



2Q25 OPPORTUNITY DAY

Advanced Info Service Plc.



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HIGH-LEVEL EVENT 2024



BUSINESS HIGHLIGHT



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

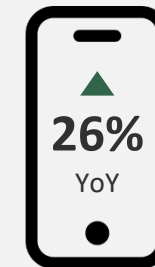


Sustainable profit delivering aligned with quality revenue growth and prudent cost spending



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

Revised guidance to
+4-6% YoY

Sale Revenue (Bt bn)

+15% YoY

18.4

21.1

1H24

1H25

EBITDA (Bt bn)

+7.5% YoY

56.1

60.3

1H24

1H25

Revised guidance to
+4-6% YoY

Net Profit (Bt bn)

+27% YoY

17.0

21.6

1H24

1H25

EBITDA Margin

53.7%

ROIC

14%

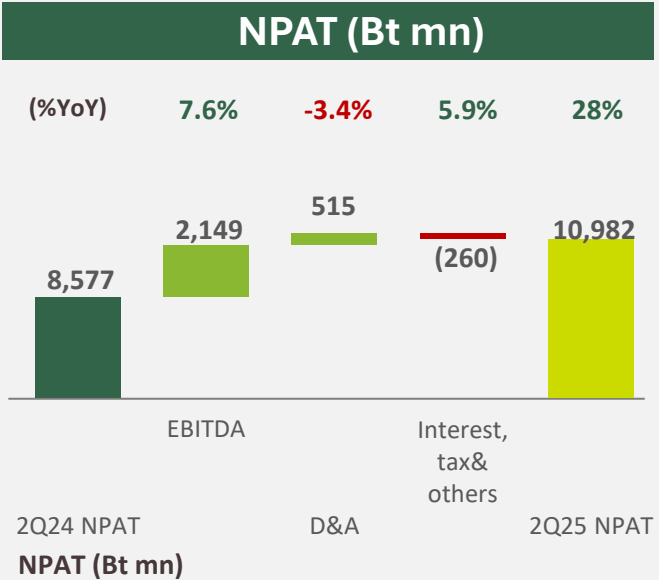
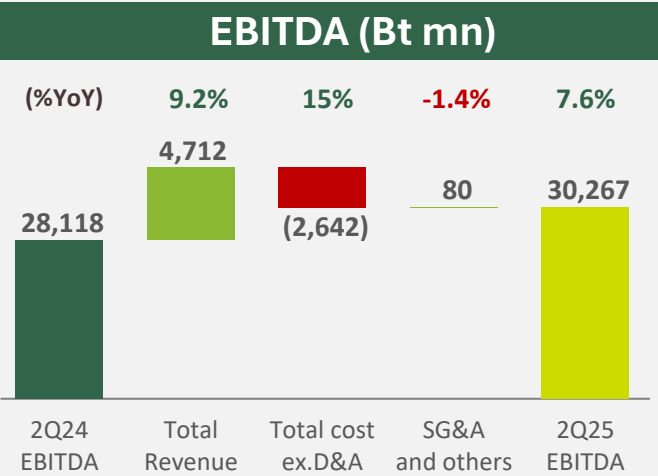
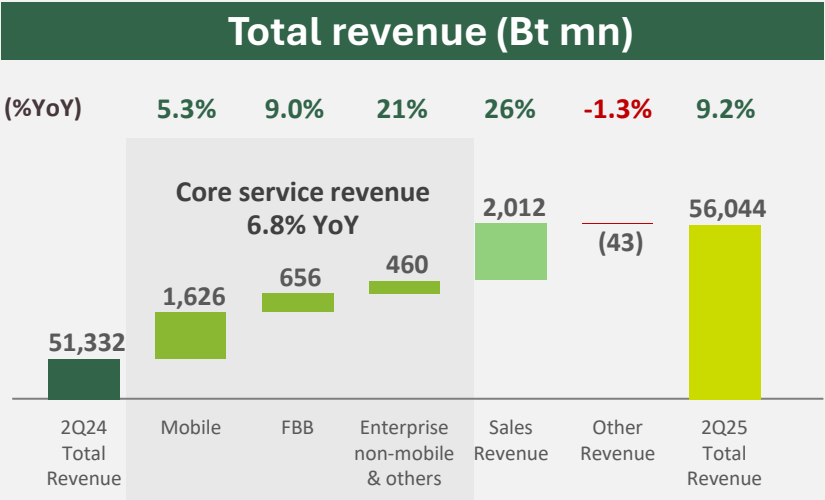
Net Debt to EBITDA

1.9x

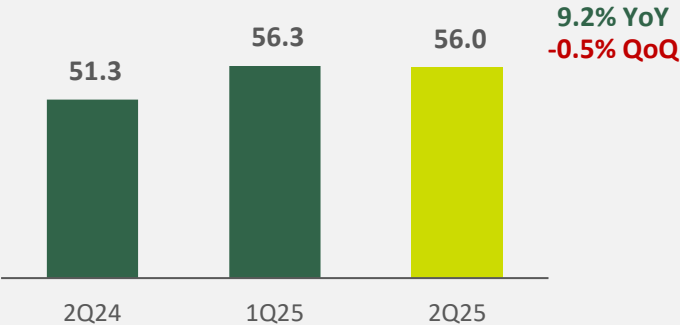
Average Cost of Borrowing

3.0%

2Q25: Performance sustained with continued focus on profitability

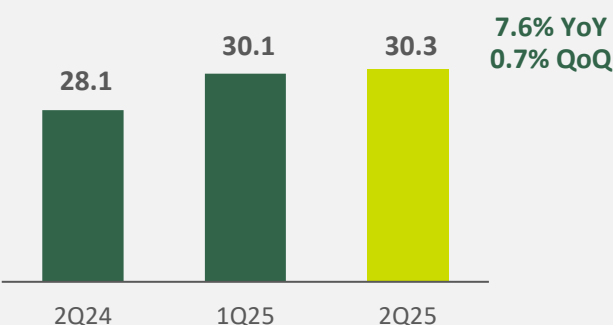


Total revenue (Bt bn)



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

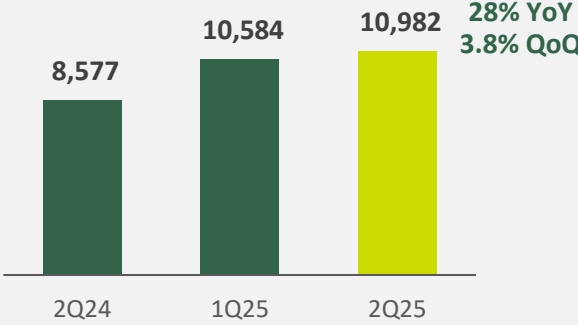
EBITDA (Bt bn)



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.

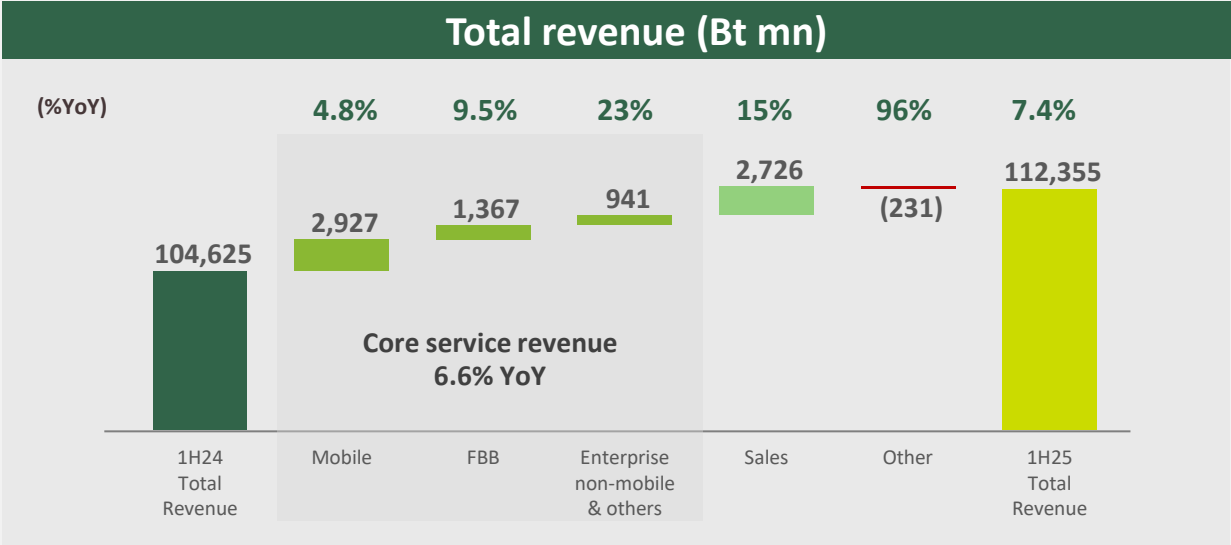
NPAT (Bt mn)



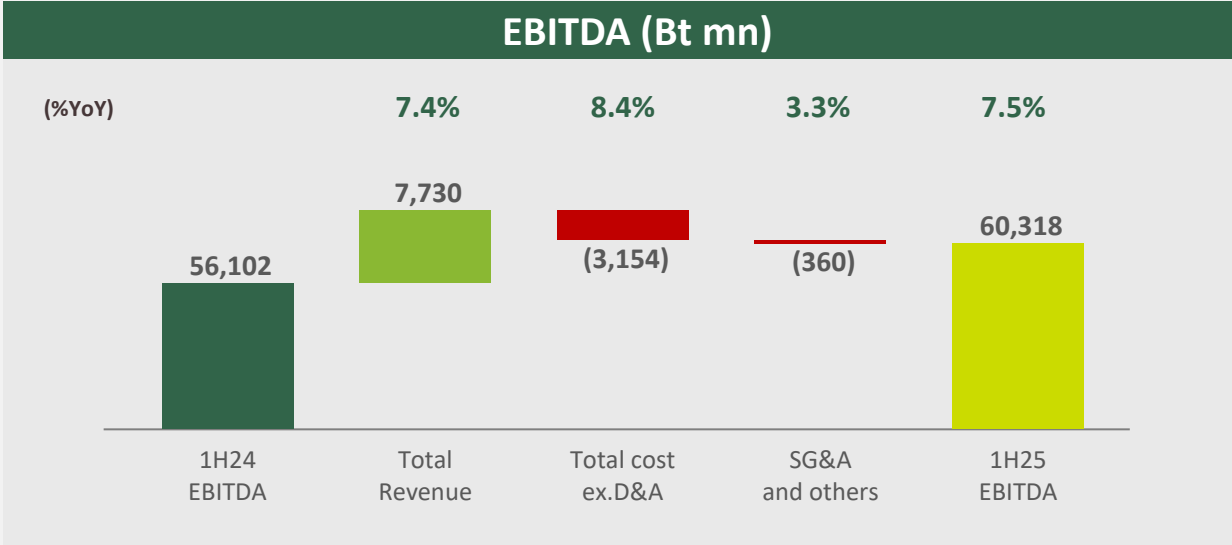
NPAT improved YoY and QoQ with solid operating performance, lower depreciation & amortization base, and lower finance cost.

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

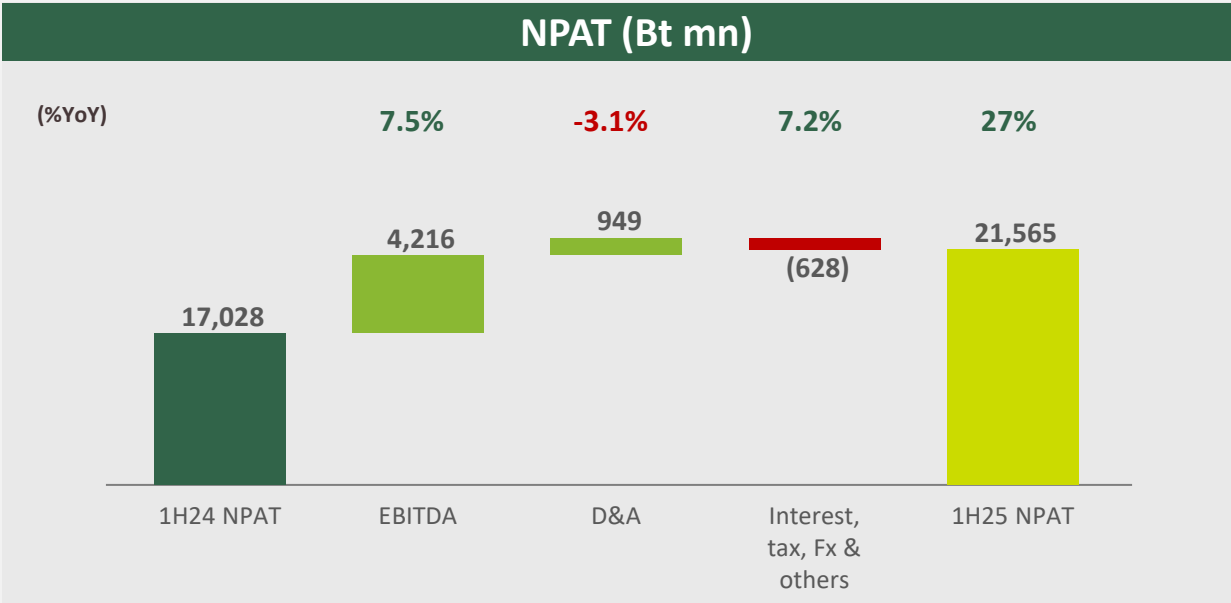
Total revenue (Bt mn)



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

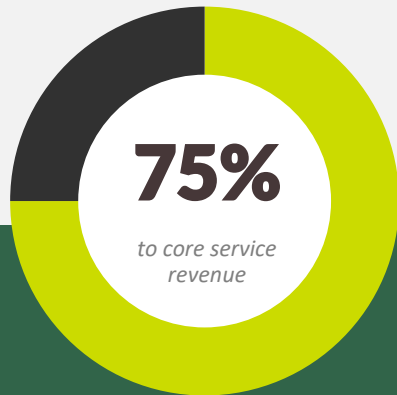
Core service revenue

Sales revenue

77% of Total revenue

18% of Total revenue

Mobile



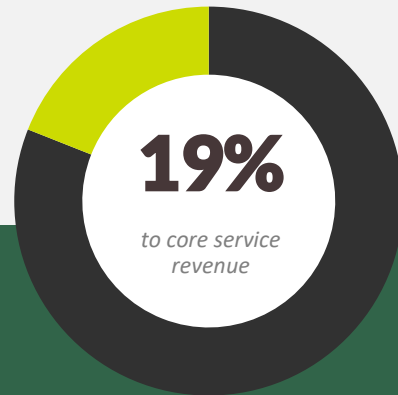
to core service revenue

Value-driven with
Network leadership

Bt32.4bn

As of 2Q25
Growth 5.3% YoY

Fixed Broadband



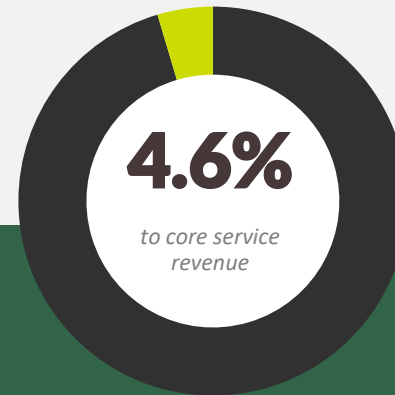
to core service revenue

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

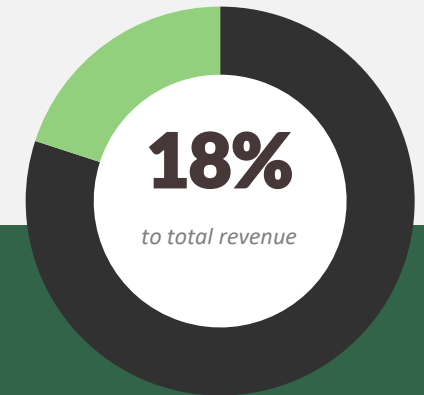
As of 2Q25
Growth 17% YoY

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

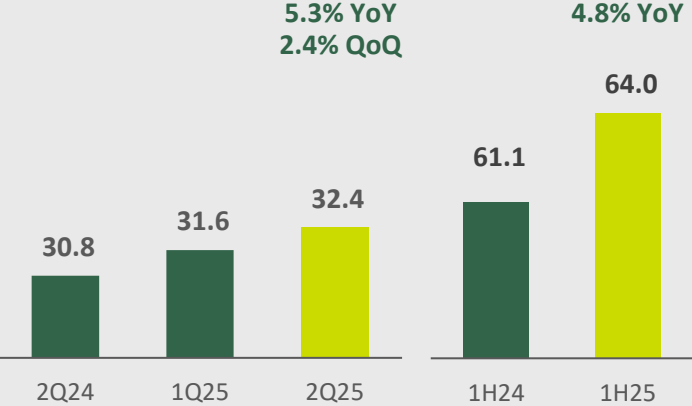
| Item | Guidance | 1H25 | Rationale |
|-----------------------------|--|--------------------|--|
| Core service revenue | Around 4 - 6% <i>(Revised from 3-5%)</i> | Growth 6.6% | <ul style="list-style-type: none"> Focused on quality-driven expansion to enhance customer experience. AIS maintains cautious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

BUSINESS PERFORMANCE



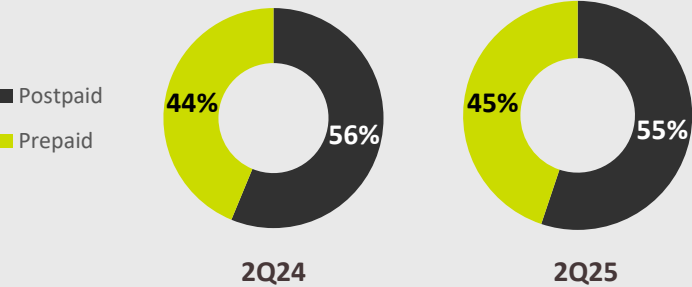
Mobile: Focused network quality and value-driven strategy

Mobile revenue (Bt bn)



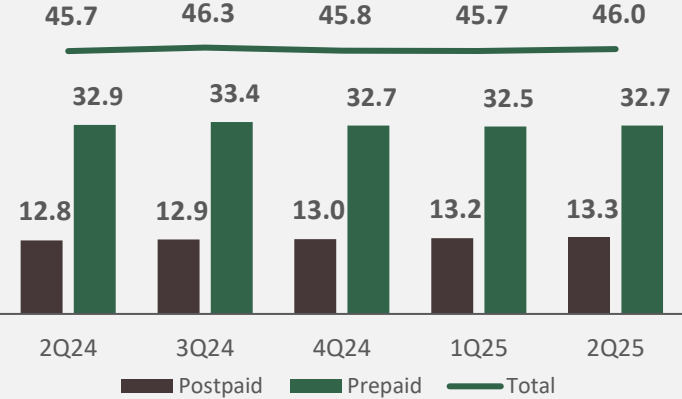
- Growth driven by ARPU improvement and quality subs growth from value-focused strategy

% Mobile Revenue Contribution

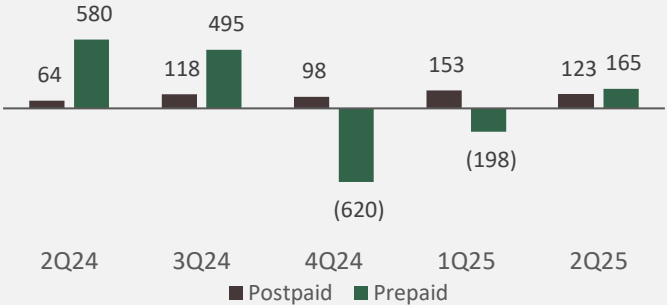


- Prepaid contribution increment aligned with prepaid ARPU improvements.

Total subscriber (mn)

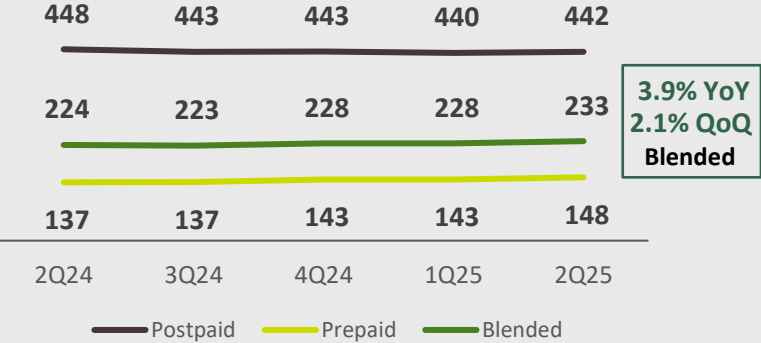


Net additional subscriber ('000)



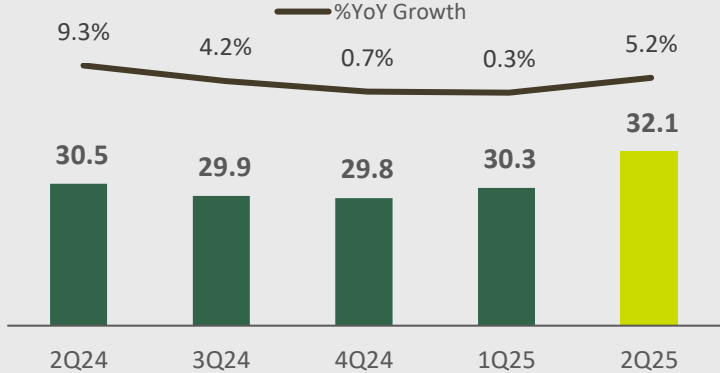
- Growth was supported by effective churn management under a quality-focused strategy.

Mobile ARPU (Bt/sub/month)



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

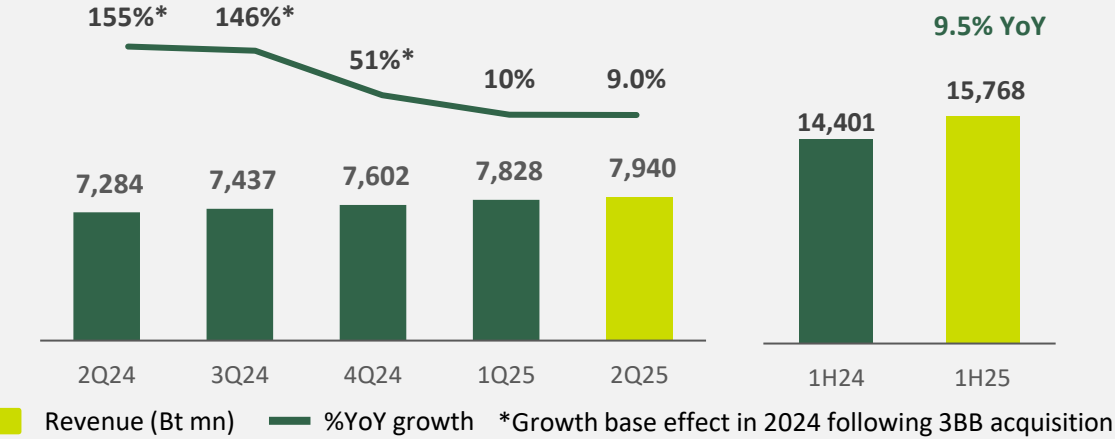
Data Consumption



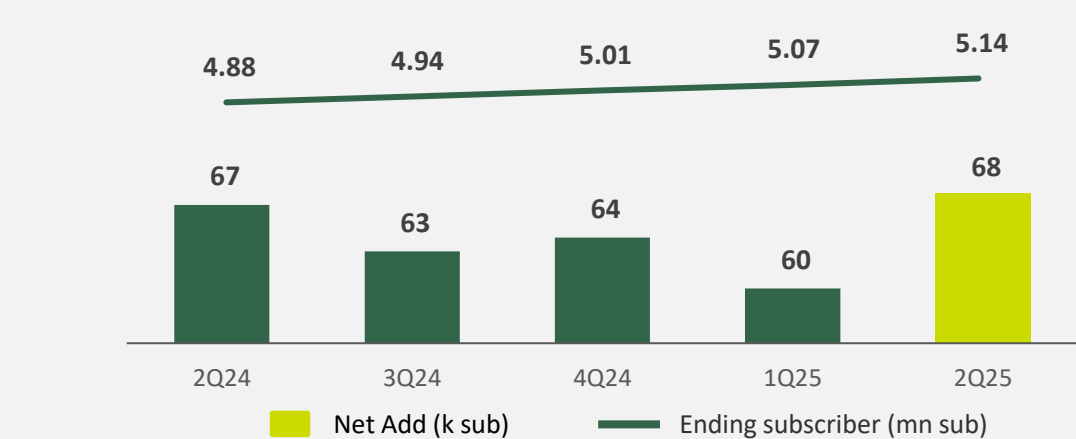
*Note: VOU excludes data from MMS sending from 3Q24 onwards

Home Broadband: Driven by quality subscriber expansion and premium services

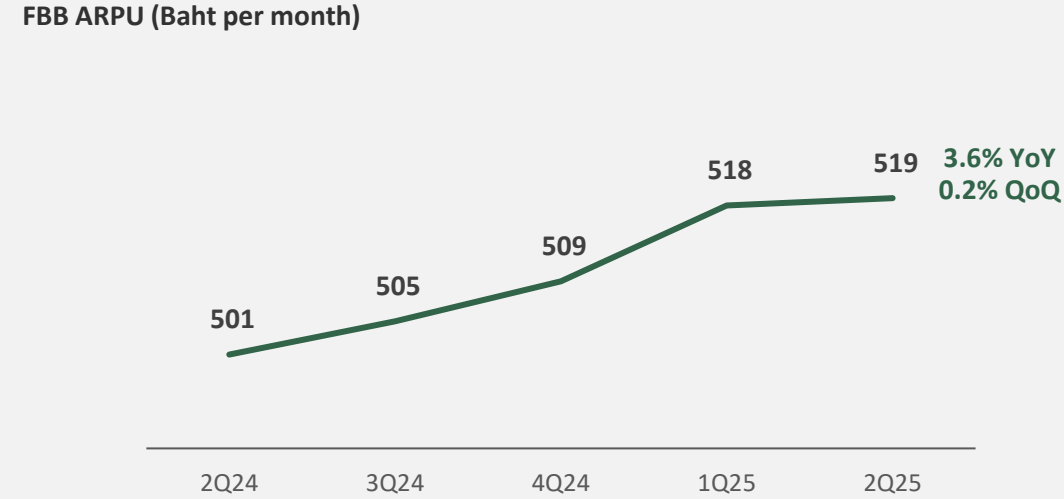
Revenue boosted by ARPU uplift and subs growth



Subscribers acquisition with quality focus



ARPU uplift from upsell value pack and cross sell



Enhancing customer value with premium packages

The advertisement features a person sitting cross-legged with a laptop, surrounded by vibrant, colorful light trails. The text 'AIS 3BB FIBRE3' is in the top right corner. The main headline is 'SUPER FAST Internet for Your Super Flow Lifestyle'. Below this, it says 'Max Speed 1Gbps' and 'Start From 799 Baht/Month'. A yellow circle with 'With Public IPv4' is also present. At the bottom, it says 'Unleash Your Life at Full Speed'. The bottom section of the ad lists two offers: '799 Baht for 1Gbps/ 1Gbps + 2 Router with WiFi6' and '899 Baht for 1Gbps/ 1Gbps + 2 Router with WiFi6 + PLAY LITE'. A small note at the bottom right says '*24 Month Contract'.

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



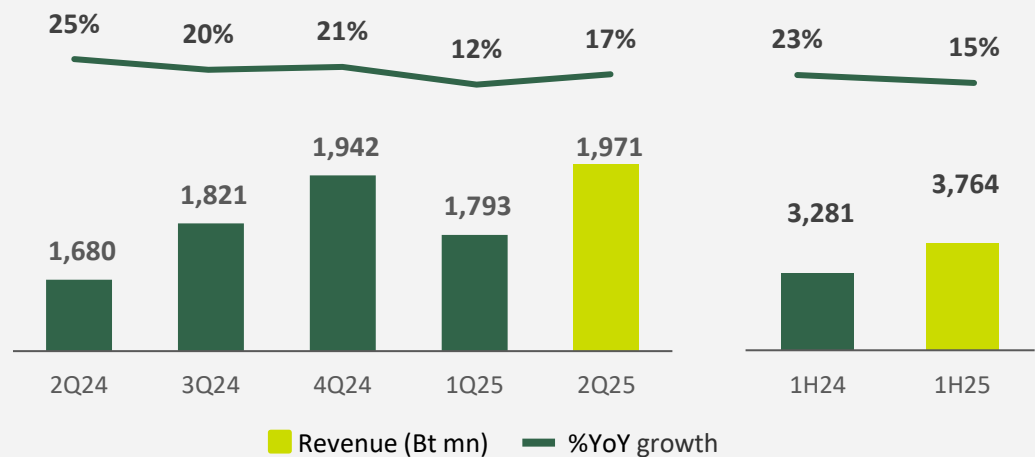
Broadband coverage

20 mn

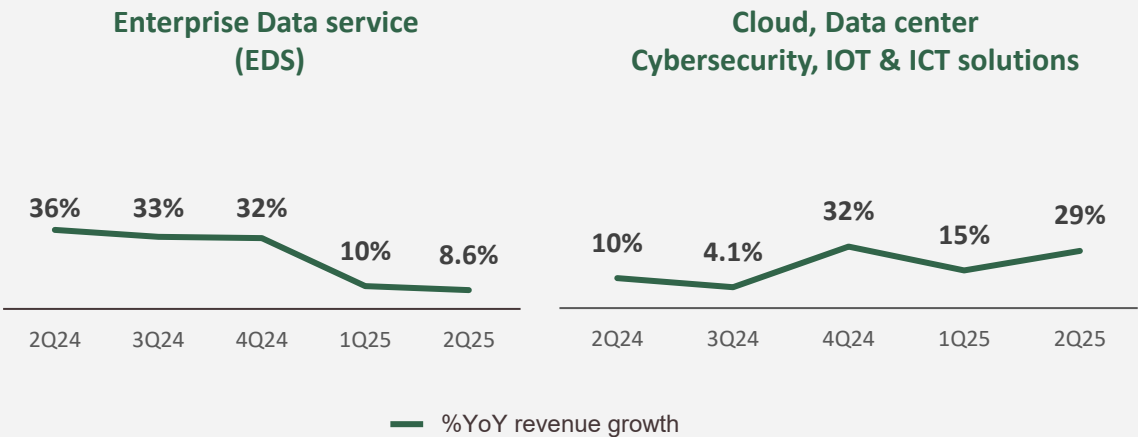
Household
coverage

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

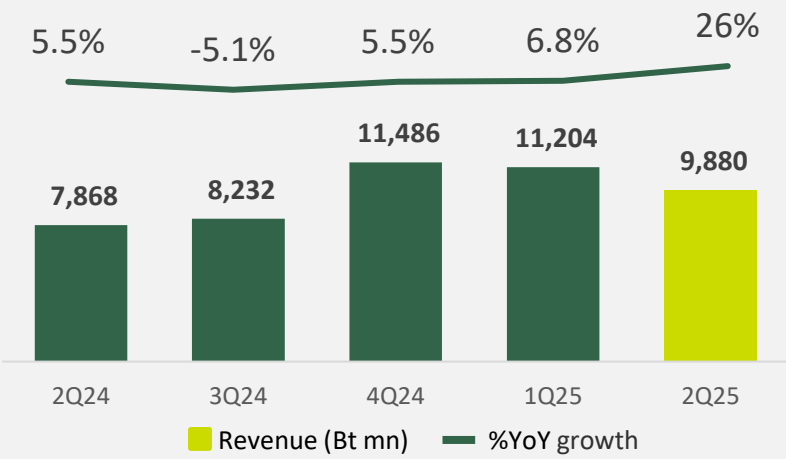


Industry Transformation

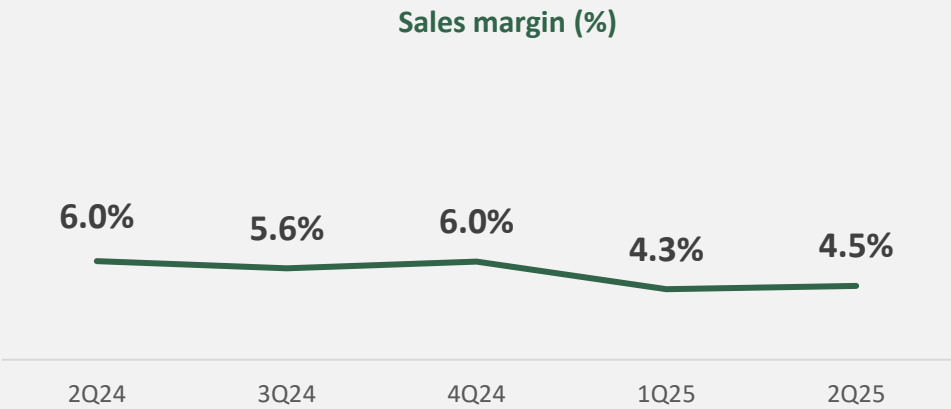


Retail Sales: Growing with strategic focus boosted by tariff concerns

Sales growth with enhanced focus in retail sales



Resilience margin amid tariff concerns



Enhanced retail experience at shop



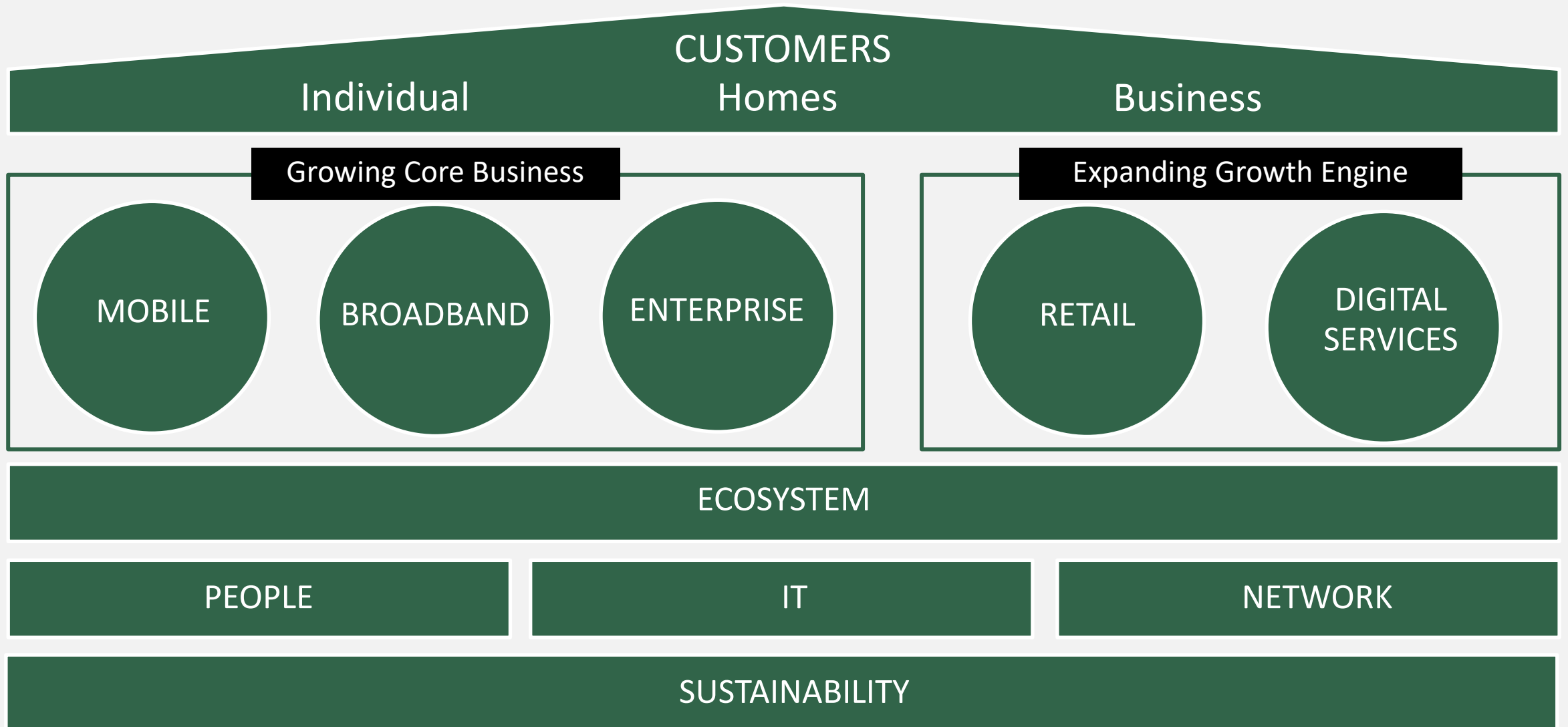
New flagship store renovation



STRATEGY



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





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

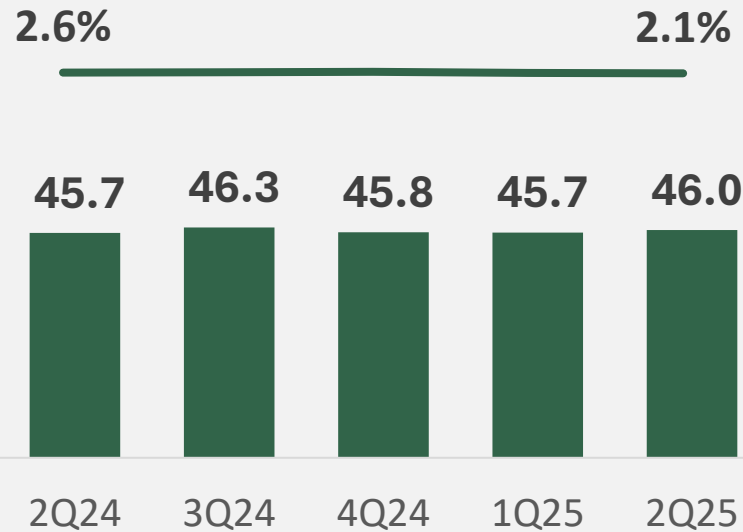
Driving Hyper-
Personalization Service
Offering to empower
customer experience



MOBILE: VALUE DRIVEN GROWTH

**Maintain quality subscriber base
from quality focus**

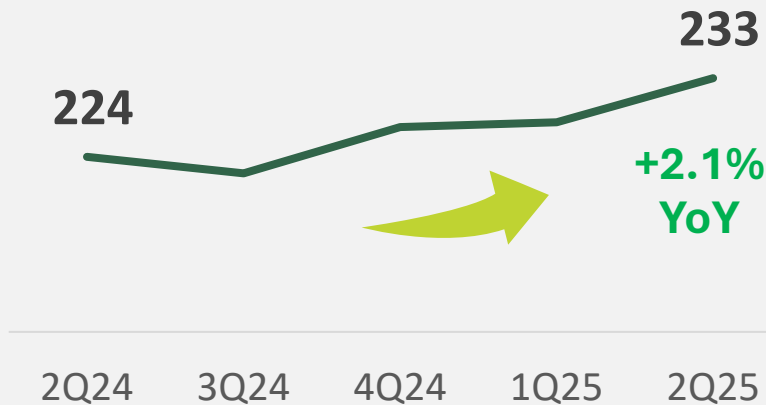
Mobile Subs (mn subs) and **% Churn rate**



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

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

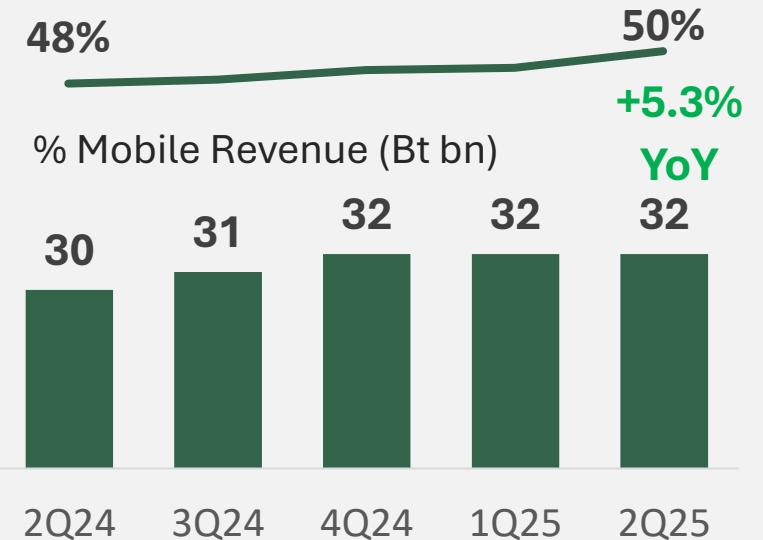
Mobile Blended ARPU (Bt/subs/month)



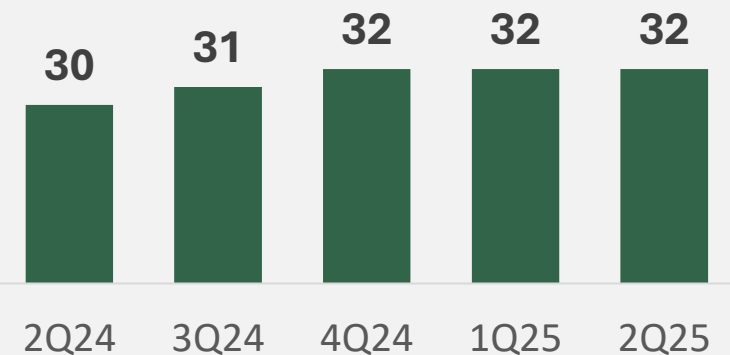
- ARPU continued to improve across new and existing subs driven by
 - 5G Upselling (14mn of subs)
 - Higher value pack upselling
 - Cross-sell value-added services

**Sustaining revenue growth
and market share gain**

% Mobile Revenue Market share



% Mobile Revenue (Bt bn)



- Maintained 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



แพ็คเกจเสริมเน็ต
Mao Mao | TikTok
Full Speed 5G
5GB 59 THB / 7 Days
กด *777*886

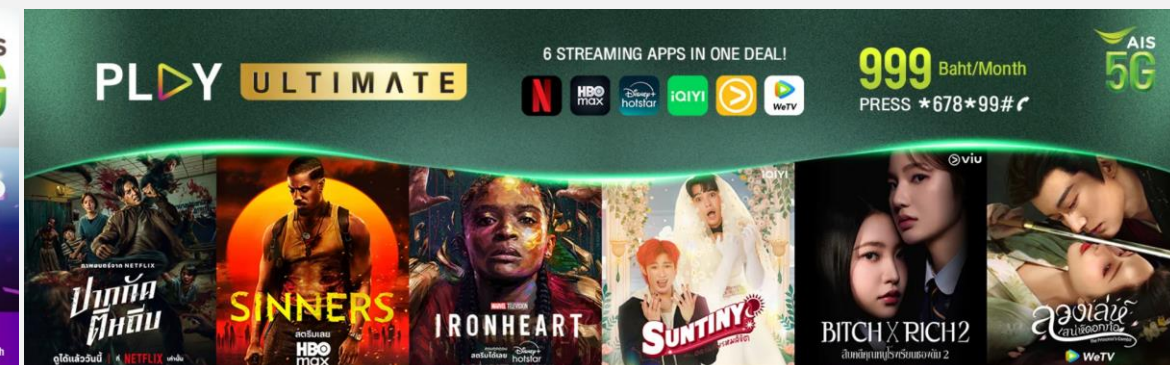


AIS 5G
Thai, Chinese, international movies
& series on your demand
With on top **Entertain MAX** package
Activate a new SIM or move to AIS
MO NO MAX + PLAY FAMILY + 10 GB* data allowance for access to content*
119 Baht**
*The data allowance is limited for the content from this package only.
**Direct debit payment for the bill occurs on a 30-day basis for a term of 12 months.

POSTPAID: leveraging flagship content bundling and cross-selling



Premier League MAX 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**
18 June 2025 – 9 August 2025
Monomax's Official Distribution Channel



PLAY ULTIMATE
6 STREAMING APPS IN ONE DEAL!
N HBO max Disney+ hotstar iQIYI S WTV
999 Baht/Month
PRESS *678*99#
AIS 5G
IRONHEART
SINNERS
SUNTINY
BITCH X RICH2
WeTV



MOBILE: ENHANCE PERSONALIZED OFFERING AND BRAND PROPOSITION

Personalize selling platform

Enhanced brand value proposition

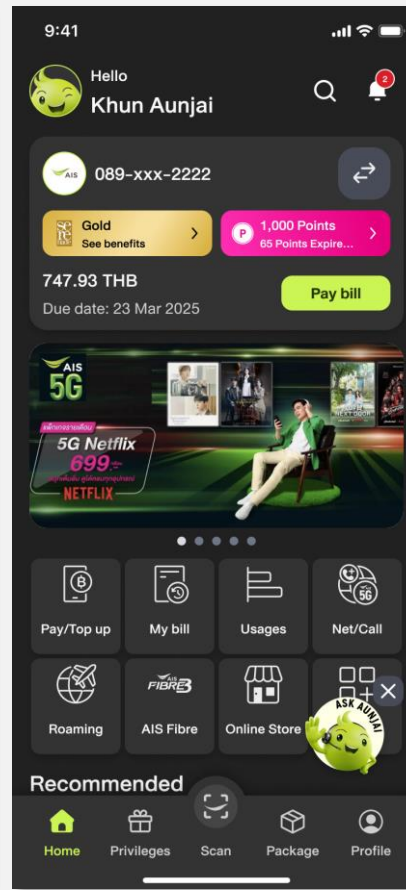
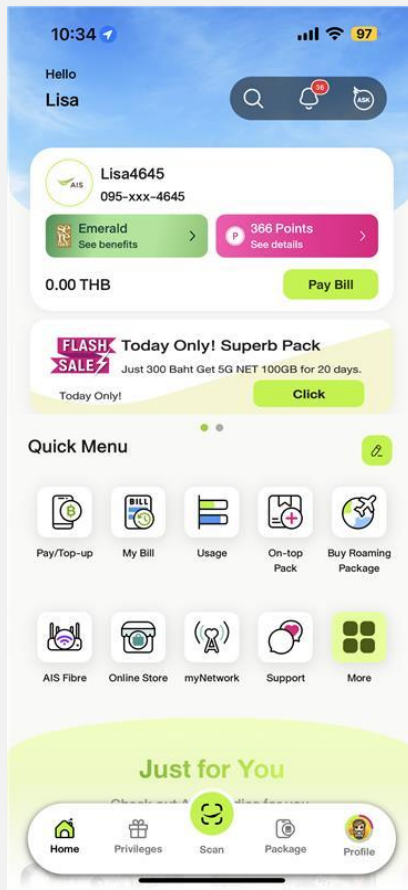
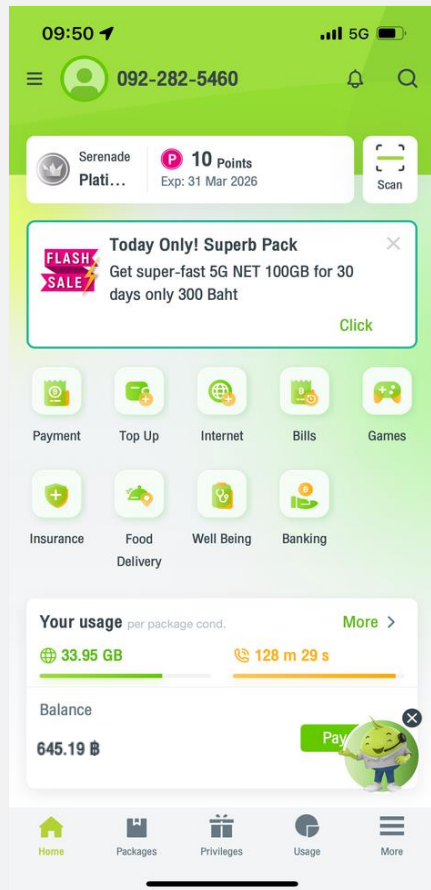
myAIS 1.0



myAIS 2.0



myAIS 3.0



MORE THAN BROADBAND CONNECTIVITY

STRATEGIC DIRECTION

FOCUS
HIGH VALUE SEGMENT

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

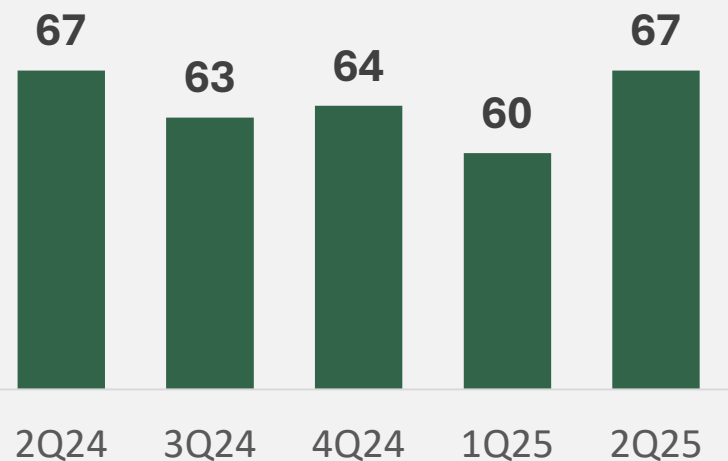
New strategic products &
EPL bundling

One Operation &
Organization in FY26

BROADBAND: CONTINUOUS GROWTH WITH QUALITY-LED FOCUS

Maintain subscriber base expansion with quality focus

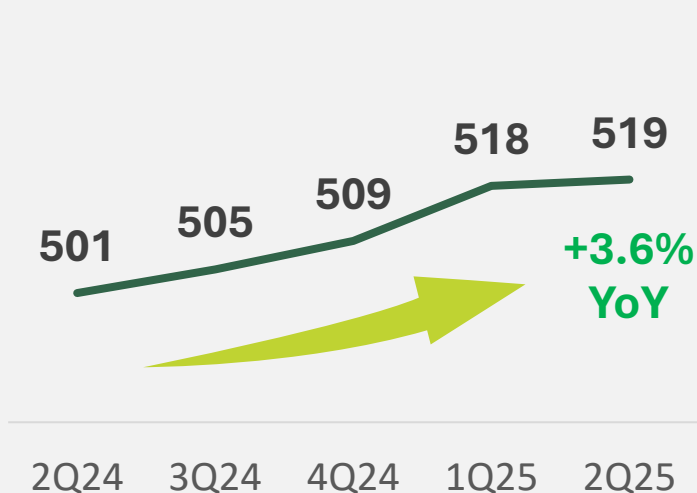
FBB Net addition ('000 subs)



- Net add volume remained >60k despite focus on quality subs acquisition.
- Efficient churn management at below 1.0%.

ARPU trending up through high value offerings and cross-sell

FBB ARPU (THB/subs/month)



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

Growth momentum and quality service led market share gain

% FBB Revenue market share



- AIS continuously gaining revenue market share.
- Revenue growth at high-single digits.

Connectivity: focus upselling higher value to serve higher demand



HOME FibreLAN

1Gbps Every Room

IISE ทั่วทุกห้องในบ้าน

Start from **899** Baht/month



SUPER FAST Internet
for Your Super Flow Lifestyle

Max Speed Start From
1Gbps 799 Baht/Month

With Public IPv4

Unleash Your Life at Full Speed

*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: focus 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

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

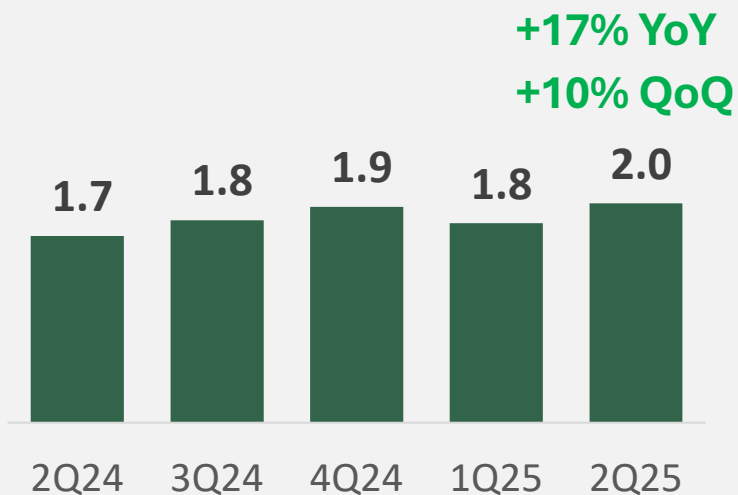
New services to support
demand connectivity from
enterprises & OTT

Strengthen AIS clouds
offerings & multi-DC
locations

ENTERPRISE: CONNECTIVITY-LED ENTERPRISE GROWTH

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

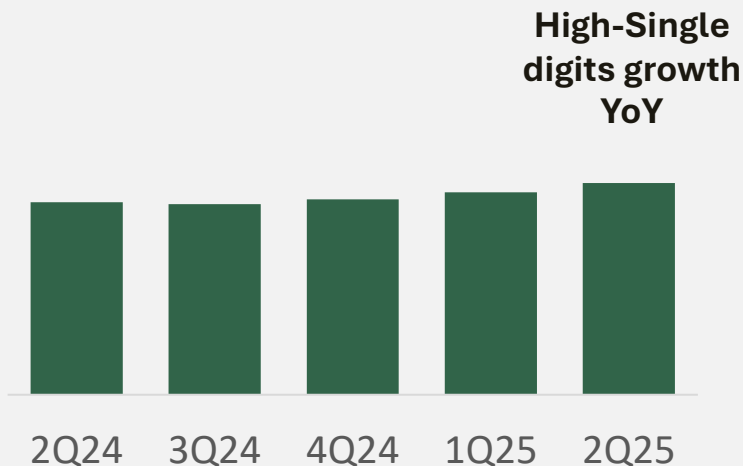
Enterprise revenue (Bt bn)



- Enterprise revenue growth remained intact.

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

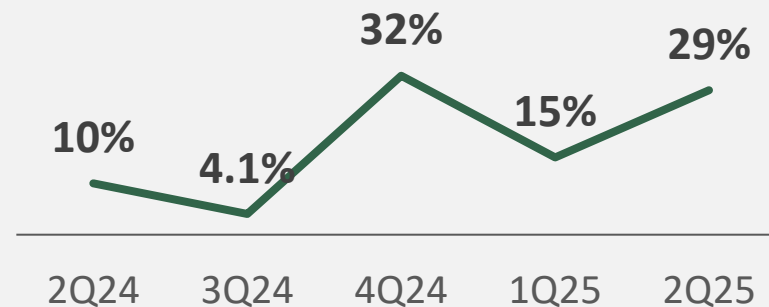
EDS Revenue (Bt bn)



- EDS growth was high single digits driven by resilient of 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.

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



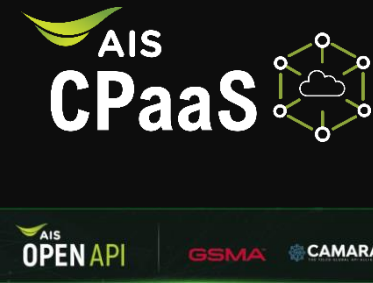
Intelligent Network & Cloud



AI and Data Analytics



Digital Platform & APIs



Industry Transformation



Manufacturing
Transportation & Logistics
Property & Retail
Public Sector
SME

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

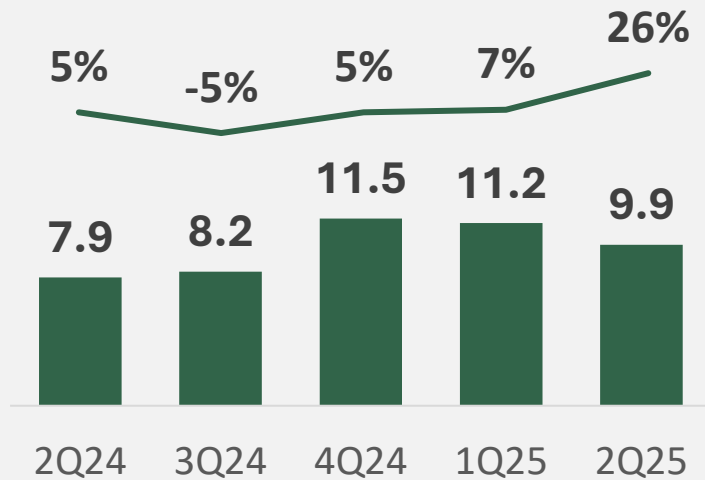
Growing non-telco
ecosystem sales

Design to generate
personalization experience

AIS RETAIL BUSINESS: GROWING SALES WITH ENHANCE PROFITABILITY

Sales driven by retail-focus strategy and concern over tariff

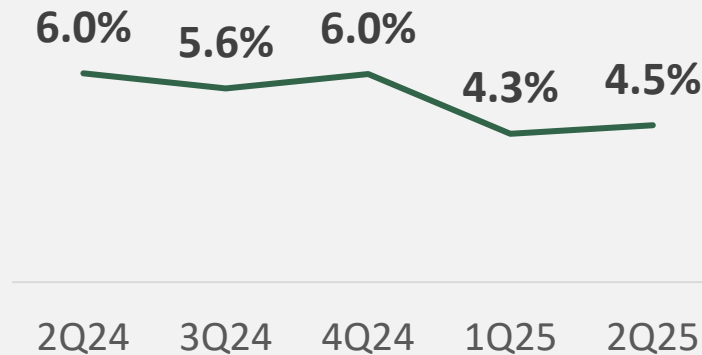
Sales (Bt bn) & %YoY growth



- Accelerated sales revenue from retail-focus strategy.
- Temporary boost in handset demand from U.S. tariff concerns.

% Sales margin

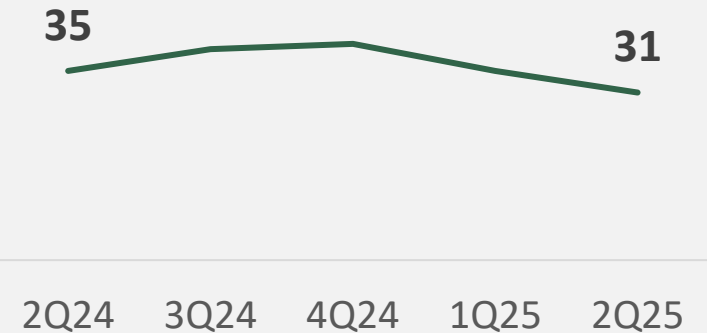
% Sales margin



- Target % sales margin to reach 5% in FY25.
- Accelerated from accessories sales and cross-sell i.e, device protection.

Increased sales efficiency and stock management

Inventory day (days)



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

AIS RETAIL BUSINESS: GROWING SALES WHILE MAINTAIN PROFITABILITY

Growing accessories sales

 **LINKUP**



Adaptor



Charging Cable



Powerbank

Leveraging handset ecosystem

DEVICE PROTECTION X-SELL

AIS
Care+ *with*



Start with
179THB / month

AIS
Care+ *with*



Samsung
Care Services

Start with
59THB / month

LEVERAGING FINANCING TOOLS

**SAMSUNG
Finance+**

SGFINANCE+

Umay+

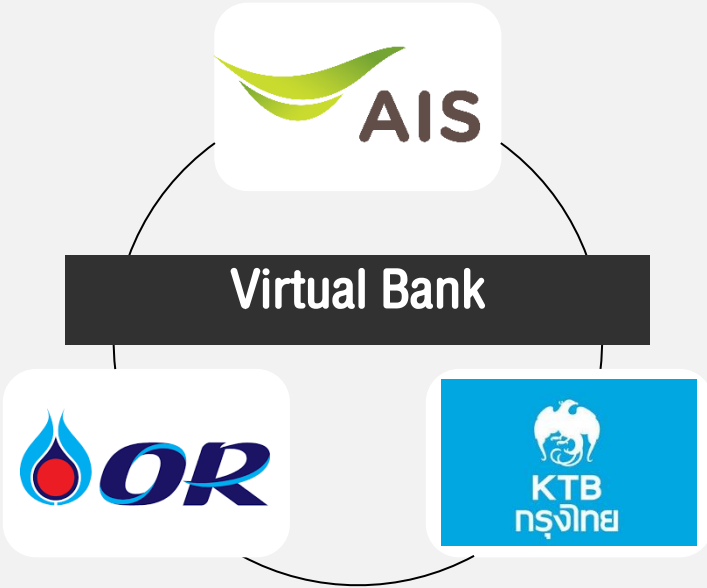
EXPANDED DIGITAL SERVICES

Entertainment The Ultimate Entertainment & Sports



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

Digital Financial



Timeline

19 Jun 25
Obtained the approval
for the establishment

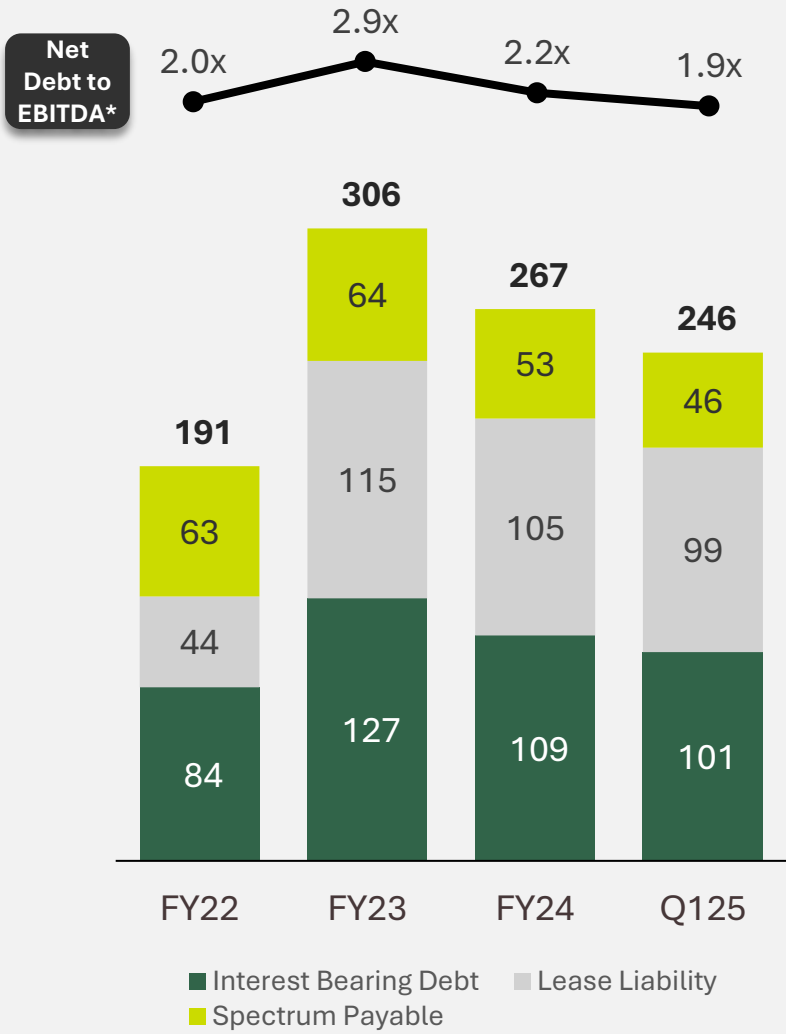
▼
1H26
Start commercialize

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

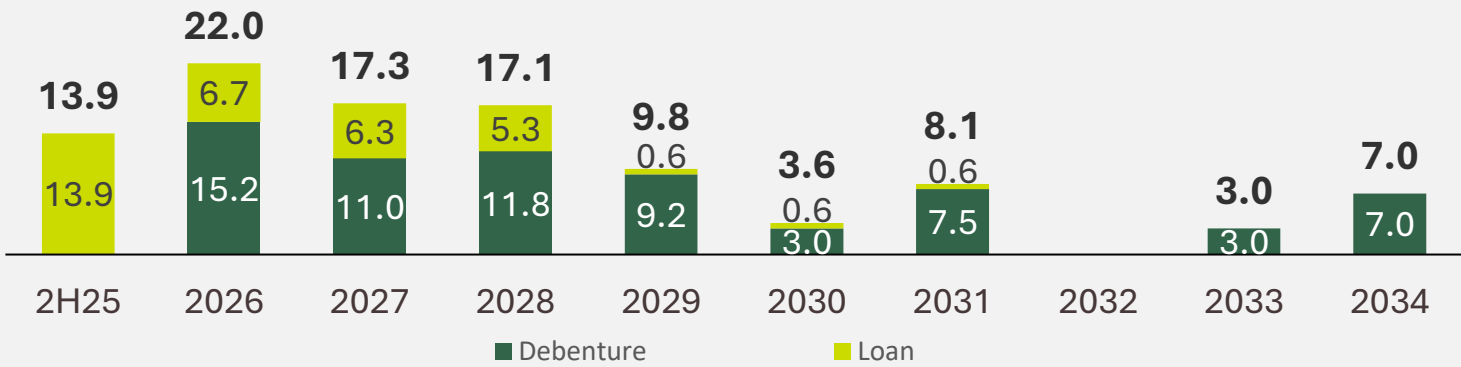
LEVERAGE:

Historical leverage profile and payment schedule

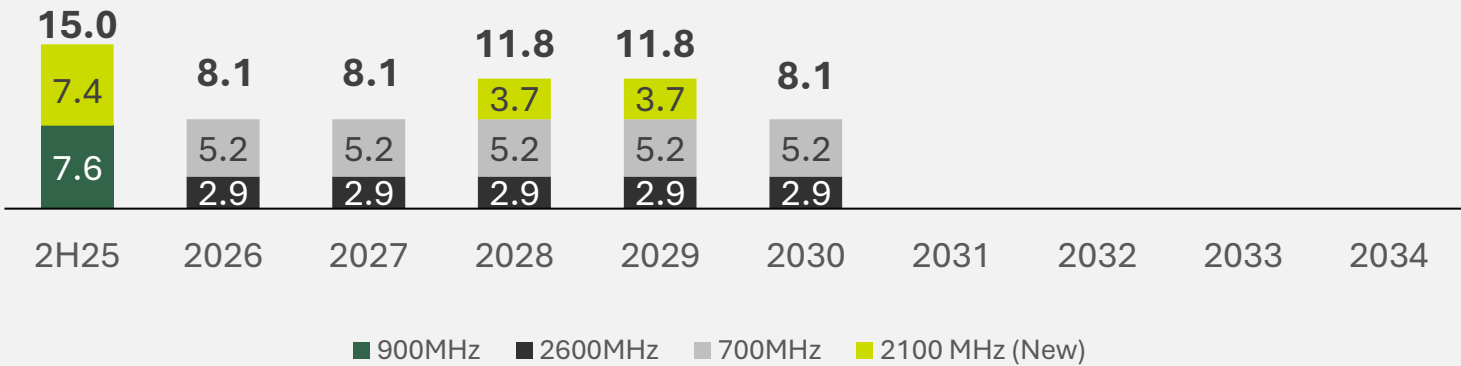
Debt Profile (Bt bn)



Debt Repayment Schedule (Bt bn)

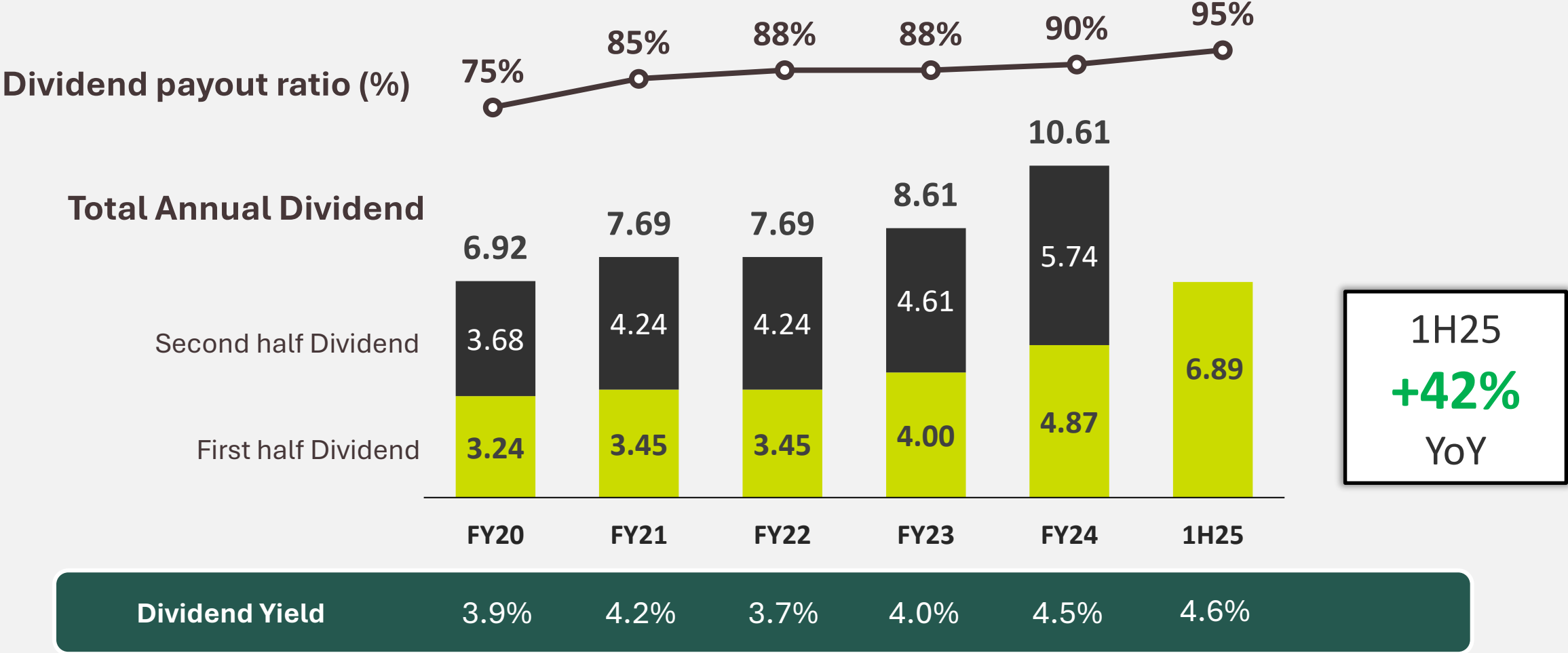


License Payment Schedule (Bt bn)



Source: Management Discussion & Analysis; Investor Presentations
* Includes Lease Liability and Spectrum License Payable

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

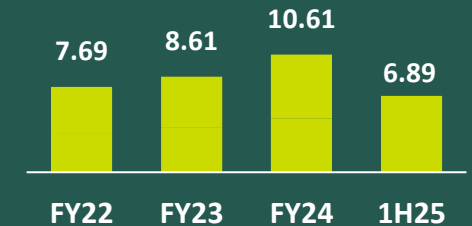
- Bt 3-5bn over 3 years
- Virtual Bank
- Data Center and Cloud business

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



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

2024 SUSTAINABILITY HIGHLIGHTS

DRIVE DIGITAL ECONOMY

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



AIS
Cyber Secure

Digital Skills

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

PROMOTE DIGITAL INCLUSION

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

ACT ON CLIMATE

Emission

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



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

Waste

Transforming operation into
Hub of E-Waste

With collaboration

235 organizations

Expanding drop point to **2,700
locations nationwide**



Sustainability Highlights: Decarbonization Implementation

In 2025, the Board of Directors approved a new target to reduce GHG emissions intensity (Scope 1 and Scope 2) per unit of data traffic by 25% by 2030 (using 2024 as a baseline).



The initiative focuses on three key areas.

- **Boosting energy efficiency:** smart cooling, inverter ACs, LED lighting, 3BB equipment consolidation
- **Greening transport:** shift to EVs, hybrids, and e-forklifts
- **Scaling renewables:** solar panel rollout and green power sourcing

1

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



2024 Progress

3.8% of revenue generated from new digital services

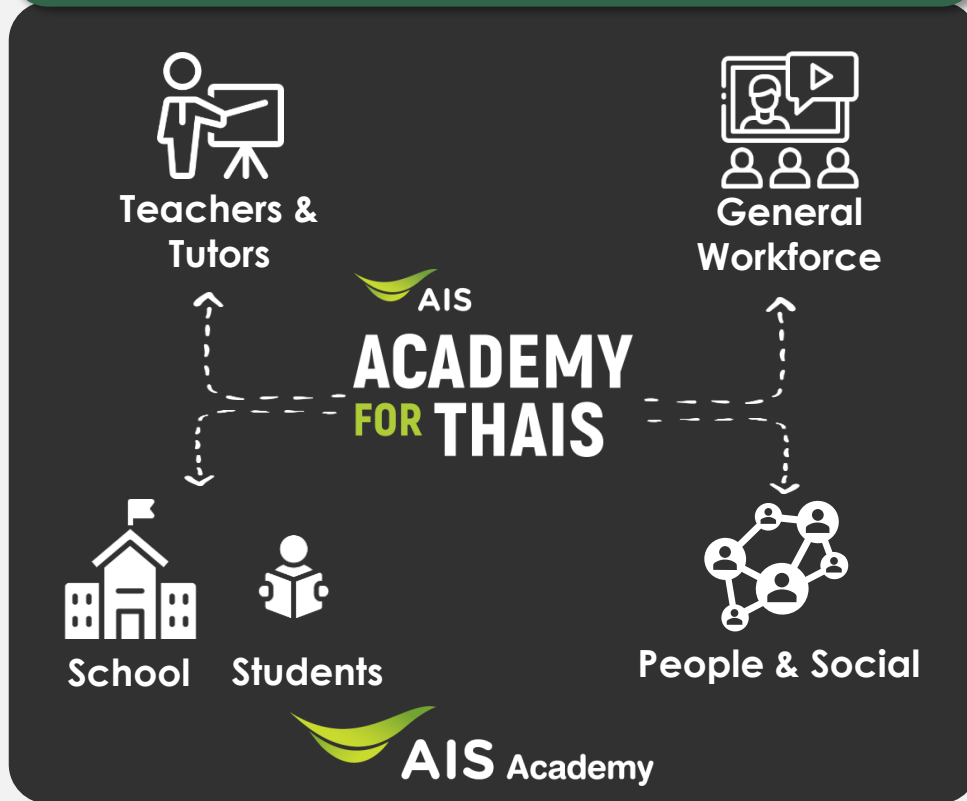
Assessed risks and monitored performance of third-party service providers with access to the Company's critical data and computer system

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

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



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

▼ 16,155 tCO₂e

Adopted AI in processing and analyzing network utilization

▼ 25,953 tCO₂e

+ 4,586 sites



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

0%

E-waste collected from customers

163,396* pcs.

Accumulated >760,000 pcs.

An Affirmation of Our Determination Towards Sustainable Business

Global Level



FTSE 4 Good Index Series 10th Consecutive Years



FTSE4Good

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



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 ** |
|---------------------------------|---|---|
| Core service revenue | - | - |
| IC and NT partnership | 2.1 | - |
| Total revenue | 2.1 | - |
| Depreciation & Amortization | 0.9 | 0.24 |
| Network OPEX and NT partnership | 2.1 | - |
| Cost of service | 3.0 | 0.24 |
| Finance cost | 0.01 | 0.05 |
| Profit before tax | (0.9) | (0.29) |
| Net Profit | (0.7) | (0.23) |
| EBITDA | No impact | No impact |

*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

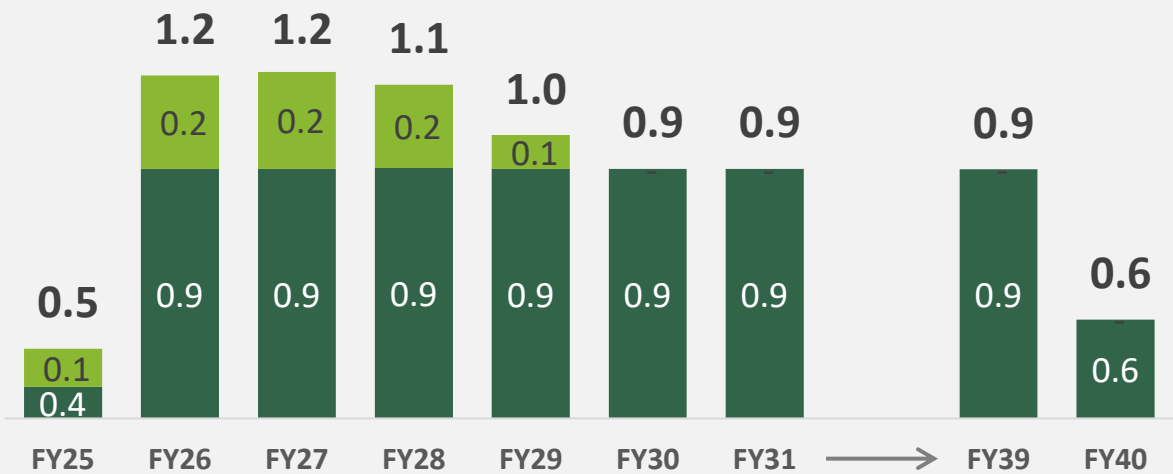
Financial impact from the recent 2100MHz Auction

Spectrum Amortization & Deferred Interest

Impact to Profit & Loss statement

*Assuming interest rate around 3%

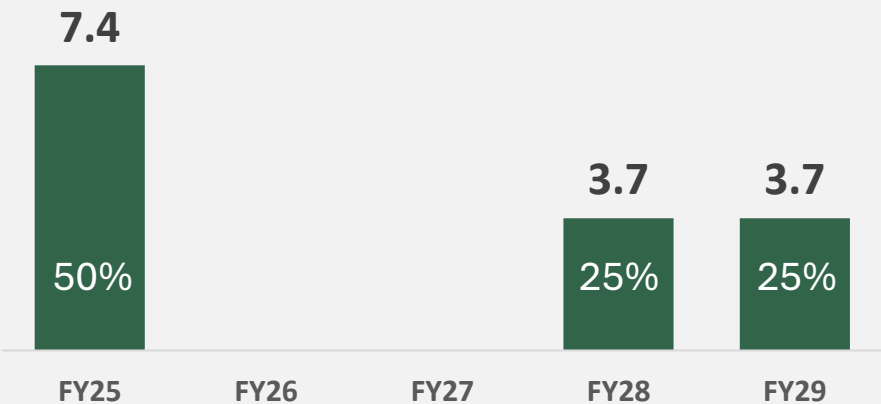
(Bt bn)



Deferred spectrum license Interest Amortization spectrum

Impact to Cash flow statement

(Bt bn)



% of spectrum final price exclude VAT

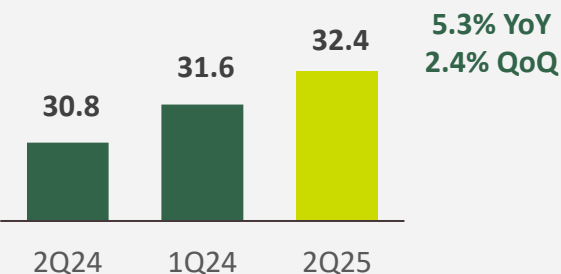
Financial Highlights

| 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% |
| Core service revenue | 40,229 | 41,929 | 42,972 | 6.80% | 2.50% | 79,665 | 84,900 | 6.60% |
| IC and NT partnership | 3,235 | 3,178 | 3,192 | -1.30% | 0.40% | 6,601 | 6,370 | -3.50% |
| Service revenue | 43,464 | 45,107 | 46,164 | 6.20% | 2.30% | 86,267 | 91,270 | 5.80% |
| SIM and device sales | 7,868 | 11,204 | 9,880 | 26% | -12% | 18,358 | 21,084 | 15% |
| Total revenue | 51,332 | 56,311 | 56,044 | 9.20% | -0.50% | 104,625 | 112,355 | 7.40% |
| 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% |
| EBITDA | 28,118 | 30,051 | 30,267 | 7.60% | 0.70% | 56,102 | 60,318 | 7.50% |
| EBIT | 12,955 | 15,245 | 15,620 | 21% | 2.50% | 25,700 | 30,865 | 20% |
| NPAT | 8,577 | 10,584 | 10,982 | 28% | 3.80% | 17,028 | 21,565 | 27% |
| 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

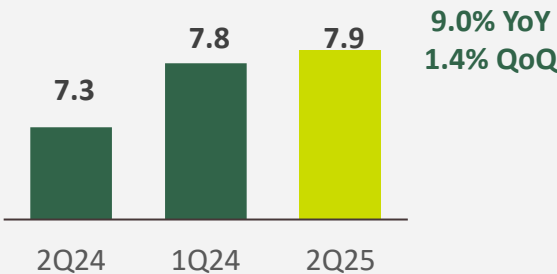
(Bt bn)



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

Fixed broadband Revenue

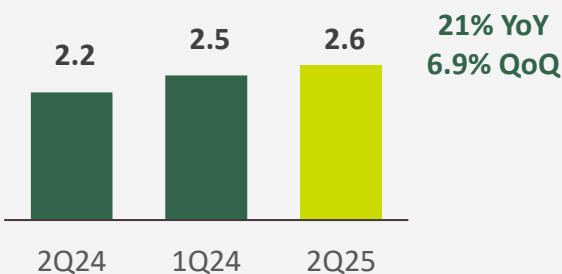
(Bt bn)



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

Enterprise and Other Revenues

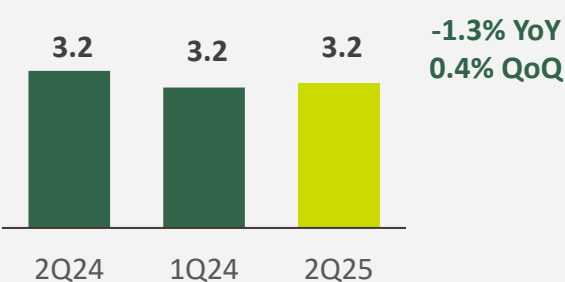
(Bt bn)



- 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

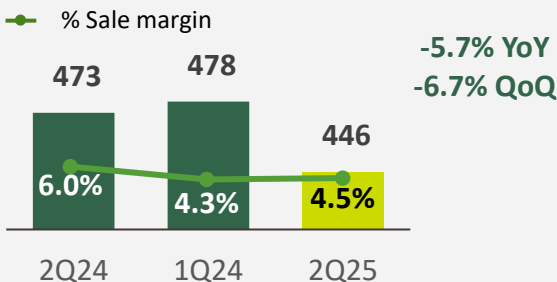
(Bt bn)



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

Net Sales & Margin

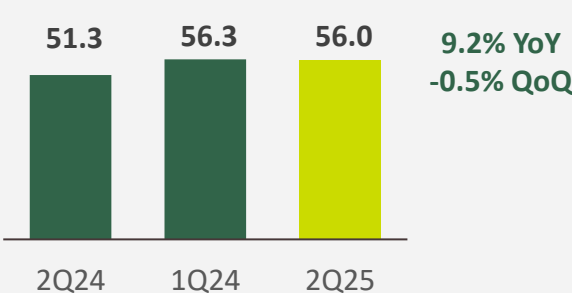
(Bt mn) — % Sale margin



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

Total Revenue

(Bt bn)

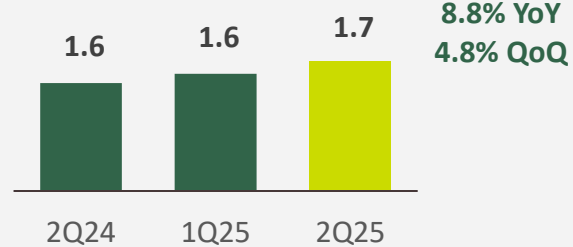


- Increasing YoY with solid momentum in all businesses.
- Soften QoQ from lower device sales from seasonality.

2Q25 Cost and Expense Breakdown

Regulatory

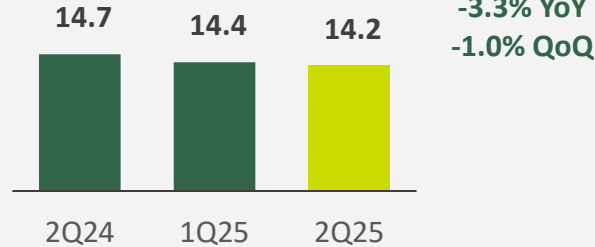
(Bt bn)



- 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

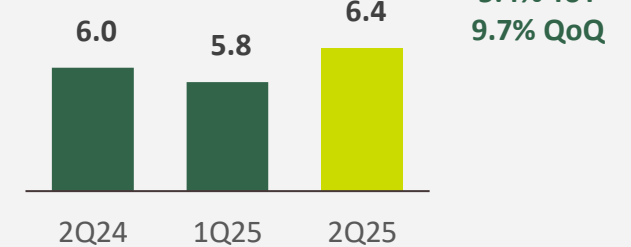
(Bt bn)



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

Network OPEX and NT partnership

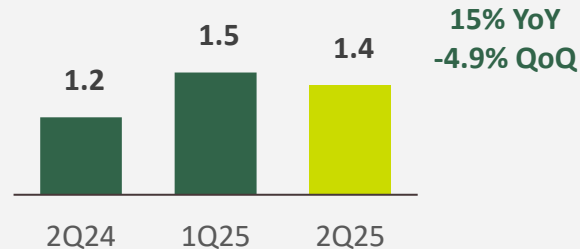
(Bt bn)



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

Marketing expense

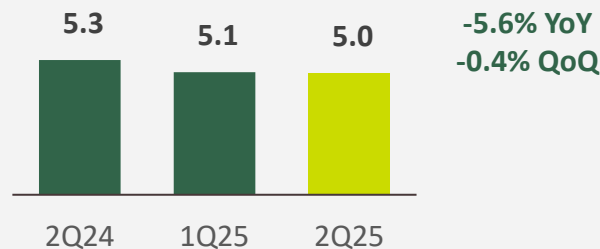
(Bt bn)



- 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

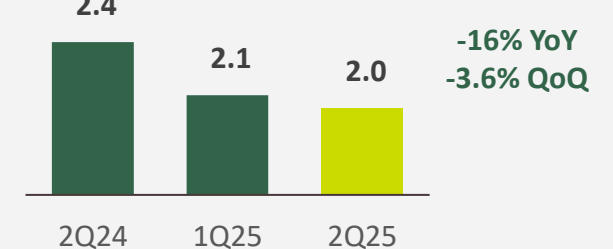
(Bt bn)



- 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%.

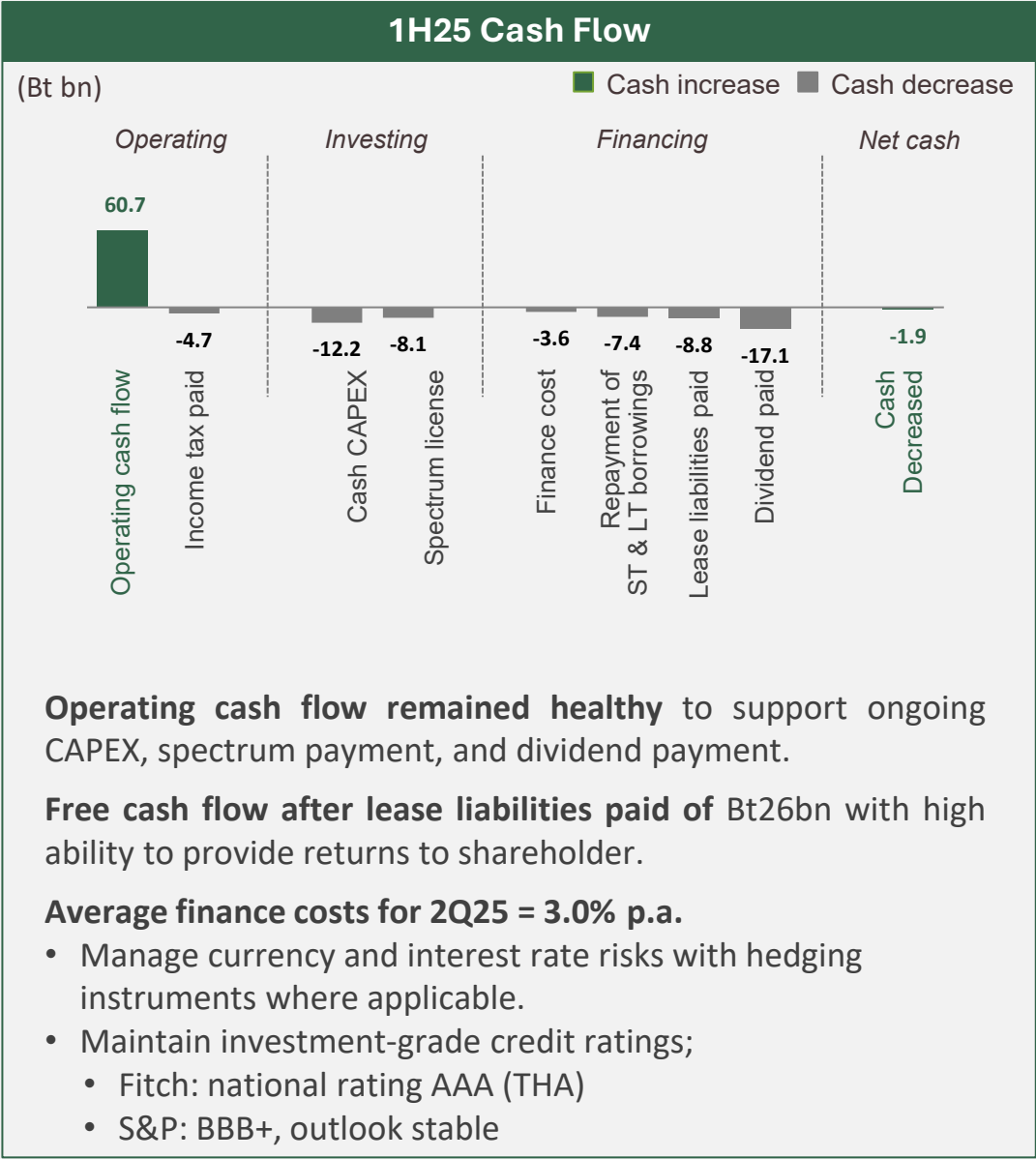
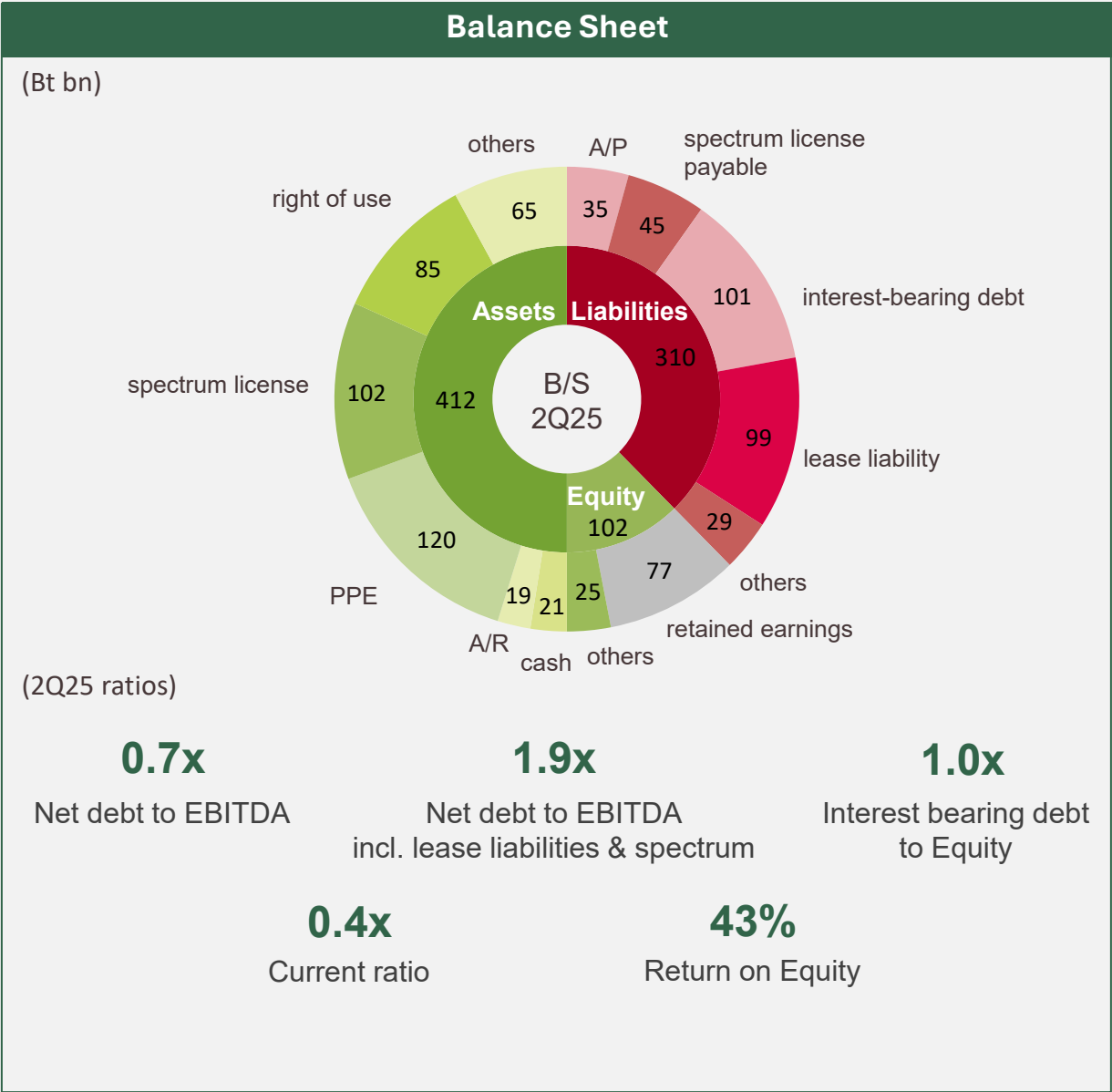
Finance cost

(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





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

Email: investor@ais.co.th

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

Email: AISSustainability@ais.co.th

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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.