

SUSTAINING THE NEW CURVE OF GROWTH

ANALYST MEETING

ADVANC:TB

7 August 2025



pmbkR75azJ

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Agenda

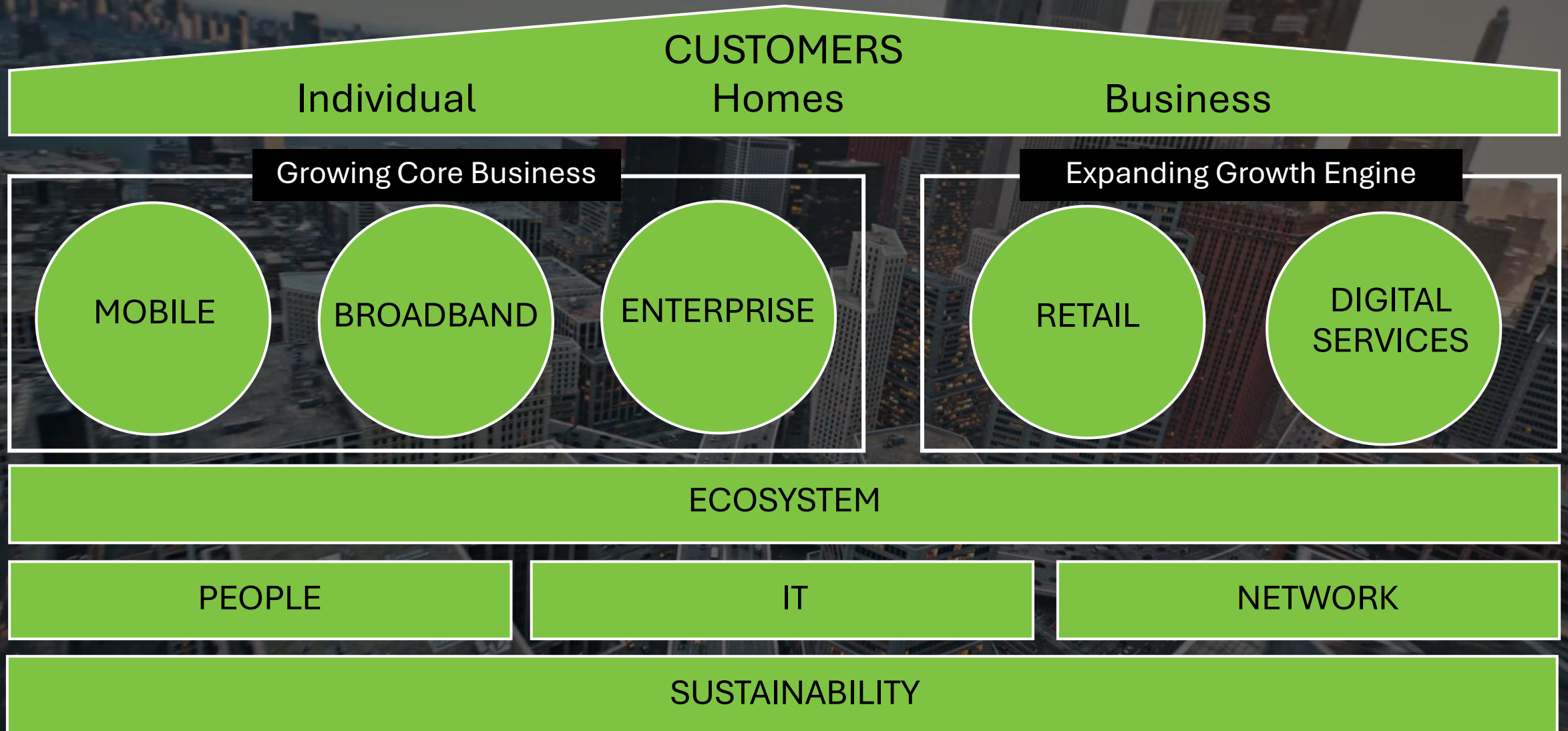
- Sustaining the new curve of growth : CEO
- Value Driven Mobile Business : D-CEO / COO
- More Than Broadband Connectivity : D-CEO / CFO
- Connectivity-led Enterprise Digitization : CEO
- Unlocking New Retail Possibilities : CEO
- Growing Sustainable For Thais : CEO

SUSTAINING THE NEW CURVE OF GROWTH

SOMCHAI LERTSUTIWONG
Chief Executive Officer



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



SUCCESSFUL EXECUTION IN 1H25 FOR GROWTH

KEY ACHIEVEMENTS

Secured
Spectrum

Cloud service
with Global
partnership

Enhanced
Retail
Experience

Expanded
Entertainment
Ecosystem

The Right to
establish
Virtual Bank

CONNECTIVITY

BEYOND CONNECTIVITY



**POLITICAL
UNCERTAINTY**



**TAX
TARIFF**



**TOURISM
SLOWDOWN**

**THAI
ECONOMY
REMAINS
CHALLENGING**

PERFORMANCE **BEAT** IN 1H25 – **OBSERVE** ON 2H25

FY25 GUIDANCE

2H25 – GUIDANCE **REVISED**

**CORE SERVICE
REVENUE**

Around 3-5%

1H25

+6.6%

YoY

+4-6%

QUALITY GROWTH AMID
CAUTIOUS OUTLOOK

EBITDA

Around 3-5%

1H25

+7.5%

YoY

+4-6%

PRUDENT SPENDING
TARGET TO DRIVE NEW
SERVICES

CAPEX

Approx

Bt 26-27 Bn

1H25

Bt **9.2** bn

26-27

Bt bn

(maintained)

FOCUS ON NETWORK
QUALITY & RELIABILITY

MOBILE

BROADBAND

ENTERPRISE

RETAIL

SUSTAINING THE CURVE OF GROWTH
WITH DISCIPLINE



VALUE DRIVEN **MOBILE** BUSINESS

PRATTHANA LEELAPANANG

Deputy Chief Executive Officer & Chief Operating Officer

VALUE DRIVEN **MOBILE** BUSINESS

STRATEGIC DIRECTION

SUSTAIN NETWORK
LEADERSHIP

UPSELL & 5G
MONETIZATION

DIGITAL FIRST
OPERATING MODEL

KEY ACHIEVEMENT

Secure Essential
Spectrum



5G subs growth to 14mn



Launched EPL & Thai
League to enhance
proposition



myAIS 3.0 improves
cross sell and upsell
opportunity



THE NEXT MOVES

Sustaining Trust in
Connectivity

Continue monetizing 5G
and Flagship content to
grow data usage

Driving Hyper-
Personalization Service
Offering to empower
customer experience

SUSTAIN NETWORK LEADERSHIP

THE NEXT MOVE

SUSTAINING TRUST IN CONNECTIVITY

- Focus on strengthening network quality and reliability
- Autonomous Network Operation focusing on customer complaints & network incident management
- Ongoing Green network with Solar & AI-powered saving (*Saving Bt71mn in 1H25, +15% YoY*)
- Safe Network: Voice/SMS Firewall & Threat Prevention (*>40,000 cases blocked YTD25*)



THE BEST NETWORK

Widest Coverage | Fastest Speeds
Most Awarded



Verified by **OOKLA**

AIS 5G+ 3CC First in Southeast Asia



HIGHER
SPEED **+16%**



HIGHER **+23%**
DATA USAGE



2600MHz

700MHz

2100MHz



UPSELL & 5G **MONETIZATION**

THE **NEXT MOVE**

**CONTINUE MONETIZING
5G AND FLAGSHIP
CONTENT TO GROW
DATA USAGE**

- Focus on uplifting existing customers with higher value packages
- 5G Monetization aims at 15mn subscribers with 5G devices
- ‘Ultimate Entertainment & Sports’ proposition through strong content pipelines
- Cross-sell leveraging broadband footprint

TOWARDS **ULTIMATE ENTERTAINMENT & SPORTS**

Individual OTT

Content Aggregator

2015 2016 2017 2018 2019 2020 2021 2022 2023 **2024** **2025**



NETFLIX

HBO GO

viu



Disney+
hotstar

MONOMAX

iQIYI 3++

prime

oneD
max





▶ AISPLAY

The Ultimate Entertainment & Sports



DIGITAL FIRST OPERATING MODEL

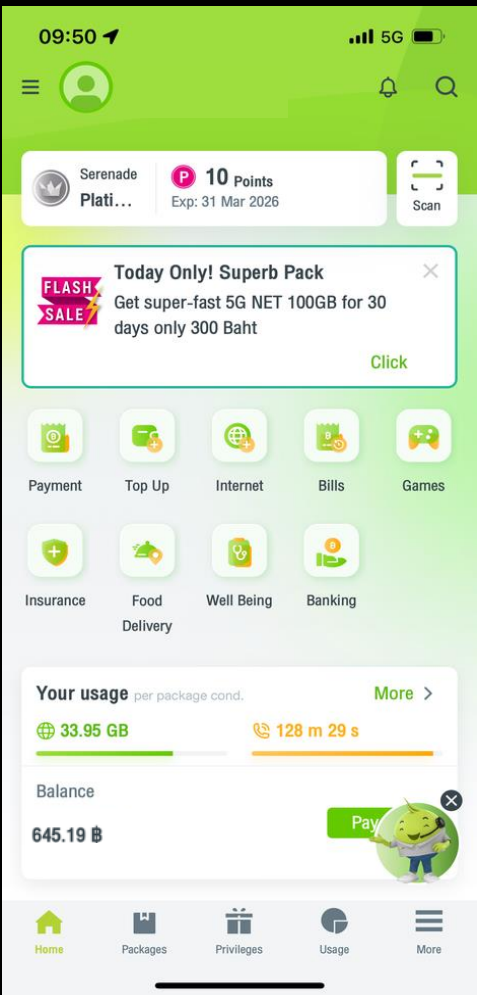
THE **NEXT MOVE**
**DRIVING HYPER-
PERSONALIZATION
SERVICE OFFERING TO
EMPOWER CUSTOMER
EXPERIENCE**

- Beyond personalization: Increase utilization in myAIS3.0 as personalized cross-selling platform
- Leverage AIS Point Ecosystem to enhance customer experience

myAIS TOWARDS PERSONALIZED CROSS-SELLING PLATFORM

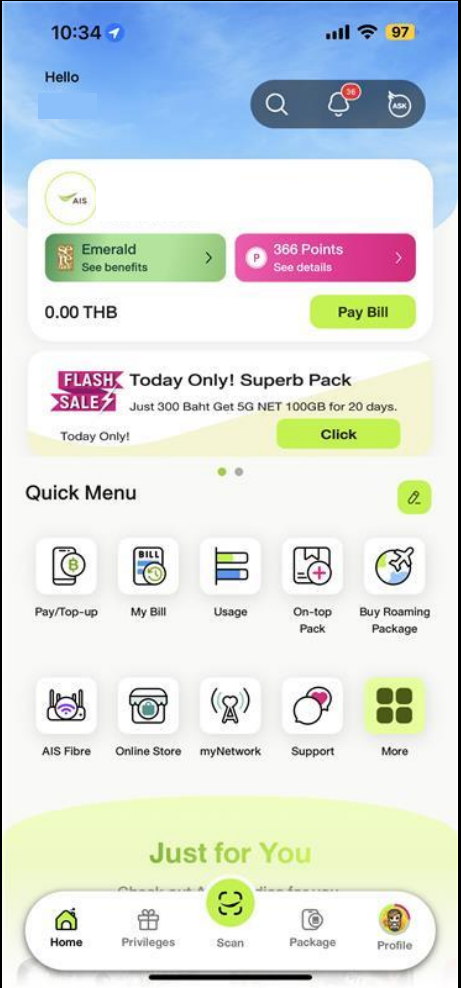
myAIS1.0

Basic Telco Services



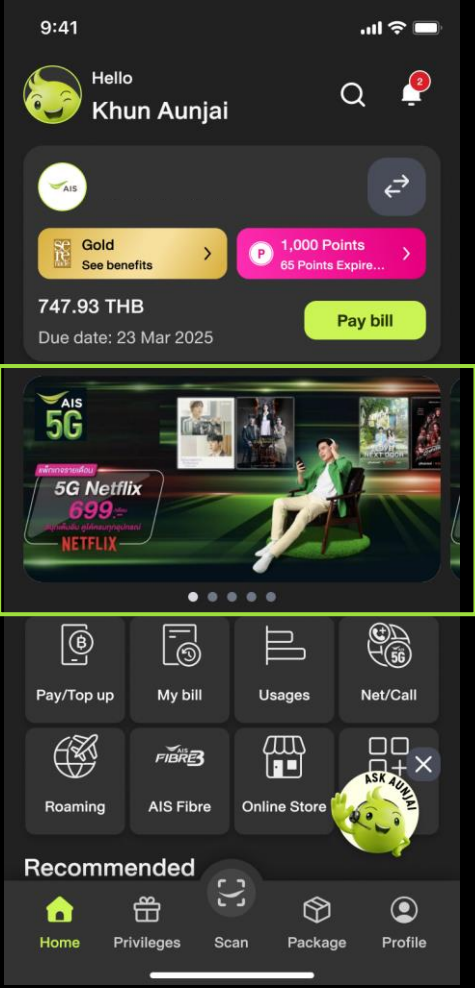
myAIS2.0

Smart Self-Service center



myAIS3.0

Unified Connectivity Hub



myAIS3.0 Improvement Results

Package Sales Growth

+25% YoY
Data as of May-Jun25 vs May-Jun24

Roaming sales Growth

+40% YoY
Data as of May-Jun25 vs May-Jun24

Cover Transaction

>70% of all AIS
transaction per year

GROWING AIS POINT TO ENHANCE CUSTOMER ENGAGEMENT



1H25 Redeemer **+8%** YoY

1H25 Point Burn **+10%** YoY





MORE THAN **BROADBAND** CONNECTIVITY

TEE SEEUMPORNROJ

Deputy Chief Executive Officer & Chief Finance Officer

MORE THAN **BROADBAND** CONNECTIVITY


STRATEGIC DIRECTION


FOCUS
HIGH VALUE SEGMENT


DIFFERENTIATION with
INNOVATIVE PRODUCTS

INTEGRATION FOR
ONE OPERATION

1H KEY ACHIEVEMENT

Average new sub ARPU
above THB 600 

Key products: 
HomeFiberlan, Super Fast,
Playbox & content

Maintain revenue growth
rate at high-single digits 

On-Track integration 

THE NEXT MOVE 2H

Quality over Quantity
acquisition amid cautious
outlook

New strategic products &
EPL bundling

One Operation &
Organization in FY26

MAINTAIN GROWTH IN **HIGH VALUE** SEGMENT

THE **NEXT MOVE**
QUALITY OVER
QUANTITY ACQUISITION
AMID CAUTIOUS
OUTLOOK

- New Quality Customers to enhance ARPU
- Focus selling >599THB package (Broadband & Entertainment)
- Churn Management control around 1%

With
Public
IPv4

SUPER FAST Internet
for Your Super Flow Lifestyle

Max Speed Start From
1 Gbps | **799** Baht/Month

**SUPER
FAST**

Unleash Your Life at **Full Speed**

SuperMESH WiFi
Start From
699 Baht/month
PACKAGE

Hi-Speed
Coverage in every area
Seamless WiFi connectivity



PRODUCT DIFFERENTIATION & INNOVATION

THE NEXT MOVE

NEW STRATEGIC PRODUCTS & EPL BUNDLING

- More Connectivity: Expand connectivity products to address additional high-value customer segments : e-AI Router , WIFI7
- More Opportunity with enhanced smart home solutions: IP & Ai Camera, Sound Bar & Cloud
- More Happiness with content & point privilege: Leverage EPL bundling and point campaign



OFFICIAL BROADCASTER



Watch live!
All Premier League Matches

on  

Only **199** THB/Month
From 299.-

Monomax's Official Distribution Channel

18 Jun 2025 - 9 Aug 2025



PRO EVENT SOLUTION

High-speed internet solutions
for professional-grade events



INTEGRATION TO ONE OPERATION

THE **NEXT MOVE**

**ONE OPERATION &
ORGANIZATION
by FY26**

Unified Customer Experience

- Service platform integration for onboarding, cross sell & upsell
- Enlarged points & privilege system

Enhanced Service Quality

- Insource & Outsource service harmonization
- Single process for appointment, installation, follow-up & quality control

Improved Network Reliability

- Opportunity to increase capacity and access new areas

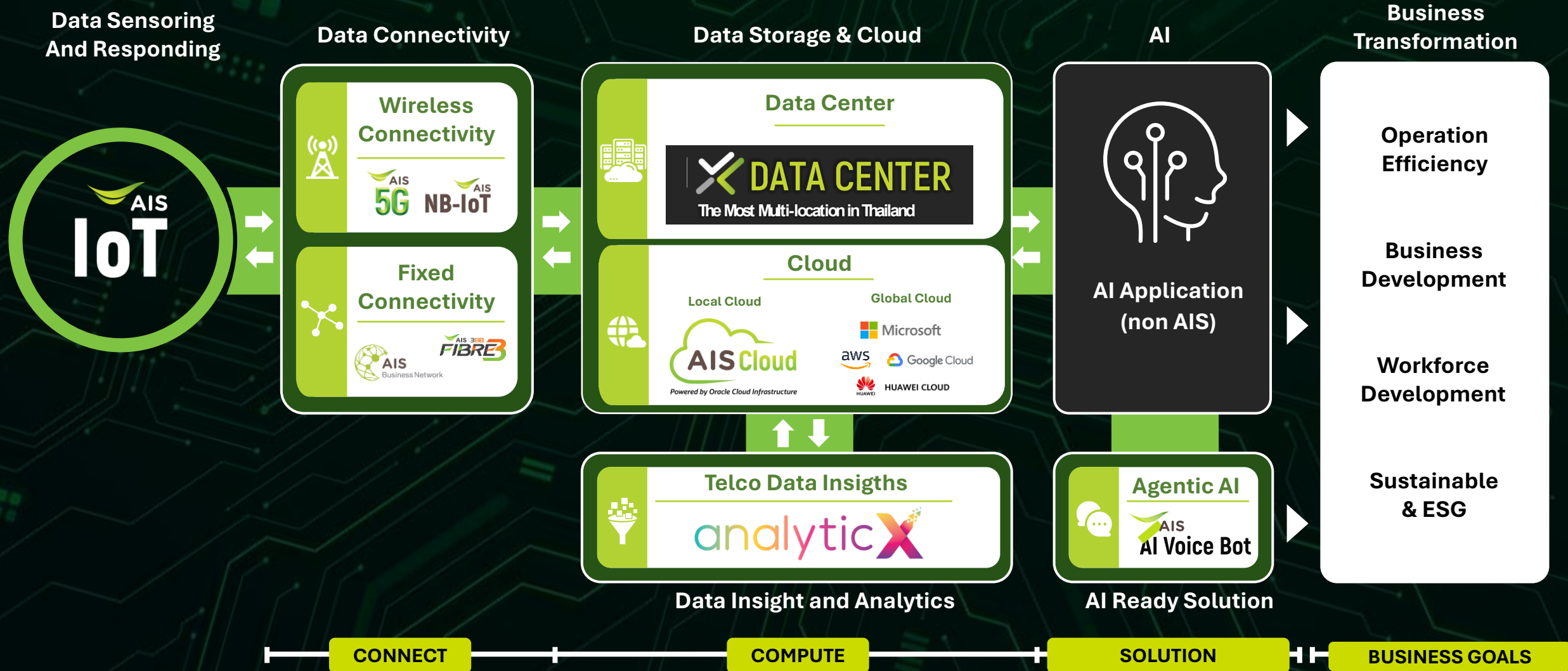


CONNECTIVITY-LED ENTERPRISE DIGITIZATION

PHUPA AKAVIPAT

Chief Enterprise Business Officer

Digital Infrastructure for Business and AI



CONNECTIVITY-LED **ENTERPRISE** DIGITIZATION

STRATEGIC DIRECTION

5G NETWORK
OPPORTUNITIES

CAPTURE EDS
OPPORTUNITY

CLOUD & DC
GROWTH ENGINE

KEY ACHIEVEMENT

Expanded 5G private
network to oil & gas
industry



EDS Revenue growing
high-single digits



AIS – Oracle Cloud &
GSA commence
Operations



THE NEXT MOVE

Continue 5G
monetization for new
customers

New services to support
demand connectivity from
enterprises & OTT

Strengthen AIS clouds
offerings & multi-DC
locations

5G NETWORK OPPORTUNITIES

THE **NEXT MOVE**

**CONTINUE 5G
MONETIZATION FOR
NEW CUSTOMERS**

- Enhanced 5G private network capability with bandwidth on demand
- Improve self service ability : higher efficiency to support customer requirement

CAPTURE EDS OPPORTUNITY

THE NEXT MOVE

**NEW SERVICES TO
SUPPORT DEMAND
CONNECTIVITY FROM
ENTERPRISES & OTT**

- Network-as-a-Service (NaaS): All-In-One network centralize management platform
- Data Center interconnection

CLOUD & DC GROWTH ENGINE

THE NEXT MOVE

STRENGTHEN AIS CLOUDS OFFERINGS & MULTI-DC LOCATIONS

- Focus on customer adoption of AIS Cloud powered by Oracle Cloud Infrastructure which gives better TCO (total cost of ownership)
- Expand to GSA 02

UNLOCKING NEW RETAIL POSSIBILITY

PRAPAT SIANGJAN

Chief Retail Management Officer



UNLOCKING **NEW RETAIL** POSSIBILITY

STRATEGIC DIRECTION

ACCELERATE
PROFITABLE GROWTH

X-SELL VALUE-ADDED
SERVICES

ENHANCED
RETAIL EXPERIENCE

KEY ACHIEVEMENT

Sales Growth 15% YoY
with Margin 4.4%



Inventory Turnover
improved from 35 to 31
days (Retail Business)



20% growth of
accessories sales in shops



New flagship store
renovation that improve
revenue per store by 7%



THE NEXT MOVE

Increase higher-margin
product mix

Growing non-telco
ecosystem sales

Design to generate
personalization
experience

ACCELERATE **PROFITABLE SALES** GROWTH

THE **NEXT MOVE**

INCREASE HIGHER- MARGIN PRODUCT

- Maintain sales margins > 5%
- Grow android market share while maintain iPhone leadership with the upcoming iPhone launch
- New house brand launch in July 2025
LINKUP
- Leveraging external financing tools & trade-in program

CURRENT



COMING SOON



X-SELL VALUE-ADDED SERVICES

THE **NEXT MOVE**

**GROWING
NON-TELCO ECOSYSTEM
SALES**

- Growing gadget & accessory ecosystems
- Improve attachment rate
- Expand non-telco product: Device Insurance & Financing

ENHANCED **RETAIL EXPERIENCE**

THE **NEXT MOVE**

DESIGN TO GENERATE PERSONALIZATION EXPERIENCE

- Deploy new design in more AIS shops and partner shops to generate further revenue boost and SSSG
- Amazing 10 Points to increase brand loyalty and call to action from customers
- Implementing AI-Powered for operational excellence i.e., AI-Sales Tool for next best offer



AIS Shop at Central World



AIS Serenade at Central World

GROWING SUSTAINABLE
FOR THAIS
SOMCHAI LERTSUTIWONG
Chief Executive Officer



4 STRATEGIC PILLARS FOR SUSTAINABLE THAI DIGITAL SOCIETY

SUSTAINABLE NATION



Cross Industries Collaboration

1



DIGITAL
INFRASTRUCTURE

2



DIGITAL
TALENTS

3



DIGITAL
SAFETY

4



DIGITAL
GREEN



4 STRATEGIC PILLARS FOR SUSTAINABLE THAI DIGITAL SOCIETY

DIGITAL INFRASTRUCTURE

5G Coverage
>95% Thai population

Fixed broadband footprint
>20mn households

Free Wifi for Education
4,255 schools

DIGITAL TALENTS

1,206 employees
Joined digital skills
training in FY24

>500 employees
Digital talent in
program

>9,000 employees
Passed digital
learning

DIGITAL SAFETY

792K peoples
Participated in
Aunjai Cyber Course

> 40,000 cases YTD
was blocked by
Aunjai End of
Scammer Initiatives

DIGITAL GREEN

On Track
Decarbonization
roadmap

Zero
E-Waste to Landfill

DECARBONIZATION ROADMAP (FY25-30)

Target to reduce


25%

of GHG emissions intensity by 2030
compared to the 2024 baseline

DECARBONIZATION INITIATIVES

Energy Efficiency
Vehicle Transition to EV or Hybrid
Renewable Energy



An aerial, high-angle view of a dense urban landscape, likely New York City. The image shows a mix of skyscrapers and lower-rise buildings. A large body of water, possibly the Hudson River, is visible on the left side. A complex highway interchange with multiple overpasses and ramps is prominent in the lower right. The sky is overcast and grey. The text "Q&A" is centered in the middle of the image.

Q&A



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