



3Q25 FINANCIAL RESULT

Advanced Info Service Plc.

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WSIS+20 FORUM
HIGH-LEVEL EVENT 2024



BUSINESS HIGHLIGHTS



3Q25 Business resiliency from strong connectivity demand



Higher **connectivity demand** and **content proposition** led growth ahead of Thai modest economic situation.



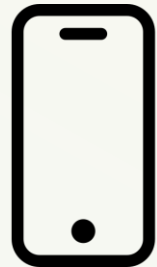
Mobile momentum sustained alongside data usage with 5G upsell and content cross-sell



FBB extended growth with value contents offerings and beyond connectivity services



Enterprise transformation needs from both local and OTT boost continual growth in EDS & Cloud

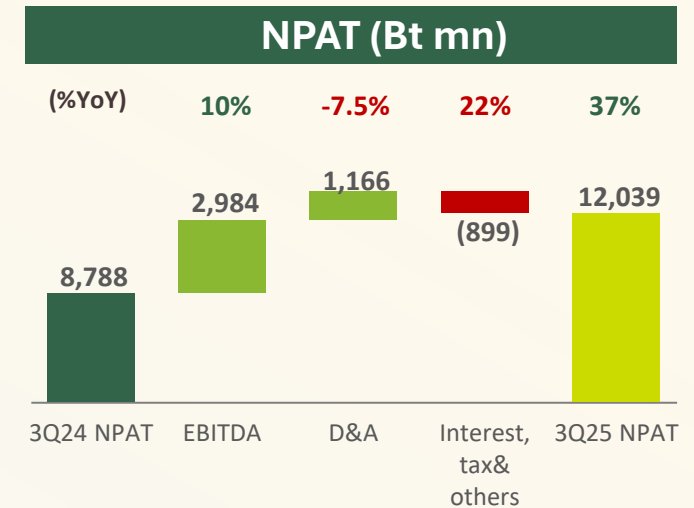
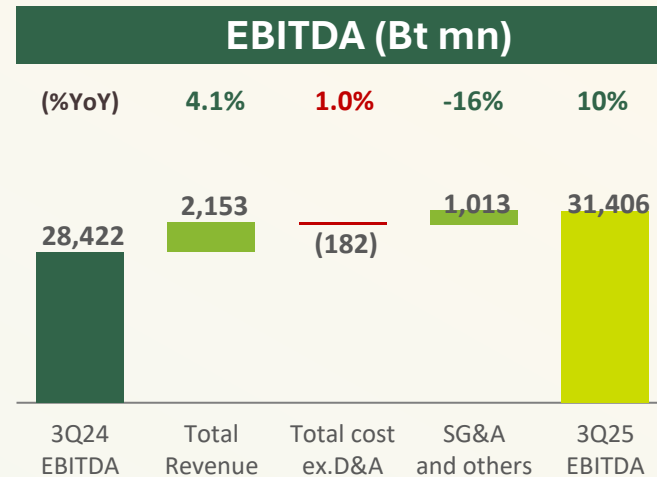
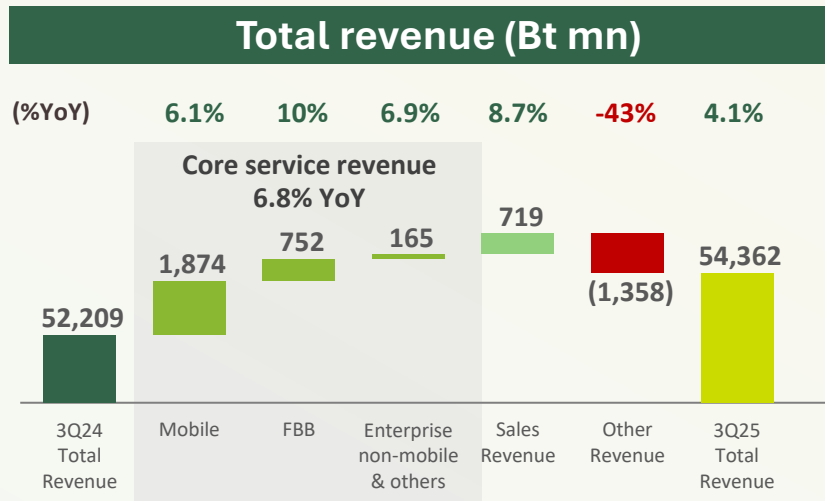


Sales growing YoY driven by strengthened retail strategy and new flagship device demand

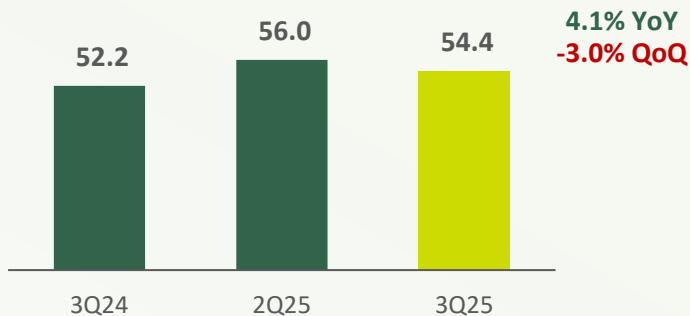


Sustainable profit delivering through quality and strong operational discipline

3Q25: Performance sustained with continual focus on profitability

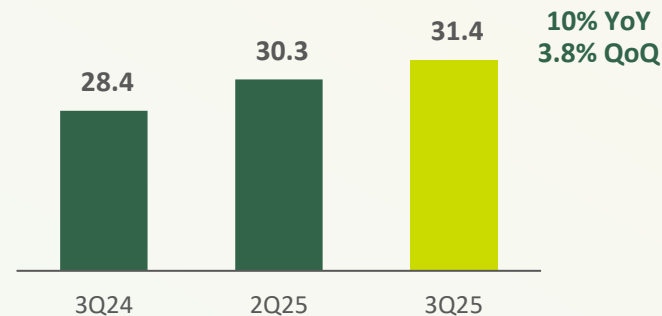


Total revenue (Bt bn)



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

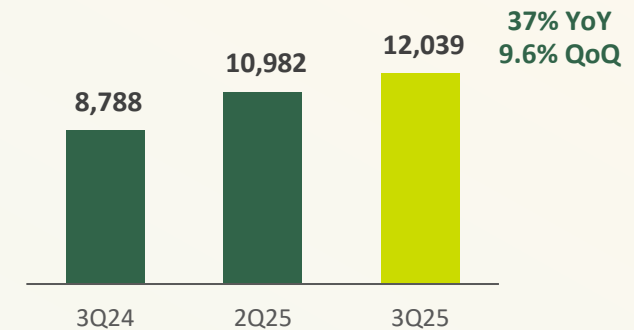
EBITDA (Bt bn)



EBITDA improved YoY and QoQ driven by quality revenue expansion and prudent cost management.

EBITDA Margin at 57.8% higher YoY due to profitable revenue focus.

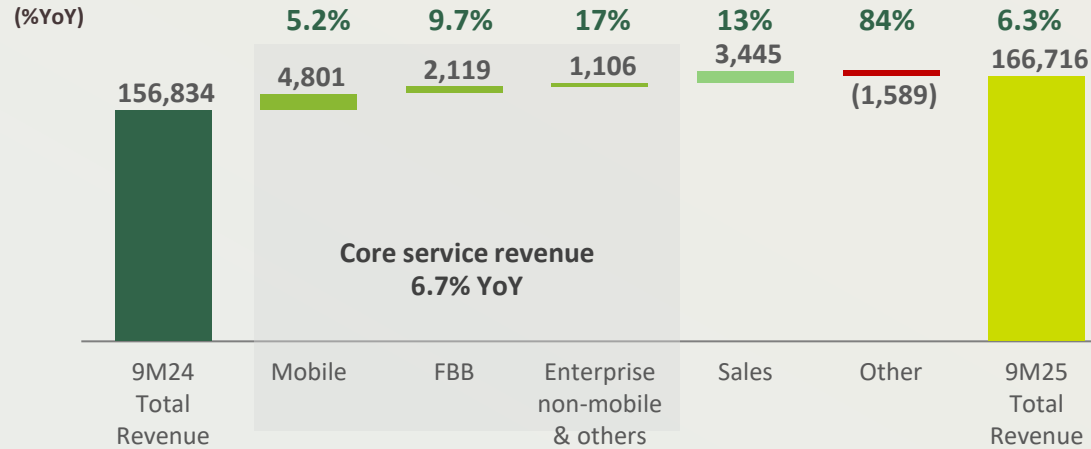
NPAT (Bt mn)



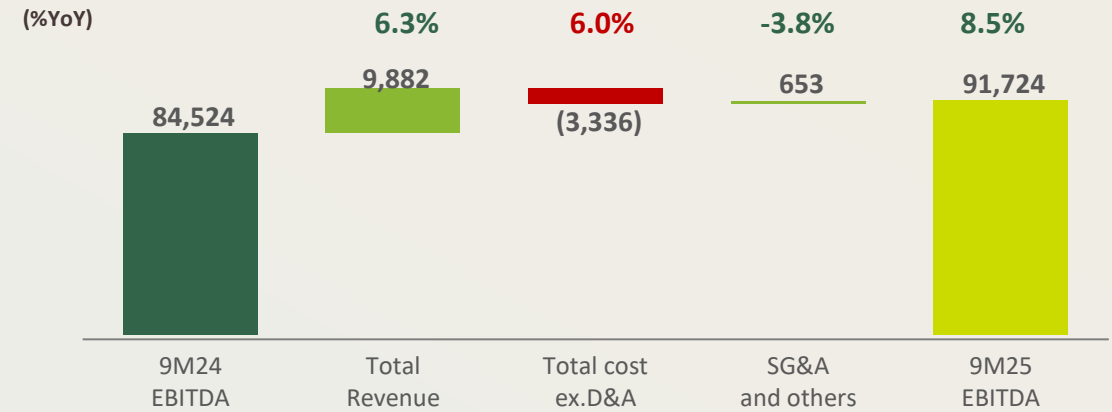
NPAT improved YoY and QoQ with solid operating performance, lower spectrum cost, and reduced financial expense.

9M25: Driven by quality focus and solid operating performance

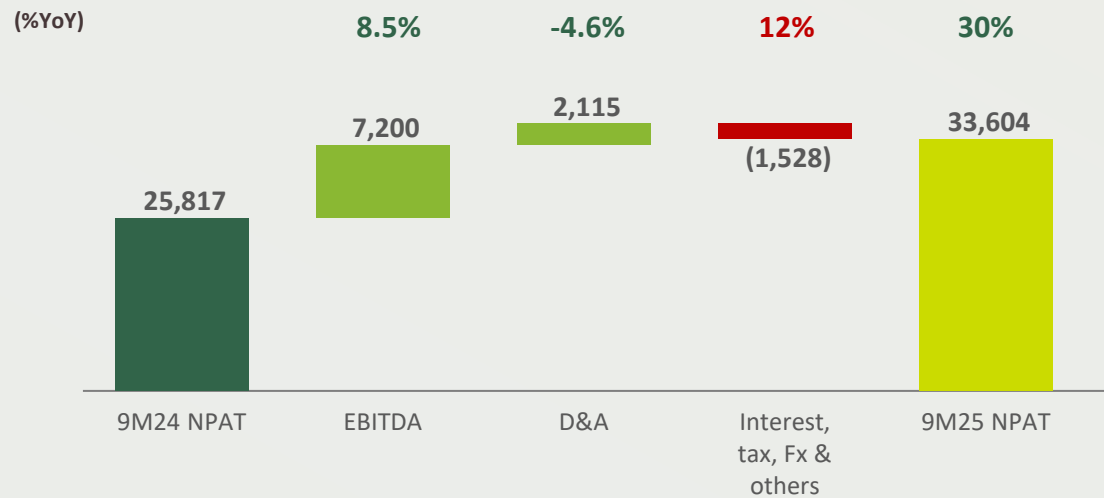
Total revenue (Bt mn)



EBITDA (Bt mn)



NPAT (Bt mn)



- **Core Service Revenue** increased **6.7% YoY** driven by solid performances in the mobile and fixed broadband businesses.
- **EBITDA** improved **8.5% YoY**, from supported by broad-based business expansion and disciplined cost control.
- **NPAT** showed **30% growth YoY** driven by strong operating performance, lower spectrum cost, and lower financial cost.

AIS: Empowering lives and businesses towards exceptional experiences

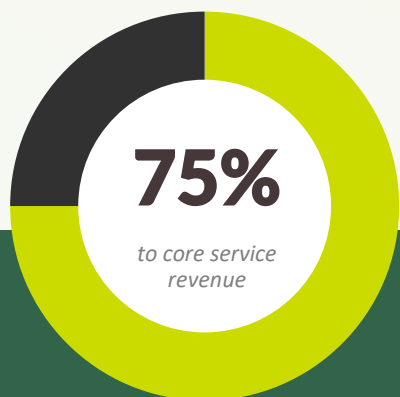
Core service revenue

Sales revenue

80% of Total revenue

16% of Total revenue

Mobile

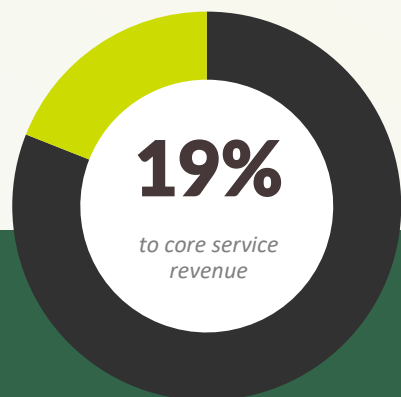


Value-driven with
Network leadership

Bt32.8bn

As of 3Q25
Growth 6.1% YoY

Fixed Broadband

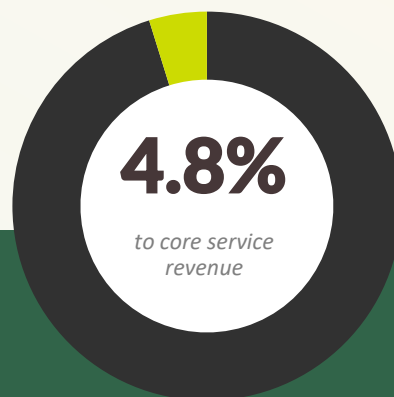


High-quality subs
acquisition

Bt8.2bn

As of 3Q25
Growth 10% YoY

Enterprise non-mobile



Connectivity services
and digital solution

Bt2.1bn

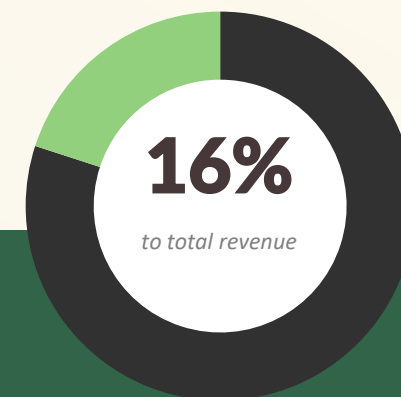
As of 3Q25
Growth 14% YoY

Digital Services



Building digital
adjacencies to
engage customers

Retail



Enhanced retail
experience

Bt9.0bn

As of 3Q25
Growth 8.7% YoY

9M25 vs FY25 Guidance: beat with quality & profitability focus

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

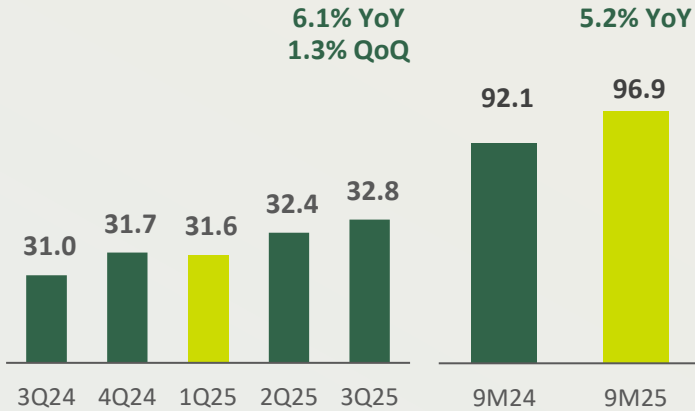
Item	Guidance	9M25	Rationale
Core service revenue	Around 4 - 6%	Growth 6.7%	- Focused on quality-driven expansion to enhance customer experience. - AIS maintains cautious outlook due to economic uncertainties. Mobile: leveraging network quality and reliability, 5G monetization, and enhanced value-added 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%	Growth 8.5%	- 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	Bt 16.3 bn	- The investment strategy will ensure network quality and reliability. - FY25 places additional emphasis on modernization, integration, and underground cabling.



BUSINESS PERFORMANCE

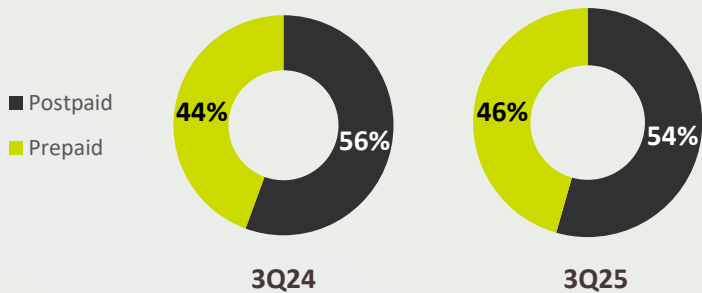


Mobile revenue (Bt bn)



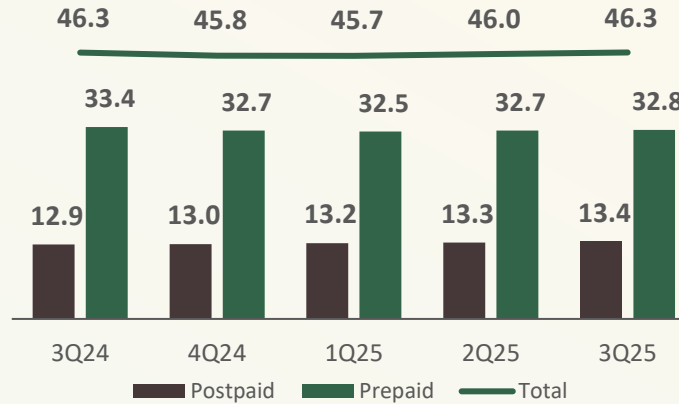
- Growth driven by ARPU increased from acquiring quality subs and value-driven by 5G upsell existing customer.

% Mobile Revenue Contribution

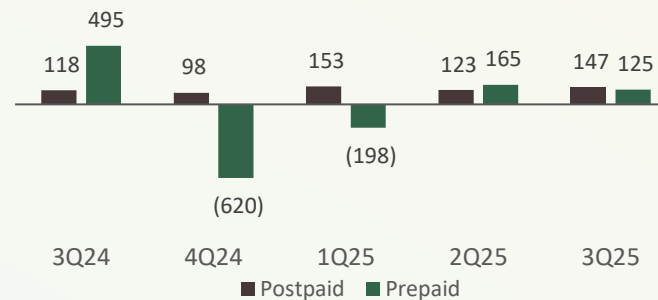


- Prepaid contribution increment aligned with prepaid revenue growth.

Total subscriber (mn)

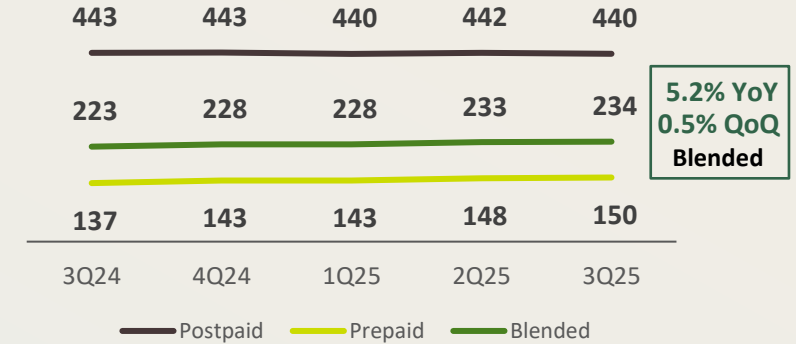


Net additional subscriber ('000)



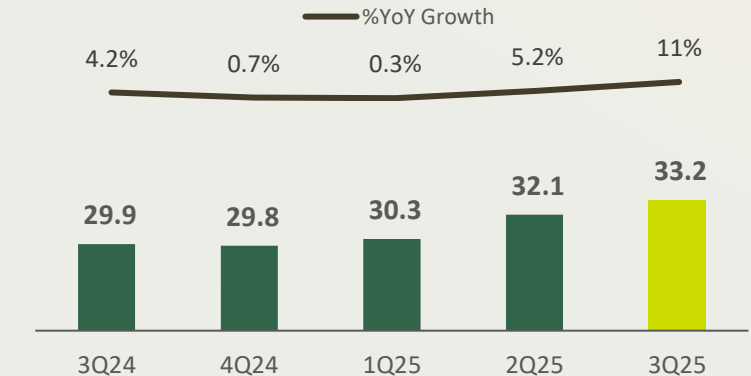
- Growth was supported by effective churn management under a quality-focused strategy.

Mobile ARPU (Bt/sub/month)



- ARPU rose from upsell higher-value packages & 5G and cross-selling value-added services.

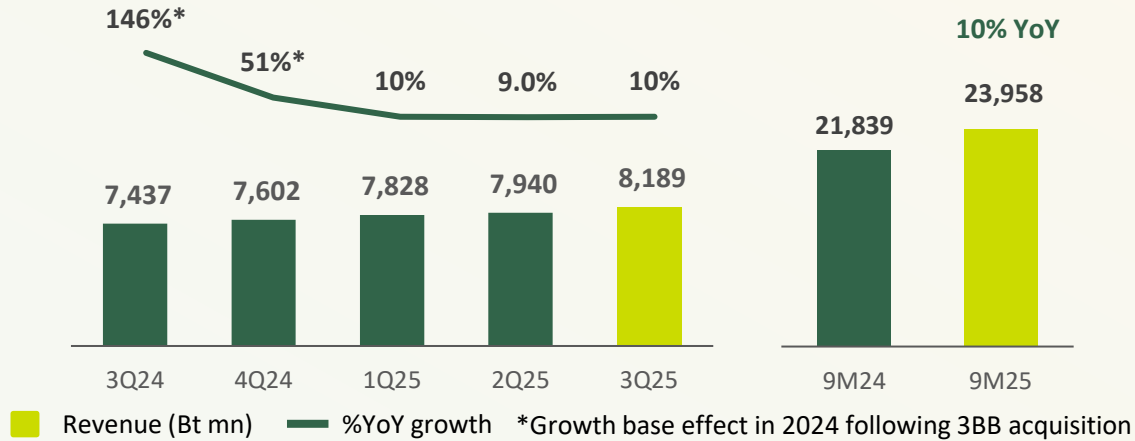
Data Consumption



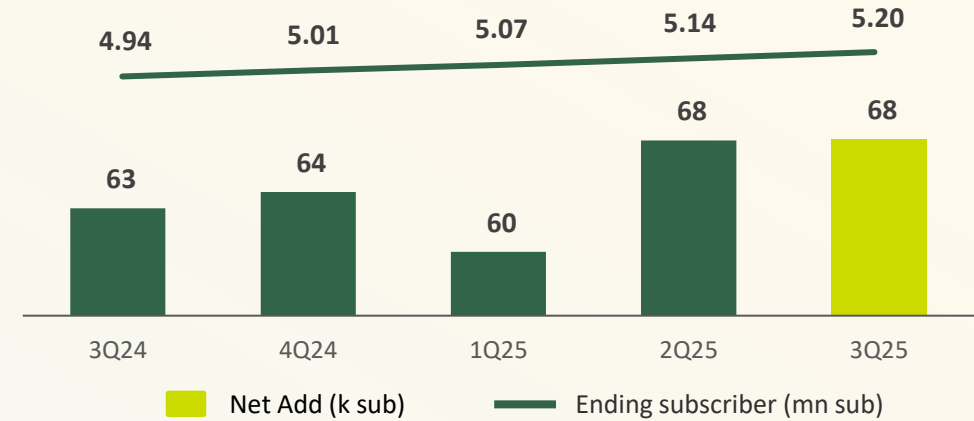
*Note: VOU excludes data from MMS sending from 3Q24 onwards

Home Broadband: Gained momentum with quality subscribers and value uplifting

Revenue growth from subs growth and ARPU rising

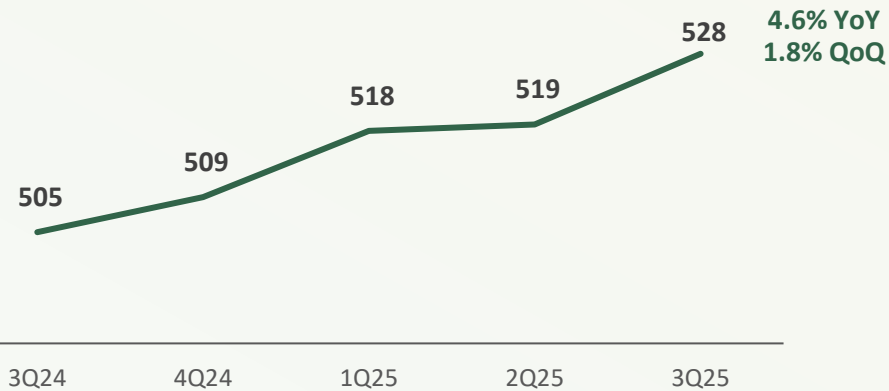


Subscribers acquisition with quality focus

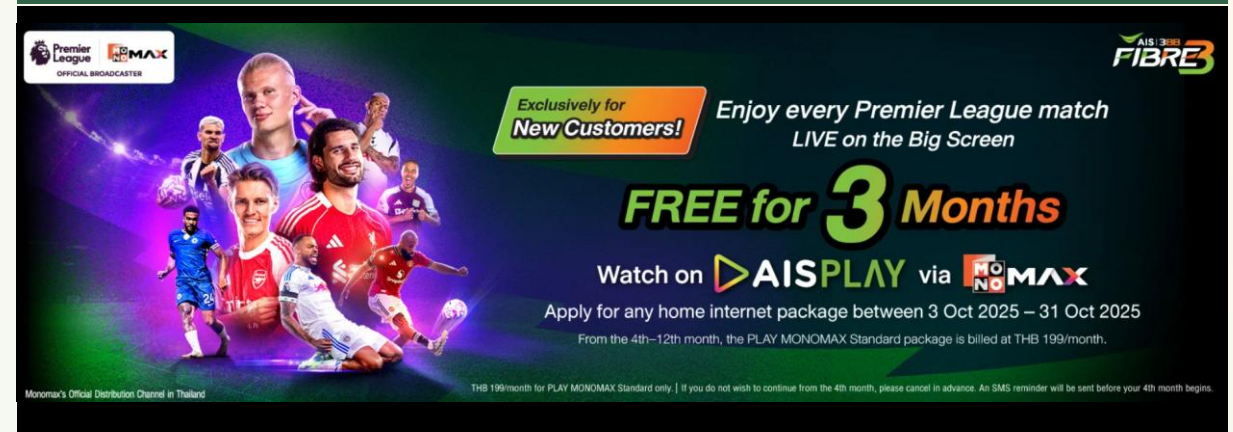


ARPU uplift from beyond connectivity service

FBB ARPU (Baht per month)



Enhancing customer value with premium packages



Exclusively for New Customers! Enjoy every Premier League match LIVE on the Big Screen

FREE for 3 Months

Watch on **▶ AISPLAY** via **MONOMAX**

Apply for any home internet package between 3 Oct 2025 – 31 Oct 2025

From the 4th–12th month, the PLAY MONOMAX Standard package is billed at THB 199/month.

Monomax's Official Distribution Channel in Thailand

THB 199/month for PLAY MONOMAX Standard only. | If you do not wish to continue from the 4th month, please cancel in advance. An SMS reminder will be sent before your 4th month begins.

Delivering exceptional experience with superior network quality

Driving 5G adoption to boost ARPU



15.8 mn

5G Subscribers
In 3Q25



10-15%

5G ARPU uplift

Improved value through 5G adoption

5G network coverage

Over 95%

Nationwide
Population
coverage

>99%

BKK

>96%

EEC



Broadband coverage

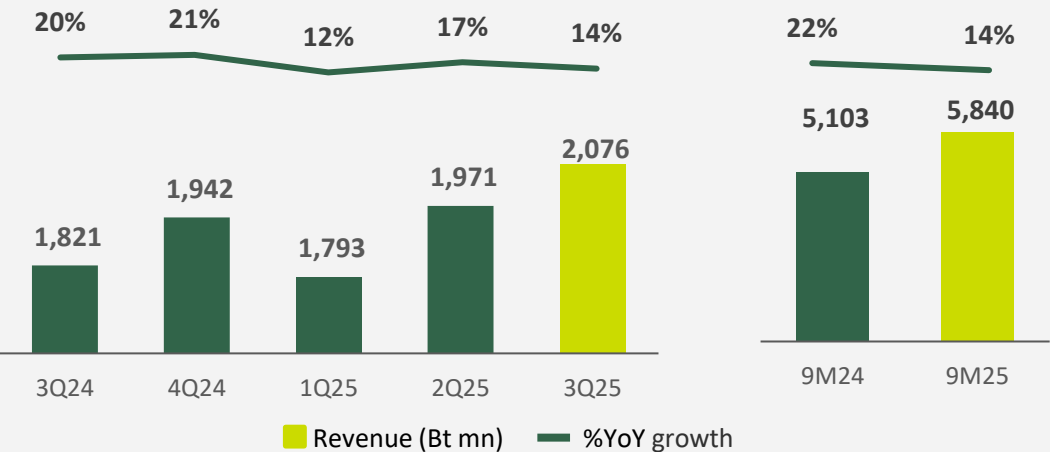
20 mn



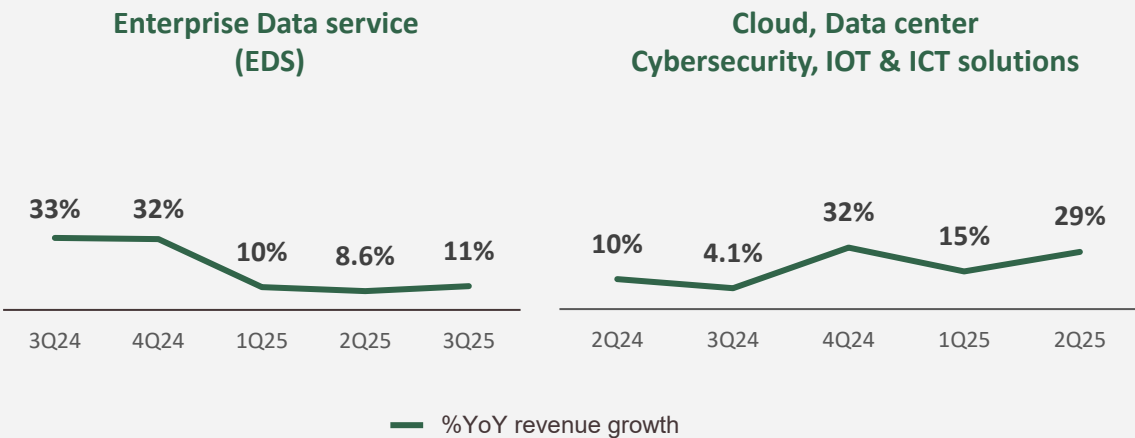
Household
coverage

Enterprise: Growth driven by demand for digital transformation

Revenue growth driven by EDS & Cloud



Strong connectivity demand boosted by OTT investment in Thailand



5G Ecosystem



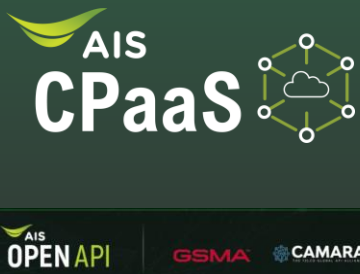
Intelligent Network & Cloud



AI and Data Analytics



Digital Platform & APIs

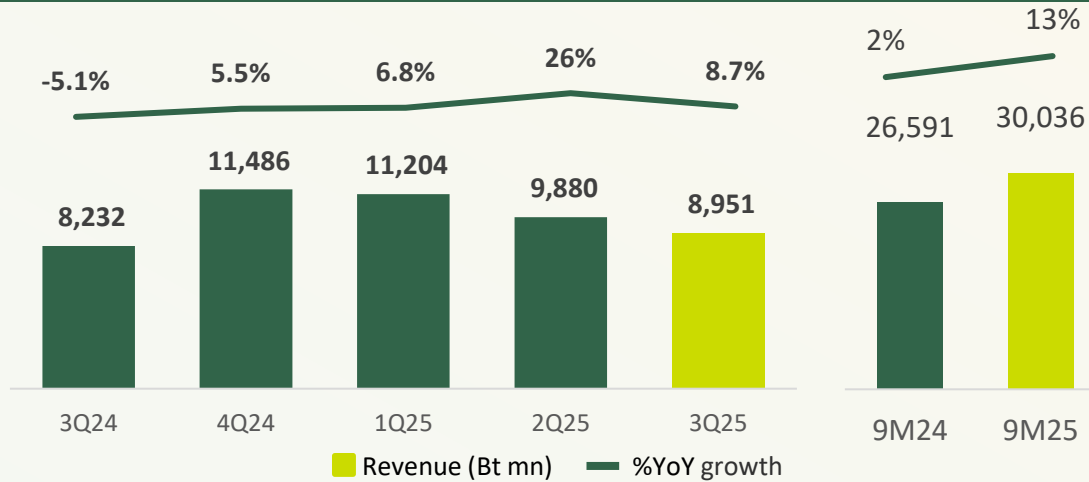


Industry Transformation

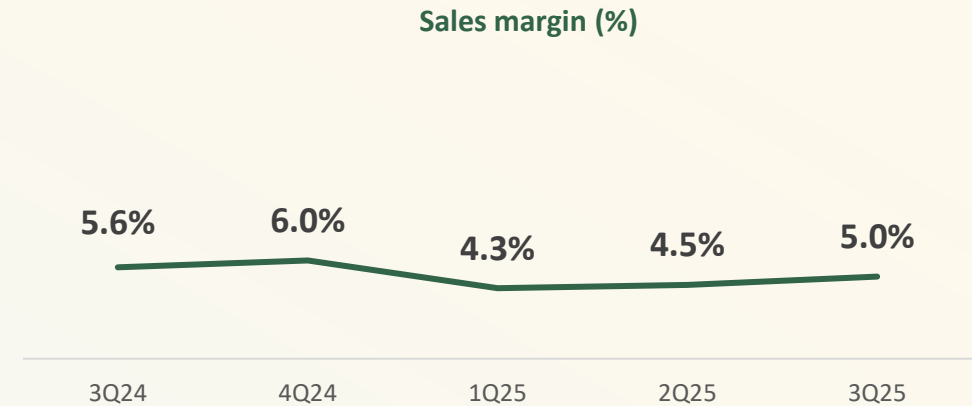


Retail Sales: Growing with retail strategy and enhancing experience

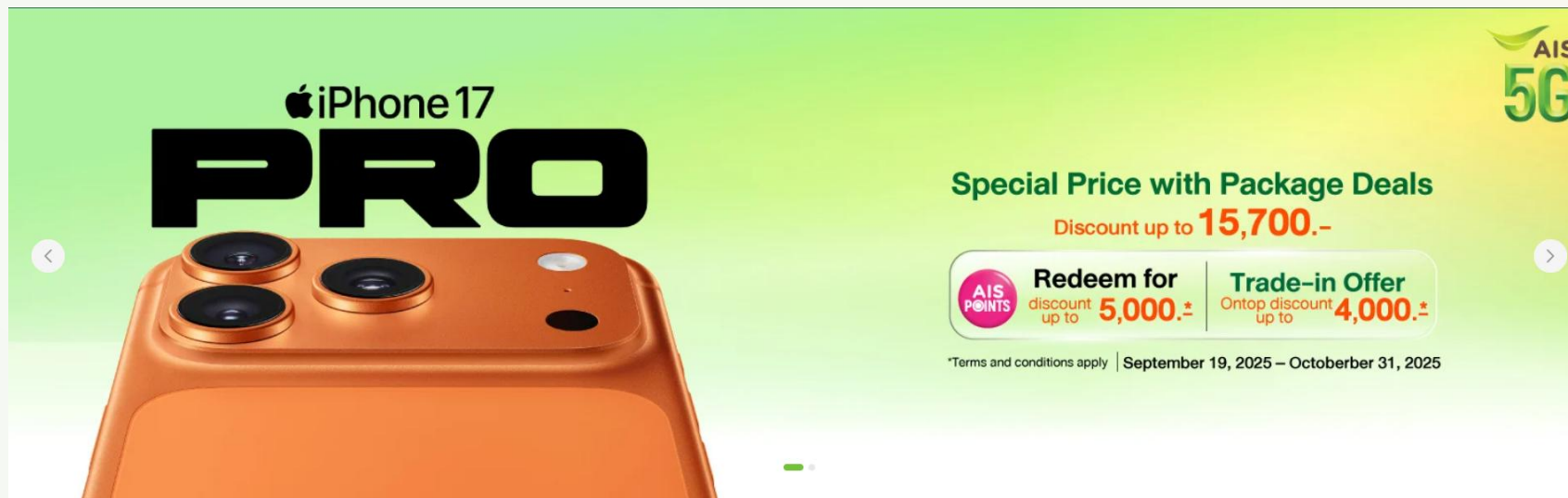
Sales growth with enhanced focus in retail sales



Resilience margin amid tariff concerns



Sales revenue boosted by flagship phone launched



iPhone 17 PRO

Special Price with Package Deals
Discount up to **15,700.-**

Redeem for discount up to **5,000.-** | **Trade-in Offer** Ontop discount up to **4,000.-**

*Terms and conditions apply | September 19, 2025 – October 31, 2025



At in One

iPhone 17

APPENDIX



Financial impact from the recent 2100MHz Auction: Income statement

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

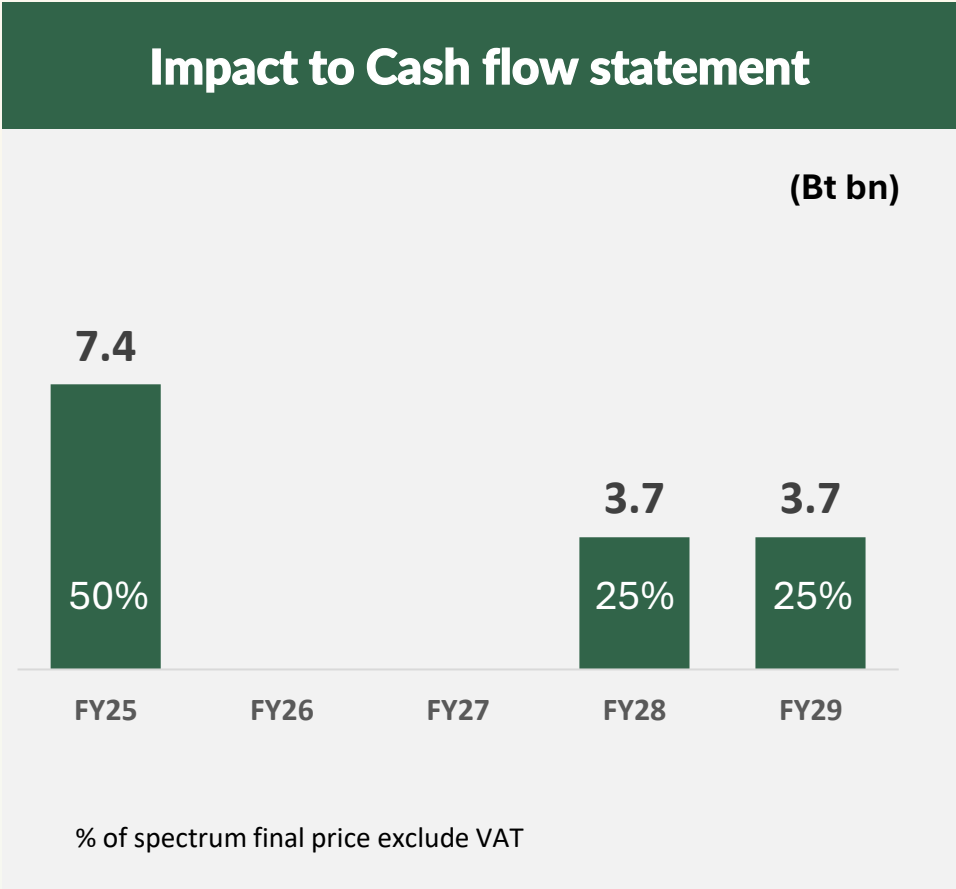
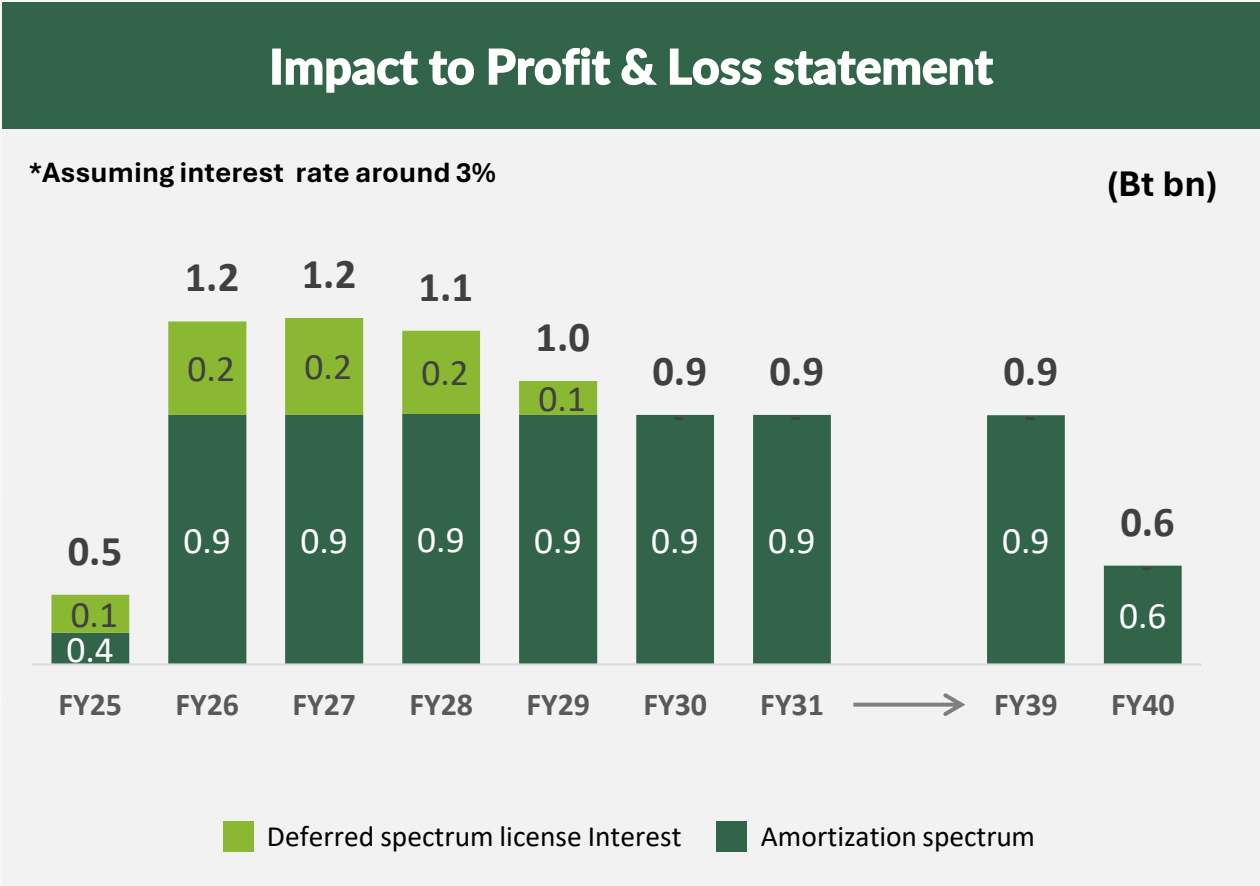
Income statement (Bt bn)	<u>2Q25</u> 2100MHz spectrum arrangement with NT*	<u>3Q25</u> 2100MHz spectrum arrangement with NT* (34 days)	<u>3Q25</u> impact From 2100MHz spectrum auction** (58 days)	<u>4Q25</u> Estimate impact from 2100MHz spectrum auction**
Core service revenue	-	-	-	-
IC and NT partnership	2.1	0.76	-	-
Total revenue	2.1	0.76	-	-
Depreciation & Amortization	0.9	0.34	0.15	0.24
Network OPEX and NT partnership	2.1	0.76	-	-
Cost of service	3.0	1.1	0.15	0.24
Finance cost	0.01	-	0.03	0.05
Profit before tax	(0.9)	(0.34)	(0.18)	(0.29)
Net Profit	(0.7)	(0.27)	(0.14)	(0.23)
EBITDA	No impact			

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

**Impact will start from 4 August 2025 following 2100MHz license issuance.

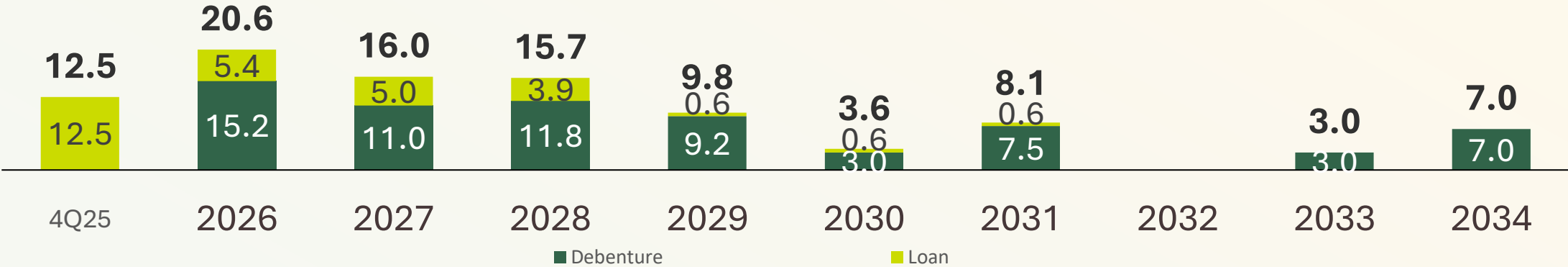
Financial impact from the recent 2100MHz Auction

Spectrum Amortization & Deferred Interest

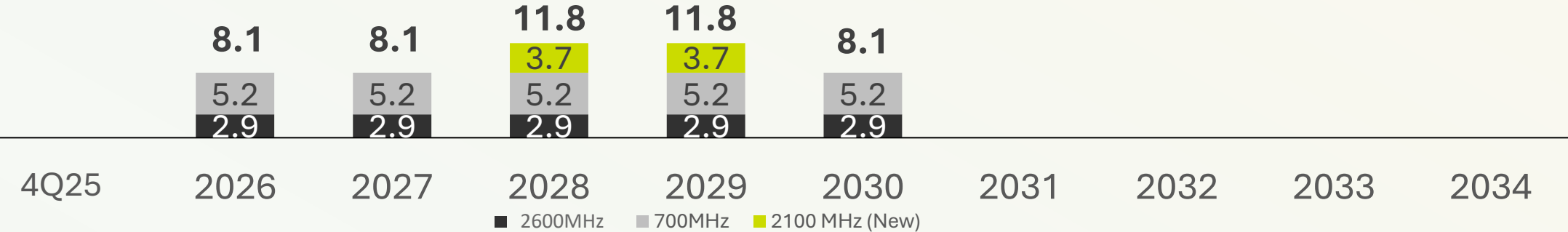


Debt Repayment and License Payment Schedule

Debt Repayment Schedule (Bt bn)



License Payment Schedule (Bt bn)



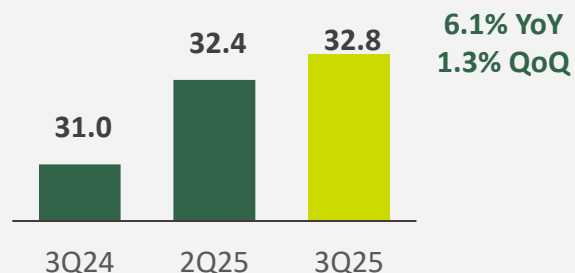
Financial Highlights

Bt mn	3Q24	2Q25	3Q25	%YoY	%QoQ	9M24	9M25	%YoY
Mobile revenue	30,962	32,401	32,837	6.1%	1.3%	92,077	96,878	5.2%
FBB revenue	7,437	7,940	8,189	10%	3.1%	21,839	23,958	9.7%
Other revenues	2,399	2,630	2,565	6.9%	-2.5%	6,549	7,656	17%
Core service revenue	40,799	42,972	43,591	6.8%	1.4%	120,465	128,491	6.7%
IC and NT partnership	3,177	3,192	1,819	-43%	-43%	9,779	8,190	-16%
Service revenue	43,977	46,164	45,410	3.3%	-1.6%	130,243	136,681	4.9%
SIM and device sales	8,232	9,880	8,951	8.7%	-9.4%	26,591	30,036	13%
Total revenue	52,209	56,044	54,362	4.1%	-3.0%	156,834	166,716	6.3%
Cost of service	24,849	25,019	23,141	-6.9%	-7.5%	74,635	72,402	-3.0%
SG&A	7,365	6,460	6,177	-16%	-4.4%	19,829	19,193	-3.2%
EBITDA	28,422	30,267	31,406	10%	3.8%	84,524	91,724	8.5%
Service EBITDA	27,963	29,821	30,962	11%	3.8%	83,096	90,356	8.7%
EBIT	12,947	15,620	17,097	9.5%	32%	38,647	47,962	24%
NPAT	8,788	10,982	12,039	37%	9.6%	25,817	33,604	30%
Sales margin	5.6%	4.5%	5.0%	-62bps	44bps	5.4%	4.6%	-82bps
EBITDA margin	54.4%	54.0%	57.8%	333bps	377bps	53.9%	55.0%	112bps
Service EBITDA margin	63.6%	64.6%	68.2%	460bps	358bps	63.8%	66.1%	231bps
Operating profit margin	23.4%	27.0%	30.4%	701bps	342bps	23.7%	27.9%	414bps
NPAT margin	16.8%	19.6%	22.1%	531bps	255bps	16.5%	20.2%	370bps

3Q25 Revenue Breakdown

Mobile Revenue

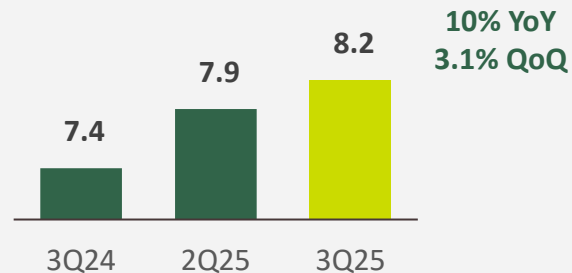
(Bt bn)



- Growth YoY and QoQ driven by ARPU uplift through quality-focused acquisition, upselling of higher-value packages and 5G, and cross-selling content.

Fixed broadband Revenue

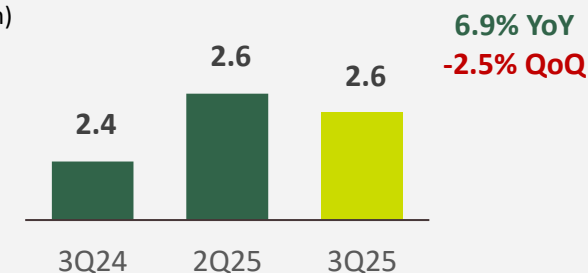
(Bt bn)



- Maintained growth momentum YoY and QoQ from continued subscriber expansion and higher ARPU through upsell and cross-sell.

Enterprise and Other Revenues

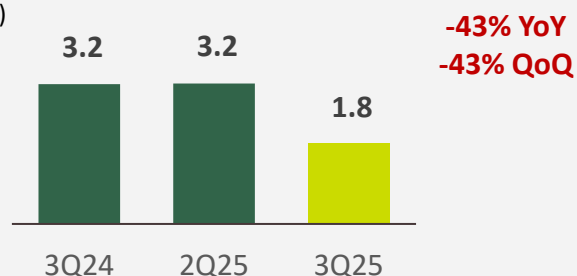
(Bt bn)



- Growing YoY from strong demand in EDS and Cloud services.
- Softened QoQ from lower NT roaming revenue.

IC and NT Partnership

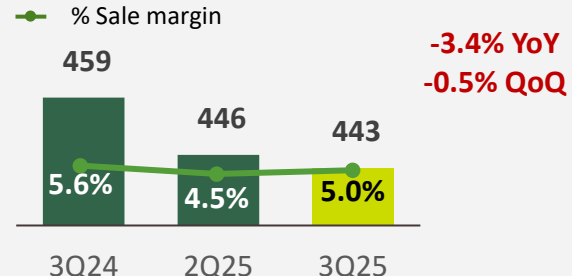
(Bt bn)



- Decreasing YoY and QoQ from lower NT partnership revenue from expiration of 2100MHz roaming agreement with NT in Aug-25

Net Sales & Margin

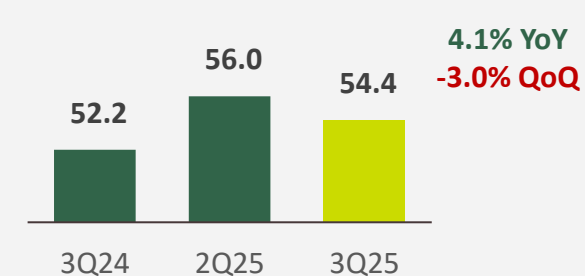
(Bt mn) — % Sale margin



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

Total Revenue

(Bt bn)

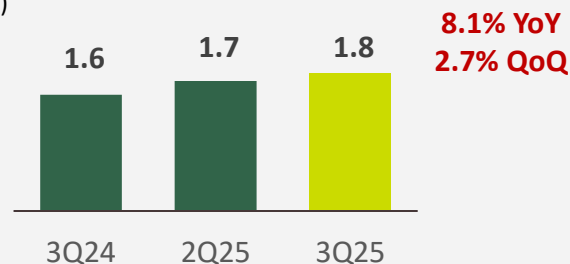


- Increasing YoY with solid momentum in all businesses.
- Softened QoQ from lower device sales from seasonality.

3Q25 Cost and Expense Breakdown

Regulatory

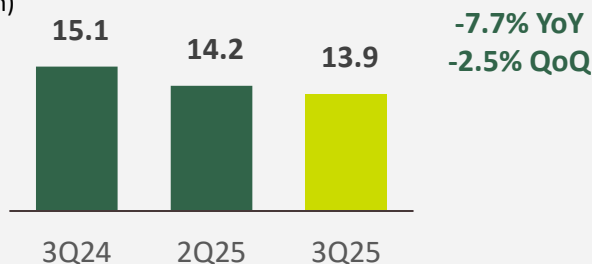
(Bt bn)



- 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

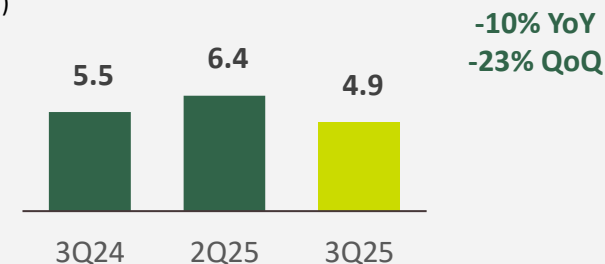
(Bt bn)



- Decreasing YoY and QoQ from lower right-of-use asset following expiration of 2100MHz roaming agreement.

Network OPEX and NT partnership

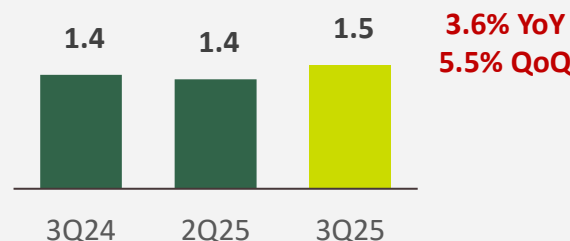
(Bt bn)



- Decreasing YoY from end of NT roaming contract, partly offset by higher transmission cost from FBB integration.
- Lower QoQ, from lower NT Partnership cost.

Marketing expense

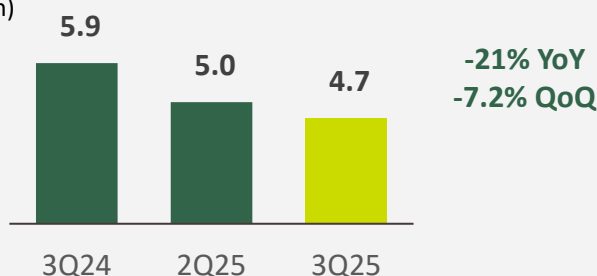
(Bt bn)



- Increasing YoY and QoQ from higher marketing activities.
- The marketing expense was at 2.8% of total revenue.

Admin & Others

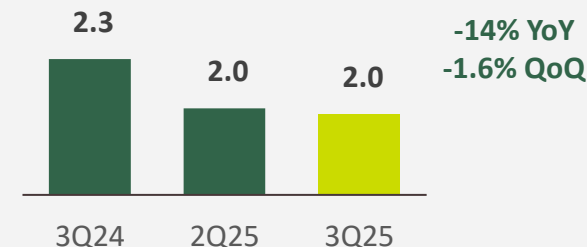
(Bt bn)



- Decreasing YoY and QoQ from the high base from accrued performance-based compensation and cost optimization.
- The provision for bad debts as a percentage of postpaid and broadband revenue was at 2.0%.

Finance cost

(Bt bn)

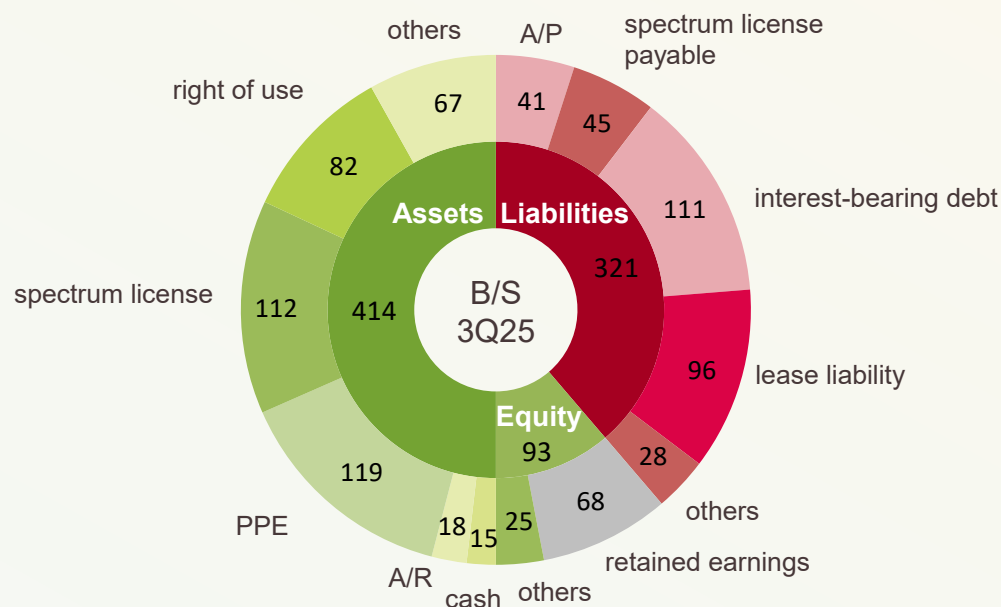


- Decreasing YoY and QoQ benefited from debt refinancing and loan repayments.
- The average cost of borrowing was at 2.8% in 3Q25.

Healthy balance sheet and cash flow to support investment

Balance Sheet

(Bt bn)



(3Q25 ratios)

0.8x

Net debt to EBITDA

1.9x

Net debt to EBITDA
incl. lease liabilities & spectrum

1.2x

Interest bearing debt
to Equity

0.3x

Current ratio

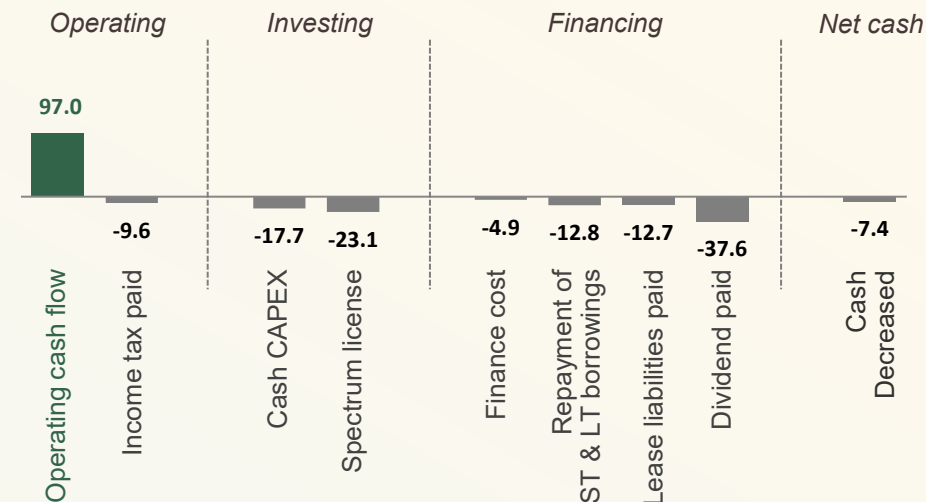
47%

Return on Equity

9M25 Cash Flow

(Bt bn)

■ Cash increase ■ Cash decrease



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

Free cash flow after lease liabilities paid of Bt33bn with high ability to provide returns to shareholder.

Average finance costs for 3Q25 = 2.8% 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

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

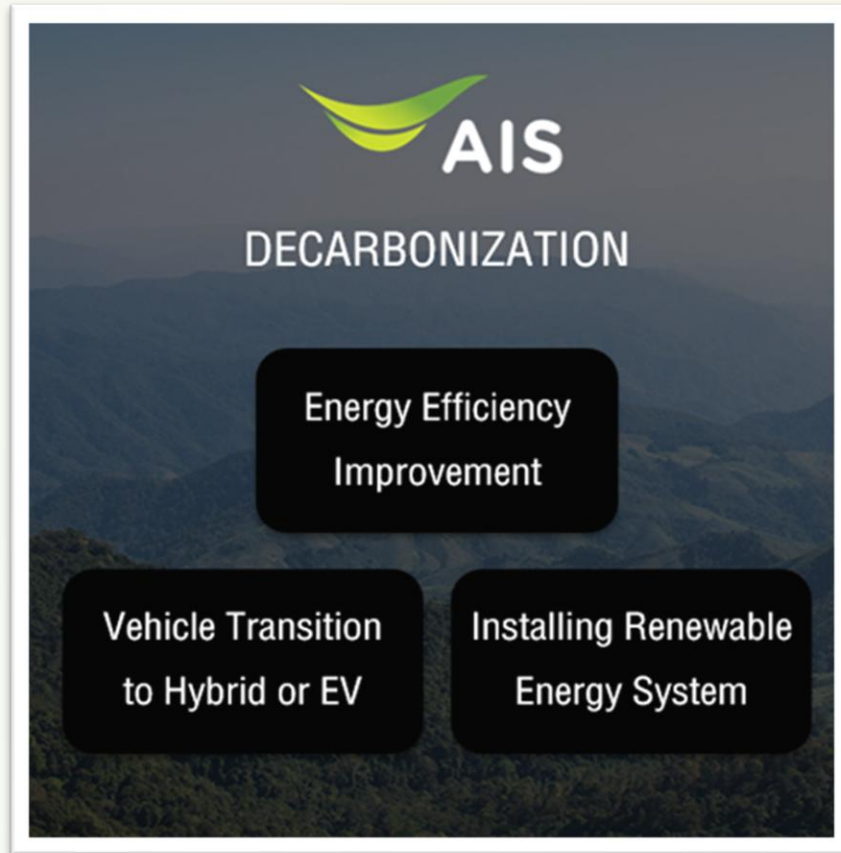
235 organizations

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

Sustainability Highlights: 1185 Scam SMS Reporting Service

AIS launched the “1185 Snap & Share” service, enabling customers to easily report scam SMS messages by sending a screenshot to SMS number 1185, free of charge.



AIS verifies and blocks fraudulent senders within 24 hours, strengthening customer protection through

- Quick reporting
- Accurate detection
- Proactive blocking

For further detail regarding 1185 Scam SMS Reporting Service please visit : investor.ais.co.th/1185ScamSMSReportingService

Sustainability Highlights: 191 Emergency Location Service

AIS launched Thailand's first 191 Emergency Location Service (ELS), enabling automatic caller location for Android users on AIS's network without extra apps.



The system transmits the caller's location directly to emergency centers, enhancing

- Accuracy
- Response time
- Public safety

Through AIS's intelligent network

For further detail regarding 191 Emergency Location Service please visit : investor.ais.co.th/191EmergencyLocationService

Sustainability Highlights: Regional E-waste campaign

AIS, in collaboration with Singtel and local business partners, launched the “Signals of Sustainable Future” campaign to raise awareness about the dangers of improper e-waste disposal and encourage Thai consumers to dispose of e-waste responsibly.



More than
2,700
Partnered collection
points
nationwide

To reinforce AIS position as Thailand's hub of e-waste

For further detail regarding 191 Emergency Location Service please visit : [investor.ais.co.th/Regional E-waste campaign](https://investor.ais.co.th/Regional%20E-waste%20campaign)

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

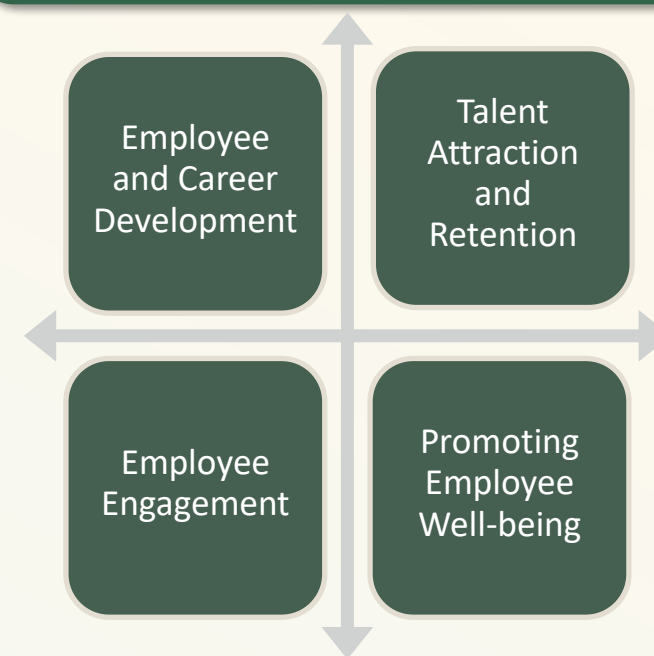
Technology & Process improvement

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%

Social inclusion

Digital wellness

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



 **SECURE NET+**
Protected by  **MSIG**



วิธีตรวจสอบสุขภาพดิจิทัล

ทำทุกตัวกับไอเอส ด้วย 3 ขั้นตอน

ดู | ฝึก | ปฏิบัติ

<https://digitalhealthcheck.ais.th>

AIS CYBER

เปลี่ยนพฤติกรรมดิจิทัล
สู่ชีวิตปลอดภัย

QR code

Digital Health Check

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



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



Line Official AIS-IR



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

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

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.