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Yearbook 2023













Company Background



33 Years as a Leading Company in Thai Telecom Industry

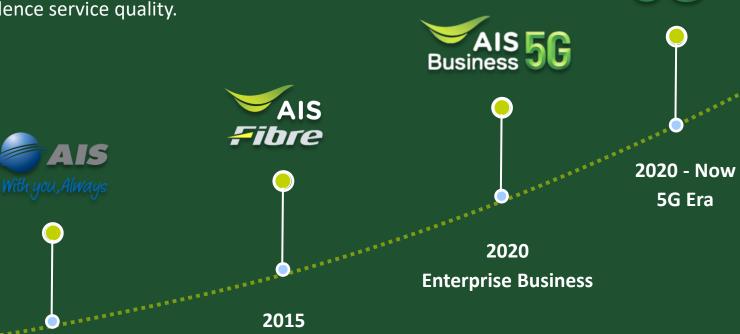
AIS

Past

Telecom Service Provider

1991 - 2015

AIS, the leader of Thailand Telecom company with a strong foundation and well-established excellence service quality.



FBB Establishment

New Growth Opportunities

Capabilities to scale up and expand beyond telco business while maintaining good financial performance and return.

Present

Cognitive Tech-Co

Delivering values to customer through a strong foundation of Network, IT, and Data driven to improve efficiency, capability, and quality of services.

Consistent profit generated with high dividends paid





Constant dividend paid

Continuously Delivering Profit with Positive Free Cash Flow

Proven track record of experienced managements

Superior return with efficient capital management



Profitability Ratio 'FY22

- High cashflow generated
- Consistent dividend paid

EV/EBITDA

8.1 x

ASEAN Peers: 7.1X

Dividend Yield

4.0 %

ASEAN Peers: 3.5 %

FCF Yield

6.7 %

ASEAN Peers: 6.2%

ROIC

19 %

ASEAN Peers: 9.2%

Leverage Ratio 'FY22

- High Debt repayment capability
- Low Gearing
- Low cost of debt

Net Debt to EBITDA

0.8x

ASEAN Peers: 1.7x

Net Debt and Lease liability to EBITDA

2.0 x

ASEAN Peers: 2.2x

Interest bearing debt to Equity

1.0 x

ASEAN Peers: 1.3x

Average Cost of Borrowing

2.8%

ASEAN Peers: 4.6%



Roadshow Presentation



1Q23 Key Highlights





Economic growth driven by tourism but remained fragile from global pressures



Mobile rebounded from price discipline led by network and service quality



Expanded digital ecosystem with partnerships while focusing on margins



Core businesses growth with focus on profitable revenue and customer experiences



Value creation with AIS new product offerings Fibre and advanced technology



Reinforced cost optimization initiatives amid economic uncertainty



Strategic Direction towards becoming Cognitive Tech-Co

Unleash Excellence in Digital Customer Experience

Customers

Mobile

Drive 5G experience & monetization

Fixed Broadband

Growth engine with significant scale

Enterprise Business

Accelerate Digital Transformation for Business

Digital Service

Build digital adjacencies to engage customers

Data Insight & Customer Care

Enhance Interactive, Personalized and Real-time Experience

IT Intelligence

Enhance Agility, Stability and Security

Autonomous Network

Enhance Reliability, Quality and Operation

AIS Ecosystem of Loyalty Program & Partnership

2023 ASPIRATIONS Towards Sustainable Profitability

Profitable Acquisition
Superior Product and Service
3BB Integration

FIXED BROADBAND

Growth engine with significant scale through FMC offerings

ENTERPRISE

Profitable growth with focus in high value segment customer

Product Differentiation 5G Vertical Integration Strategic Partnership Personalized
Interactive
Real-time experience

DIGITAL SERVICES

Enhance customer experience seek opportunity for mid-term growth

Value-based Differentiation 5G Monetization Profitable Market Share Seamless Digital Experience

MOBILE

Continue price repair

through network and

service excellences



FY23 Guidance (excluding 3BB impact)

	Guidance	Rationale		
Core service revenue	Around 3-5%	 Mobile business focusing on profitable market share through superior 5G experience in quality and coverage, value-based differentiation of partnership privileges ecosystems, and personalized real-time offering. Fixed broadband maintains the growth momentum focusing on mid-to-highend segments and underserved areas led by quality acquisition and services. Enterprise non-mobile to deliver double-digit growth leading by 5G and smart solutions to grow CCIID products with flagship 5GNextGen Platform and CloudX in focused industries. 		
EBITDA	Mid-single digit growth	 Focus on profitability and higher efficiency through process optimization and lower cost to serve by enhancing autonomous network and IT process & systems. Optimal capital allocation to ensure market leadership and deliver distinctive customer experiences. 		
CAPEX *exclude spectrum	Bt27-30bn (depending on foreign exchange rate)	 Sustain 5G leadership and network quality management. Expand AIS Fibre coverage to capture untapped demand. Enhance our enterprise business and digital services with high growth potential. Network optimization through reducing low-value traffic, shifting traffic towards 5G while ensuring sufficient network deployment. 		





3BB & JASIF Acquisition

- Scale up broadband business into the untapped areas and complement FMC strategy deployment.
- Awaiting NBTC's approval and expect to close within early 3Q23.

700MHz Deal with NT

- Revenue opportunity and strengthening AIS spectrum portfolio with 700MHz bandwidth.
- Support NT to expand 5G network nationwide.
- Awaiting finalization between NT and AIS.

Virtual Bank

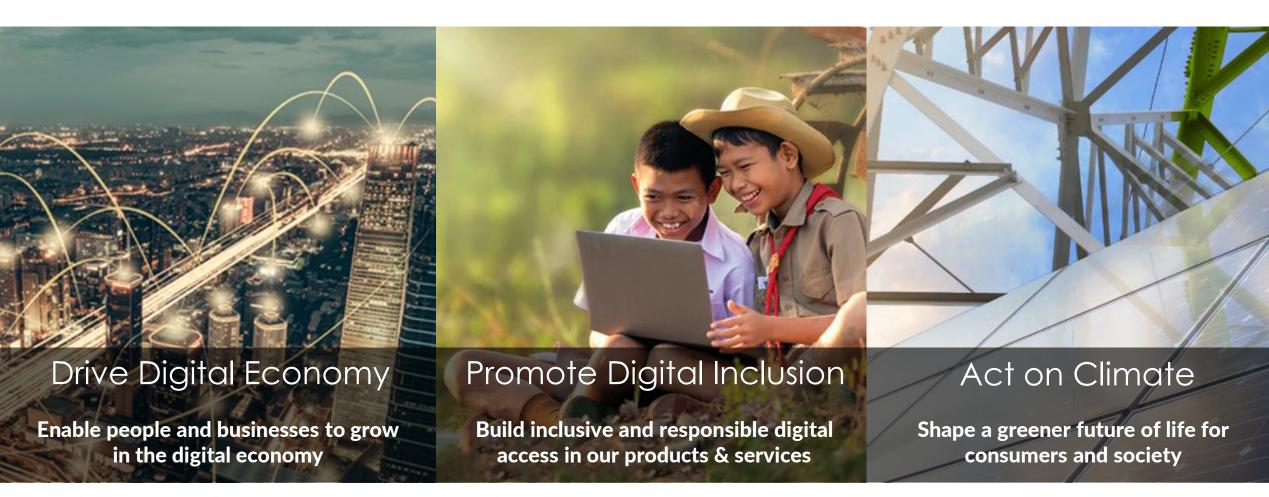
- New opportunity to expand digital services beyond connectivity.
- Collaborate with key local partners.
- Bank of Thailand's licensing timeline;
 - Open for application within end of 3Q23
 - 3 Virtual bank licenses awards by end of FY24.
 - First operating day expected in end of FY25.

GSA Data Center

- Growth opportunity to expand into adjacency service to corporate customers leveraging the expertise from key partners: Singtel and Gulf.
- Construction expects to start in mid-FY23, complete within 18-24 months, and to be in operation early FY25.



THRIVING IN A GREENER AND INCLUSIVE DIGITAL WORLD



AIS SUSTAINABILITY STRATEGY



1 Digital Innovation

Innovate digital products & services to improve the quality of lives and promote businesses in Thailand



4 Social Inclusion

Leverage our digital infrastructure & solutions to uplift community well-being & reduce the digital divide



6 Emissions

Reducing GHG emissions and utilize renewable energy in most possible extent in our operation



2 Data Privacy & Cyber Security

Ensure effective data privacy and cyber security to enhance customer value while ensuring customer trust

3 Human Capital Development

Drive AIS' human capital to pursue new strategic growth area in digital business

5 Digital Wellness

Establish trusted brand in cyber wellness & online safety to build healthy online space

7 Waste

Reduce & recycle waste from operation as well as encourage customers to dispose e-waste properly



SUSTAINABILITY HIGHLIGHT 2022

Drive Digital Economy

Target: 8% of revenue generated from new digital by 2027

Innovation through partnership 5G Smart Autonomous Vehicles

Robot Smart Retail



Enhancing cybersecurity system with the

Zero-trust Model

Promote Digital Inclusion

Target: Improve the socio-economic condition of 5 million people by 2027

1.74 million people benefiting from Aor Sor Mor application





455K people have access to AIS online learning platforms

Empowering 169,930 people to be responsible digital citizens



Act on Climate

Target: Net-zero emissions by 2050

Reducing GHG emissions by 25,508 tCo₂e





Installing additional solar panels at 3,190 base stations



Appendix





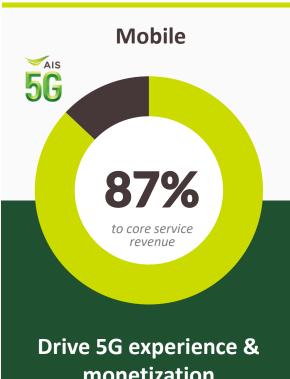
1Q23 Performance







Unleash Excellence in Digital Customer Experience



monetization

Bt29.3bn

As of 1Q23 Growth 1.4% YoY

Fixed Broadband



Growth engine with significant scale

Bt2.7bn

As of 1Q23 Growth 11% YoY

Enterprise Business



Accelerate Digital Transformation for Business

Bt1.3bn

As of 1Q23 Growth 7.1% YoY

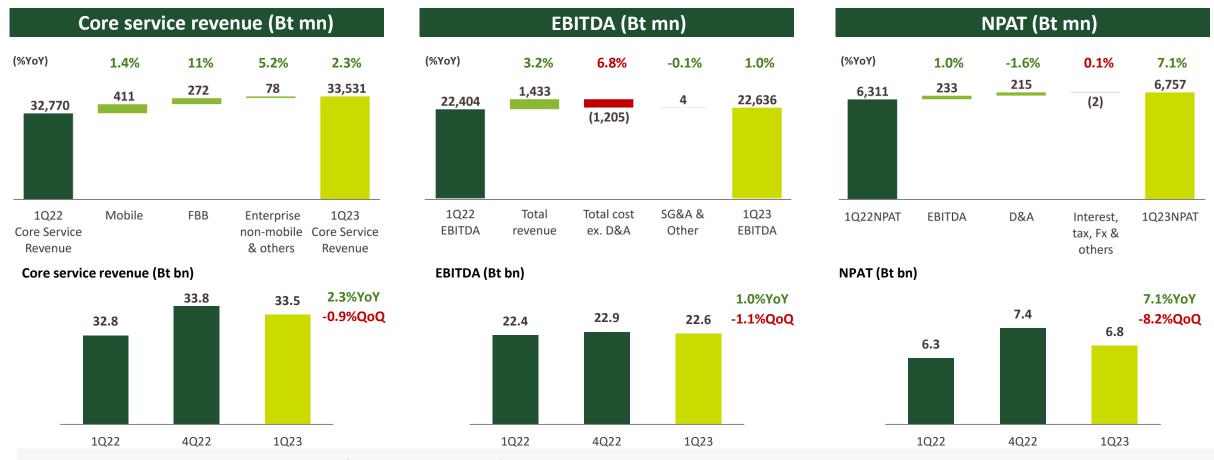
Digital Services



Build digital adjacencies to engage customers



1Q23 Performance: Growing core business aligned with economic recovery



Core service revenue improved YoY from a rebound of mobile business while FBB & Enterprise businesses maintained the growth momentum. It **declined QoQ** from seasonality effect.

EBITDA improved YoY from increased core service revenue and cost control amid challenging environments and **declined QoQ** align with lower core service revenue affected from high-season in 4Q22.

NPAT increased YoY following better operational profit with a gain in FX, but decreased QoQ due to a lower FX gain.

Mobile: growth led by pricing discipline with continuous rebound in tourist segment



1023

1Q23

 1Q23 revenue improved YoY from a rebound of tourist-related usages and higher postpaid subscriber base.

4022

QoQ dropped from high-season in 4Q.

1022

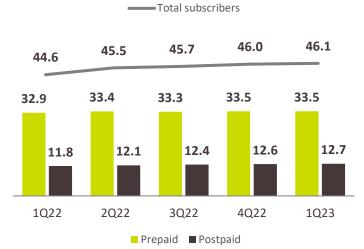
% Mobile Revenue Contribution

1Q22

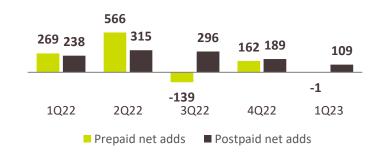
■ Postpaid ■ Prepaid 42% 56%

 Continuous growth in postpaid mix driven by 5G adoption and customer conversion to postpaid due to the attractive plans that also provide profitable revenue.

Total subscriber (mn) ——Total subscribers



Net additional subscriber ('000)

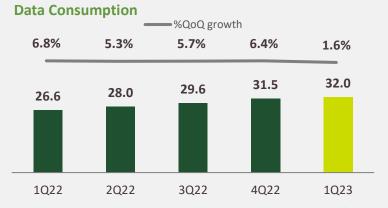


 Lower net add from the focus on acquiring quality subscribers through value-driven acquisition efforts.

Mobile ARPU (Bt/sub/month)



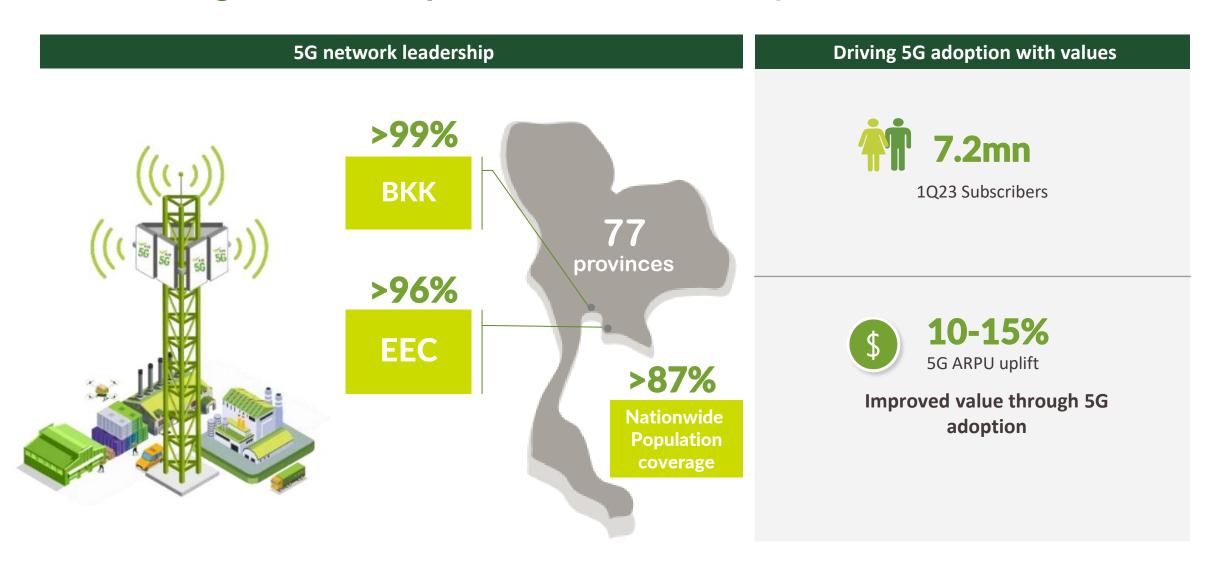
 ARPU dropped QoQ from a peak season in the previous quarter.



 Data consumption continued to increase driven by real customer demand and higher 5G adoption while it grew at a lower rate due to a reduction of unlimited data packages.



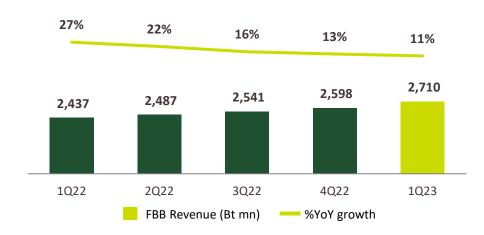
Maintaining 5G leadership with subscribers reaching 7.2mn





Home Broadband: sustainable growth with value creation and service quality

Continue delivering double-digit revenue growth

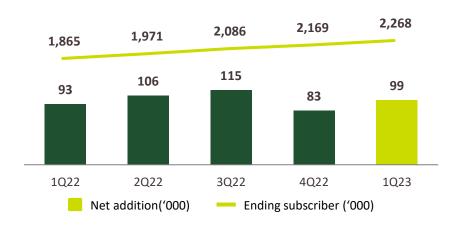


ARPU was sustained by new subscriber with higher ARPU

FBB ARPU (Baht per month)



Maintained stable subscriber acquisition



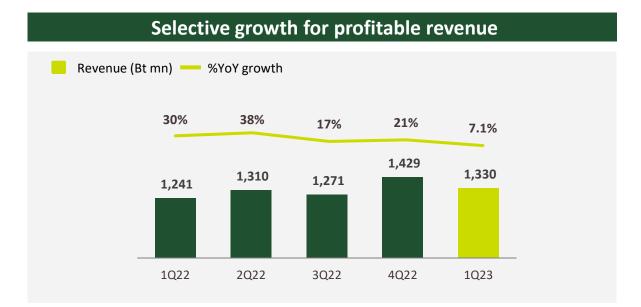
New products and technologies to serve customers' needs



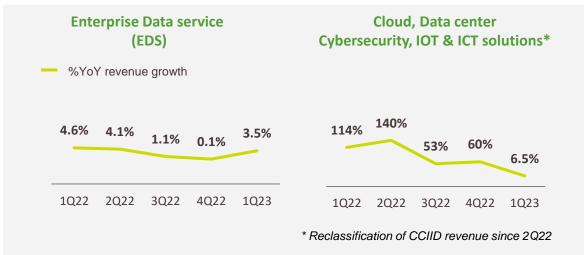




Enterprise non-mobile: growth focusing on margins boosted by partnership ecosystem



Consistent demand for connectivity and selective CCIID





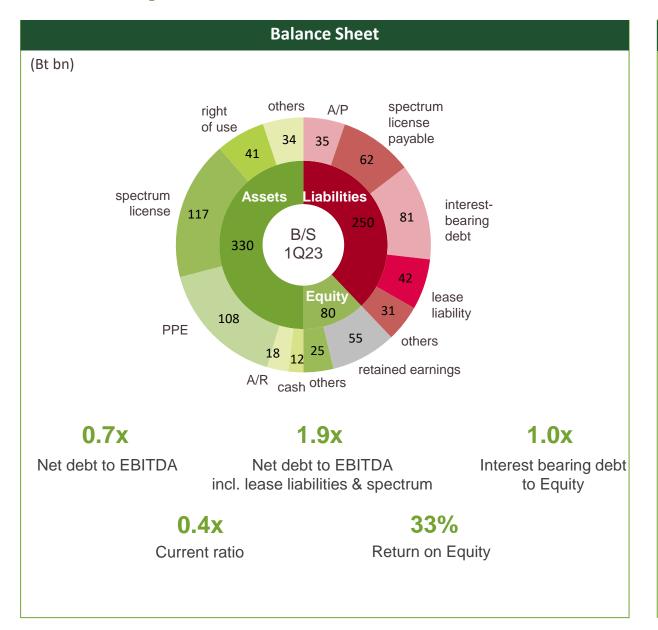


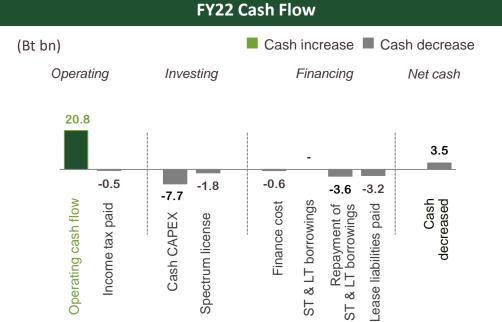
Financial Highlights

Bt mn	1Q22	4Q22	1Q23	%YoY	%QoQ
Mobile revenue	28,847	29,524	29,258	1.4%	-0.9%
FBB revenue	2,437	2,598	2,710	11%	4.3%
Other revenues	1,486	1,718	1,564	5.2%	-9.0%
Core service revenue	32,770	33,840	33,531	2.3%	-0.9%
IC and NT partnership	3,239	3,373	3,255	0.5%	-3.5%
Service revenue	36,009	37,213	36,786	2.2%	-1.1%
SIM and device sales	9,270	11,485	9,926	7.1%	-14%
Total revenue	45,279	48,699	46,712	3.2%	-4.1%
Cost of service	21,537	22,046	21,950	1.9%	-0.4%
SG&A	5,537	5,492	5,570	0.6%	1.4%
EBITDA	22,404	22,884	22,636	1.0%	-1.1%
EBIT	9,034	9,766	9,482	5.0%	-2.9%
NPAT	6,311	7,363	6,757	7.1%	-8.2%
Sales margin	1.4%	1.2%	1.8%		
EBITDA margin	49.5%	47.0%	48.5%		
EBIT margin	20.0%	20.1%	20.3%		
NPAT margin	13.9%	15.1%	14.5%		



Healthy balance sheet and cash flow to support investment





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

Free cash flow after lease liabilities paid of Bt7.67bn and continued to deliver returns to shareholders.

Average finance costs = 2.9% p.a.

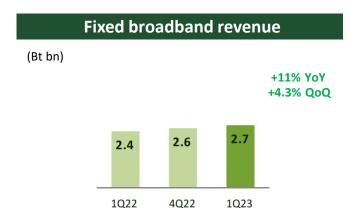
- AIS prudently managed currency and interest rate risk with hedging instruments where applicable.
- Maintained investment-grade credit ratings;
 - Fitch: national rating AA+ (THA), outlook stable
 - S&P: BBB+, outlook stable

1Q23 Revenue Breakdown

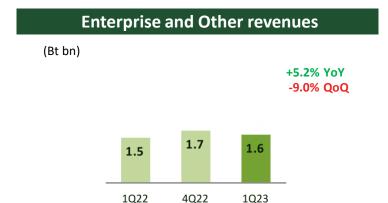


(Bt bn) +1.4% YoY -0.9% QoQ 28.9 29.5 29.3

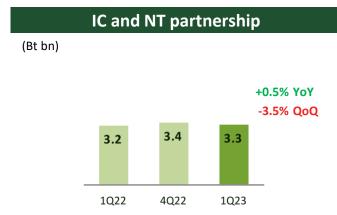
- YoY improvement due to an increase in subscribers and a rebound from tourist related activities.
- QoQ slightly decreased due to the seasonal effect.



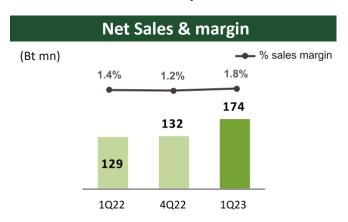
• Continue expansion of service coverage areas for new subscriber growth and gained market share amid high competition.



- Digital transformation was a key driver of enterprise business, especially in Cloud and ICT solutions.
- Declined QoQ as a result of large projects closed in 4Q22.



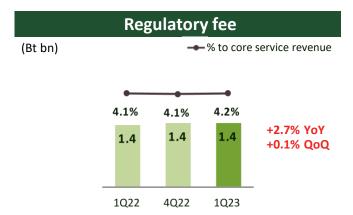
 Lower IC rate together with lower network traffic from NT partnership.



 Lower sales volume from 4Q22 but with higher margin from Apple products sales.

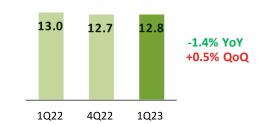
1Q23 Cost Breakdown





- Regulatory fee increased YoY in line with increasing the trend of core service revenue.
- Regulatory fee remained flat QoQ.

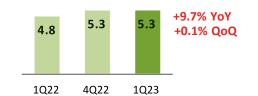




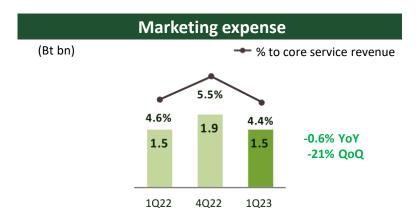
 Maintained D&A due to the fully depreciated 3G network equipment offset with new 5G investment.

Network OPEX and NT partnership

(Bt bn)



- Increasing 9.7% YoY due to the increasing utility cost following the rising energy price.
- Flat QoQ due to network cost optimization.



 Decreased YoY and QoQ from cost optimization efforts and high base in the previous quarter due to a high season.

Admin & others (Bt bn) 4.0 3.6 +1.0% YoY +13% QoQ

- Increased YoY mainly from higher staff-related expenses partially offset by cost control initiatives.
- Increased QoQ from a one-time reversal item which was recorded in 4Q22.



Mobile and FBB official packages launched









Driving Long-term Sustainable Business Operation









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

Climate Actions

Shape a greener future of life for consumers and society



KEY UPDATE IN 1Q23

Collaboration on Digital & Sustainability Solution between **PTTGC** and **AIS** is consistent with our vision of "Thrive in a **Greener and Inclusive Digital World**" and sustainable strategy, especially in the areas of **Digital Innovation** and **Climate Action**.







IoT and **5G** solutions to enhance energy efficiency and reduce GHG emissions

Promoting upcycling products using an online platform

A joint campaign to build awareness on waste management

Drive Digital Economy: Enable people and businesses to grow in the digital economy

Digital innovation

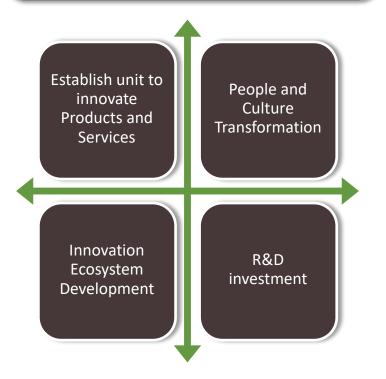
Drive digital services for both consumers & enterprises

Data Privacy & Cybersecurity

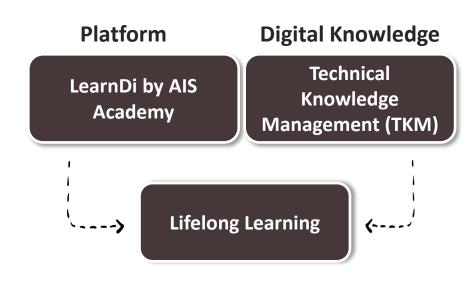
Maintain resiliency for data security and privacy

Human Capital Development

Nurture AIS human capital to support business growth









Promote Digital Inclusion: Build inclusive and responsible digital access



Digital wellness

Empower digital citizenship by providing digital solutions and tools





Act on climate: shape a greener future of life for consumers and society

Climate actions Manage our own network and operation to be light to the environment Renewable Smart Energy Efficiency Solutions energy **12,094** †CO2e 13,414 tCO2e Machine 8,751 Monitoring by IoT 5,768 Upgrade network equipment 2,747 • Use big data to manage network FY20 FY21 FY22 **Facility Monitoring** No. of base stations by IoT sensors with solar cell

Waste Management Promote proper waste disposal







Waste separation at office building

Drop-off with postman campaign

Raising awareness



Non-recyclable E-waste from network operation

0%

E-waste collected from customers

237,880 pieces*

*Data as of Dec 2022

Sustainability Awards & Disclosure Standard



Disclosure Standard









ESG Index & Rating



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Sustainability Awards



IDC Future Enterprise Awards

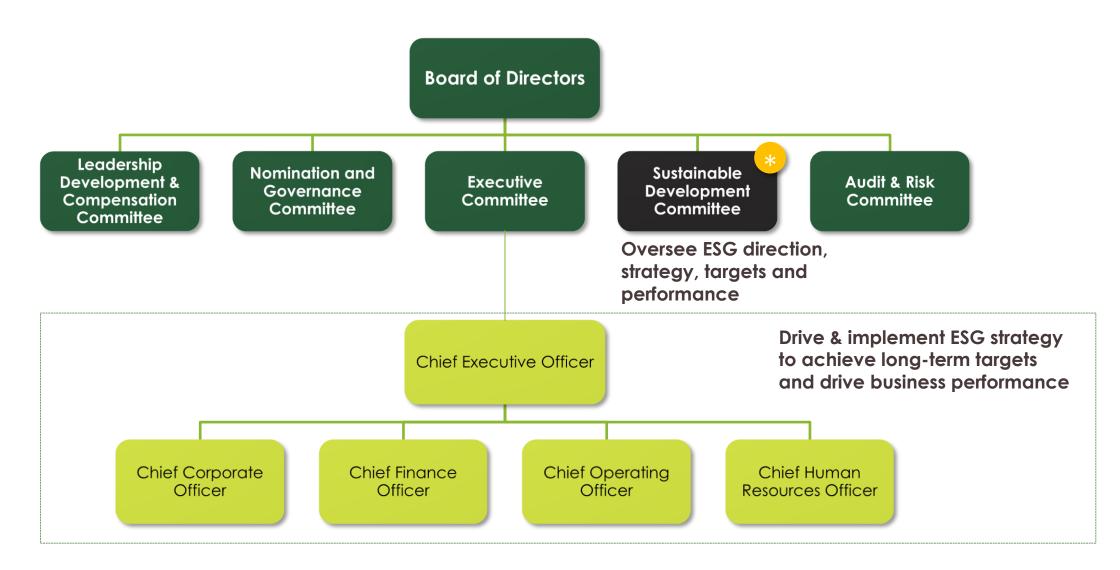


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GOVERNANCE FOR SUSTAINABILITY





Q&A





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