



Asian Pay Television Trust



# ASIAN PAY TELEVISION TRUST

31 MARCH 2019

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# AGENDA

1. 31 MARCH 2019 RESULTS
2. OUTLOOK & STRATEGY
3. UPDATES: STRATEGIC REVIEW &  
MANAGEMENT FEE
4. BUSINESS OVERVIEW
5. BUSINESS DRIVERS

# 31 MARCH 2019 RESULTS



## Broadband market share continued to expand despite competitive market conditions; Improved EBITDA margin to 60.2%



### Q1 2019 EBITDA lower than pcp

- Revenue under pressure due to a saturated cable TV market, heightened competition from IPTV and from mobile operators offering unlimited wireless data, resulting in lower ARPUs
- Revenue and EBITDA at S\$73.2 million and S\$44.1 million for the quarter
- Operating expenses decreased by 7.6%, improving EBITDA margin by 1.2 percentage points to 60.2%
- Increase in Premium digital cable TV and Broadband RGUs more than offset Basic cable TV churn; total subscribers increased to c. 1,163,000



### Growth in Broadband market share

- Continued to show reasonable progress with growing RGUs
- Lower ARPU due to competitive pressures from mobile operators who are offering low-priced unlimited wireless data plans
- With growing data usage and demand for high speed plans, continued investment to increase Broadband capacity and speed is key to driving growth



### Distributions

- Distribution of 0.30 cents per unit declared for Q1 2019
- Re-affirmed distribution guidance for 2019 and 2020; the distribution is expected to be 1.20 cents per unit per year for 2019 and 2020, subject to no material changes in planning assumptions
- It is anticipated that the distribution will continue to be paid quarterly at 0.30 cents per unit



### Strategic review

- Undertaking an independent strategic review of options available for APTT and its investment in TBC
- A special committee, consisting of four independent directors and the CEO, to oversee the strategic review

# KEY OPERATING METRICS

**Improvement in Premium and Broadband RGUs more than offset Basic cable TV churn; Total subscribers increased to 1,163,000**

	RGUs <sup>1</sup> ('000)			ARPU <sup>2</sup> (NT\$ per month)		
	As at			Quarter ended		
	31 Mar 2019	31 Dec 2018		31 Mar 2019	31 Dec 2018	
Basic cable TV	745	750	↓	493	494	↓
Premium digital cable TV	198	196	↑	119	122	↓
Broadband	220	216	↑	404	417	↓

- **Basic cable TV:** Saturated cable TV market in Taiwan, resulting in RGUs declining; c.745,000 RGUs as at 31 March 2019, ARPU was marginally lower. RGUs were impacted by competition from aggressively priced IPTV, video piracy issues and expectations from consumers for discounts as they compare with the lower cable TV pricing outside of TBC's<sup>3</sup> five franchise areas, particularly in the Taipei region
- **Premium digital cable TV:** RGUs increased to c.198,000. ARPU was lower due to promotions and discounted bundled packages that were offered to generate new RGUs and to retain existing RGUs. Video piracy issues and aggressively priced IPTV continue to impact the ability to attract new RGUs and strengthen ARPU
- **Broadband:** RGUs increased to c.220,000. The focus on RGU growth, in the face of competitive market conditions from unlimited wireless data offerings from mobile operators, showed reasonable progress in the quarter. The availability of low-cost unlimited data offerings from mobile operators is necessitating fixed-line operators to offer higher speeds at competitive prices to acquire new RGUs and re-contract existing RGUs

Notes: (1) RGUs refer to revenue generating units

(2) Average Revenue Per User ("ARPU") is calculated by dividing the subscription revenue for Basic cable TV, Premium digital cable TV or Broadband, as applicable, by the average number of RGUs for that service during the period

(3) TBC refers to Taiwan Broadband Communications group

# FINANCIAL RESULTS



## Q1 2019 EBITDA lower than pcp but EBITDA margin improved to 60.2%; Operating expenses decreased by 7.6% on the back of cost containment efforts

Group <sup>1</sup> (S\$'000)	Quarter ended 31 Mar		
	2019	2018	Variance <sup>2</sup> %
<b>Revenue</b>			
Basic cable TV	58,083	60,691	(4.3)
Premium digital cable TV	3,241	3,613	(10.3)
Broadband	11,883	12,704	(6.5)
<b>Total revenue</b>	<b>73,207</b>	<b>77,008</b>	<b>(4.9)</b>
<b>Total operating expenses<sup>3</sup></b>	<b>(29,132)</b>	<b>(31,543)</b>	<b>7.6</b>
<b>EBITDA</b>	<b>44,075</b>	<b>45,465</b>	<b>(3.1)</b>
EBITDA margin	60.2%	59.0%	

In constant Taiwan dollars (“NT\$”), total revenue down 2.5% compared to the pcp; foreign exchange contributed 2.4% negative variance for the quarter

- **Basic cable TV:** Down 1.9% for the quarter in constant NT\$ terms mainly due to lower subscription revenue, driven by lower number of subscribers and ARPU compared to the pcp. Non-subscription revenue was higher mainly due to higher revenue generated from channel leasing to third parties, partially offset by lower airtime advertising sales. Channel leasing to home shopping networks continues to be affected by declining demand for home shopping and heightened competition from internet retailing
- **Premium digital cable TV:** Down 7.9% for the quarter in constant NT\$ terms. Generated predominantly from TBC’s average Premium digital cable TV RGUs each contributing an ARPU of NT\$119 per month during the quarter for Premium digital cable TV packages, bundled DVR or DVR-only services
- **Broadband:** Down 4.1% for the quarter in constant NT\$ terms due to lower ARPU. Generated predominantly from TBC’s average Broadband RGUs each contributing an ARPU of NT\$404 per month during the quarter for high-speed Broadband services

**Total operating expenses:** Operating expenses for the quarter were lower by 7.6% mainly due to lower broadcast and production costs, staff costs and other operating expenses

Notes: (1) Group refers to APTT and its subsidiaries taken as a whole  
 (2) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group  
 (3) Total operating expenses exclude depreciation and amortisation expense, net foreign exchange gain/loss and mark to market movements on foreign exchange contracts, in order to arrive at EBITDA and EBITDA margin

# NET PROFIT



## Turnaround in net profit which more than sufficiently covers distribution payout

Group <sup>1</sup> (S\$'000)	Quarter ended 31 Mar			Comments
	2019	2018	Variance <sup>2</sup> %	
<b>Total revenue</b>	<b>73,207</b>	<b>77,008</b>	<b>(4.9)</b>	
<b>Operating expenses</b>				
Broadcast and production costs	(14,524)	(14,795)	1.8	
Staff costs	(6,569)	(7,562)	13.1	
Trustee-Manager fees	(1,804)	(1,796)	(0.4)	
Other operating expenses	(6,235)	(7,390)	15.6	Mainly due to reversal of some provisions for fines made in the previous year
<b>Total operating expenses</b>	<b>(29,132)</b>	<b>(31,543)</b>	<b>7.6</b>	
<b>EBITDA</b>	<b>44,075</b>	<b>45,465</b>	<b>(3.1)</b>	
<b>Other expenses</b>				
Depreciation and amortisation expense	(20,535)	(18,172)	(13.0)	Mainly due to higher depreciation expense on network equipment and amortisation expense on programming rights
Net foreign exchange loss	(1,709)	(2,497)	31.6	Mainly due to translations at the subsidiary level which are not expected to be realised
Mark to market gain on derivative financial instruments	1,424	115	>100	Represents exchange rate movements on foreign exchange contracts
Amortisation of deferred arrangement fees	(830)	(2,338)	64.5	Variance due to write-off of unamortised arrangement fees on the previous borrowing facilities in the previous year
Interest and other finance costs	(11,994)	(13,000)	7.7	
Income tax expense	(2,957)	(16,528)	82.1	Mainly due to a one-time adjustment of deferred tax liabilities as at the beginning of the previous year following the change in corporate income tax in Taiwan from 17% to 20% starting from 2018
<b>Total other expenses</b>	<b>(36,601)</b>	<b>(52,420)</b>	<b>30.2</b>	
<b>Net profit</b>	<b>7,474</b>	<b>(6,955)</b>	<b>&gt;100</b>	

Notes: (1) Group refers to APTT and its subsidiaries taken as a whole; (2) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group



# SELECTED FINANCIAL INFORMATION

Selected financial information<sup>1</sup> are key financial metrics of APTT's business

Group <sup>2</sup> (S\$'000)	Quarter ended 31 Mar		
	2019	2018	Variance <sup>3</sup> %
<b>Revenue</b>			
Basic cable TV	58,083	60,691	(4.3)
Premium digital cable TV	3,241	3,613	(10.3)
Broadband	11,883	12,704	(6.5)
<b>Total revenue</b>	<b>73,207</b>	<b>77,008</b>	<b>(4.9)</b>
<b>Total operating expenses<sup>4</sup></b>	<b>(29,132)</b>	<b>(31,543)</b>	<b>7.6</b>
<b>EBITDA</b>	<b>44,075</b>	<b>45,465</b>	<b>(3.1)</b>
<b>EBITDA margin<sup>5</sup></b>	60.2%	59.0%	
<b>Capital expenditure</b>			
Maintenance	3,823	4,175	8.4
Network, Broadband and other	10,899	13,489	19.2
<b>Total capital expenditure</b>	<b>14,722</b>	<b>17,664</b>	<b>16.7</b>
Income taxes paid, net of refunds	(2,931)	(1,451)	(>100)
Interest and other finance costs paid	(11,985)	(14,420)	16.9

Notes: (1) Some of the selected financial information includes non-IFRS measures

(2) Group refers to APTT and its subsidiaries taken as a whole

(3) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group

(4) Total operating expenses exclude depreciation and amortisation expense, net foreign exchange gain/loss and mark to market movements on foreign exchange contracts, in order to arrive at EBITDA and EBITDA margin

(5) EBITDA margin is a non-IFRS financial measure and is calculated by dividing EBITDA by total revenue

## Debt management programme to strengthen balance sheet

Group (S\$'000)	As at	
	31 Mar 2019	31 Dec 2018
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	72,962	73,576
Trade and other receivables	11,096	13,471
Other assets	4,142	3,260
	<b>88,200</b>	<b>90,307</b>
<b>Non-current assets</b>		
Property, plant and equipment	327,205	328,308
Intangible assets	2,339,340	2,371,838
Other assets	1,365	1,065
	<b>2,667,910</b>	<b>2,701,211</b>
<b>Total assets</b>	<b>2,756,110</b>	<b>2,791,518</b>
<b>Liabilities</b>		
<b>Current liabilities</b>		
Borrowings from financial institutions	8,205	5,694
Trade and other payables	20,858	23,133
Income tax payable	11,943	11,444
Other liabilities	52,065	61,176
	<b>93,071</b>	<b>101,447</b>
<b>Non-current liabilities</b>		
Borrowings from financial institutions	1,492,976	1,504,674
Deferred tax liabilities	74,124	74,575
Other liabilities	36,854	37,090
	<b>1,603,954</b>	<b>1,616,339</b>
<b>Total liabilities</b>	<b>1,697,025</b>	<b>1,717,786</b>
<b>Net assets</b>	<b>1,059,085</b>	<b>1,073,732</b>

- **Cash and cash equivalents:** Cash balance of S\$73.0 million
- **Depreciation/amortisation:** Depreciation is computed on a straight-line basis over the estimated useful lives of the assets as follows:
  - Buildings: 3-50 years
  - Leasehold improvements: 3-10 years
  - Network equipment: 2-10 years
  - Transport equipment: 5 years
  - Plant and equipment: 2-5 years
  - Right of use assets: Over lease period

## Refinanced in 2018 at better rates; Effective interest rate to improve in 2019 compared to 2018

Group debt		As at	
		31 Mar 2019	31 Dec 2018
Total size available	S\$ million	1,604	1,626
Total outstanding	S\$ million	1,521	1,531
Effective interest rate - constant dollar	% p.a.	Q1 - 2.6	Full year - 3.2
Effective interest rate - SGD	% p.a.	Q1 - 3.1	Full year - 3.6
Net debt / EBITDA <sup>1</sup>	Multiple	7.9	7.9
Interest cover <sup>2</sup>	Multiple	3.5	3.4
Gearing <sup>3</sup>	%	54.5	54.1

- Successfully completed the refinancing of borrowing facilities in November 2018 at lower interest margin and arrangement fees, which demonstrate strong lender support and confidence in APTT's business and its management
- Additional interest rate swaps were entered into in April 2019, thus hedging approx. 95% of outstanding onshore facilities through to 2021 (from approx. 80% as at 31 December 2018). The average fixed rate on TAIBOR swaps is approx. 0.82%
- The refinancing and extension of interest rate swaps collectively form an important part of the debt management programme as they will enable APTT to derive substantial annual savings through lower interest costs
- Approx. S\$82 million of revolving facilities are available to fund future initiatives
- Effective interest rate in constant dollar terms of 2.6% p.a. for the quarter compared to 3.2% p.a. for 2018. Actual effective interest rate in SGD was 3.1% p.a. for the quarter compared to 3.6% p.a. for 2018

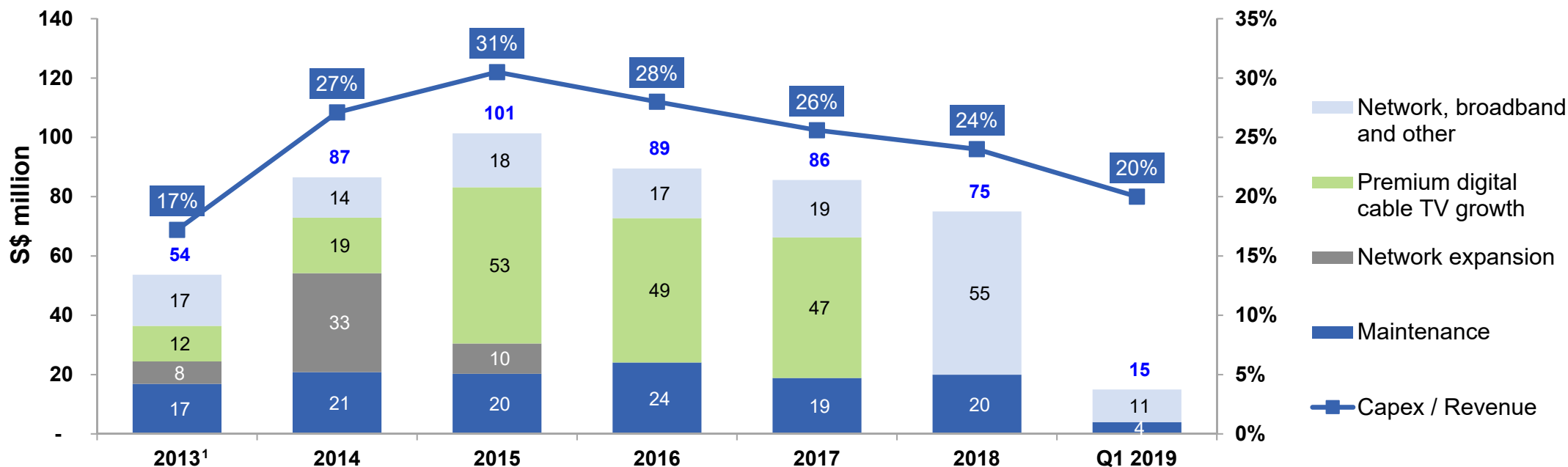
Notes: (1) Total debt outstanding less cash divided by EBITDA

(2) Interest and other finance costs divided by EBITDA

(3) Total debt outstanding (net of unamortised arrangement fees) divided by total assets

# CAPITAL EXPENDITURE

CAPEX decreased by 16.7% and is expected to trend down from 2020; Focus is on areas that will have the best potential in generating growth and sustainability for the long-term



- Capital expenditure was higher from 2015 to 2017 due to the regulatory requirement to switch-off analogue broadcasting and complete the digitisation of TBC's subscriber base by 2017
- The deployment of fibre deeper into the network continues to be a key investment initiative in 2019, to drive the Broadband business, as it will help to increase network capacity, speed and enhance data backhaul infrastructure. This in turn enables APTT to meet the growing demand for data and high-speed broadband services, support wireless carriers in their network rollouts, and pursue other opportunities for the long-term success of the Trust
- Capital expenditure in 2019 will remain elevated due to the key network and Broadband investments, before trending downwards from 2020

## Capital expenditure comprised the following:

- Maintenance capital expenditure to support TBC's existing infrastructure and business
- Network, broadband and other capital expenditure included items related to expanding the fibre network such as cabling, additional equipment to upgrade the headends, backbone and fibre nodes, DOCSIS and GPON deployments for higher speed customers, high-speed broadband modems and cable line extensions for new buildings

Note: (1) Capital expenditure for full year 2013 are included here for information purposes only; APTT's ownership of TBC commenced from 29 May 2013

# OUTLOOK & STRATEGY



# POSITIONED FOR THE MID TO LONG-TERM

Initiatives to strengthen operations and drive growth, against an increasingly challenging and competitive environment

## Capital Management

- Interest rate swaps covering ~80% of outstanding onshore facilities were hedged through to 2021 to reduce the risk of rising interest rates
- Additional interest rate swaps were entered into in April 2019, thus hedging ~95% of outstanding onshore facilities through to 2021
- Average fixed rate on TAIBOR swaps is ~0.82%

## Strengthen Balance Sheet

- 2-year view on distribution guidance to support debt management programme; distribution expected to be 1.20 cents per unit per year for 2019 and 2020, subject to no material changes in planning assumptions
- Lower distributions result in annual cash savings of over S\$76 million, which will enable use of operational cash flows to fund capital expenditure and reduce dependence on borrowings

## Key Investments

- Continue to deploy fibre deeper into the network in 2019 to:
  - Increase capacity and provide subscribers with higher Broadband speed; and
  - Position APTT to benefit from supporting wireless carriers in their future network rollouts

## Broadband Growth Strategy

- Be data-backhaul ready; data backhaul through TBC's network is expected to become a material part of the broadband business within five years as wireless carriers tap into TBC's network for their network rollout
- Develop new market segments, including enterprise clients
- Introduce value-added solutions (e.g. IoT, smart home devices) that will leverage the Android gateway

## APTT is positioned to grow in a measured way

### GROWTH DRIVERS



#### UP-SELL & CROSS-SELL

- Continue to build on the up-sell & cross-sell initiatives across TBC's subscriber base to drive growth in future cash flows
- Leverage TBC's product offerings and strong subscriber base for growth



#### BROADBAND RGU GROWTH

- To navigate the competitive market environment, especially with mobile operators offering unlimited wireless data, continue to focus on Broadband RGU growth by offering discounted packages in order to acquire new RGUs from competitors and to retain existing RGUs
- High fixed broadband penetration in Taiwan; opportunity to gain more market share
- Rising demand for higher-speed broadband plans due to rapidly growing demand for data



#### SCALABLE & EFFICIENT COST STRUCTURE

- Headroom in network capacity that allows provision of additional services at limited incremental cost
- Support inorganic growth in future



#### PREMIUM DIGITAL TV

- Room for growth as Digital cable TV penetration in Taiwan is still lower than that of Korea, Singapore and Hong Kong
- Consumer preference for better quality video and interactive services
- Growing number of HD television sets in Taiwan

### OPERATING ENVIRONMENT



#### CHALLENGING ENVIRONMENT

- Total RGUs expected to increase in 2019
- ARPUs continue to remain under pressure due to growing popularity of online TV, challenges from video piracy issues and aggressively priced IPTV and competition from mobile operators offering unlimited wireless data
- Decline in demand for home shopping and competition from internet retailing negatively impacting channel leasing revenue for cable industry



#### HIGHLY REGULATED

- Announced by the local authorities before the end of 2018: Basic cable TV rates for 2019 across all five franchise areas have been maintained at the same rates as 2018

**Total operating expenses in 2019 expected to be lower than 2018; Total revenue will be influenced by the ability to increase RGUs while ARPUs to remain under pressure**

# UPDATES: STRATEGIC REVIEW & MANAGEMENT FEE





**The Board of the Trustee-Manager announced on 15 April 2019 that it is undertaking an independent strategic review of options available for APTT and its investment in TBC:**

- A special committee has been established to oversee the strategic review; the committee comprises:
  - Yong Lum Sung, Chair and Independent Director
  - Tan Chung Yaw, Richard, Independent Director
  - Leong Shin Loong, Independent Director
  - Ong Joo Mien, Joanna, Independent Director
  - Brian McKinley, CEO and Executive Director
- The committee is in the process of selecting an independent financial adviser to assist with the strategic review and expects to make an appointment in the near future

Important note:

There is no assurance that any transaction will materialise from the strategic review. The Trustee-Manager will make appropriate announcements in the event of any material developments.

Unitholders of APTT are advised to refrain from taking any action in respect of their units or other securities of APTT which may be prejudicial to their interests, and to exercise caution when dealing in such units or other securities.

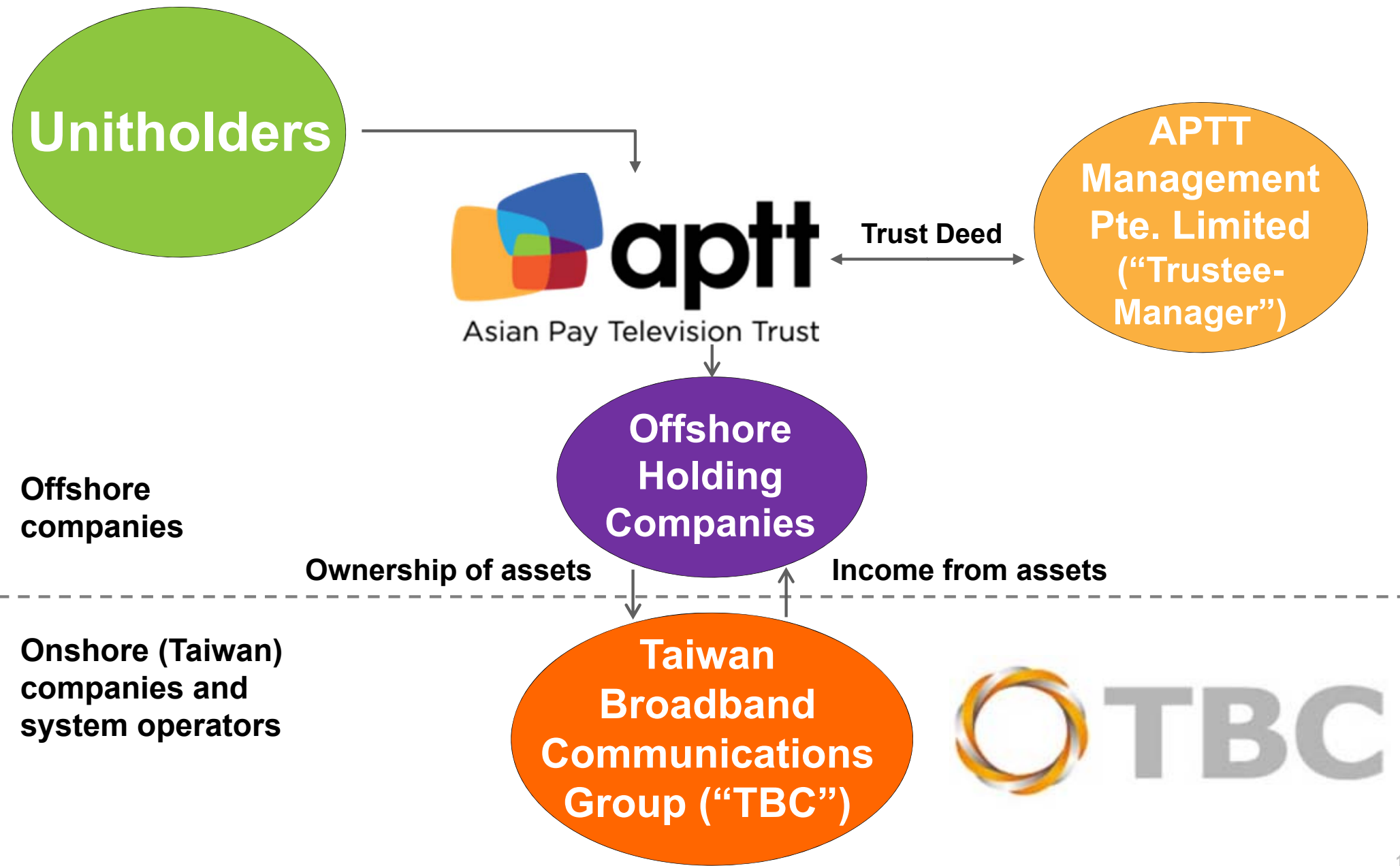
## Payment of management fee in 2019 by way of issue of units in APTT to achieve greater financial alignment with Unitholders

- The Board of Directors intends to issue APTT units to the Trustee-Manager in lieu of a portion of the management fee, following unitholders' approval at the AGM on 25 April 2019 in relation to the general mandate to issue new units in APTT
- The quantum of the fee to be paid with units will be determined after the Trustee-Manager has fulfilled its cash flow obligations
- The Trustee-Manager will update unitholders on the proposed quantum and timing closer to the next scheduled settlement of management fees in July 2019

# BUSINESS OVERVIEW



# TRUST STRUCTURE



# OVERVIEW



**APTT is a business trust with a mandate to own & operate pay-TV & broadband businesses in Taiwan, Hong Kong, Japan & Singapore**

- Independent directors comprise majority of the Board of Directors (4 out of 6)
- Sole investment in Taiwan Broadband Communications (“TBC”) – Taiwan’s third largest cable TV operator



**Sole cable TV operator in five franchise areas in Taiwan, with network coverage of more than 1.2 million homes**

- Owns 100% of the hybrid fibre coaxial cable network in the five franchise areas
- Resilient business with high barriers of entry due to high network roll out requirements
- Large customer base makes TBC attractive to local content providers; unique commercial arrangement with content providers
- Long standing relationship with subscribers; deep understanding of Taiwanese viewers’ preference

## PRODUCT OFFERINGS

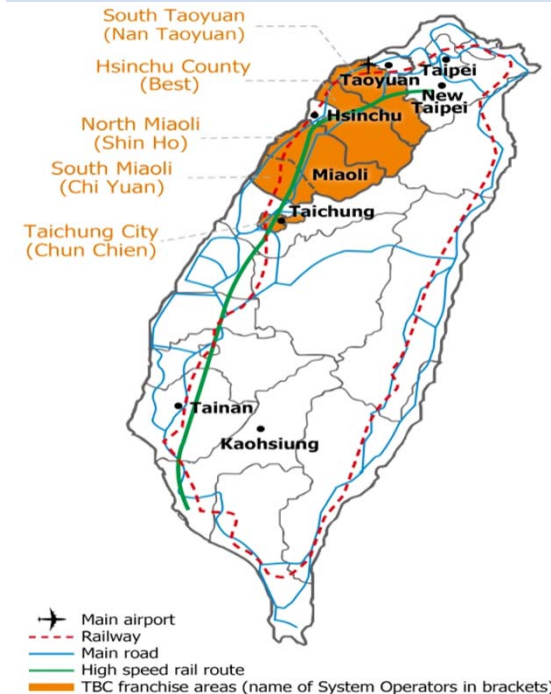
*Approx. 86% of revenue is subscription-based from the three products<sup>1</sup>*

BASIC CABLE TV	PREMIUM DIGITAL CABLE TV	BROADBAND
Over 100 channels on Basic cable TV, including all of top 20 channels in Taiwan; most of the popular channels are only available on cable TV	Up to 74 additional channels including 57 HD channels, through MPEG4 platform  27% Premium digital cable TV penetration <sup>1</sup> with large addressable market of 100% digital set-top box penetration	30% Broadband penetration <sup>1</sup> with ability to cross-sell to remaining market on 100% DOCSIS 3.1 enabled HFC network and current speed offerings up to 500 Mbps

Note: (1) As at 31 March 2019

## FRANCHISE AREAS IN NORTHERN & CENTRAL TAIWAN

*Each of the five franchise areas shows unique growth potential*



- Highly attractive demographics and low churn rate of 0.8%<sup>1</sup> for Basic cable TV (745K<sup>1</sup> Revenue Generating Units)
- Limited competition from IPTV and DTH operators
- Up-sell Premium digital cable TV and cross-sell Broadband to large Basic cable TV subscriber base

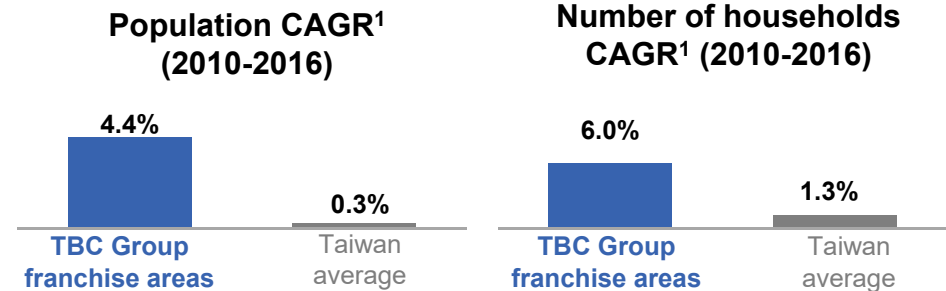
# BUSINESS DRIVERS



# TBC'S FRANCHISE AREAS

## Approx. 1.2 million households across five franchise areas in four counties of Taiwan

- Well connected via major railways, road transportation and/or international airports
- Increasing population due to workforce seeking employment in TBC Group's franchise areas
- Population growth in the five franchise areas (4.4%) outstrips national average (0.3%); Growing number of new households as more young Taiwanese set up families



### South Taoyuan



- Home to Taiwan Taoyuan International Airport and close proximity to Taipei
- Service area covers 918 square km and constitutes over 75% of the total area in Taoyuan County
- Approx. 388K households and population of 1.1 million

### Hsinchu



- Hsinchu Science Park is home to 360 high tech companies, the city has the highest income level in Taiwan<sup>2</sup>
- Approx. 188K households and population of 553K

### Miaoli (North & South)



- Suburban mountainous region geographically located between Hsinchu and Taichung
- Well connected via major railway and road transportation systems
- Approx. 186K households and population of 551K

### Taichung City



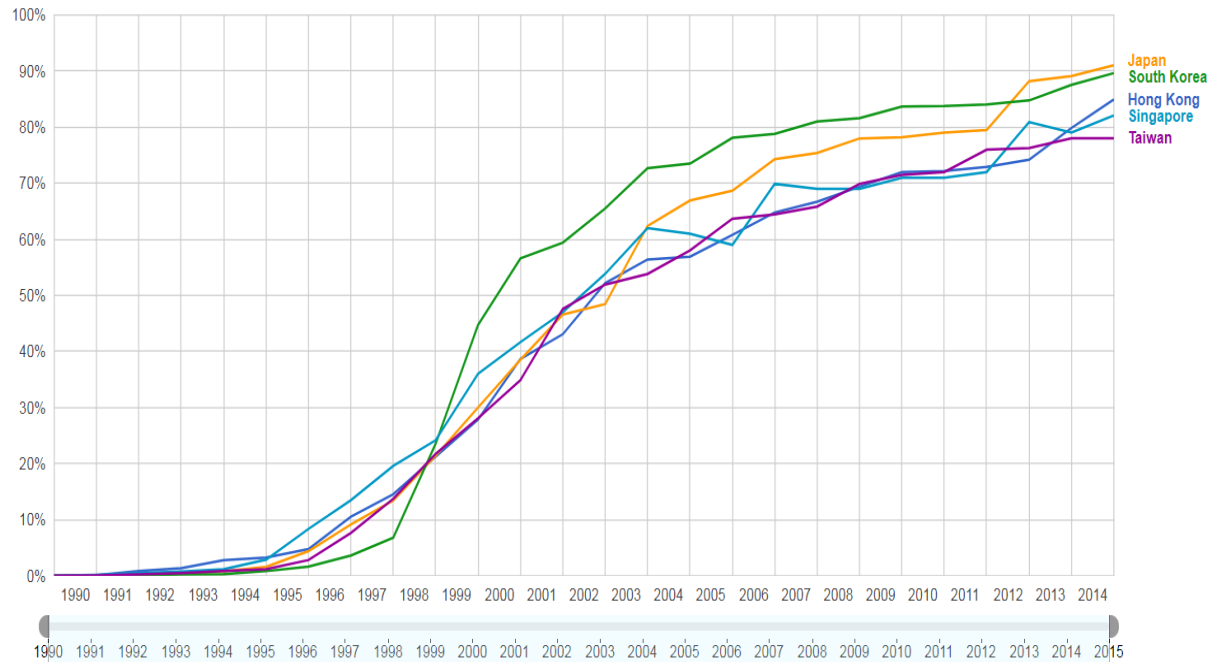
- Second largest city in Taiwan, approx. 2.8 million population; home to Taiwan's third airport - Taichung International Airport
- Vibrant, diverse economy: large industrial areas and a thriving commercial sector that incorporates traditional businesses, small family-run shops & factories
- Approx. 581K households

Notes: (1) National Statistics, R.O.C. (Taiwan) 2016  
 (2) Ministry of Labor, Taiwan

# TAIWAN MARKET – POTENTIAL IN BROADBAND



## Relatively lower Broadband penetration and speed compared to other developed APAC markets

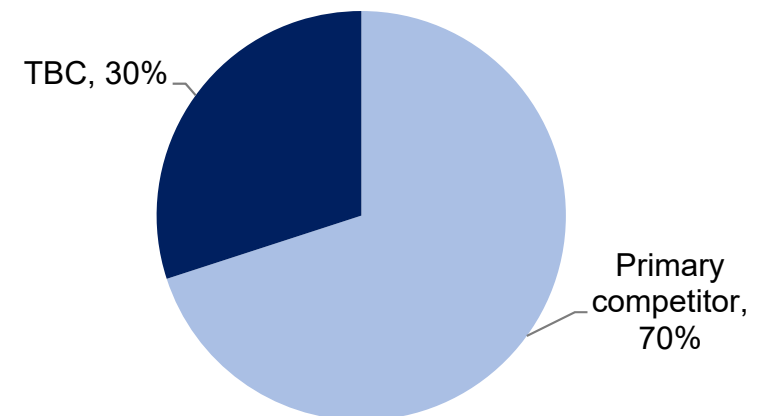


International Telecommunications Union

- Internet penetration has increased exponentially; but Broadband penetration remains lowest among the other four developed APAC markets (Japan, South Korea, Hong Kong, Singapore)
- Taiwan's average broadband speed also ranked last among the developed APAC markets at approx. 16.9 Mbps
- TBC has approx. 30% of the market share in its five franchise areas
- Opportunity for TBC to gain more market share and meet rising demand for higher-speed broadband plans due to rapidly growing demand for data

## Approx. Market Share of Broadband in TBC's Five Franchise Areas

Region	Unique IPv4 Addresses	Average Connection Speed (Mbps)	Average Peak Connection Speed (Mbps)	% Above 4 Mbps	% Above 10 Mbps	% Above 15 Mbps
<b>ASIA PACIFIC</b>						
Hong Kong	3,248,227	21.9	129.5	94%	71%	54%
Japan	46,179,708	20.2	94.5	93%	73%	52%
South Korea	26,226,184	28.6	121.0	98%	85%	69%
Singapore	1,882,779	20.3	184.5	94%	72%	51%
Taiwan	9,524,660	16.9	94.7	95%	65%	38%





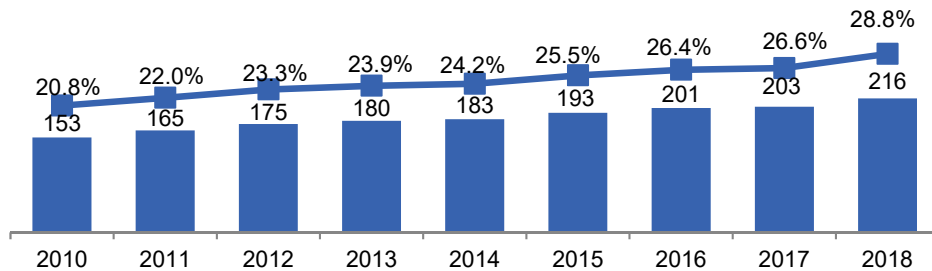
# GROWING BROADBAND MARKET SHARE



## TBC's broadband market share in its franchise areas: 30% in Q1 2019 vs 29% in 2018

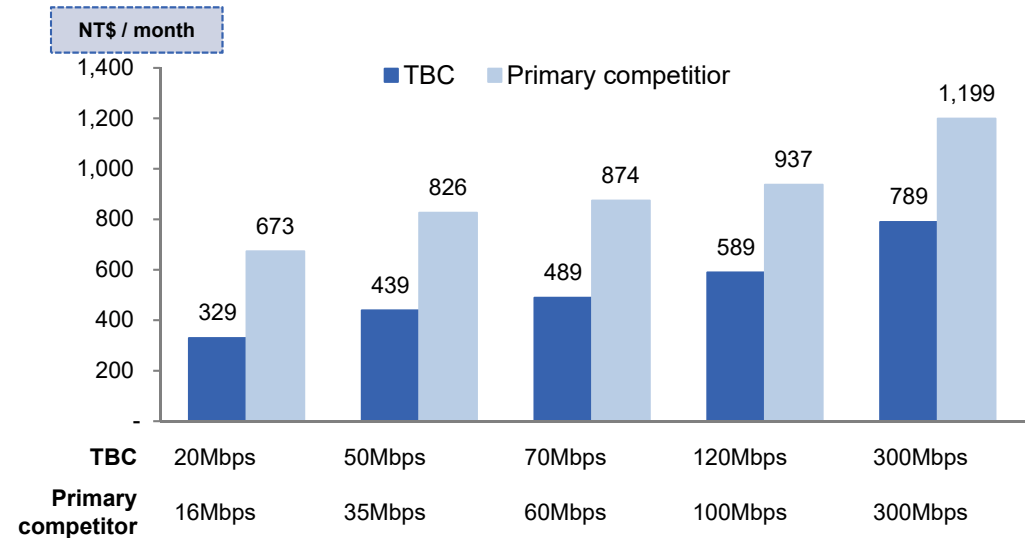
### Broadband RGUs ('000) and penetration

2010-18 Broadband RGU CAGR: 4.4%



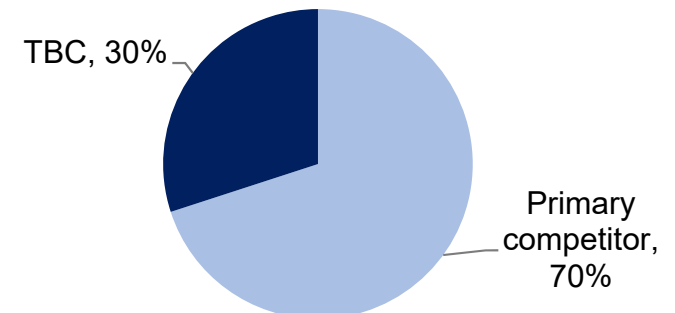
- DOCSIS 3.1 enabled network that meets consumer demand for high-speed internet; 500Mbps launched in 2018
- Competitive pricing and optional bundling with digital TV
- Launch of value-added services including Android OTT gateway and karaoke singing box. Will continue to introduce value-added solutions (e.g. IoT, smart home devices) that will leverage the Android gateway
- Develop new market segments, including enterprise clients
- Support wireless operators with their network development by leveraging TBC network for data backhaul

### TBC Group offers competitive prices<sup>1</sup> with reliable services



Note: (1) Primary competitor pricing based on NCC data

### Approx. market share of Broadband in TBC's five franchise areas

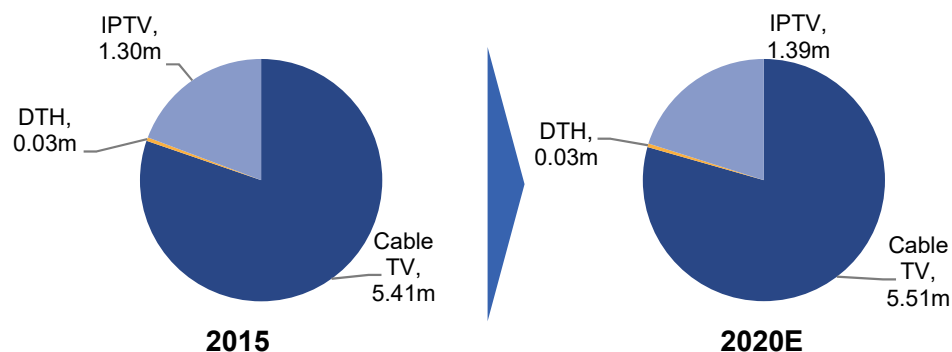


# HIGH BARRIERS TO ENTRY AGAINST CABLE ENTRANTS IN TAIWAN

## Cable TV continues to be the dominant TV platform

- Superior content portfolio at competitive pricing
- Affordable services
- Adoption of superior technology by operators
- Political and technological disadvantages of IPTV in Taiwan

## Pay-TV subscriptions share by platform<sup>1</sup>



## Barrier to entry against new cable entrants

- High network roll-out requirements
- Long standing relationships with subscribers; strong brand awareness
- Deep understanding of Taiwan viewers' preferences

## Top 20 channels in Taiwan (2018)

1	Sanlih Taiwan Channel
2	Cti News
3	TVBS News
4	EBC News
5	Sanlih E-Television News
6	Formosa TV News
7	YOYO TV
8	Unique Satellite TV
9	GTV Drama
10	Sanlih City Channel
11	ERA News
12	Star Chinese Channel
13	Star Chinese Movies
14	EBC Movies
15	TVBS
16	MoMo Kids
17	EBC Financial News
18	Videoland On-TV
19	Next TV News
20	Videoland Movies

Note: (1) Source: Media Partners Asia 2016

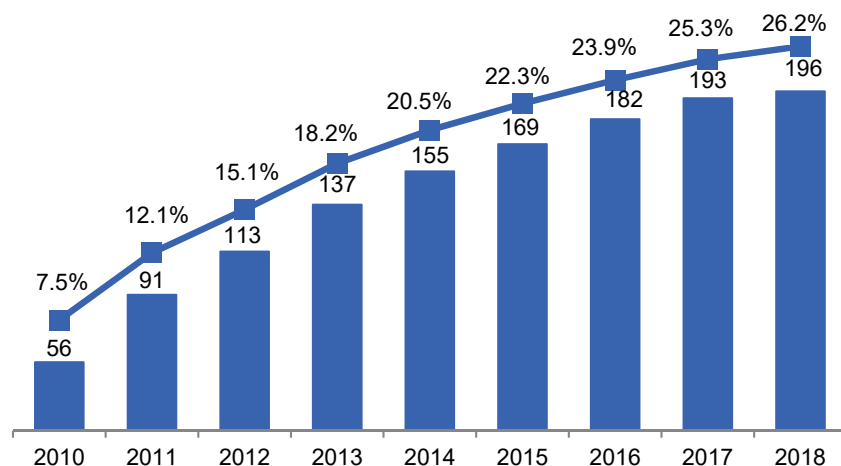
# ORGANIC GROWTH POTENTIAL: PREMIUM DIGITAL CABLE TV



## Capitalising on the rising demand for HD TV sets and better quality videos

### Premium digital cable TV RGUs ('000) and penetration

2010-18 Premium digital cable TV RGU CAGR: 17.1%



- Digital cable TV penetration in Taiwan lower than that of Korea, Singapore and Hong Kong
- Consumer preference for better quality video and interactive services; growing number of HD television sets in Taiwan
- Regulatory push by NCC and government - 100% digitisation target by 2017 → TBC was the first large cable TV operator to reach 100% digitisation

### Cross-selling initiatives

#### Set-top boxes

- Promotional set-top boxes launched in March 2012
- Completed digitisation of its subscriber base across all five franchise areas in 2017 and switched off analogue TV broadcasting

#### Premium digital channels

- 10 free channels, including 3 HD channel
- Better video quality across channels
- Incentivises customers to get Premium digital cable TV to access up to 74 additional channels, including 57 HD channels

#### DVR service

- Offered as part of bundling package as well as stand-alone service
- Leverages external hard disk drives which is more cost efficient
- Creates stronger customer loyalty

#### Sales follow up / bundling

- Attractive bundling promotions
- Educate subscribers on usage and benefits of digital TV

## Substantially invested in an advanced Hybrid fibre-coaxial (HFC) network which combines optical fibre and coaxial cable for TBC

- Ownership of HFC network and fibre backbone allows TBC to operate independently of third-party networks
- Covers substantially all of ~1.2 million households in TBC Group's franchise areas
- TBC's Cable TV and Broadband services delivered over one advanced HFC network
- 100% DOCSIS 3.1 enabled, fully supporting 500 Mbps Broadband services
- MPEG4 delivery platform set up as early as 2009
  - 100% digital penetration
  - Better video quality
  - Greater video transmission capacity
  - More efficient provision of value-added features such as HDTV and DVR services

### Forefront of digitisation in Taiwan



- TBC completed the digitisation of its subscriber base across all five franchise areas in 2017 and switched off analogue TV broadcasting. TBC was the first large cable TV operator in Taiwan to reach this milestone
- Well positioned to provide subscribers with the opportunity to watch the latest TV offerings in high definition digital format

# SUBSCRIPTION-BASED MODEL WITH EFFICIENT COST STRUCTURE



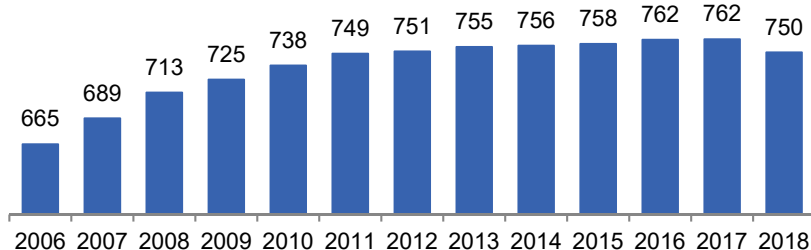
Utility-like, subscription-based business model with majority of payments made in advance

Strong EBITDA and EBITDA margin, competing effectively against alternative platforms & withstanding economic downturns

## Resilient business with large Basic cable TV RGU base

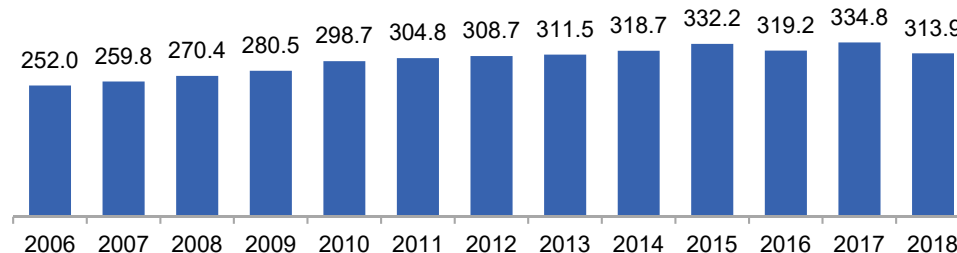
Basic cable TV RGUs ('000)

2006-18 Basic cable TV RGU CAGR: 1.0%



Revenue (\$)

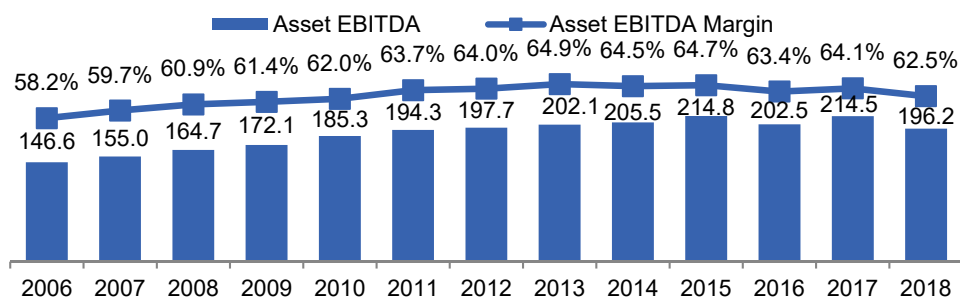
2006-18 Revenue CAGR: 1.8%



## Growing EBITDA due to scalable & efficient cost structure

Asset EBITDA (\$\$) and Asset EBITDA margin<sup>1</sup>

2006-18 EBITDA CAGR: 2.5%



## Key operating drivers supporting cost efficiency

- Majority of popular channels are local, inexpensive content
- Lack of “killer content” resulting in strong negotiating position
- Headroom in network capacity allowing provision of additional services at limited incremental cost
- Low churn rate from enhanced customer experience and strong customer loyalty

Note: (1) Asset EBITDA and Asset EBITDA margins are non-IFRS financial measures. Asset EBITDA represents EBITDA at TBC level. Asset EBITDA margin is calculated by dividing Asset EBITDA by total revenue

# NAVIGATING CHALLENGES



- ✓ **Achieve balance sheet flexibility to effectively compete in this economic and operating environment**
- ✓ **Continue to lower operating and financing costs**
- ✓ **Closely monitor capital expenditure to focus on areas that will have the best potential in generating growth and sustainability for the long-term**

## Key Challenges

- **Pressure on cable TV revenue** due to growing popularity of online TV and internet retailing
- **Competition from mobile operators** offering unlimited wireless data offerings
- **ARPU**s are expected to remain under **pressure** in this economic and operating environment

## Strategy to Navigate Challenges & Strengthen Business

- **Focused debt management programme** to reduce dependence on borrowings and strengthen balance sheet
- Pay more conservative distributions to Unitholders and use operating cash flows to **fund capital expenditure** and reduce the dependence on borrowings
- **Strong cost and cash flow management** by managing operating expenses and through lower interest and other finance costs
- **Manage cable TV churn** by continuing to **offer superior content at competitive pricing** and leverage strong Basic cable TV subscriber base, as well as **new and attractively priced product offerings** to improve up-selling and cross-selling of services across subscriber base
- **Drive growth in Broadband business for long-term sustainability<sup>1</sup>**
- Continue to **offer higher speeds at competitive prices** to attract and retain subscribers to fixed-line Broadband services
- Continue with key network and **Broadband investment** in 2019

Note: (1) Refer next slide for Broadband growth strategy

## Drive growth in Broadband business for long-term sustainability

- **Expand market share:** Number of Broadband subscribers continue to increase in 2019; continue to expand Broadband market share beyond the current 30% by increasing RGUs through attractively priced packages to acquire new subscribers from competitors and to retain existing ones
- **Support wireless operators with their network development:** TBC's network is beginning to provide data backhaul to some of Taiwan's major wireless operators. With continued wireless network development, data backhaul through TBC's network is expected to become a material part of the Broadband business within five years as wireless carriers tap into TBC's network for their network rollout
- **Develop new market segments,** including enterprise clients
- Continue to **introduce value-added solutions** (e.g. IoT, smart home devices) that will leverage the Android gateway that many subscribers are now including in their broadband plans (64,000 BandOTT boxes deployed as at 31 March 2019 compared to 31,000 boxes as at 31 March 2018)
- Continue to deploy fibre deeper into the network to **increase network capacity and speed** and support the Broadband business initiatives

END

