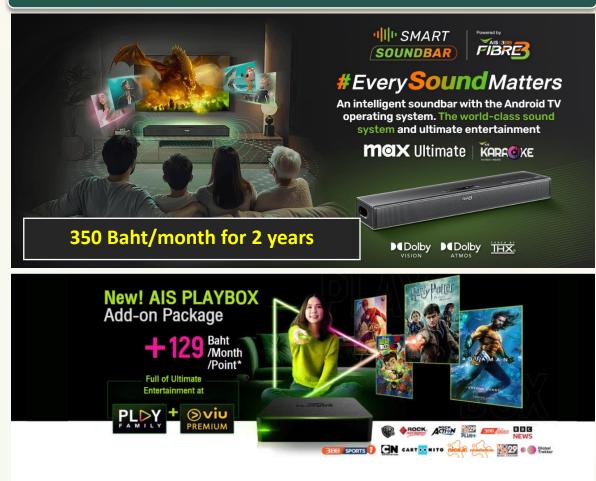


GROWING BEYOND BROADBAND CUTTING-EDGED SERVICES AND NEW DIGITAL ADJACENCIES

CROSS-SELL: Uplift Connectivity Experience



CROSS-SELL: Smart Home and Entertainment



INDUSTRY TRANSFORMATION – PARTNERING FOR GROWTH



5G Ecosystem

for Business Transformation

Devices | Connectivity | Platforms | Ecosystem





























Midea - 5G Connected Factory

•5G Dedicated Private Network

•5G Al Inspection / Operating Room

•5G AGV

•5G Robotic Arm

ENTERPRISE ALIGNMENT TOWARDS PROFITABILITY

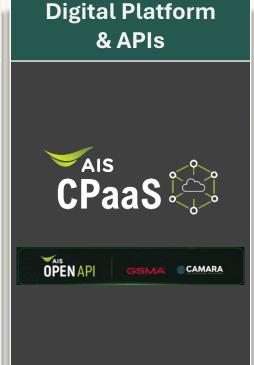


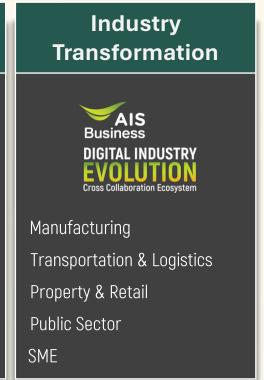
KEY ENTERPRISE PRODUCTS AND SERVICES













CAPITAL ALLOCATION FOR SUSTAINABLE RETURN



Core Business Investment



Digital Investments



Strong Capital
Structure



Shareholders' Return

- CAPEX < 15% of Revenue
 - Business Growth85%
 - Modernization & Integration 15%
- Spectrum to maintain leadership

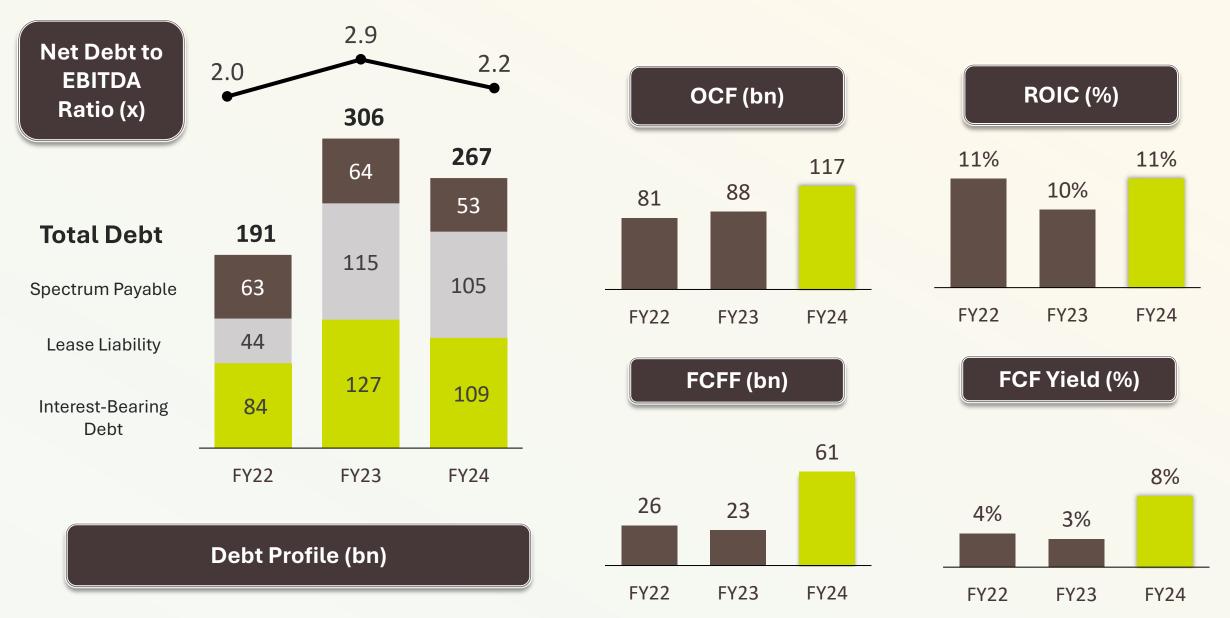
- THB 3-5bn over 3 years
- Virtual Bank
- Data Center and Cloud business

- Leverage below 2.5X
- Maintaining diversified debt portfolio focusing ESG and Retail



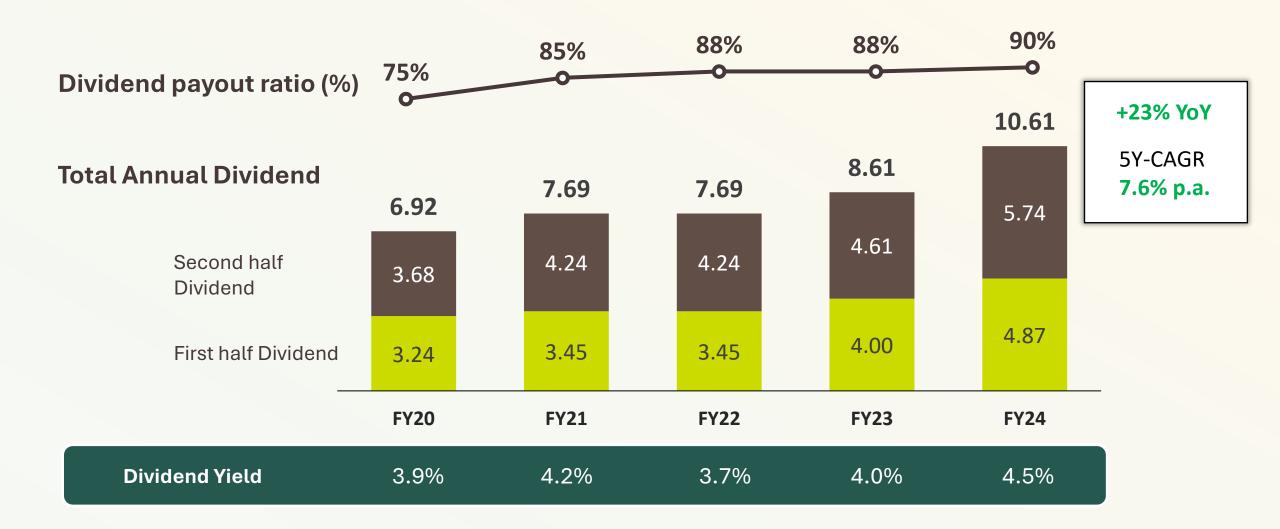
Efficient capital management and healthy leverage





Sustained and growing shareholder return







THRIVING IN A GREENER AND INCLUSIVE **DIGITAL WORLD**



in the digital economy

access in our products & services

consumers and society



FIGHTING SCAM PROTECTING OUR CUSTOMER

NETWORK FIREWALL

REPORTING CHANNEL

IDENTITY VERIFICATION

DETECTING UNAUTHORIZED EQUIPMENT









Proactive protection by detecting suspicious profile & usage

Fast and convenient customer reporting system to screen and block suspicious numbers

Comply with regulator on personal identification

Observe abnormal network disruption and collaborate with cyber police to identify scammer

Sustainability Highlights: *1185# "Aunjai Report End of Scammer"





Focus areas to secure network & protect customers

- 1. Support and collaborate with the police and government agencies to monitor and block suspicious numbers.
- 2. Develop tools that empower customers to protect their usage, such as the AIS Spam Report Center (1185).
- 3. Build digital usage skills through the Aunjai Cyber projects to raise awareness on cyber threats and scams.

If Identified as a Scam Number



Dial *1185# Within 5 minutes after a suspicious number calling





AIS Receives Notification



Number **Screening**



Sent Report to Police to Investigate



The number is blocked by AIS and other networks



Police Action Police proceed with a deeper investigation, leading to the arrest and prosecution.

Sustainability Highlights:



Sustainability Financing Initiative

In 3Q24. AIS committed to driving positive change through our sustainable financing initiatives. By integrating Environmental, Social, and Governance criteria into our financial strategies



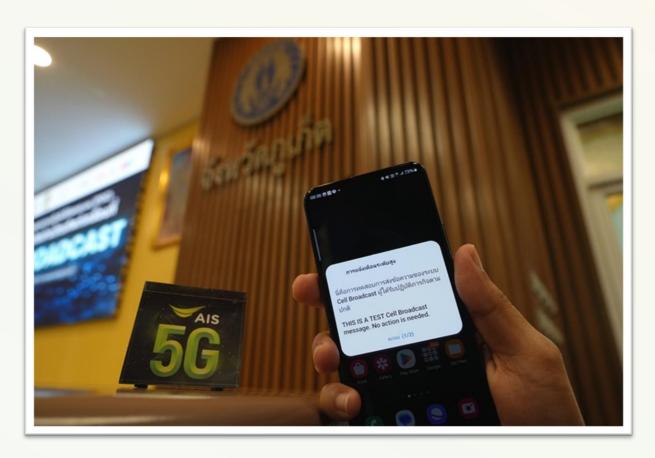
In 3Q24, AIS started green funding initiatives, including a Green Bond and Green Loan, aimed at supporting sustainability-related projects, such as the expansion of 5G network in upcountry areas.

For further detail regarding Sustainable Finance please visit: <u>investor.ais.co.th/sustainable_finance</u>

Sustainability Highlights: Cell Broadcast Service



In 4Q24, AIS implemented a Cell Broadcast Service for emergency alerts. This tool enhances emergency response efficiency, positively impacting economic confidence, tourism, and national safety.



In 4Q24, AIS collaborated with
National Broadcasting and
Telecommunications Commission
(NBTC) to implement a Cell Broadcast
Service for emergency alerts. The
system targets specific areas affected
by crises, connecting with the
government's command center.

For further detail regarding Cell Broadcast Service please visit: investor.ais.co.th/cell broadcast



Driving Long-term Sustainable Business Operation



2024 SUSTAINABILITY HIGHLIGHTS

DRIVE DIGITAL ECONOMY

PROMOTE DIGITAL INCLUSION

ACT ON CLIMATE

Digital Product & Services

3.8% of revenue generated from new digital service

Cybersec & Data Privacy



CSA STAR
Certification in
personal data
protection standard

Enhancing cybersecurity system with the

Zero-trust Model

Digital Skills

AIS Academy provides training digital knowledge assessments for **61% of Employees**

Social inclusion

Improving the socio-economic Condition **3.46 M People**

Expanded 5G coverage

More than 95% population

Digital wellness

AUNJAI CYBER enhancing digital skill for **403,700 People**



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

Emission

Reducing GHG emission by **42,108 tCO₂e**



Installed and used alternative energy at **13,414 Sites**

Waste

Transforming operation into

Hub of E-WasteWith collaboration235 organizations



Expanding drop point to 2,700

locations nationwide



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

Digital Products and Services

Drive digital services for both consumers & enterprises



Data Privacy & Cybersecurity

Maintain resiliency for data security and privacy

Technology & Process improvement

Capabilities & awareness building

Certifications and Standards

Human Capital Development

Nurture AIS human capital to support business growth

Employee and Career Development Talent Attraction and Retention

Employee Engagement Promoting Employee Well-being

2024 Progress

3.8% of revenue generated from new digital services

Assessed risks and monitored performance of third-party service providers with access to the Company's critical data and computer system

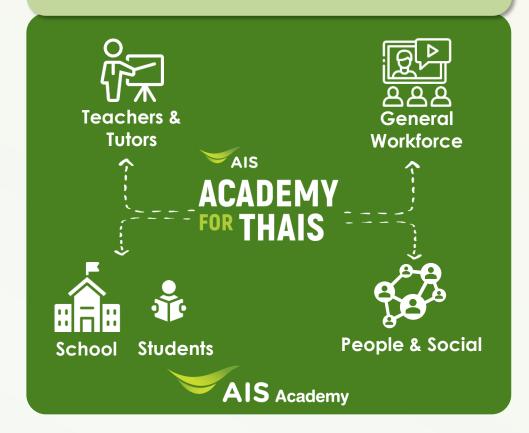
AIS Academy provides training to enhance the digital skills and capabilities of employees, covering of 61%

AIS

Promote Digital Inclusion: Build inclusive and responsible digital access

Social inclusion

Enriching Thai people's knowledge of total 3.46 million people in 2024



Digital wellness

Empower digital citizenship by providing digital solutions and tools in total 0.79 million people











Digital Health Check









AUNJAI CYBER Syllabus

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

Adopted AI in processing and analyzing network utilization

Renewable energy

tCO2e

+ 4,586 sites

Smart Solutions



Smart Transportation & Logistics

Waste Management

Promote proper waste disposal







Waste separation at office building

Expanding collaboration with public and private sector partners to strengthen its role as HUB of E-Waste

Raising awareness



Non-recyclable E-waste from network operation

E-waste collected from customers

163,396* pcs.

0%

Accumulated >760,000 pcs.

*Data as of 1 Jan - 31 Dec 2024

An Affirmation of Our Determination Towards Sustainable Business



Global Level



FTSE 4 Good Index Series 10th Consecutive Years



In 2024, AIS received a rating of AA in the MSCI ESG Rating Assessment



In 2024, AIS received an ESG Risk Rating from Sustainalytics. Copyright ©2024 Sustainalytics. All rights reserved.



Winner of WSIS Prizes 2024 in the category of Action Lines C7 E-Environment by ITU and UNDP



3 Global Awards from HR Asia 2024

- Best Companies to Work for in Asia 2024
- HR Asia DEI Award
- HR Asia Sustainable Workplace Award

National Level



ESG rating of AA or 89 out of 100 points from the Stock Exchange of Thailand



ESG100 for 10th consecutive years by Thaipat Institute



"Excellence", based on Corporate Governance Report of Thai Listed Companies by Thai Institute of Directors Association



AIS received Creative Social Impact in Creativity Equality Award from Creative Economy Agency (Public Organization)



AIS received the Gold-Level Recognition for the Zero Workplace Accident Campaign from the Institute for Occupational Safety, Health, and Work Environment Promotion (Public Organization)

Disclosure Standards



Global Reporting Initiative



Sustainability Accounting Standards Board



Carbon Disclosure Project



Task Force on Climate-Related Financial Disclosures

Appendix







Bt mn	4Q23	3Q24	4Q24	%YoY	%QoQ	FY23	FY24	%YoY
Mobile revenue	30,065	30,962	31,726	5.5%	2.5%	118,130	123,803	4.8%
FBB revenue	5,033	7,437	7,602	51%	2.2%	13,621	29,441	116%
Other revenues	1,957	2,399	2,571	31%	7.1%	6,819	9,120	34%
Core service revenue	37,055	40,799	41,898	13%	2.7%	138,569	162,363	17%
IC and NT partnership	3,371	3,177	3,351	-0.6%	5.5%	13,352	13,130	-1.7%
Service revenue	40,426	43,977	45,250	12%	2.9%	151,921	175,493	16%
SIM and device sales	10,892	8,232	11,486	5.5%	40%	36,952	38,076	3.0%
Total revenue	51,318	52,209	56,736	11%	8.7%	188,873	213,569	13%
Cost of service	23,036	24,849	24,800	7.7%	-0.2%	89,110	99,434	12%
SG&A	7,438	7,365	7,962	7.0%	8.1%	22,978	27,791	21%
EBITDA	24,233	28,058	28,958	20%	3.2%	94,404	113,243	20%
EBIT	10,205	12,221	13,176	29%	7.8%	40,508	50,384	24%
NPAT	7,003	8,788	9,259	32%	5.4%	29,086	35,075	21%
Sales margin	2.3%	5.6%	6.0%			1.8%	5.6%	
EBITDA margin	47.2%	53.7%	51.0%			50.0%	53.0%	
Operative profit margin	19.9%	23.4%	23.2%			21.4%	23.6%	
NPAT margin	13.6%	16.8%	16.3%			15.4%	16.4%	

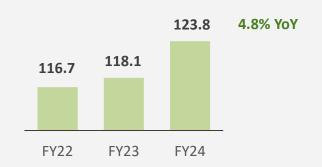
^{*}EBITDA definition is revised to include other income, finance income, and share of profit. Hence, the previous reported numbers have been restated with the new definition.



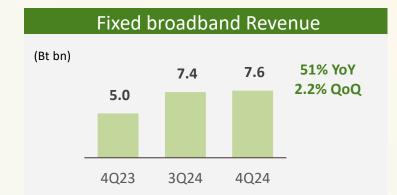




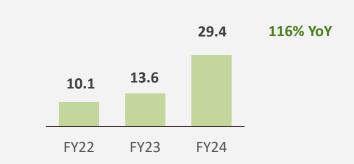
 Continued growth momentum, aligned with data demand and recovery in the tourist segment both inbound and outbound.



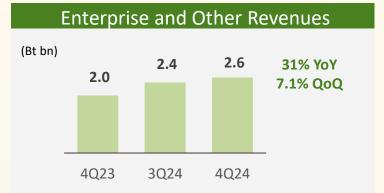
 Increasing by 4.8% YoY driven by ARPU improvements through cross-selling and upselling value-added services, boosted by higher domestic and international tourism.



- Consolidation of TTTBB's revenue.
- Continued expanding high-quality subscriber base and higher ARPU from new subscribers.



 Increasing 116% YoY from the consolidation of TTTBB revenue, organic growth through upselling higher-value services to existing subscribers and acquiring new subscribers with higher ARPU via bundled packages.



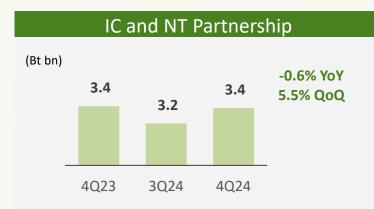
- Continual demand in EDS and cloud services from digital transformation trend.
- Consolidation of TTTBB's revenue.
- Higher other revenue related to the NT 700MHz agreement.



 Increasing 34% YoY led by core connectivity services, including enterprise data services (EDS) and cloud products, along with TTTBB revenue consolidation. Other revenue increased due to a roaming agreement with NT.







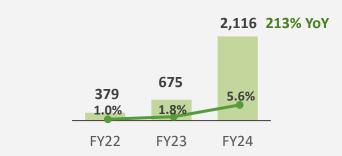
 Higher NT partnership revenue due to higher network traffic with NT.



 Decreasing -1.7% YoY due to lower interconnection rate and lower network traffic with NT.



 Continued growth momentum due to government stimulus and the new iPhone16 launch.



• Increasing 213% YoY with sales margin significantly increased from 1.8% in FY23 to 5.6% in FY24 due to handset subsidy optimization.



 Revenue growth in all core business with TTTBB consolidation and higher device sales.



 Increasing 13% YoY due to the consolidation of TTTBB's revenue, continued growth of mobile and FBB businesses, along with higher device sales revenue.

4Q24 & FY24 Cost and Expense Breakdown

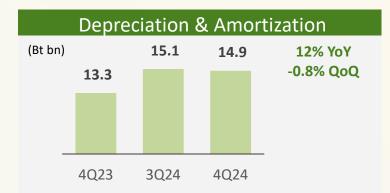




- Decreasing QoQ due to deduction fees from USO projects.
- The regulatory fee as a percentage of core service revenue was at 3.6%.



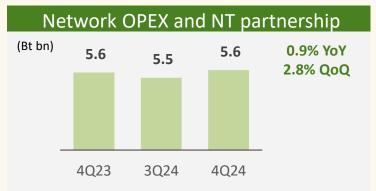
• Increasing 10% YoY, in line with an increase in core service revenue. The regulatory fee as a percentage of core service revenue was 3.9%.



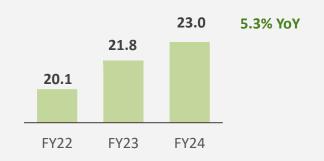
- Growth YoY due to consolidation of right-of-use assets from TTTBB's acquisition.
- Decreasing -0.8% QoQ from lower right-of-use asset.



 Increasing 16% YoY due to consolidation of right-of-use assets from TTTBB's acquisition, ongoing 5G network expansion, and acquisition of 700MHz from NT.



 Increasing 0.9% YoY due to higher utility cost offset by lower cost of NT partnership



• Increasing 5.3% YoY from TTTBB associated costs offset with cost efficiency measures.

4Q24 & FY24 Cost and Expense Breakdown





- Increased by 21% QoQ driven by seasonal marketing efforts.
- The marketing expense was at 3.1% of total revenue.



 In absolute term, decreasing -0.4% YoY from continuous cost optimization. The marketing expense was at 2.7% of total revenue, lower from FY23 at 3.1%.



- Increased by 5.0% QoQ due to 1bn provision for obsolete equipment, offset by lower staff costs.
- The provision for bad debts as a percentage of postpaid and broadband revenue was at 1.7%.



 Increasing 28% YoY due to increased performance-based staff cost, impact from TTTBB consolidation and provision for obsolete asset.



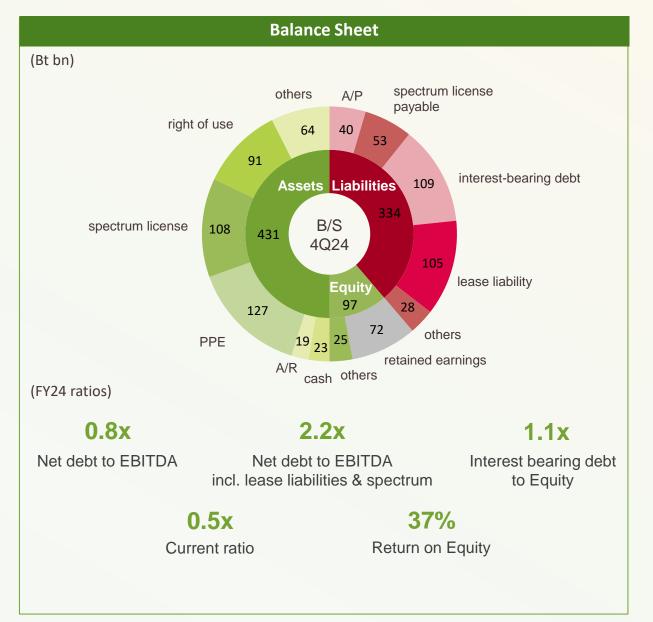
 Decreased by 4.0% QoQ following partial debt repayment and a reduction in the average cost of borrowing in line with the downward trend in interest rates.

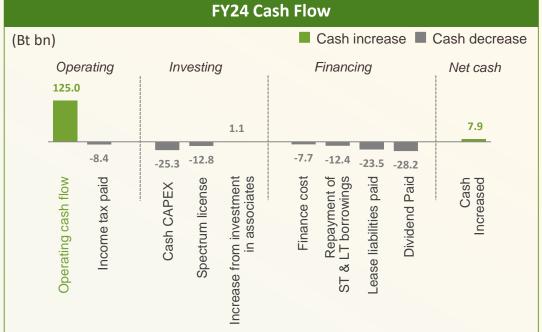


- Increasing 49% YoY, due to higher interest from TTTBB acquisition loan and deferred interest from 3BBIF right-of-use asset.
- The average cost of borrowing was at 3.2% in FY24.

Healthy balance sheet and cash flow to support investment







Operating cash flow remained healthy to support ongoing CAPEX, spectrum payment, and dividend payment.

Free cash flow after lease liabilities paid of Bt55.1bn with high ability to provide returns to shareholder.

Average finance costs for FY24 = 3.2% p.a.

- Manage currency and interest rate risks with hedging instruments where applicable.
- Maintain investment-grade credit ratings;
 - Fitch: national rating AAA (THA)
 - S&P: BBB+, outlook stable







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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.