



# 2Q25 INVESTOR PRESENTATION

## UBS Non-Deal Roadshow 14-15 Aug 2025

Advanced Info Service Plc.

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MSCI  
ESG RATINGS



CCC B BB BBB A AA AAA

Rated



McGraw Hill SUSTAINALYTICS



FTSE4Good



WSIS+20 FORUM  
HIGH-LEVEL EVENT 2024





# 2Q25 Maintaining growth by quality and connectivity demand

## Growing values with economy



**Thai economy** challenged by softer consumer sentiments with lower tourists and global economic uncertainties

## Strong businesses growth from connectivity demand



Mobile Revenue growth

**Mobile** remained resilient growth with value-driven strategy and 5G momentum

**5.14 million**



FBB Subscribers

**FBB** delivered robust growth through quality subscriber expansion and premium services

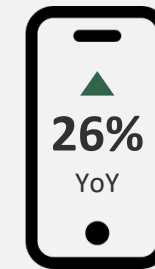


**Sustainable profit delivering** aligned with quality revenue growth and prudent cost spending



Enterprise Revenue growth

**Enterprise** growth fueled by connectivity and digital solution demand.



**Sales growing YoY** driven by retail-focused strategy and special demand amid concerns of U.S. tax tariff

# 1H25 beat leading to guidance revision with cautious outlook

## Core Service Revenue (Bt bn)

+6.6% YoY

79.7

84.9

1H24

1H25

## Sale Revenue (Bt bn)

+15% YoY

18.4

21.1

1H24

1H25

## EBITDA (Bt bn)

+7.5% YoY

56.1

60.3

1H24

1H25

## Net Profit (Bt bn)

+27% YoY

17.0

21.6

1H24

1H25

Revised guidance to  
+4-6% YoY

Revised guidance to  
+4-6% YoY

EBITDA Margin

53.7%

ROIC

14%

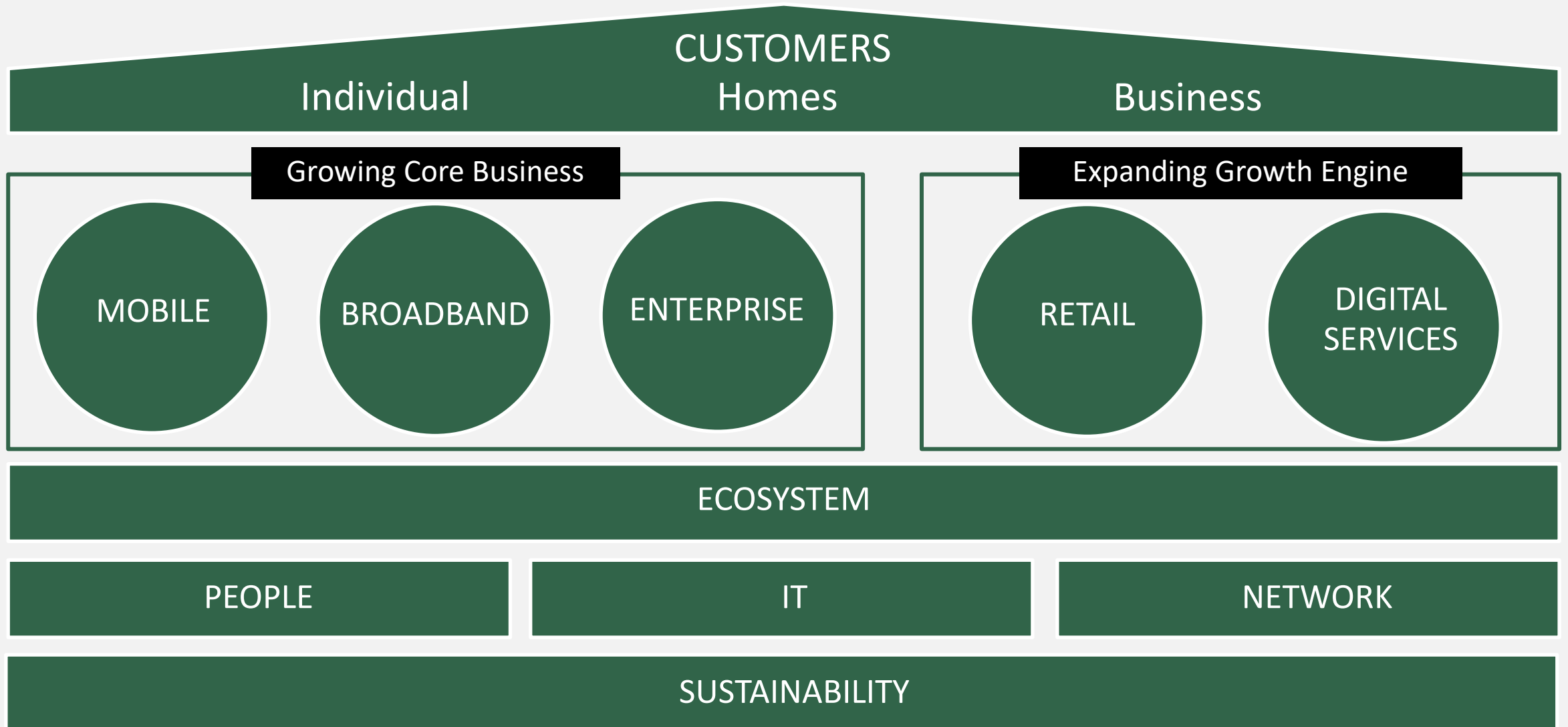
Net Debt  
to EBITDA

1.9x

Average  
Cost of Borrowing

3.0%

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





# VALUE DRIVEN **MOBILE** BUSINESS

## STRATEGIC DIRECTION

**SUSTAIN NETWORK  
LEADERSHIP**

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**UPSELL & 5G  
MONETIZATION**

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**DIGITAL FIRST  
OPERATING MODEL**

## KEY ACHIEVEMENT

Secure Essential  
Spectrum

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5G subs growth to 14mn

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Launched EPL & Thai  
League to enhance  
proposition

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myAIS 3.0 improves  
cross sell and upsell  
opportunity



## THE NEXT MOVES

Sustaining Trust in  
Connectivity

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Continue monetizing 5G  
and Flagship content to  
grow data usage

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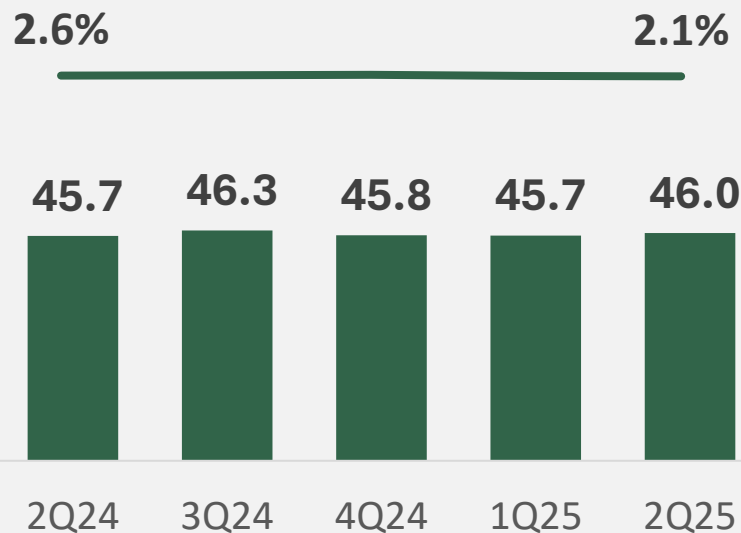
Driving Hyper-  
Personalization Service  
Offering to empower  
customer experience



# MOBILE: VALUE DRIVEN GROWTH

**Maintain quality subscriber base  
from quality focus**

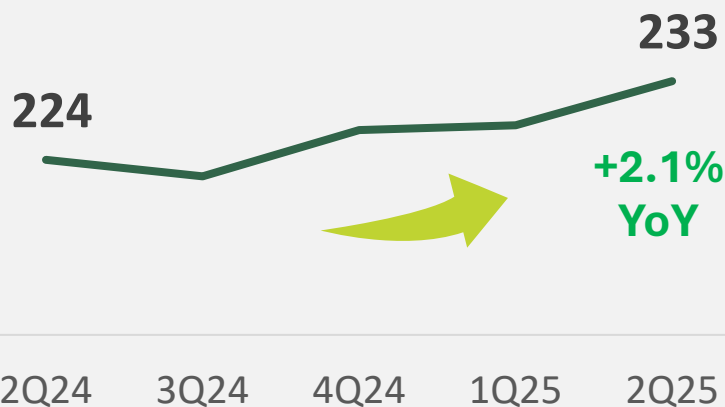
**Mobile Subs** (mn subs) and **% Churn rate**



- Net add remained positive from lower churn, despite lower gross add.
- Churn rate continued improving to 2.1% (from 2.6% in 2Q24).

**ARPU continued growing  
from value focus and cross sell**

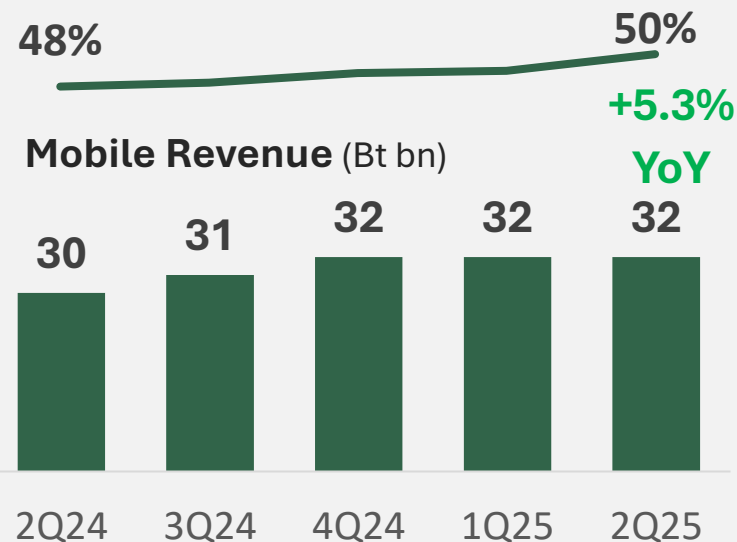
**Mobile Blended ARPU** (Bt/subs/month)



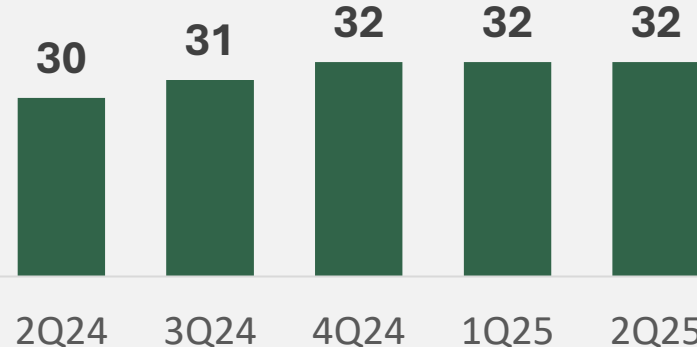
- ARPU improved across new and existing subs driven by:
  - 5G Upselling (14mn of subs)
  - Higher value pack upselling
  - Cross-sell value-added services

**Sustaining revenue growth  
and market share gain**

**% Mobile Revenue Market share**



**Mobile Revenue** (Bt bn)



- Revenue market share gain momentum from value driven and quality focus.



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

## PREPAID: Cross selling with OTT and Entertainment services



Net on top package

Mao Mao TikTok

Full Speed 5G

**5GB**

59 Bt / 7 Days

☎ \* 777 \* 886 ☎

AIS 5G



AIS 5G

Thai, Chinese, international movies & series on your demand

With on top **Entertain MAX** package

Activate a new SIM or move to AIS

MO NO MAX + PLAY FAMILY + 10 GB\* data allowance for access to content\*

**119 Baht\*\***

\*The data allowance is limited for the content from this package only.  
\*\*Direct debit payment for the bill occurs on a 30-day basis for a term of 12 months.

## POSTPAID: Flagship content bundling and cross-selling



Premier League OFFICIAL BROADCASTER

Get ready to watch live Premier League **every match, anytime, anywhere.**

Postpaid Package

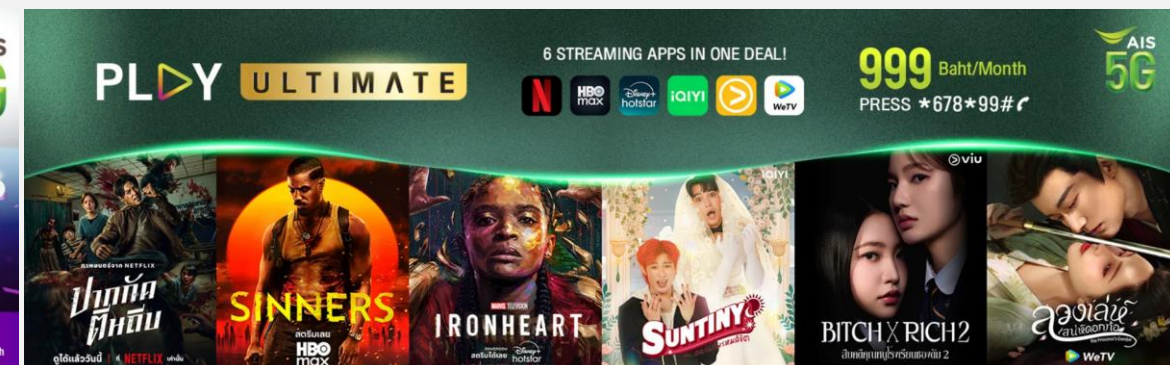
**5G MAX PLAY PREMIER**

New register, port-in customers include call and internet 5G

Special price start with **699.- /month**

AIS 5G

18 June 2025 – 9 August 2025  
Monomax's Official Distribution Channel



**PLAY ULTIMATE**

6 STREAMING APPS IN ONE DEAL!

**999 Baht/Month**  
PRESS \*678\*99#

AIS 5G

MONOMAX, SINNERS, IRONHEART, SULTAN, BITCH X RICH 2, อองต๊อง





# MOBILE: ENHANCED PERSONALIZED OFFERINGS AND BRAND PROPOSITION

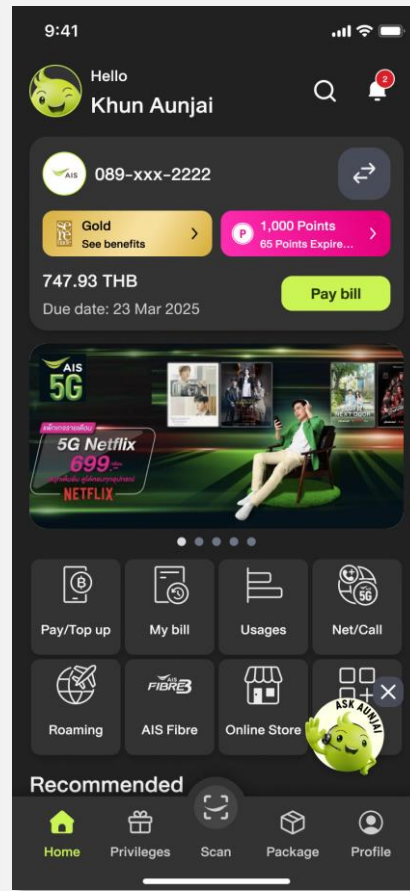
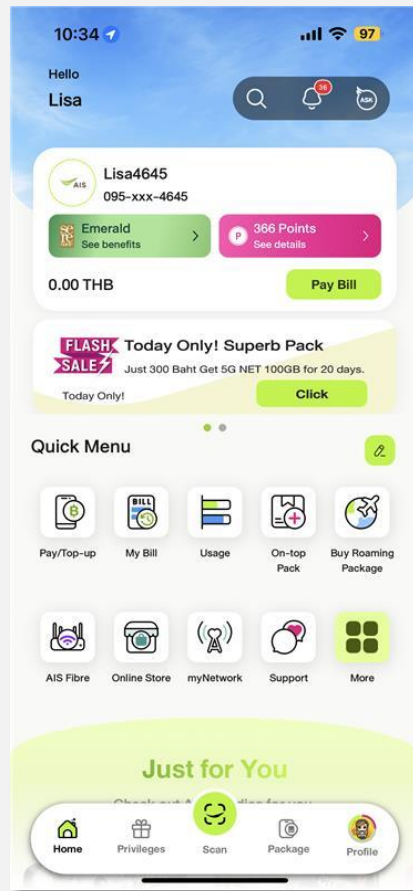
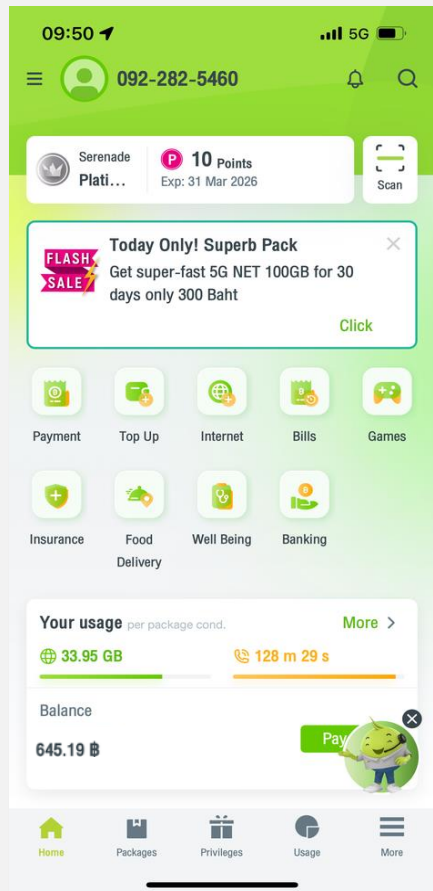
Personalized selling platform

Enhanced brand value proposition

myAIS 1.0

myAIS 2.0

myAIS 3.0





# MORE THAN BROADBAND CONNECTIVITY

## STRATEGIC DIRECTION

FOCUS  
HIGH VALUE SEGMENT

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DIFFERENTIATION with  
INNOVATIVE PRODUCTS

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INTEGRATION FOR  
ONE OPERATION

## 1H KEY ACHIEVEMENT

Average new sub ARPU  
above 600 Bt



Key products:  
HomeFiberlan, Super Fast,  
Playbox & content




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Maintain revenue growth  
rate at high-single digits




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On-Track integration



## THE NEXT MOVE 2H

Quality over Quantity  
acquisition amid cautious  
outlook

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New strategic products &  
EPL bundling

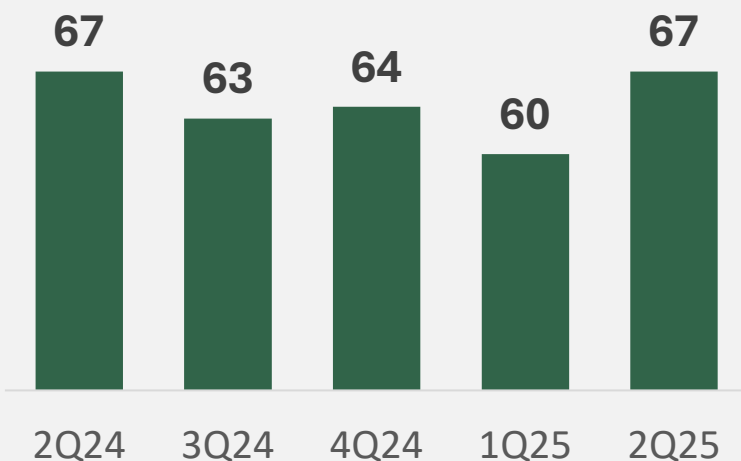
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One Operation &  
Organization in FY26

# BROADBAND: CONTINUOUS GROWTH WITH QUALITY-LED FOCUS

**Maintain subscriber base expansion with quality focus**

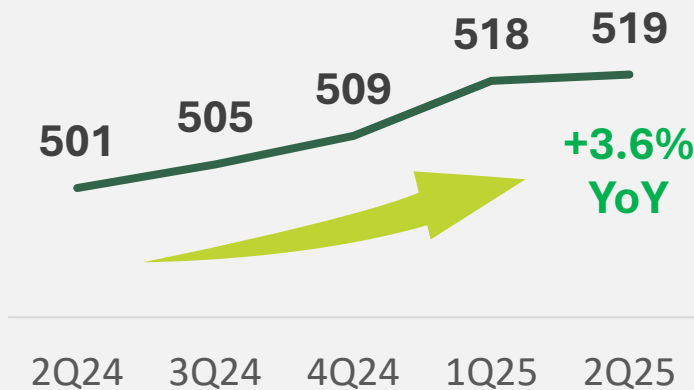
**FBB Net addition** ('000 subs)



- Net add remained >60k with focus on quality subs acquisition.
- Efficient churn management <1.0%.

**ARPU growth with high value offerings and cross-sell**

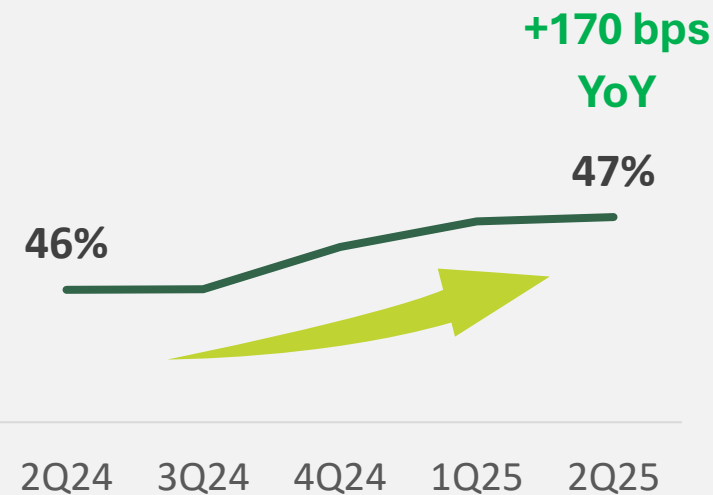
**FBB ARPU** (Bt/subs/month)



- ARPU growth from higher value packages and cross-sell value-added content.
- Average new subs with ARPU >600Bt.

**Growth momentum and quality service led market share gain**

**% FBB Revenue market share**



- AIS continuously gaining revenue market share with subscriber expansion with revenue growth at high-single digits.

# HIGH VALUE CONNECTIVITY PRODUCTS FROM INNOVATED SERVICES

Connectivity: Upselling higher value plans corresponded with higher demand



**HOME FibreLAN**  
1Gbps Every Room  
AIS 3BB

Start from **899** Baht/month



**SUPER FAST** Internet  
for Your Super Flow Lifestyle  
Max Speed Start From  
**1Gbps 799** Baht/Month  
Unleash Your Life at Full Speed  
With Public IPv4  
\*24 Month Contract



**SuperMESH WiFi PACKAGE**  
Start from **699** Baht/month  
Speed start at 1 Gbps / 500 Mbps



**NEW ENTERTAINMENT PACKAGE**  
Powerful home internet  
Extensive **Content**  
Internet package with ultimate entertainment  
Start from **699** Baht/month  
**500 Mbps/500 Mbps**



## Beyond Connectivity: Cross-selling to enhance digital experience

Watch Every Premier League Match Live on the **BIG SCREEN**

with **▶ AISPLAY** **MONOMAX**

Catch all the Premier League action along with exclusive entertainment content.

**Premier League** 380 Match **Emirates FA CUP** 63 Match

**THE FA CUP** **THAT LEAGUE** **MONOMAX** **PLAY**

Watch every Premier League and FA Cup match live across 11 channels with Thai commentary — only on AIS PLAY and MONOMAX. Enjoy unlimited entertainment with MONOMAX!

10 Aug 25 - 15 Sep 25

**Premier League** **MONOMAX** OFFICIAL BROADCASTER

Monomax's Official Distribution Channel

**Premier League** **MONOMAX** OFFICIAL BROADCASTER

Bring the stadium vibes straight to your venue

with the Premier League package for pubs, bars, and restaurants.

Exclusively **2,800** Baht /Month

High speed internet 1 Gbps  
Free! AIS PLAYBOX

Customers are entitled to a 10-month subscription to the PLAY! Premier package.

Featuring a wide variety of sports channels and world-class entertainment — all in one complete package.

Monomax's Official Distribution Channel

**AIS PLAYBOX Add-on Package**

**129** Baht/Month/Point\*

Full of Ultimate Entertainment at

**PLAY FAMILY** + **viu PREMIUM**

**BIRDS OF PREY** **ROCK** **ROCK ACTION** **PLUS** **3BB** **GN**

**CART** **NITO** **MONOMAX** **NEWS** **food** **SPORTS**

**AiCAM** Smarter Than Ever

Make a Difference with **Ai Tech**.

**AiCAM** Starting **990** Baht\*

**Package** **99** Baht\* /month (VAT excluded)

\*Terms & conditions apply

**AIS**

**Ai Smart Home Security** **Ai Smart Customer Support** **Ai Smart Entertainment** **Ai Smart Education**

# CONNECTIVITY-LED ENTERPRISE DIGITIZATION

## STRATEGIC DIRECTION

5G NETWORK  
OPPORTUNITIES

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CAPTURE EDS  
OPPORTUNITY

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CLOUD & DC  
GROWTH ENGINE

## KEY ACHIEVEMENT

Expanded 5G private  
network to oil & gas  
industry

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EDS Revenue growing  
high-single digits

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AIS – Oracle Cloud &  
GSA commence Operations



## THE NEXT MOVE

Continue 5G monetization  
for new customers

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New services to support  
demand connectivity from  
enterprises & OTT

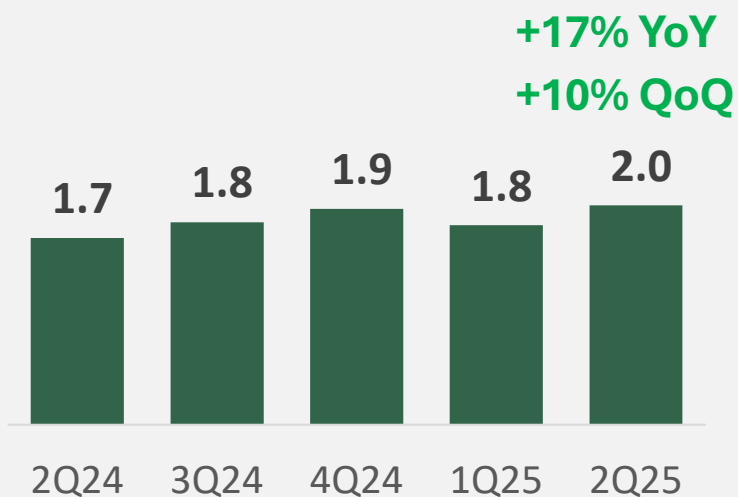
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Strengthen AIS clouds  
offerings & multi-DC  
locations

# ENTERPRISE: CONNECTIVITY-LED ENTERPRISE GROWTH

**Enterprise revenue on track with double-digits growth**

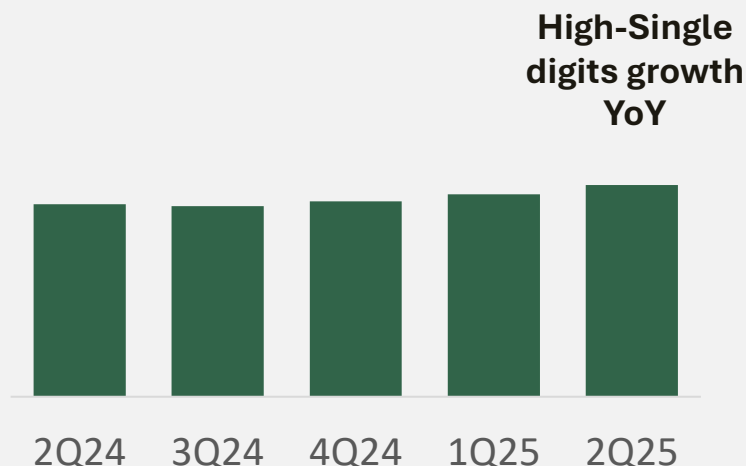
**Enterprise revenue (Bt bn)**



- Enterprise revenue growth remained intact with strong pipeline driven by customers maintain the need for digitization.

**EDS continued growing from strong demand for connectivity**

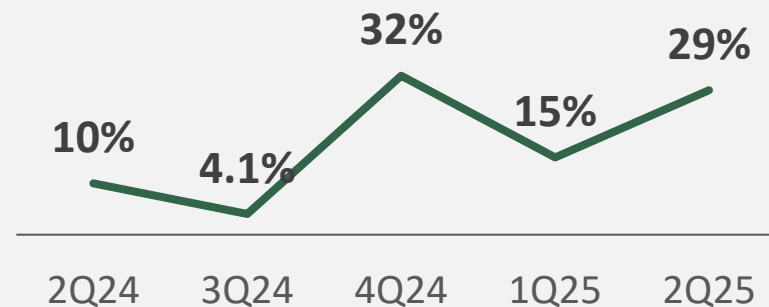
**EDS Revenue (Bt bn)**



- EDS growth at high single digit driven by resilient connectivity demand.

**Cloud as a growth engine**

**% YoY CCIID Revenue growth**



- CCIID revenue on a growth trajectory, driven by the cloud business, a key enabler of digital transformation.



# AIS CLOUD (powered by Oracle Cloud Infrastructure) THE FIRST THAI HYPERSCALE CLOUD

## THAI CLOUD



**Sovereign & Secured**

**Designed for Thailand.  
Governed by Thai Law.**

Data hosted within Thailand, operated under Thai jurisdiction, and aligned with national regulations – with flexible terms, Thai-language contracts, THB-based billing, and 100% local support.

OTHER LOCAL PROVIDERS

The FIRST and ONLY  
**THAI HYPERSCALE CLOUD**



*Powered by Oracle Cloud Infrastructure*

## HYPERSCALE CLOUD



**Scalable & Comprehensive**

**Grow Faster. Stay Resilient.  
Serve More. All in One Cloud.**

Delivering the performance, elasticity, and compute power for AI, analytics, and mission-critical workloads. Ready for hybrid, multi-cloud, and resilient with DC/DR support. Access full-stack services from IaaS to AI.

OTHER GLOBAL PROVIDERS

## KEY ENTERPRISE PRODUCTS AND SERVICES

### 5G Ecosystem



Private Network



### Intelligent Network & Cloud



**AIS Cloud**

**DATA CENTER**

The Most Multi-Location in Thailand

**ORACLE**

### AI and Data Analytics

analyticX

**AIS Digital Marketing Services**

### Digital Platform & APIs

**AIS CPaaS**

**AIS OPEN API**

**GSMA CAMARA**

### Industry Transformation

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

Manufacturing  
Transportation & Logistics  
Property & Retail  
Public Sector  
SME

# UNLOCKING NEW RETAIL POSSIBILITY

## STRATEGIC DIRECTION

ACCELERATE  
PROFITABLE GROWTH

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X-SELL VALUE-ADDED  
SERVICES

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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

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Growing non-telco  
ecosystem sales

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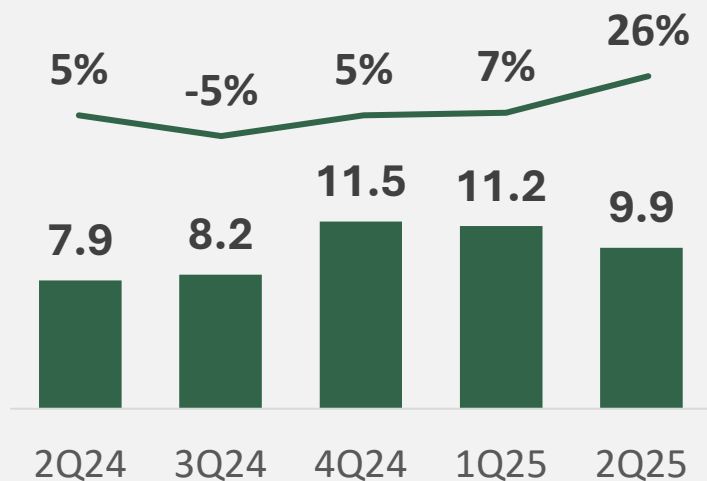
Design to generate  
personalization experience



# AIS RETAIL BUSINESS: GROWING SALES WITH ENHANCE PROFITABILITY

**Sales driven by retail-focus strategy and concern over tariff**

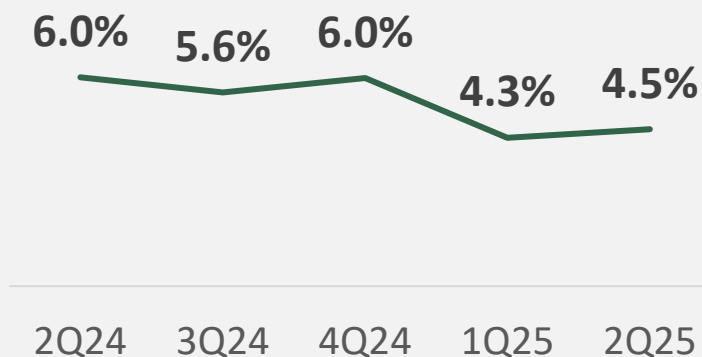
**Sales (Bt bn) & %YoY growth**



- Accelerated sales revenue with retail-focused.
- Special boost in handset demand from U.S. tariff concerns.

**% Sales margin**

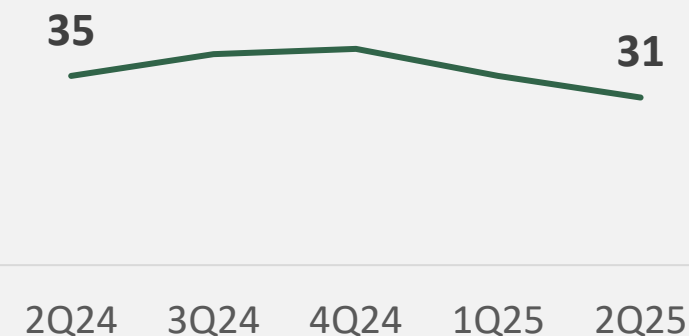
**% Sales margin**



- Maintained % sales margin target at >5% in FY25.
- Boosting with accessories sales and cross-sell i.e., device protection.

**Increased sales efficiency and stock management**

**Inventory day (days)**



- Inventory days improved from 35 days to 31 days in 2Q25 with stock management and store efficiency improvement.

# AIS RETAIL BUSINESS: GROWING SALES WITH PROFITABILITY FOCUS

## Growing accessories sales

 **LINKUP**



Adaptor



Charging Cable



Powerbank

## Leveraging handset ecosystem

### DEVICE PROTECTION X-SELL

AIS  
Care+ *with*



Start with  
**179Bt** / month

AIS  
Care+ *with*



Samsung  
Care Services

Start with  
**59Bt** / month

### LEVERAGING FINANCING TOOLS

**SAMSUNG  
Finance+**

SGFINANCE+

Umay+

# EXPANDED DIGITAL SERVICES

## Entertainment The Ultimate Entertainment & Sports



- Integrating video and content services to provide comprehensive digital services.

## Digital Finance



### Timeline

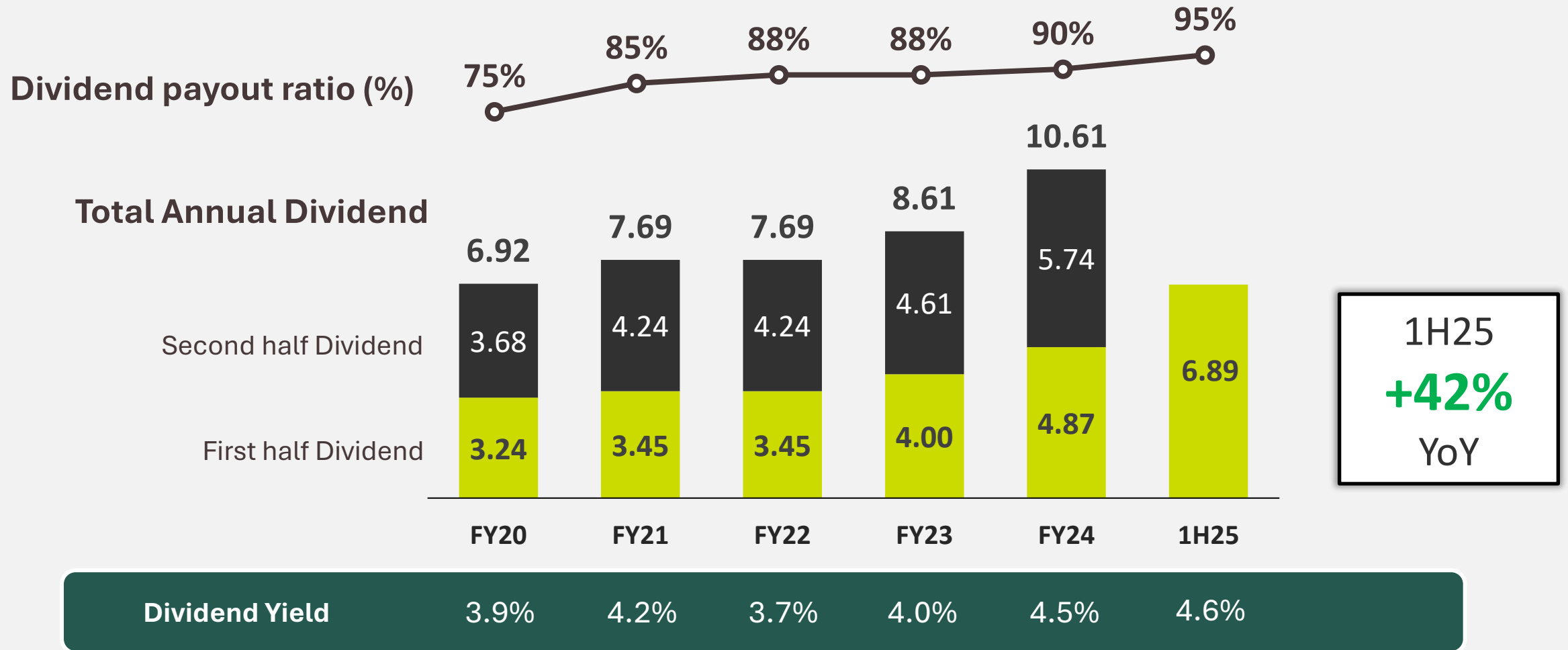
**19 Jun 25**  
Obtained the approval  
for the establishment

▼  
**1H26**  
Start commercialize

- Expanding to digital services beyond connectivity.
- Opportunity for new revenue stream.



# Sustained and growing shareholder return



# CAPITAL ALLOCATION FOR SUSTAINABLE RETURN



## Core Business Investment

- CAPEX < 15% of Revenue
  - Business Growth 85%
  - Modernization & Integration 15%
- Spectrum to maintain leadership



## Digital Investments

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



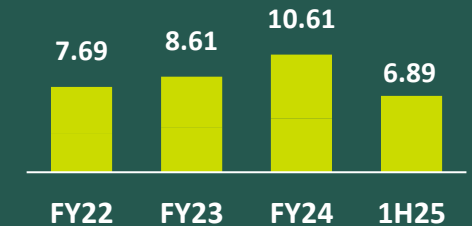
## Strong Capital Structure

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



## Shareholders' Return

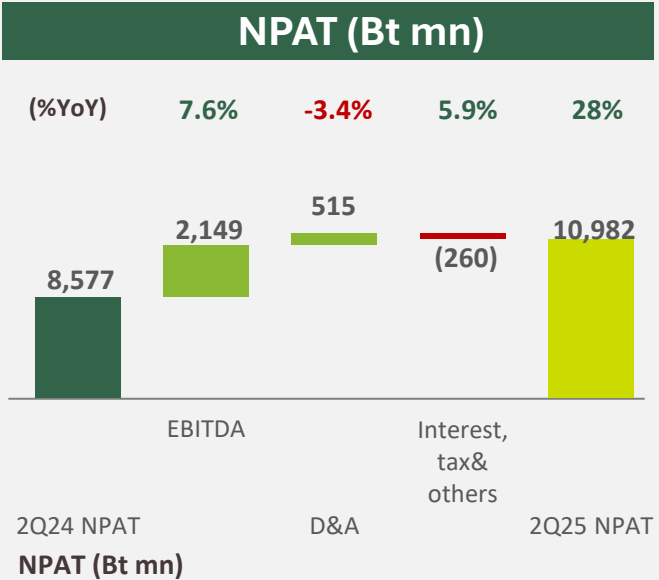
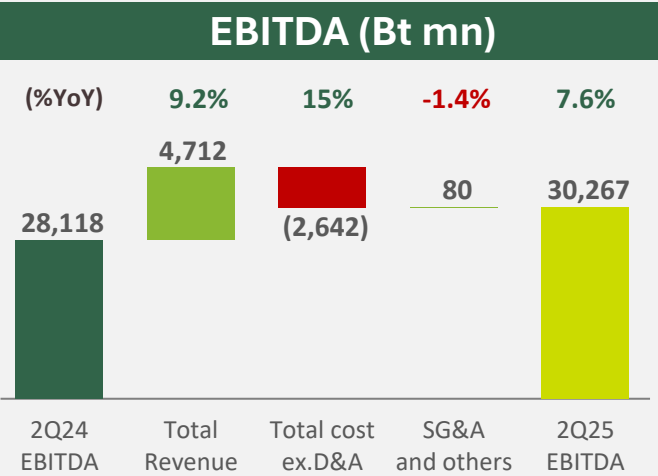
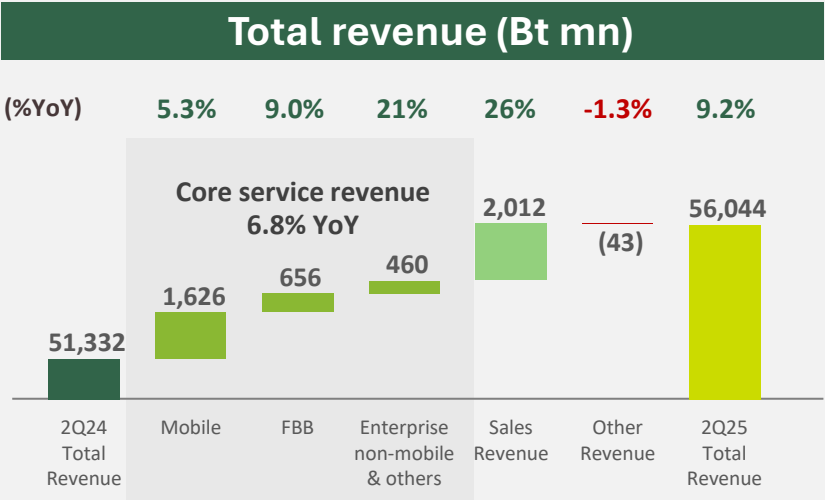
- Growth in DPS from EPS Growth
- Sustainable Dividend Payout for 25 years



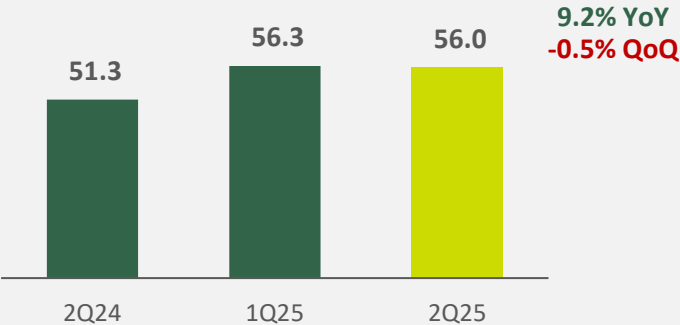
# QUARTERLY PERFORMANCE



# 2Q25: Performance sustained with continued focus on profitability

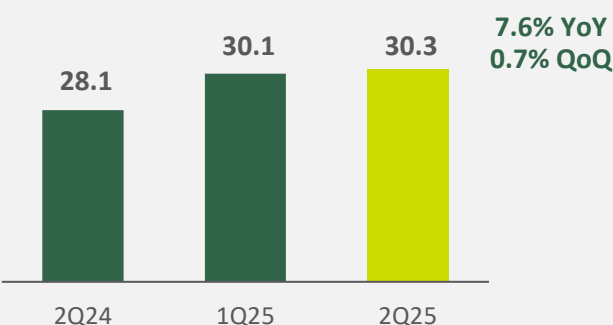


Total revenue (Bt bn)



**Total Revenue** increased YoY, with solid momentum in all businesses, while **decreasing** QoQ from lower device sales from seasonality.

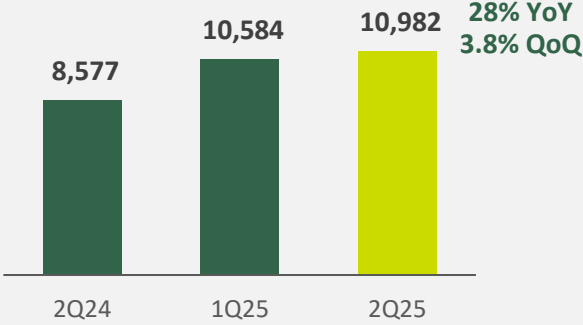
EBITDA (Bt bn)



**EBITDA** improved YoY and QoQ driven by core service revenue growth coupled with efficient cost spending.

**EBITDA Margin** at **54.0%** higher YoY due to profitable revenue and quality focus.

NPAT (Bt mn)

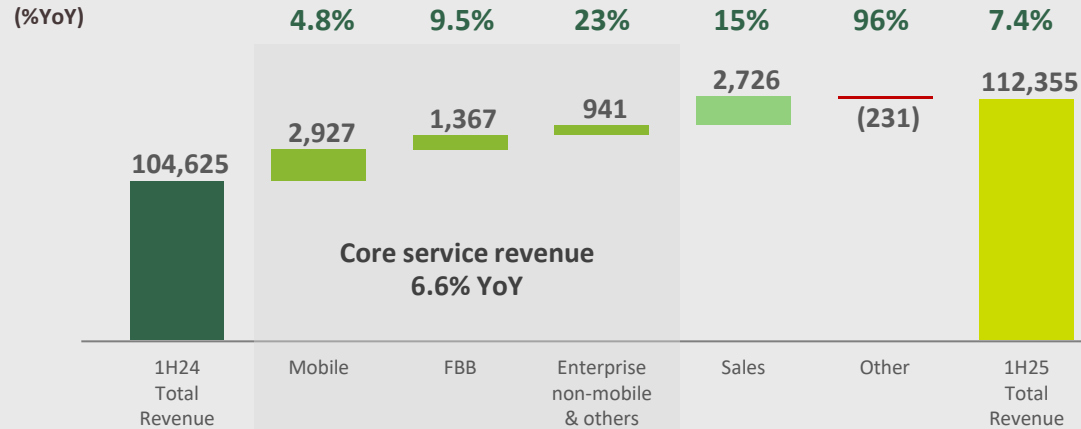


**NPAT** improved YoY and QoQ with solid operating performance, lower depreciation & amortization base, and lower finance cost.

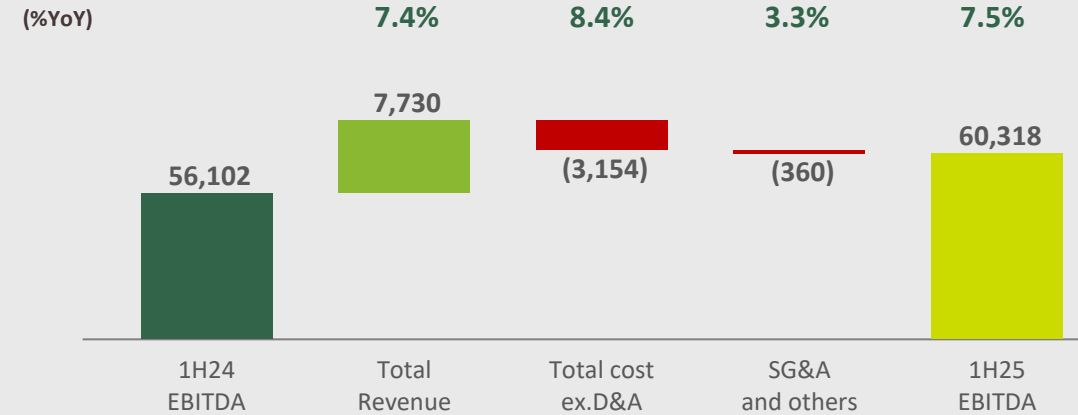


# 1H25: Growth driven from quality focus and prudent cost spending

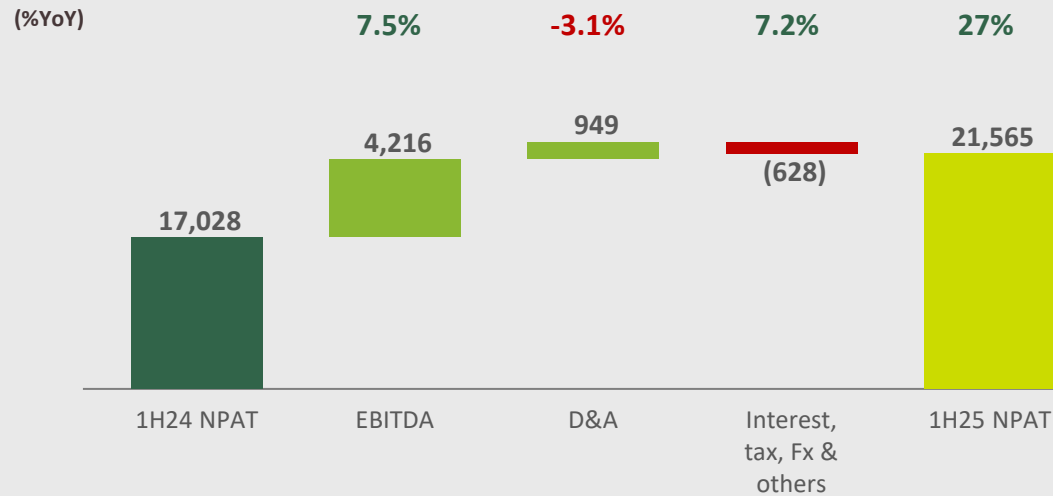
## Total revenue (Bt mn)



## EBITDA (Bt mn)



## NPAT (Bt mn)



- **Core Service Revenue** increased **6.6% YoY** supported by continued momentum in all businesses.
- **EBITDA** improved **7.5% YoY**, as a result of all core business growth and a focus on profitable operations.
- **NPAT** showed **27% growth YoY** driven by strong operating performance, lower depreciation base, and lower financial cost.

# AIS: Empowering lives and businesses towards exceptional experiences

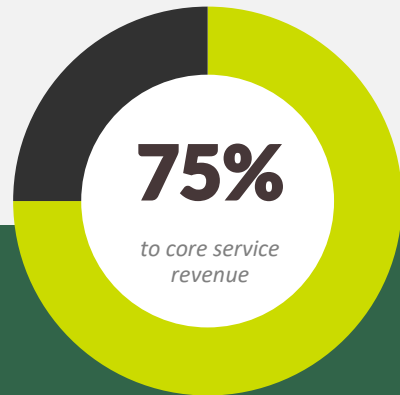
## Core service revenue

## Sales revenue

77% of Total revenue

18% of Total revenue

### Mobile



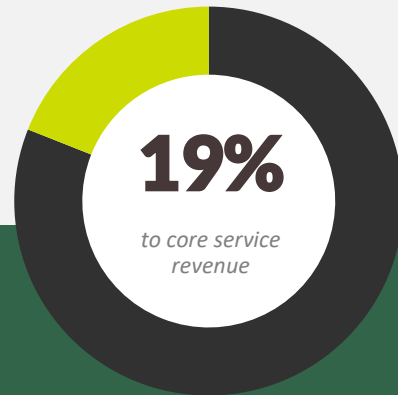
to core service revenue

Value-driven with Network leadership

**Bt32.4bn**

As of 2Q25  
Growth 5.3% YoY

### Fixed Broadband



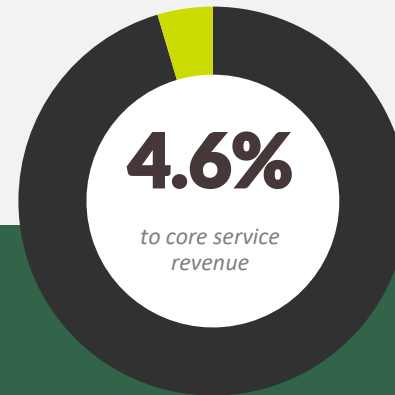
to core service revenue

High-quality subs acquisition

**Bt7.9bn**

As of 2Q25  
Growth 9.0% YoY

### Enterprise non-mobile



to core service revenue

Connectivity services and digital solution

**Bt2.0bn**

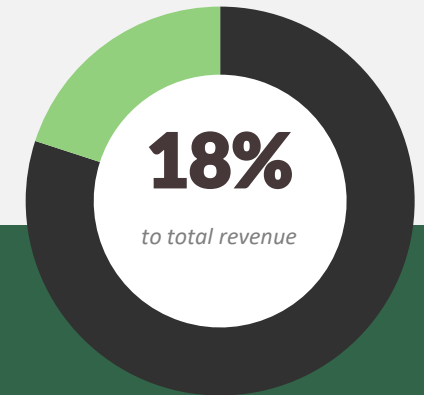
As of 2Q25  
Growth 17% YoY

### Digital Services



Building digital adjacencies to engage customers

### Retail



to total revenue

Enhanced retail experience

**Bt9.9bn**

As of 2Q25  
Growth 26% YoY

# FY25 Guidance: Revised guidance with cautious outlook

Note: There is no impact to guidance from the recent spectrum auction

Item	Guidance	1H25	Rationale
Core service revenue	Around 4 - 6% (Revised from 3-5%)	Growth 6.6%	<ul style="list-style-type: none"> <li>Focused on quality-driven expansion to enhance customer experience.</li> <li>AIS maintains cautious outlook due to economic uncertainties. <ul style="list-style-type: none"> <li><b>Mobile:</b> leveraging network quality and reliability, 5G monetization, and enhanced value-added services and content offerings driven by EPL.</li> <li><b>Broadband:</b> expand subscriber base boosted by flagship content offering and drive ARPU growth through services beyond connectivity.</li> <li><b>Enterprise:</b> prioritize connectivity products and cloud services, leveraging strong customer relationships to introduce add-on solutions.</li> </ul> </li> </ul>
EBITDA	Around 4 - 6% (Revised from 3-5%)	Growth 7.5%	<ul style="list-style-type: none"> <li>Grow in-line with quality revenue expansion with ongoing cost of integration.</li> <li>AIS will ensure prudent spending to drive new services and capture synergies from recent acquisitions by leveraging economies of scale and strengthening cost management to enhance profitability.</li> </ul>
CAPEX (exclude spectrum)	Approx. Bt26 - 27bn (Maintained)	Bt 9.2 bn	<ul style="list-style-type: none"> <li>The investment strategy will ensure network quality and reliability.</li> <li>FY25 places additional emphasis on modernization, integration, and underground cabling.</li> </ul>

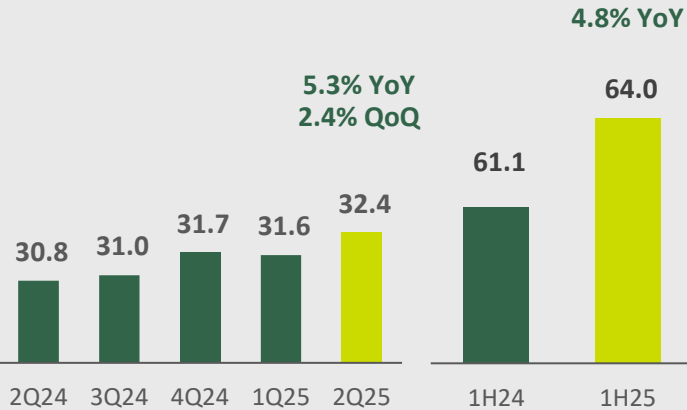
# BUSINESS PERFORMANCE





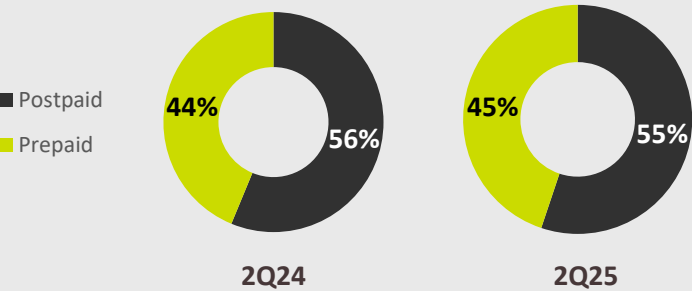
# Mobile: Focused network quality and value-driven strategy

## Mobile revenue (Bt bn)



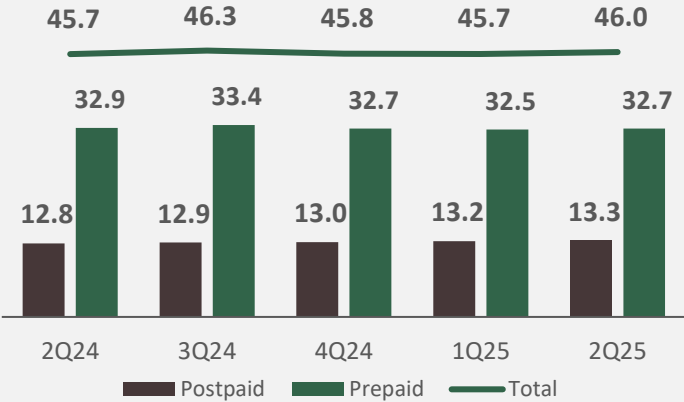
- Growth driven by ARPU improvement and quality subs growth from value-focused strategy

### % Mobile Revenue Contribution

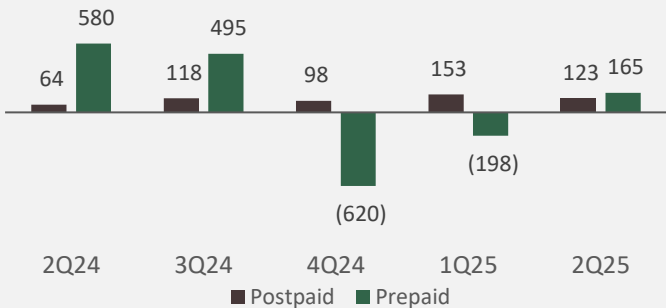


- Prepaid contribution increment aligned with prepaid ARPU improvements.

## Total subscriber (mn)

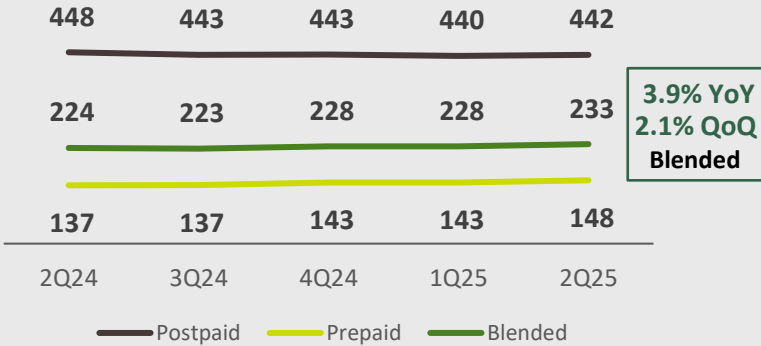


### Net additional subscriber ('000)



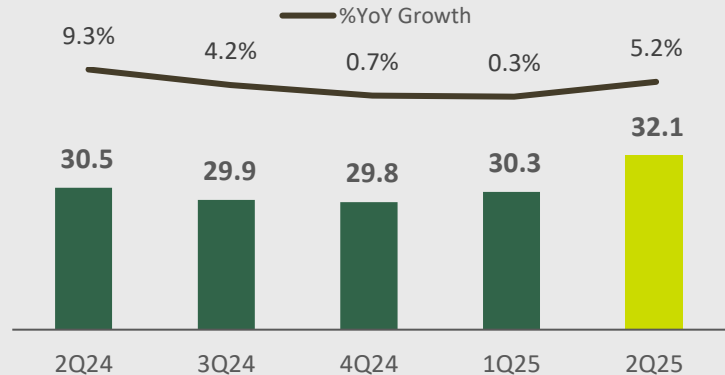
- Growth was supported by effective churn management under a quality-focused strategy.

## Mobile ARPU (Bt/sub/month)



- ARPU rose from upsell higher-value packages and cross-selling value-added services.

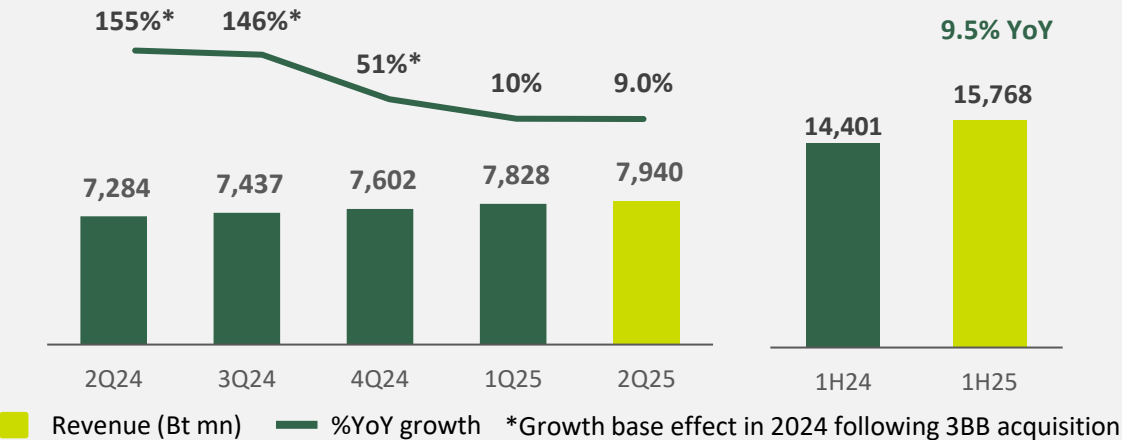
### Data Consumption



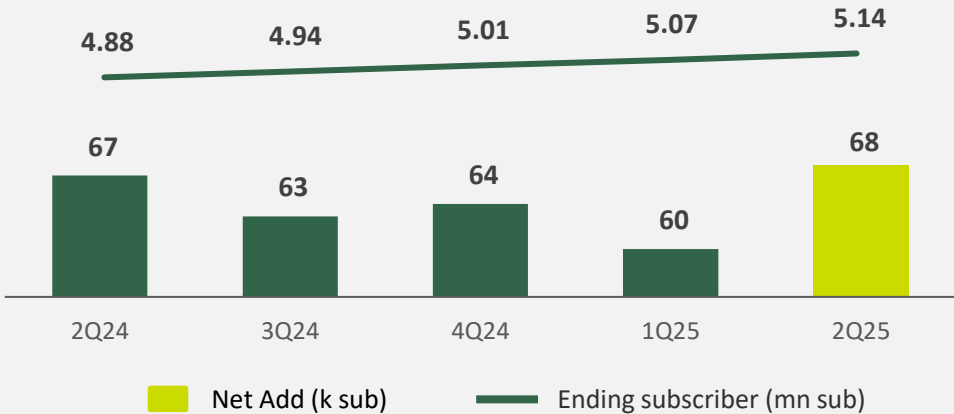
\*Note: VOU excludes data from MMS sending from 3Q24 onwards

# Home Broadband: Driven by quality subscriber expansion and premium services

## Revenue boosted by ARPU uplift and subs growth

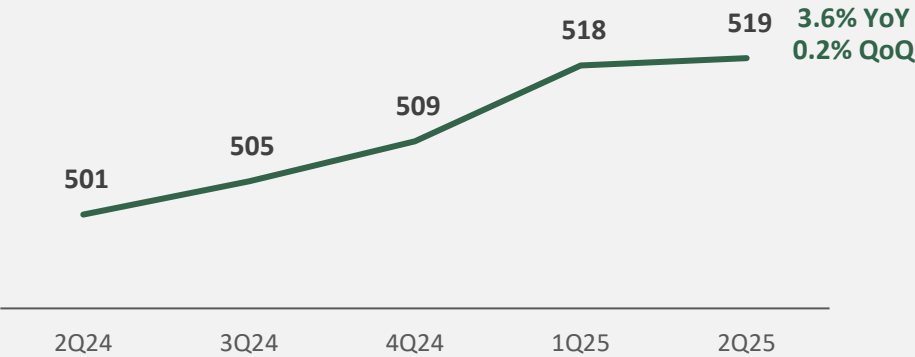


## Subscribers acquisition with quality focus



## ARPU uplift from upsell value pack and cross sell

FBB ARPU (Baht per month)



## Enhancing customer value with premium packages

**AIS 3BB FIBRE3**  
**SUPER FAST** Internet  
for Your Super Flow Lifestyle  
Max Speed | Start From  
**1Gbps** | **799** Baht/Month  
Unleash Your Life at Full Speed  
\*24 Month Contract

**799 Baht for 1Gbps/ 1Gbps + 2 Router with WiFi6**  
**899 Baht for 1Gbps/ 1Gbps + 2 Router with WiFi6 + PLAY LITE**

# Delivering exceptional experience with superior network quality

## Driving 5G adoption to boost ARPU



**13.9 mn**

5G Subscribers  
In 2Q25



**10-15%**

5G ARPU uplift

Improved value through 5G adoption

## 5G network coverage

**Over 95%**

Nationwide  
Population  
coverage

**>99%**

**BKK**

**>96%**

**EEC**



## Broadband coverage

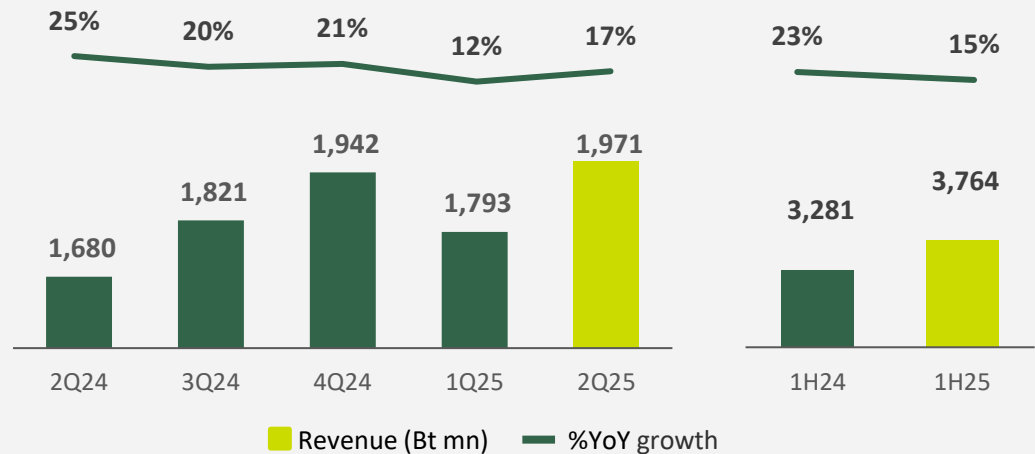
**20 mn**



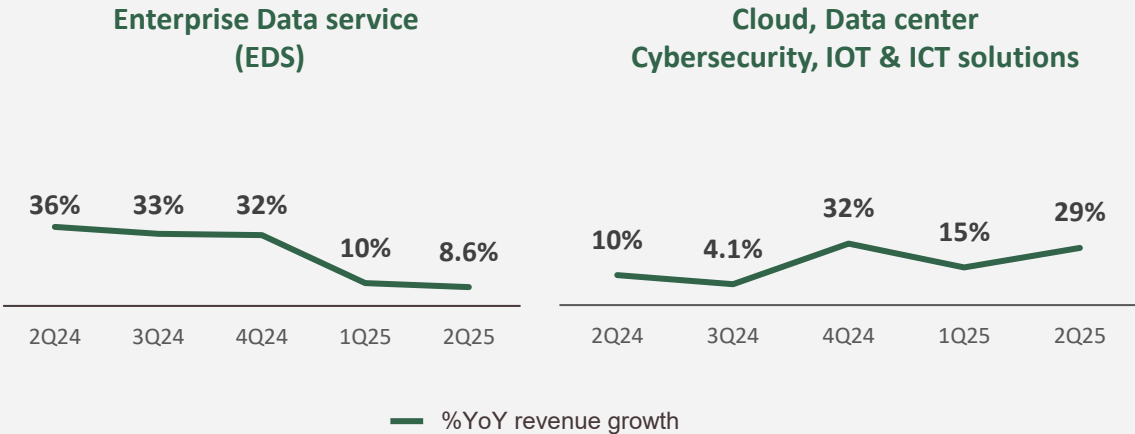
Household  
coverage

# Enterprise non-mobile: Driven by demand for connectivity services

## Revenue growth driven by EDS & Cloud



## Strong digital infrastructure demand from local & regional clients



### 5G Ecosystem



### Intelligent Network & Cloud



### AI and Data Analytics



### Digital Platform & APIs



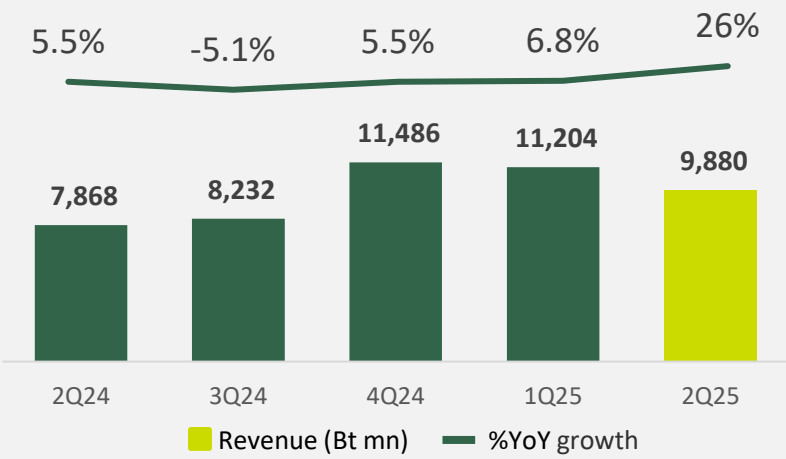
### Industry Transformation



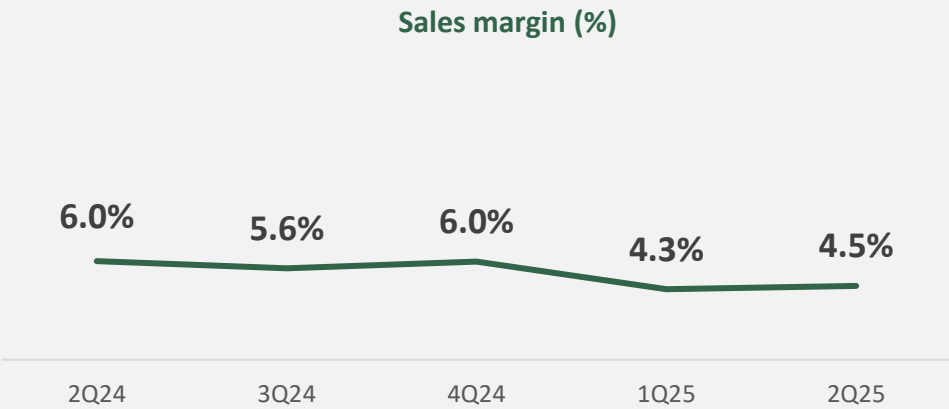


# Retail Sales: Growing with strategic focus boosted by tariff concerns

Sales growth with enhanced focus in retail sales



Resilience margin amid tariff concerns



Enhanced retail experience at shop



New flagship store renovation



# FINANCIAL INFORMATION



# Recent 2100MHz acquisition - impact to Income statement

Summary of accounting impact from 2100 MHz National Telecom contract expiry and recent auction

Income statement (Bt bn)	<u>2Q25</u> 2100 MHz spectrum arrangement with NT *	<u>4Q25</u> Estimate impact for spectrum auction **
<b>Core service revenue</b>	-	-
IC and NT partnership	2.1	-
<b>Total revenue</b>	<b>2.1</b>	<b>-</b>
Depreciation & Amortization	0.9	0.24
Network OPEX and NT partnership	2.1	-
<b>Cost of service</b>	<b>3.0</b>	<b>0.24</b>
Finance cost	0.01	0.05
<b>Profit before tax</b>	<b>(0.9)</b>	<b>(0.29)</b>
<b>Net Profit</b>	<b>(0.7)</b>	<b>(0.23)</b>
<b>EBITDA</b>	<b>No impact</b>	<b>No impact</b>

\*The 2100 MHz contract with NT will expire on 3 August 2025.

\*\*Illustrating full quarter impact while impact will start from 4 August 2025 following 2100 MHz license issuance

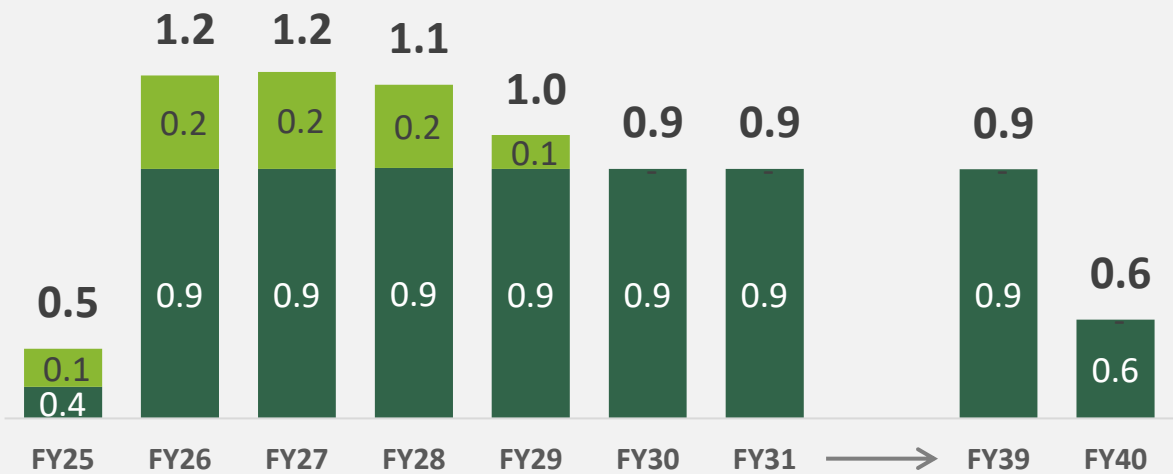
# Financial impact from the recent 2100MHz Auction

## Spectrum Amortization & Deferred Interest

### Impact to Profit & Loss statement

\*Assuming interest rate around 3%

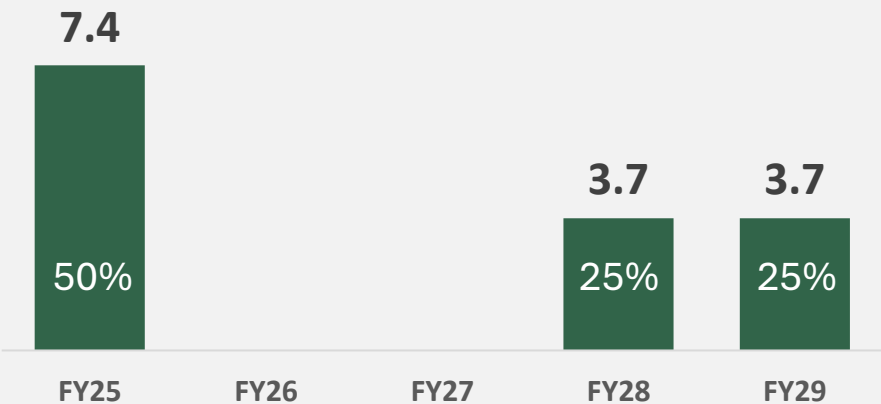
(Bt bn)



Deferred spectrum license Interest    Amortization spectrum

### Impact to Cash flow statement

(Bt bn)



% of spectrum final price exclude VAT

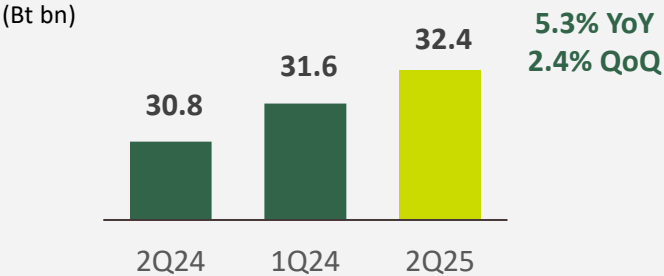


# Financial Highlights

Bt mn	2Q24	1Q25	2Q25	%YoY	%QoQ	1H24	1H25	%YoY
Mobile revenue	30,775	31,640	32,401	5.30%	2.40%	61,114	64,041	4.80%
FBB revenue	7,284	7,828	7,940	9.00%	1.40%	14,401	15,768	9.50%
Other revenues	2,170	2,461	2,631	21%	6.90%	4,150	5,091	23%
<b>Core service revenue</b>	<b>40,229</b>	<b>41,929</b>	<b>42,972</b>	<b>6.80%</b>	<b>2.50%</b>	<b>79,665</b>	<b>84,900</b>	<b>6.60%</b>
IC and NT partnership	3,235	3,178	3,192	-1.30%	0.40%	6,601	6,370	-3.50%
<b>Service revenue</b>	<b>43,464</b>	<b>45,107</b>	<b>46,164</b>	<b>6.20%</b>	<b>2.30%</b>	<b>86,267</b>	<b>91,270</b>	<b>5.80%</b>
SIM and device sales	7,868	11,204	9,880	26%	-12%	18,358	21,084	15%
<b>Total revenue</b>	<b>51,332</b>	<b>56,311</b>	<b>56,044</b>	<b>9.20%</b>	<b>-0.50%</b>	<b>104,625</b>	<b>112,355</b>	<b>7.40%</b>
Cost of service	24,904	24,242	25,019	0.50%	3.20%	49,786	49,261	-1.10%
SG&A	6,574	6,555	6,460	-1.70%	-1.40%	12,464	13,015	4.40%
<b>EBITDA</b>	<b>28,118</b>	<b>30,051</b>	<b>30,267</b>	<b>7.60%</b>	<b>0.70%</b>	<b>56,102</b>	<b>60,318</b>	<b>7.50%</b>
EBIT	12,955	15,245	15,620	21%	2.50%	25,700	30,865	20%
<b>NPAT</b>	<b>8,577</b>	<b>10,584</b>	<b>10,982</b>	<b>28%</b>	<b>3.80%</b>	<b>17,028</b>	<b>21,565</b>	<b>27%</b>
Sales margin	6.0%	4.3%	4.5%					
EBITDA margin	54.8%	53.4%	54.0%					
Operating profit margin	24.3%	26.3%	27.0%					
NPAT margin	16.7%	18.8%	19.6%					

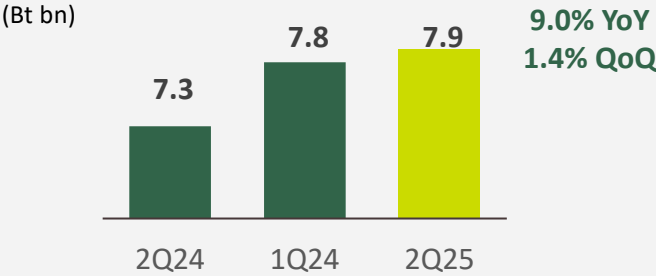
# 2Q25 Revenue Breakdown

## Mobile Revenue



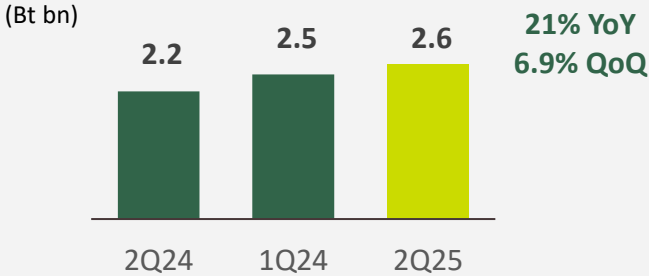
- Growth YoY and QoQ driven by ARPU improvement aligned with quality-focused strategy, upselling higher-value packages, and increasing data consumption.

## Fixed broadband Revenue



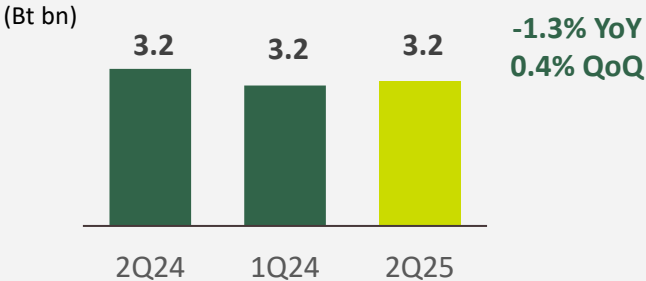
- Maintained growth momentum YoY and QoQ from subscriber base expansion and ARPU improvement through focused upsell and cross-sell.

## Enterprise and Other Revenues



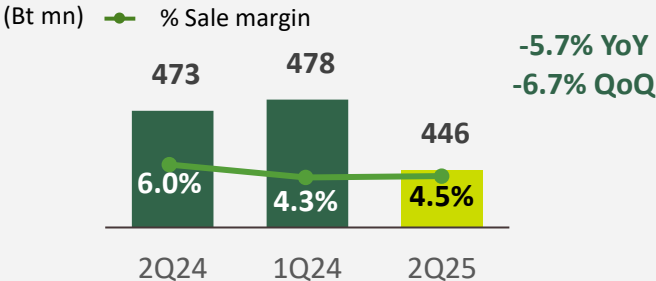
- Growing YoY led by EDS and cloud from digital transformation demand, boosted by higher roaming revenue from NT.
- Increasing QoQ align with enterprise revenue growth.

## IC and NT Partnership



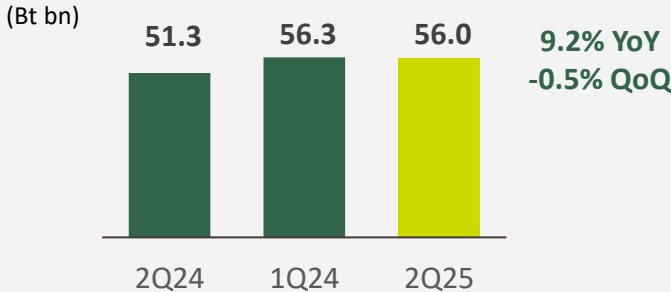
- Decreasing YoY from lower network traffic with NT
- Increasing QoQ from a higher interconnection charged revenue.

## Net Sales & Margin



- Softened YoY and QoQ due to a higher proportion of lower-margin product mix.

## Total Revenue

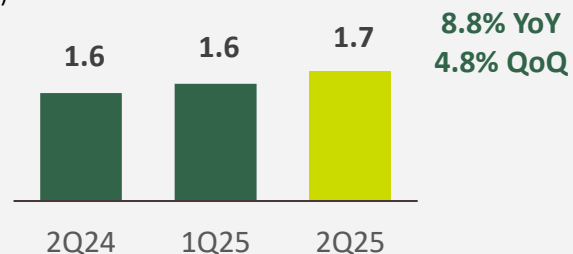


- Increasing YoY with solid momentum in all businesses.
- Soften QoQ from lower device sales from seasonality.

# 2Q25 Cost and Expense Breakdown

## Regulatory

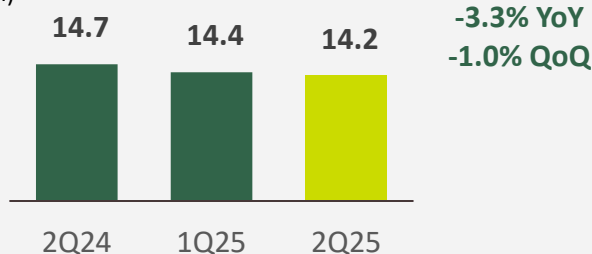
(Bt bn)



- Increasing YoY and QoQ in-line with core service revenue growth.
- The regulatory fee as a percentage of core service revenue was at 4.0%.

## Depreciation & Amortization

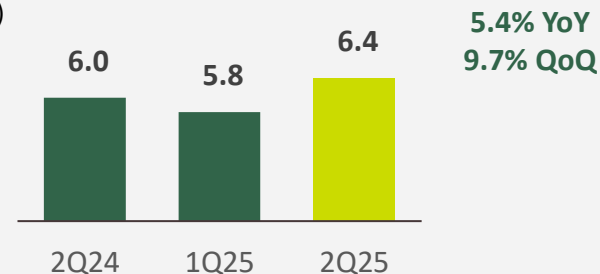
(Bt bn)



- Decreasing YoY and QoQ in-line with lower right-of-use and fully depreciated 3G assets.

## Network OPEX and NT partnership

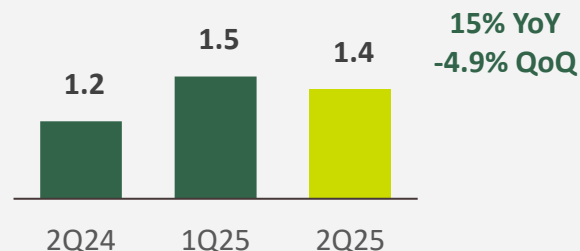
(Bt bn)



- Decreasing YoY and QoQ, from cost related to network integration.

## Marketing expense

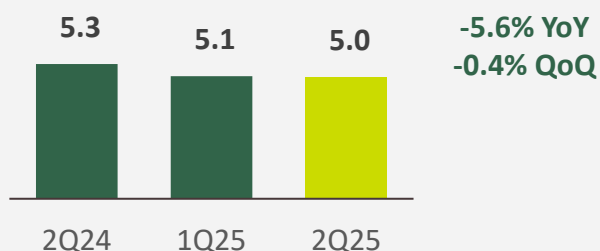
(Bt bn)



- Increasing YoY reflecting higher marketing activities and incentives in line with revenue growth
- Decreasing QoQ from high season in 1Q25.
- The marketing expense was at 2.5% of total revenue.

## Admin & Others

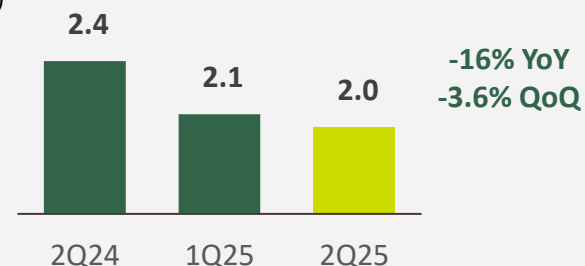
(Bt bn)



- Decreasing YoY from the high base in 2Q24, which included performance-based staff cost and provision for obsolete equipment.
- Decreasing QoQ from lower staff costs.
- The provision for bad debts as a percentage of postpaid and broadband revenue was at 2.1%.

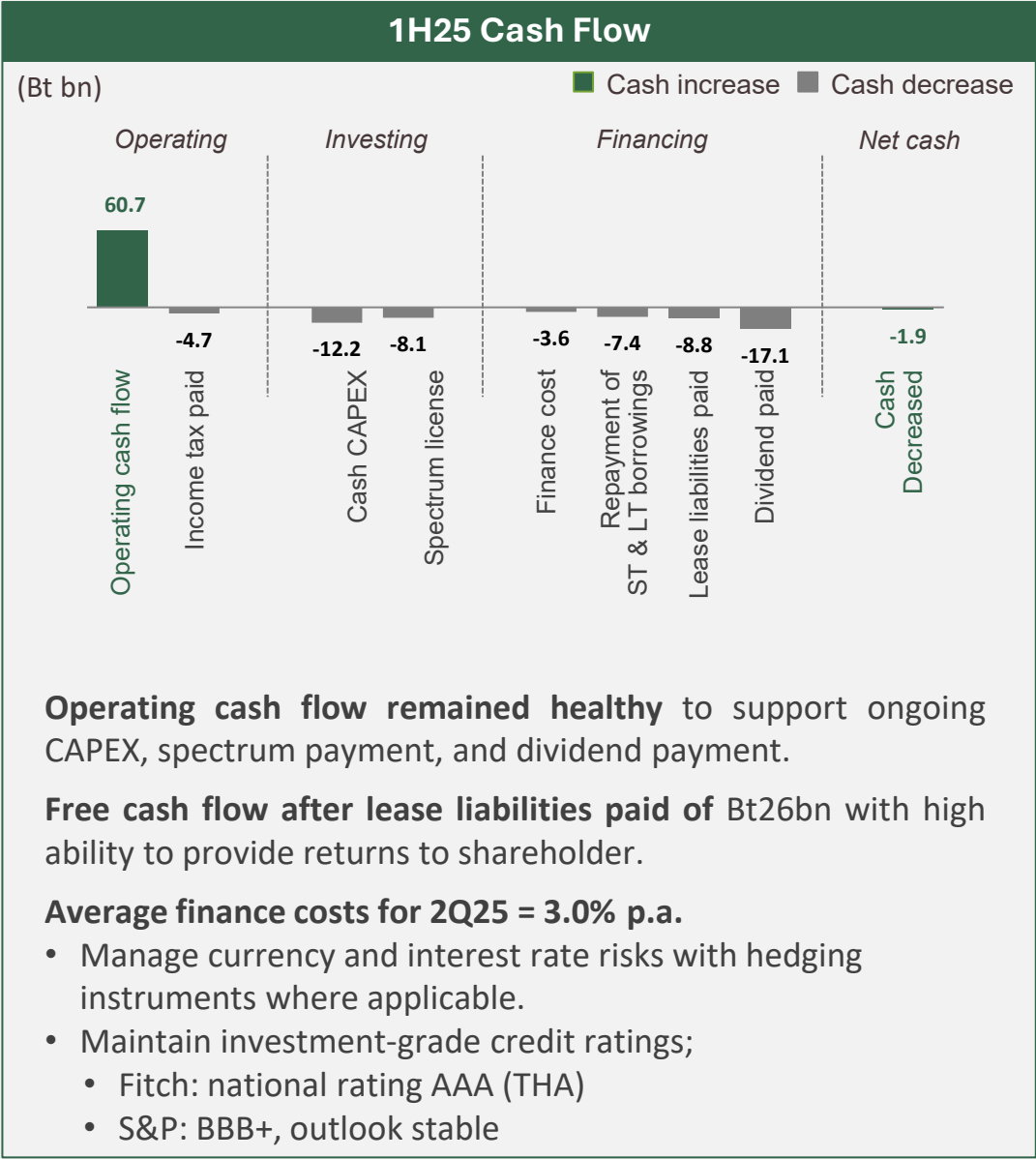
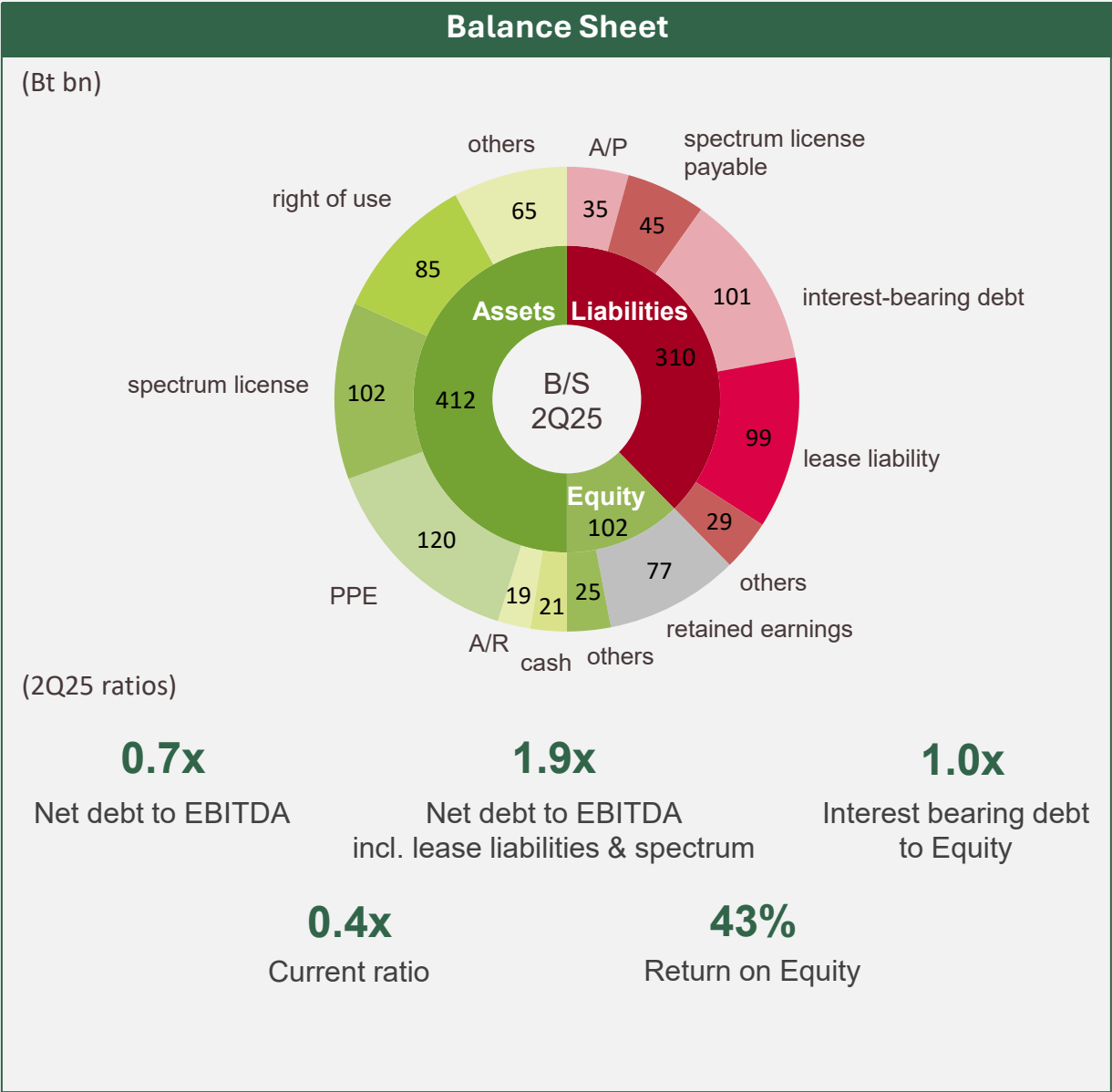
## Finance cost

(Bt bn)



- Decreasing YoY and QoQ benefited from debt refinancing and loan repayments.
- The average cost of borrowing was at 3.0% in 2Q25.

# Healthy balance sheet and cash flow to support investment





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