



Advanced Info Service Plc.

Singtel Investor Day

3 June 2015

From Telecom Service Provider to Digital Life Service Provider



- ✓ Largest telecom infrastructure in Thailand
- ✓ Core element in digital era of “IoT”

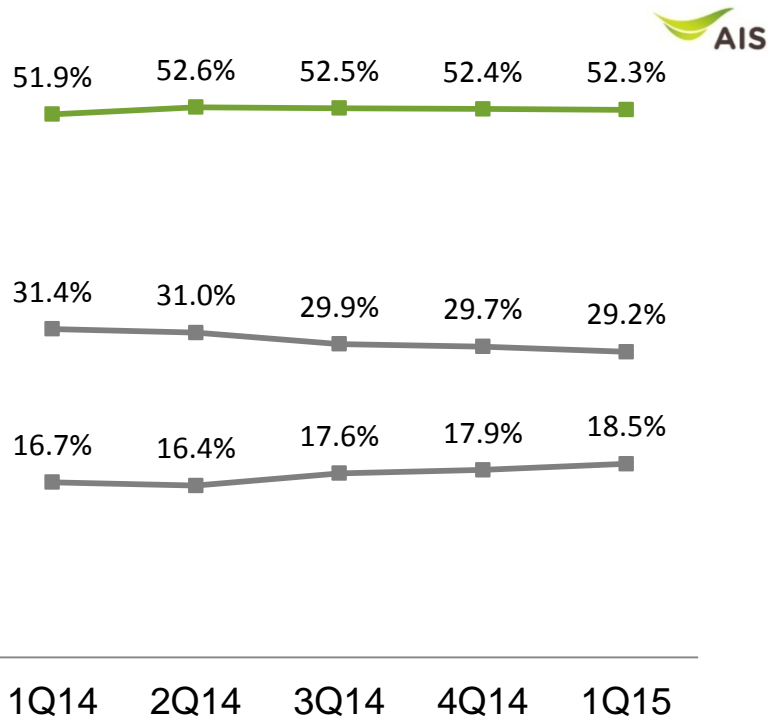
- ✓ New business growth
- ✓ Driven toward convergence
- ✓ Operating synergy with mobile business

- ✓ New source of revenue
- ✓ Support mobile and fixed broadband business
- ✓ Partnership model

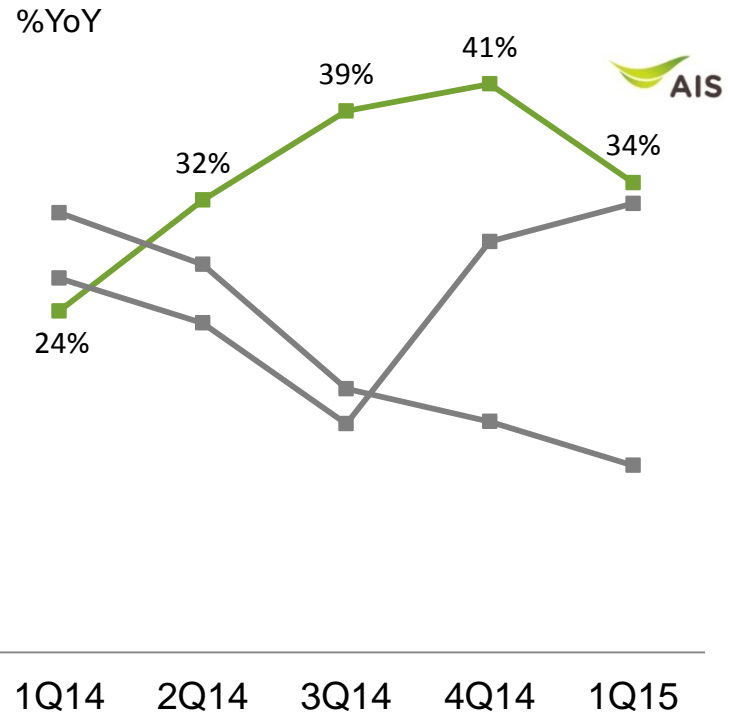


Revenue market share stabilized by high data growth

No.1 mobile operator in Thailand



Non-voice grew strongly relative to peers



Strengthening mobile business in 2015

- ✓ **Maintain market share** with competitive offerings
- ✓ **Enhance network quality** to meet customers satisfaction by installing small cells and Super Wifi
- ✓ **Increase 3G device penetration** in mid-to-low tier segment by launching mid-tier smartphones and low-tier 3G feature phones
- ✓ **Renovate and expand more shops** to enhance customers experience
- ✓ **Acquire more spectrums** to develop the technology and increase capacity

Continued strengthening network focusing on customer experience



- ✓ **22,800** 3G base stations including small cells
 - ✓ **97% population coverage** since mid-2014
-

- ✓ **AIS Super WiFi** 650 Mbps, faster than 4G
 - ✓ **33,000** total AIS WiFi APs
 - **2,000** AIS Super WiFi APs
-



Increase 3G device penetration to 70%



LAVA 5.0" PRO
4,790 Baht

Mid-tier

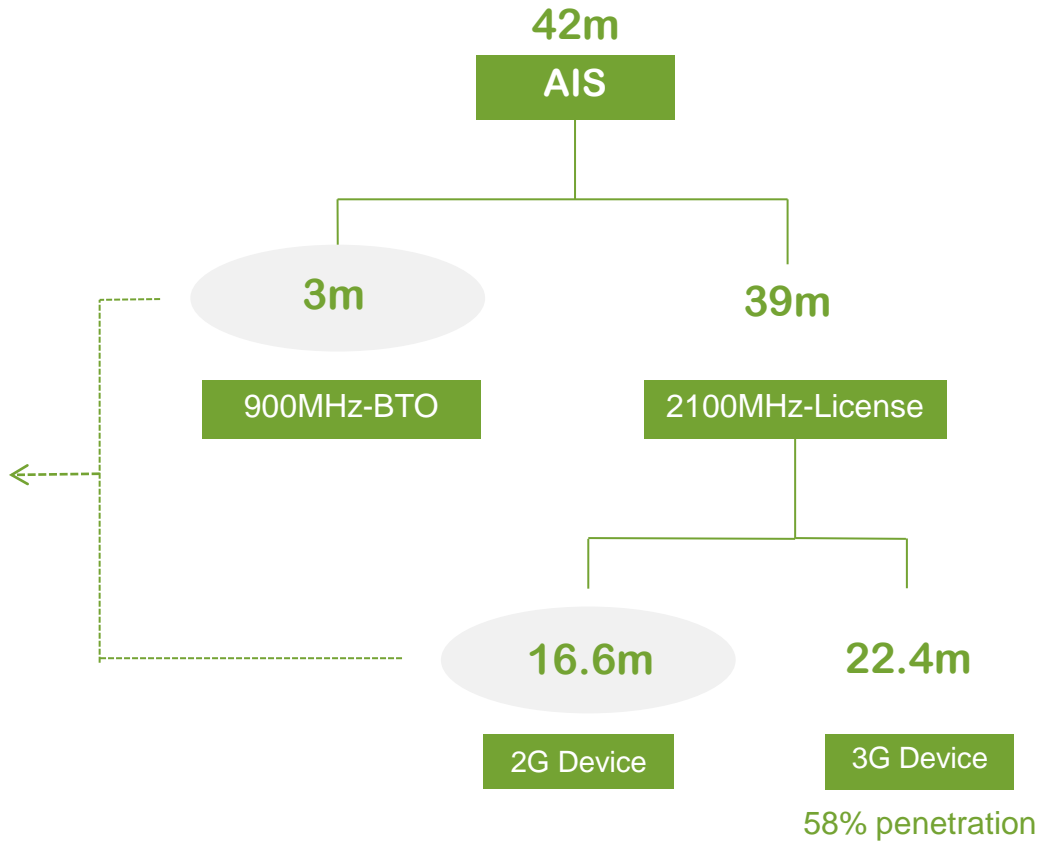
- Low cost, high-spec smartphones
- Varieties of smartphone with attractive prices ranging from Bt1,690-Bt4,790



AIS Ola pop
799 Baht

Low-tier

- Budget 3G feature phone
- AIS customers
- Trade-in 2G phone
- Pay Bt200 (if ARPU > Bt50) or Bt400 (if ARPU < Bt50)
- Free airtime of Bt200 or Bt400



AIS officially launched Fixed Broadband

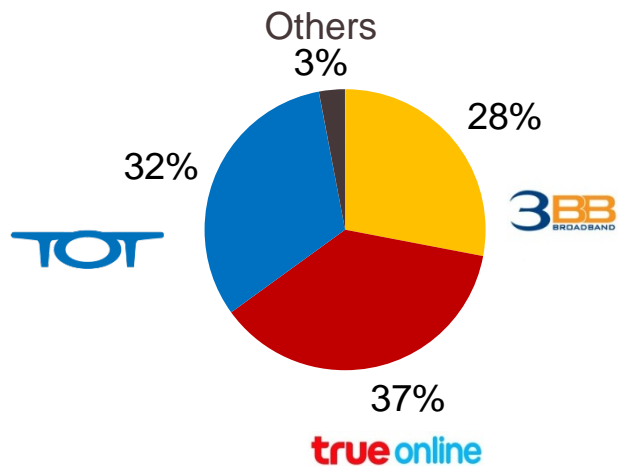


Download/Upload Speed	Monthly Fee (Baht)	Free! AIS PLAYBOX	
		HOOQ	TV
15/5 Mbps*	590	1 Month Free	Enjoy switching to more than 100 channels, with high satellite quality. Live TV or recorded TV programs, AIS PLAYBOX has it ALL!!
20/7 Mbps	750		
30/10 Mbps	1,190		
50/20 Mbps	1,990		
100/40 Mbps	3,990		
200/60 Mbps	6,990		
500/100 Mbps	13,990		
1Gbps/200 Mbps	27,990		

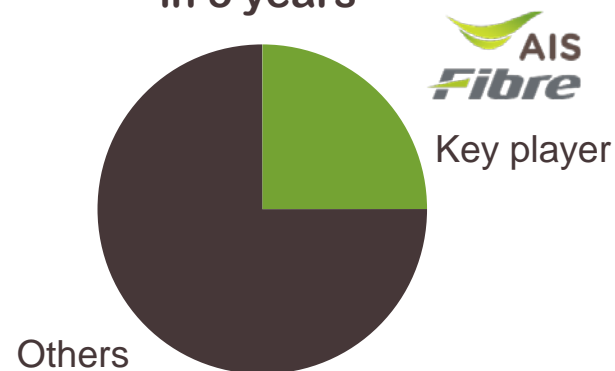
- Officially launched on **27th April**: Bangkok, Chiang Mai, Nakhon Ratchasima, Udon Thani, Khon Kaen, Phuket, and Hat Yai
- Technology: **FTTx**
- Target: **80,000** subs in the first year,
- Now: **5,200** subs
- CAPEX in the first year: **Bt1bn**
- CAPEX for the first phase: **Bt4.6bn**

Fixed Broadband landscape in Thailand

5mn subscribers



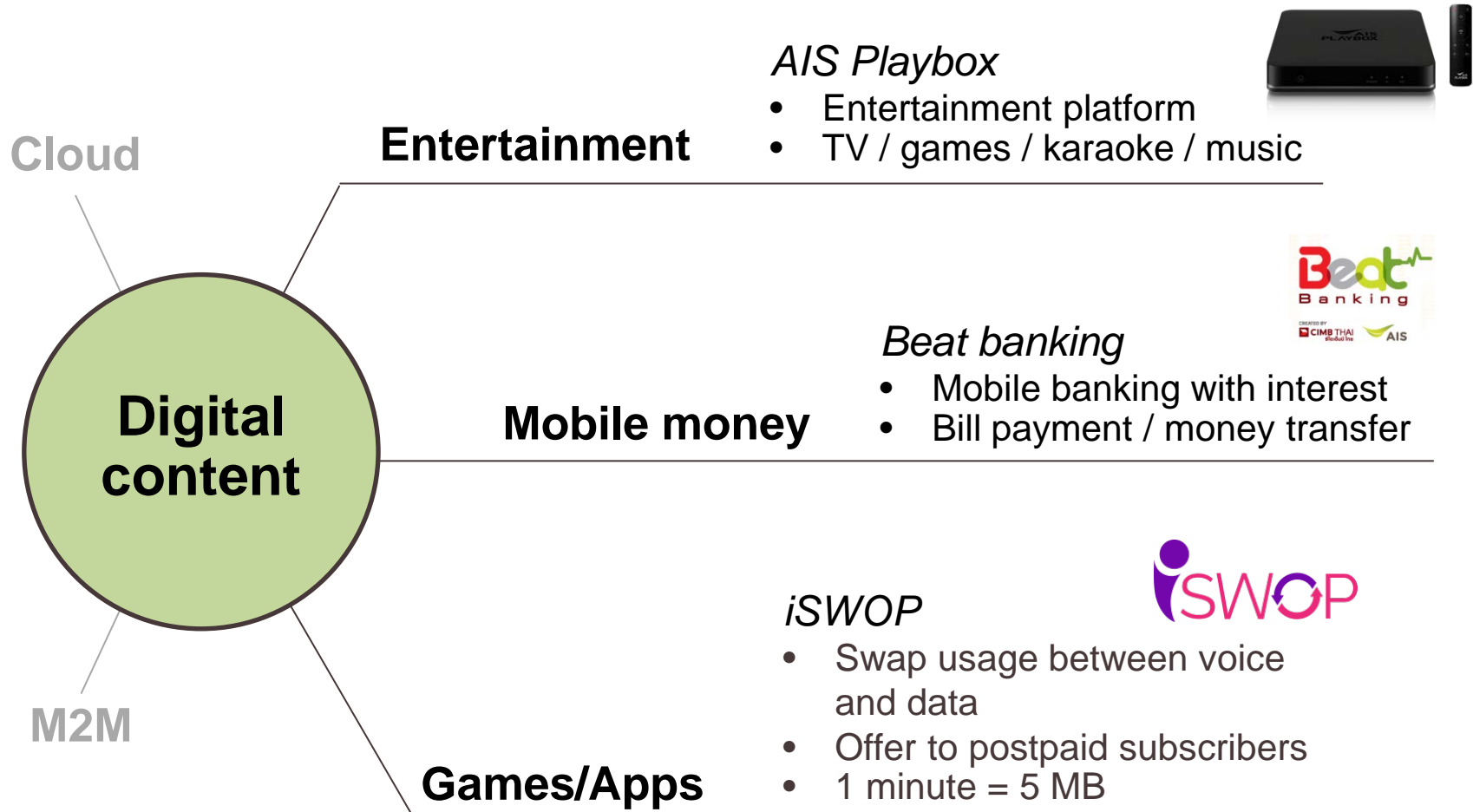
7mn subscribers
in 5 years



Technology	DL Mbps	UL Mbps	Price /month (Bt)	Technology	DL Mbps	UL Mbps	Price /month (Bt)	Technology	DL Mbps	UL Mbps	Price /month (Bt)
Docsis	15	1.5	599	ADSL	10	0.512	590	ADSL	10	1	590
Docsis	30	3	1,299	ADSL	15	1	900	ADSL	13	1	690
Docsis	50	5	2,799	VDSL/FTTx	30	3	1,200	ADSL	15	1	990
Docsis	100	10	4,999	VDSL/FTTx	50	10	2,500	FTTx	30	3	1,290
Docsis	200	15	9,999	FTTx	100	30	5,900	FTTx	40	5	2,200
				FTTx	200	50	9,900	FTTx	50	5	3,500

Live digital, Live more

launched new products and many more to come



AIS Shop: Toward Digitization Base



Service on mobility

- One-stop service via iPad
 - Prepaid identification, register new SIM, or buy a new phone

Service on intelligent Kiosk

- Payment Kiosk
- Service Kiosk
 - change SIM
- Vending Kiosk
 - buy AIS premium stuff

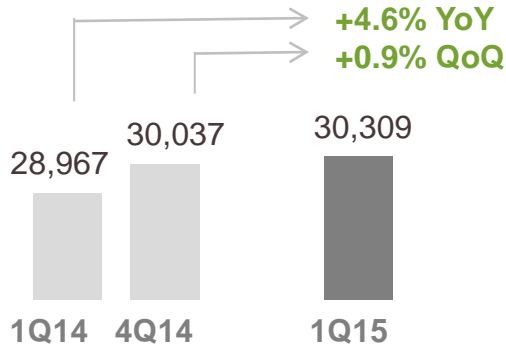
Service by Digital Life Guru

- Well-trained staff with knowledge of AIS' Digital Life Service, new market trend, and service mind

1Q15 financial highlight

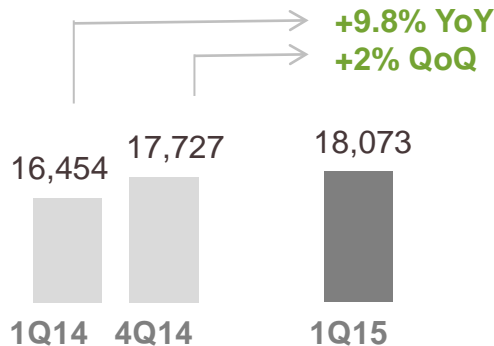
(Unit: Bt mn)

Service revenue ex. IC



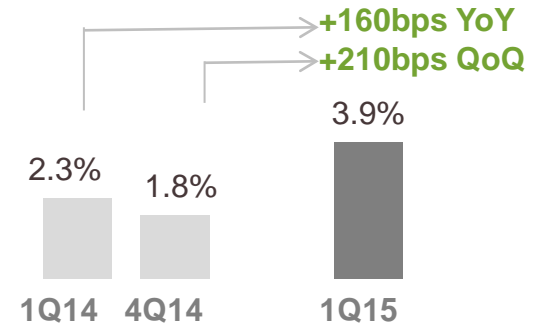
- driven by growth in mobile data

EBITDA



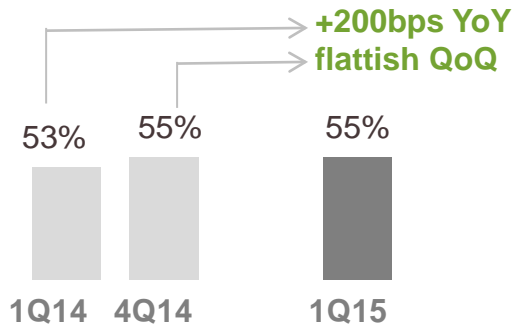
- YoY, lower regulatory cost
- QoQ, lower marketing expenses

Sales margin



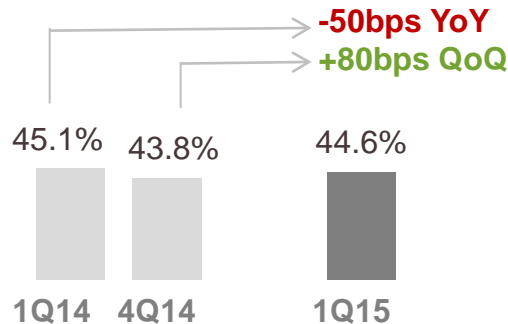
- margin gained from iPhone 6 and LAVA sales

% Service EBITDA margin



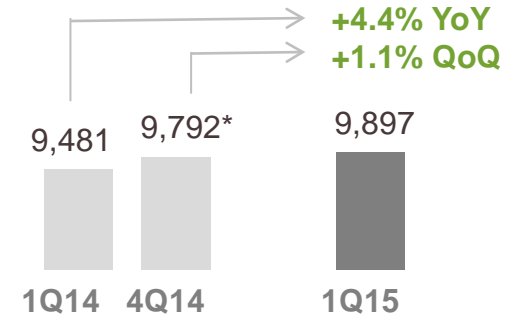
- YoY, improving revenue and lower regulatory cost
- QoQ, lower marketing expenses offset by higher other costs

% EBITDA margin



- YoY, dropped from higher sales
- QoQ, rose from higher sales margin

Net profit

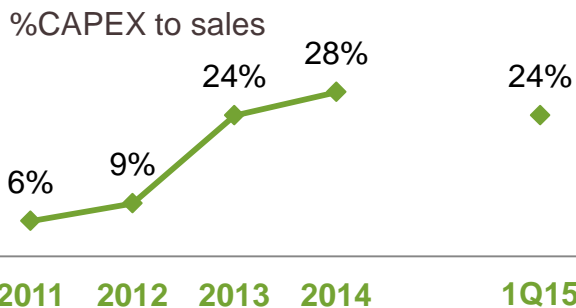
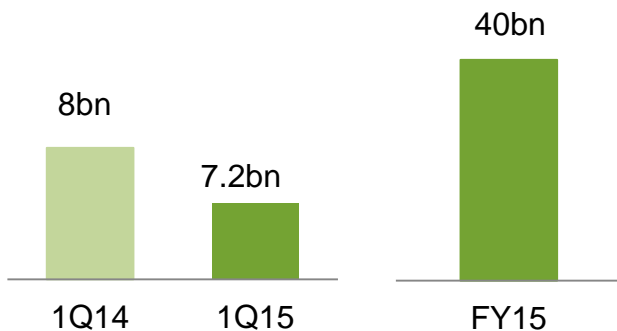


- YoY, growing EBITDA offsetting higher D&A and finance costs
- QoQ, improving EBITDA, FX gain, and lower tax expense

*normalized

CAPEX maintained at Bt40bn

Keeping on investing in network to enhance customer experience (excluding 4G investment)



Strengthening mobile



29,000 BTS including small cells

Super Wifi

Available today for customers starting in major department stores, universities and many communities

12,000 APs
650 Mbps, faster than 4G

Rolling out FBB



1bn for 250,000 homepasses and 80,000 subs

Expanding shops



Guidance for 2015 (maintained)



Service revenue

- grow 3-4%
-

Device sales

- grow 10% with margin close to zero
 - 70% 3G device penetration
-

EBITDA margin

- increase by 100-200 bps
 - marketing cost remained 4% of total revenue
-

CAPEX

- Bt40bn
 - Additional 3G BTS, fiber optic rollout, and shop renovation and expansion
 - D&A is expected to increase by 10%
 - This excludes budget for 4G auction & investment
-

Dividend

- maintained 100% dividend payout
-

Disclaimers



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.



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