



1Q25 OPPORTUNITY DAY

Advanced Info Service Plc.



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HIGH-LEVEL EVENT 2024



BUSINESS HIGHLIGHTS



1Q25 Maintaining business growth on a strong foundation

Growing values with economy



Thai economy growth with stimulus despite early signs of global volatility

Strong core businesses growth with quality focus



Mobile
Revenue
growth

Mobile quality growth with superior network quality and ongoing value uplifting strategy

5.07
million



FBB Subscribers

FBB expanded with upselling to uplift ARPU and quality subscriber acquisition



Solid bottom line

Driven by profitable revenue growth and efficient spending

+12%
YoY



Enterprise
Revenue
growth

Enterprise growth with increased demand for both local & regional connectivity and cloud

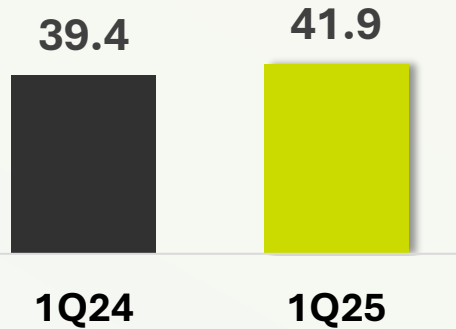


Sales growing YoY driven by retail focus strategy boosted by government stimulus

1Q25 beat guidance with economic momentum

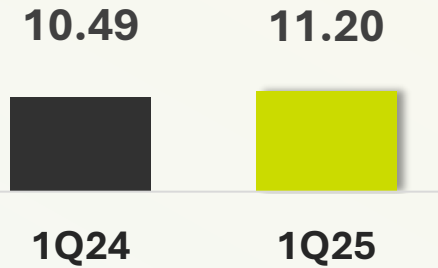
Core Service Revenue (Bt bn)

+6.3% YoY
(3-5% Guidance)



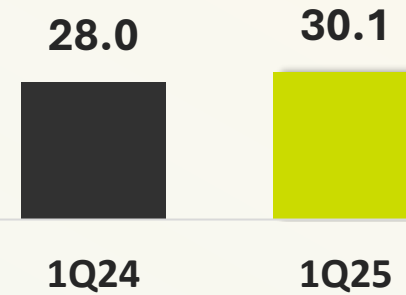
Sale Revenue (Bt bn)

+6.8% YoY



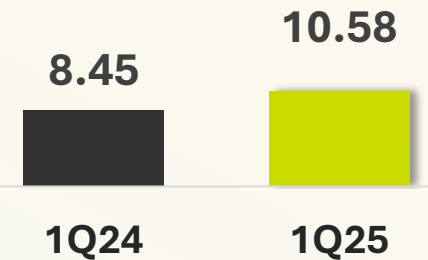
EBITDA (Bt bn)

+7.4% YoY
(3-5% Guidance)



Net Profit (Bt bn)

+25% YoY



EBITDA Margin

53.4%

ROIC

15%

Net Debt to EBITDA

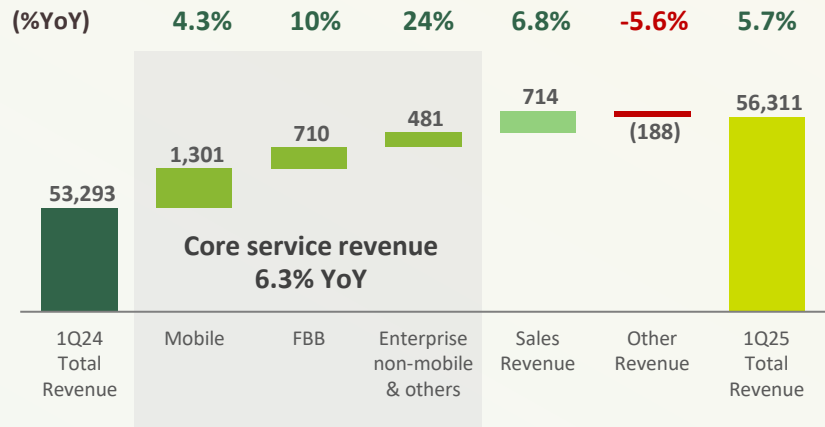
1.8x

Average Cost of Borrowing

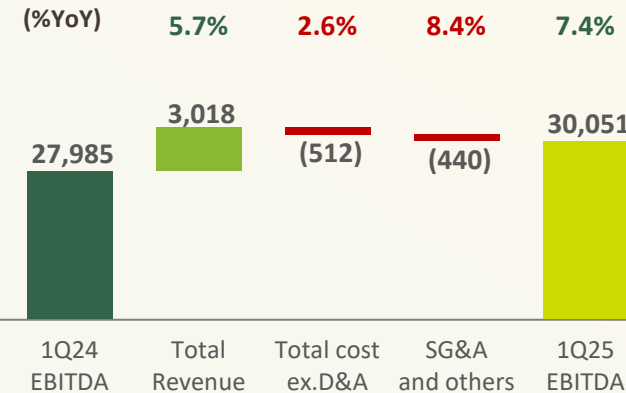
3.0%

1Q25: Performance sustained with continued focus on profitability

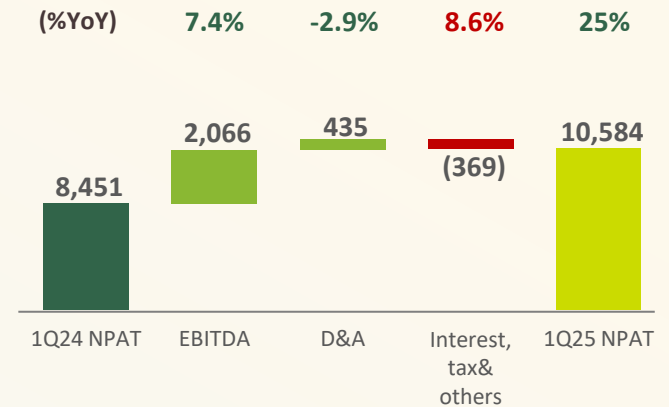
Total revenue (Bt mn)



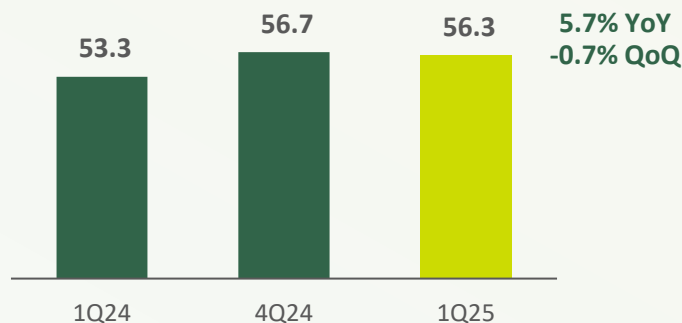
EBITDA (Bt mn)



NPAT (Bt mn)

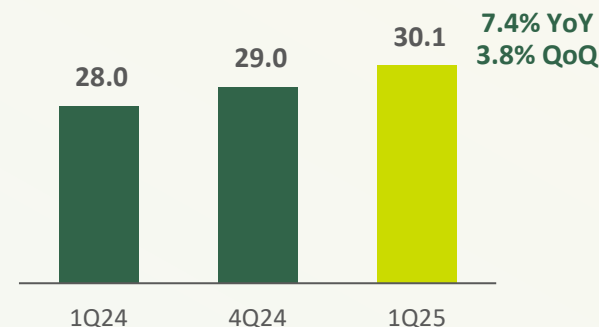


Total revenue (Bt bn)



Total Revenue increased YoY due to strong growth in all businesses, while **decreasing QoQ** from lower mobile revenue and device sales due to seasonality.

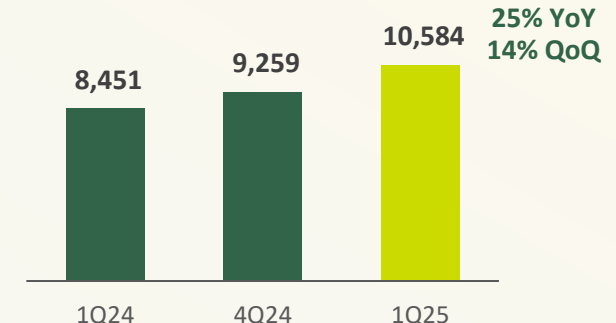
EBITDA (Bt bn)



EBITDA improved YoY and QoQ driven by strong revenue growth and efficient spending.

EBITDA Margin at 53.4% higher YoY due to profitable revenue and quality focus.

NPAT (Bt mn)



NPAT improved YoY and QoQ from solid operating performance, lower depreciation cost, and lower finance cost.

AIS: Empowering lives and businesses towards exceptional experiences

Core service revenue

Sales revenue

74% of Total revenue

20% of Total revenue

Mobile

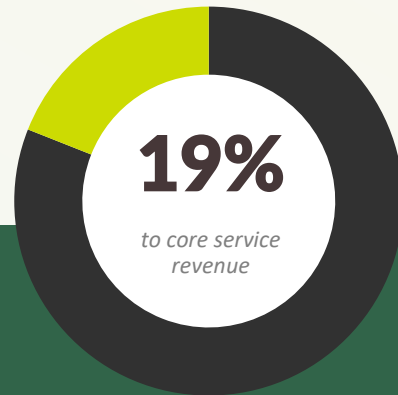


Value-driven with
Network leadership

Bt31.6bn

As of 1Q25
Growth 4.3% YoY

Fixed Broadband

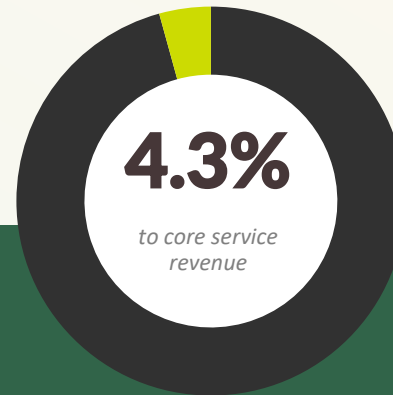


High-quality subs
acquisition

Bt7.8bn

As of 1Q25
Growth 10% YoY

Enterprise non-mobile



Connectivity services
and digital solution

Bt1.8bn

As of 1Q25
Growth 12% YoY

Digital Services



Building digital
adjacencies to
engage customers

Retail



Enhanced retail
experience

Bt11.2bn

As of 1Q25
Growth 6.8% YoY

FY25 Guidance: Maintain guidance with cautious outlook

Note: Guidance excludes the spectrum auction scenario and assumes the NT2100 deal remains in place until year-end.

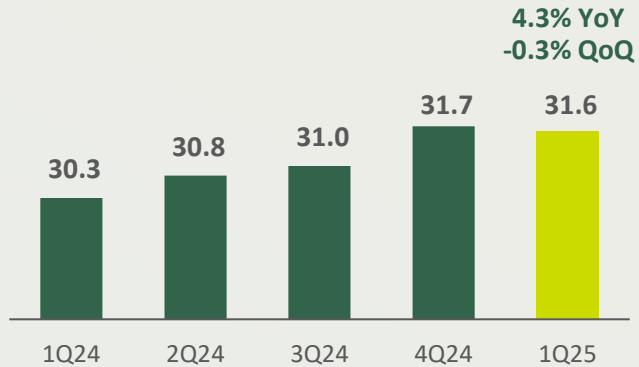
Item	Guidance	1Q25	Rationale
Core service revenue	Around 3 - 5%	Growth 6.3%	<ul style="list-style-type: none"> Focused on quality-driven expansion to enhance customer experience. AIS maintains cautious outlook due to economic uncertainties. While continue the following strategy: <ul style="list-style-type: none"> Mobile: grow with network quality leadership, effective 5G monetization, and enhanced value-added services and content. Broadband: expand with new subscriber base in new areas and drive ARPU growth through innovative products and services beyond connectivity. Enterprise: prioritize connectivity products and cloud services, leveraging strong customer relationships to introduce add-on solutions.
EBITDA	Around 3 - 5%	Growth 7.4%	<ul style="list-style-type: none"> Grew with revenue expansion across services and product sales alongside ongoing integration benefits. Expenses in FY25 will focus on continue advancing IT systems, modernizing network, and streamlining Broadband towards a unified operations by FY26.
CAPEX (exclude spectrum)	Approx. Bt26 - 27bn	Bt 4.1 bn	<ul style="list-style-type: none"> FY25 places additional emphasis on modernization, integration costs, and underground cabling. The allocation remains majority in mobile, following by broadband and the rest for enterprise & others.

BUSINESS PERFORMANCE



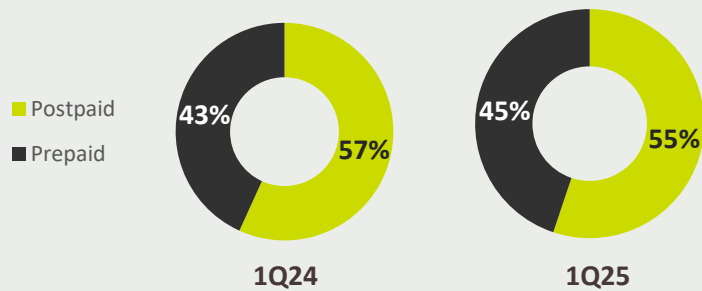
Mobile: focused network leadership and value-driven strategy

Mobile revenue (Bt bn)



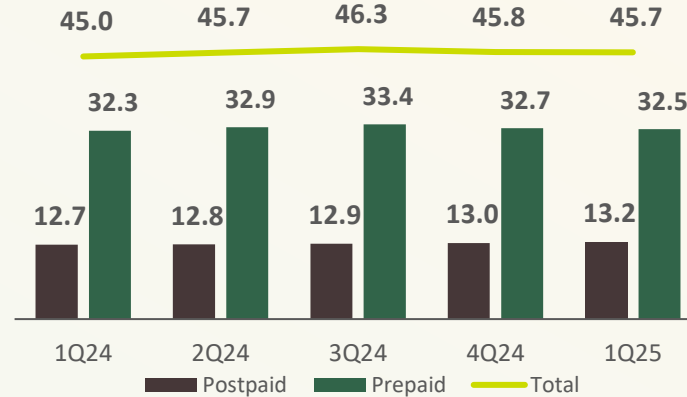
- Growth driven by high-quality subscriber expansion and ongoing value uplifting.

% Mobile Revenue Contribution

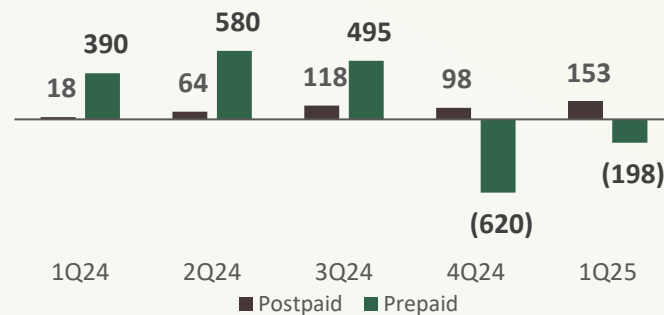


- Prepaid contribution increment aligned with prepaid ARPU improvements.

Total subscriber (mn)

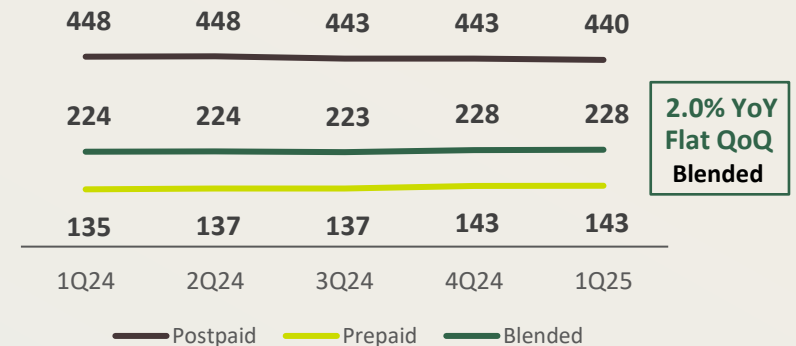


Net additional subscriber ('000)



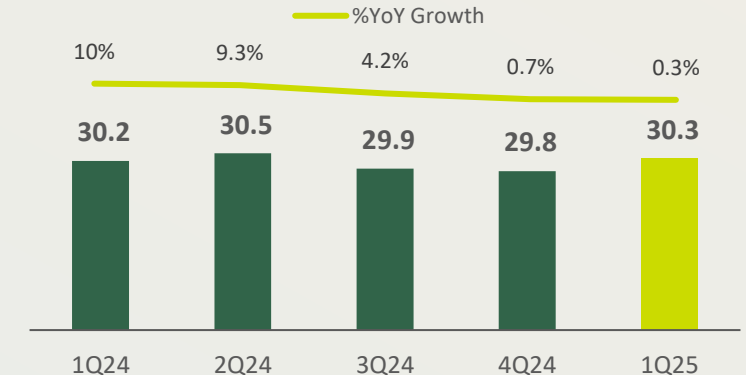
- Stricter personal identification measures for new subscriber align with royal decree on scam crime prevention and strategy to focus on quality.

Mobile ARPU (Bt/sub/month)



- ARPU rose from higher-value packages and value-added services.

Data Consumption

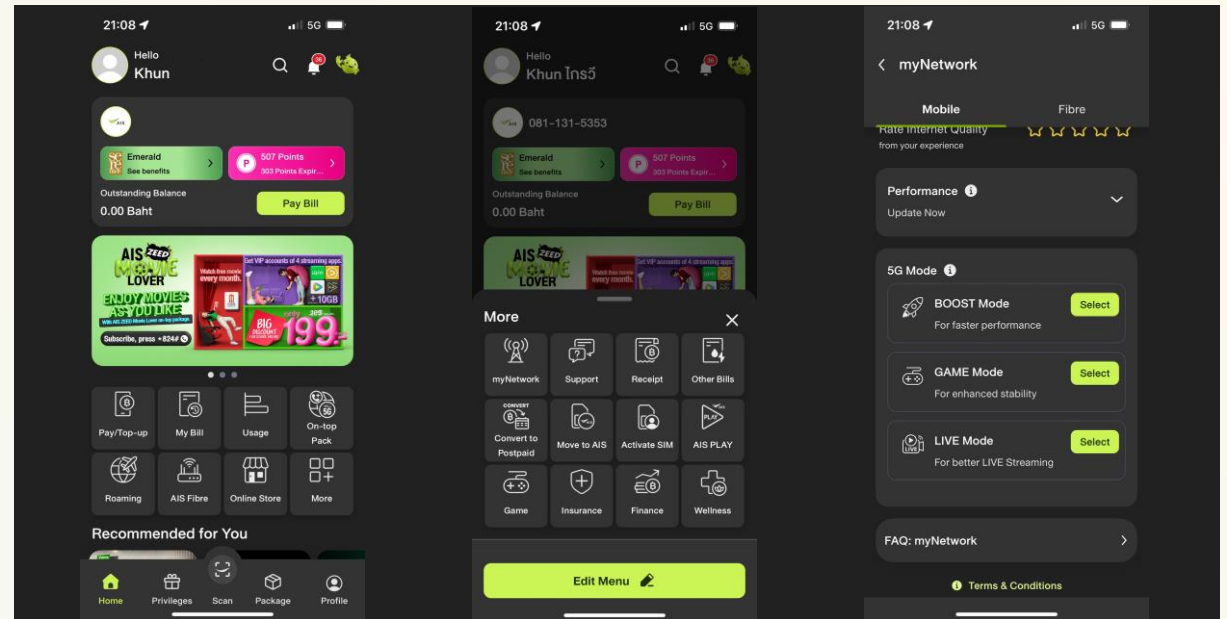


*Note: VOU excludes data from MMS sending from 3Q24 onwards

AIS won awards from Mobile World Congress 2025 for “AIS Living Network”



AIS Showcases 5G Leadership with Global Recognition at GTI Awards During MWC 2025 Honored for its "AIS Living Network" - A Smart, Adaptive Network that Empowers Customers to Choose Based on Their Lifestyle



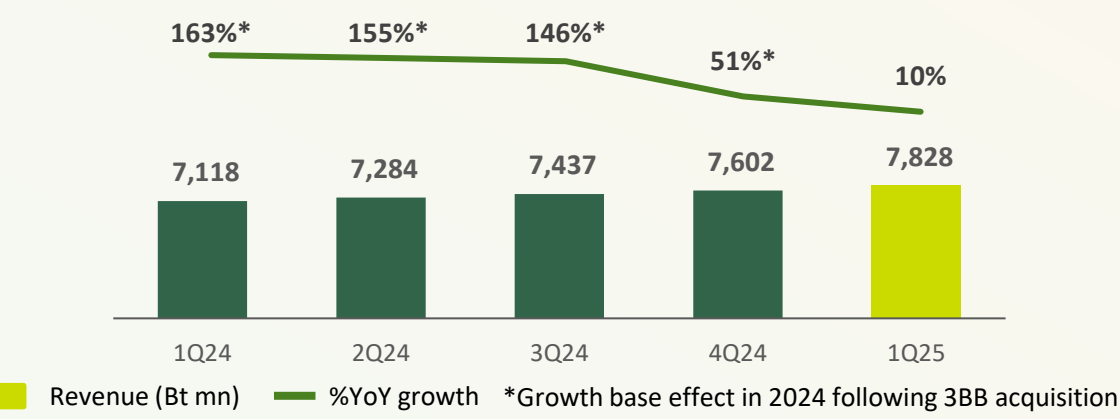
AIS Living Network offers lifestyle-based 5G Mode packages for flexible usage:

- BOOST: High-speed for streaming, meetings & downloads in busy areas
- GAME: Low-latency gaming, supports 13+ popular titles
- LIVE: Smooth, HD live streaming without buffering

Home Broadband: Driven by quality acquisition and ARPU uplift

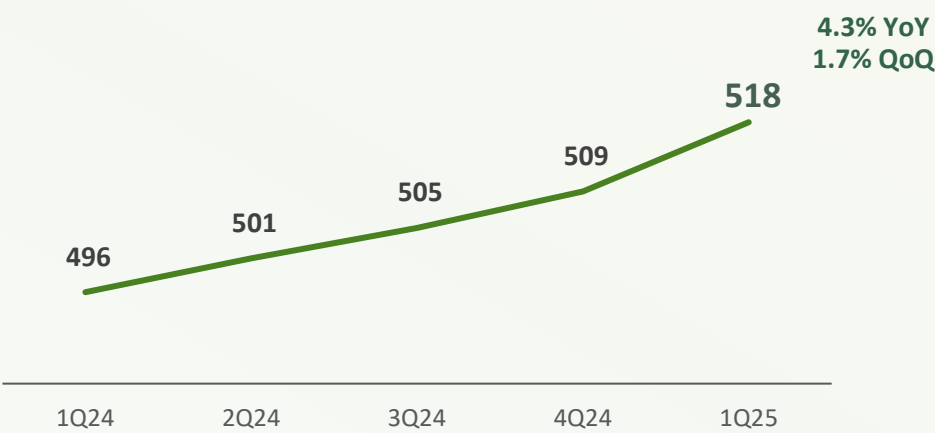


Revenue boosted by ARPU uplift and subs growth

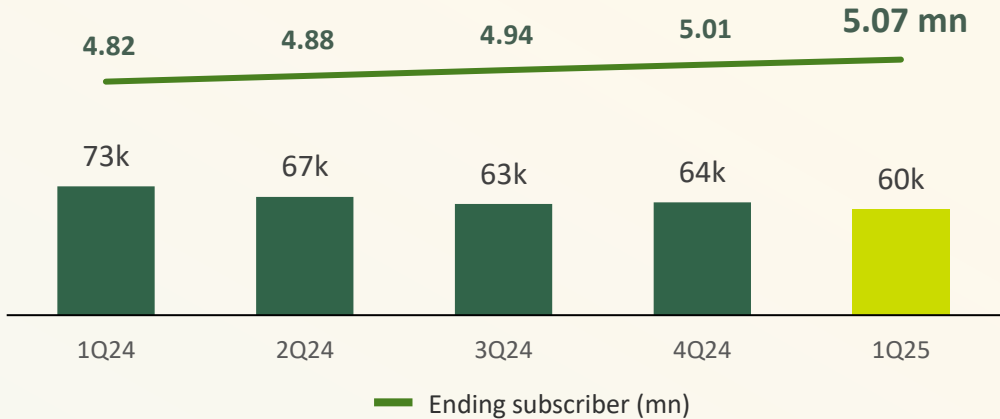


ARPU uplift from value-added and innovative products

FBB ARPU (Baht per month)



Subscribers acquisition with quality focus



Enhancing customer value with premium packages

Package
SuperMESH Plus
Powerful Signal everywhere

Enjoy the world-class entertainment through AIS PLAYBOX

Router **WiFi6**

Double WiFi signals in every corners with 2 MESH WiFi Routers

Contract 24 Months

799 Bath for 1Gbps/500Mbps + AIS PLAY size M
599 Bath for 500Mbps/500Mbps + AIS PLAY size S

Delivering exceptional experience with superior network quality

Driving 5G adoption to boost ARPU



12.7 mn

5G Subscribers
In 1Q25



10-15%

5G ARPU uplift

Improved value through 5G adoption

5G network coverage

Over 95%

Nationwide
Population
coverage

>99%

BKK

>96%

EEC



Broadband coverage

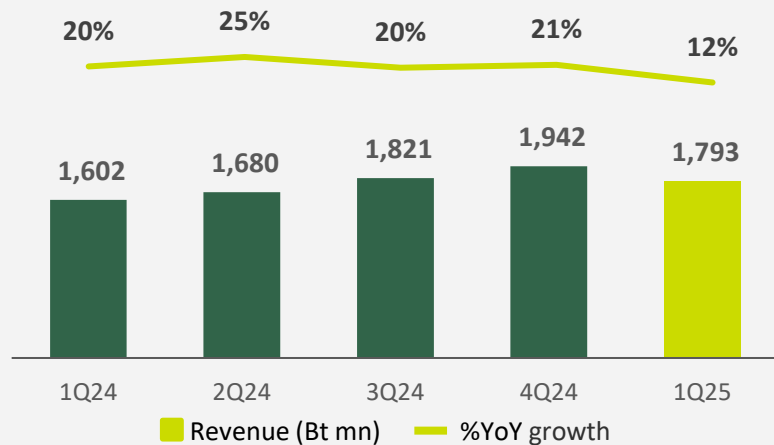
20 mn



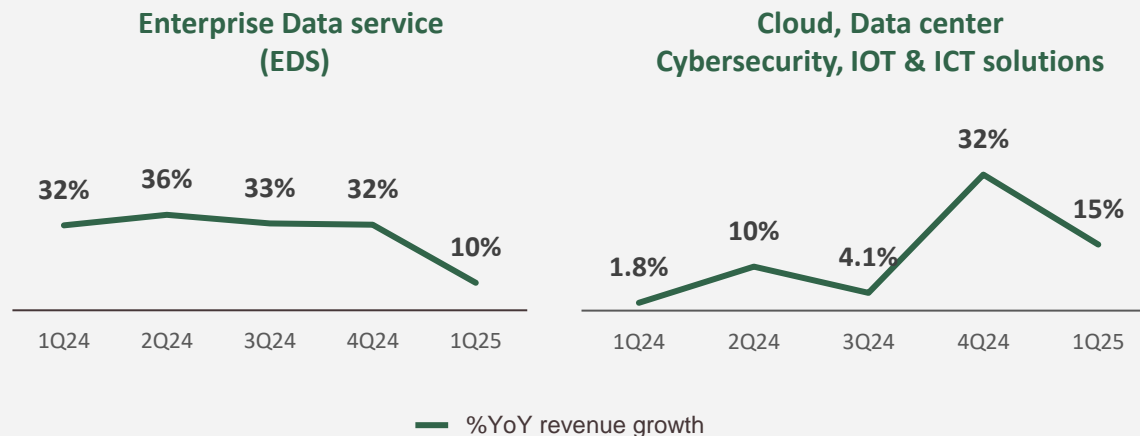
Household
coverage

Enterprise non-mobile: Driven by demand for connectivity services

Revenue growth driven by EDS & Cloud



Strong digital infrastructure demand from local & regional clients



5G Ecosystem



Intelligent Network & Cloud



AI and Data Analytics



Digital Platform & APIs

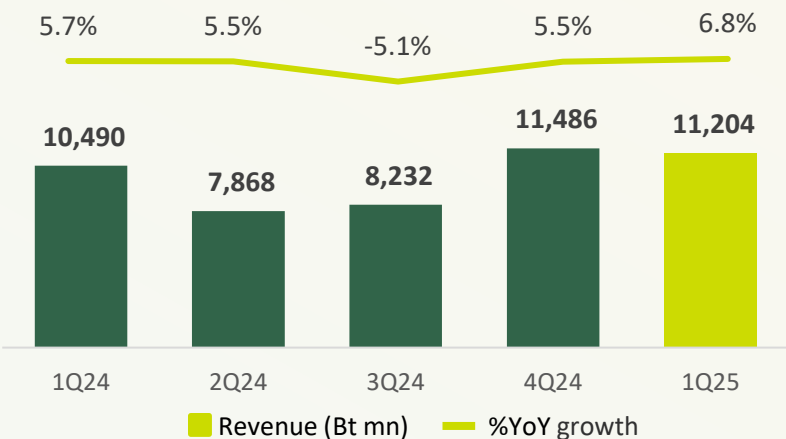


Industry Transformation

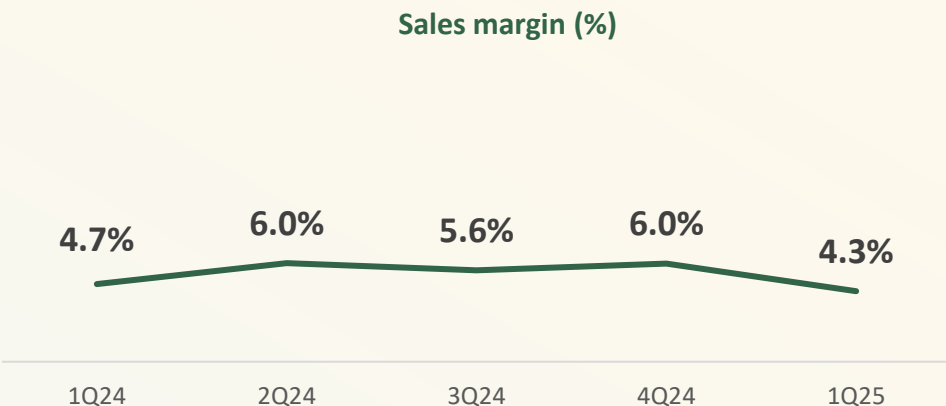


Retail Sales: Growing with strategic focus and stimulus campaign

Sales growth with enhanced focus in retail sales



Resilience margin amid tax incentive promotions



Enhanced retail experience at shop



Increase sell through flagship campaign



APPENDIX



Summary of Accounting Changes following the expiry of 2100MHz contract with National Telecom

Income statement (THB bn)	1Q25 Actual	1Q25 2100 MHz spectrum arrangement with NT	1Q25 excludes 2100 MHz arrangement
Core service revenue	41.9	-	41.9
IC and NT partnership	3.2	2.1	1.1
Total revenue	56.3	2.1	54.2
Depreciation & Amortization	14.4	0.9	13.5
Network OPEX and NT partnership	5.8	2.1	3.7
Cost of service	24.2	3.0	21.2
Finance cost	2.1	0.01	2.1
PBT	13.1	(0.9)	14.0
Net Profit	10.6	0.7	11.3
EBITDA	30.0	-	30.0

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

Financial Highlights

Bt mn	1Q24	4Q24	1Q25	%YoY	%QoQ
Mobile revenue	30,339	31,726	31,640	4.3%	-0.3%
FBB revenue	7,118	7,602	7,828	10%	3.0%
Other revenues	1,980	2,571	2,461	24%	-4.3%
Core service revenue	39,437	41,898	41,929	6.3%	0.1%
IC and NT partnership	3,366	3,351	3,178	-5.6%	-5.2%
Service revenue	42,803	45,250	45,107	5.4%	-0.3%
SIM and device sales	10,490	11,486	11,204	6.8%	-2.4%
Total revenue	53,293	56,736	56,311	5.7%	-0.7%
Cost of service	24,881	24,800	24,242	-2.6%	-2.2%
SG&A	5,890	7,962	6,555	11%	-18%
EBITDA	27,985	28,958	30,051	7.4%	3.8%
EBIT	12,744	13,607	15,245	29%	7.8%
NPAT	8,451	9,259	10,584	20%	12%
Sales margin	4.7%	6.0%	4.3%		
EBITDA margin	52.5%	51.0%	53.4%		
Operative profit margin	23.5%	23.2%	26.3%		
NPAT margin	15.9%	16.3%	18.8%		

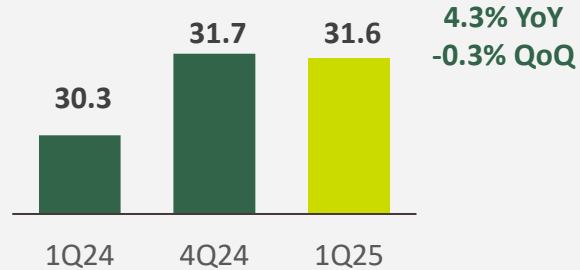
*EBITDA definition is revised to include other income, finance income, share of profit, and Net foreign exchange gain (loss). Hence, the previous reported numbers have been restated with the new definition.

**EBIT definition is revised to represent EBITDA less depreciation and amortization.

1Q25 Revenue Breakdown

Mobile Revenue

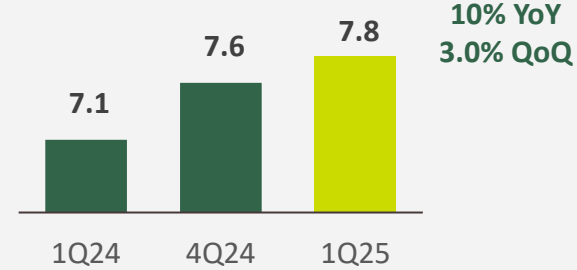
(Bt bn)



- Growth YoY from ARPU improvements and quality focus.
- Soften QoQ due to lower inter-roaming revenue.

Fixed broadband Revenue

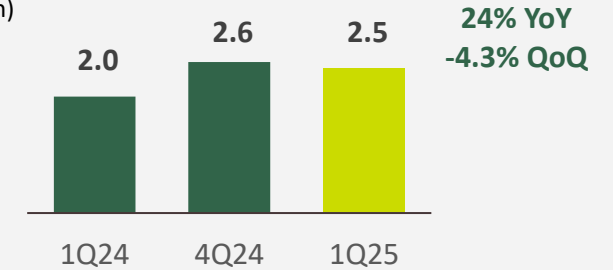
(Bt bn)



- Maintained growth momentum YoY and QoQ from quality subs expansion and rising ARPU.

Enterprise and Other Revenues

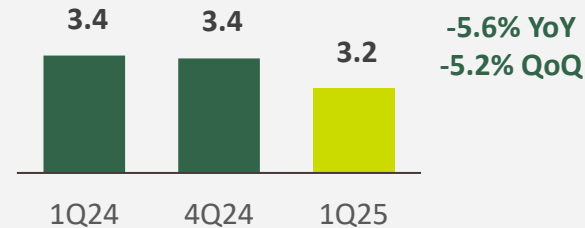
(Bt bn)



- Growing YoY led by EDS and cloud from digital transformation demand, boosted by higher roaming revenue from NT.
- Declined QoQ from enterprise customer spending seasonality.

IC and NT Partnership

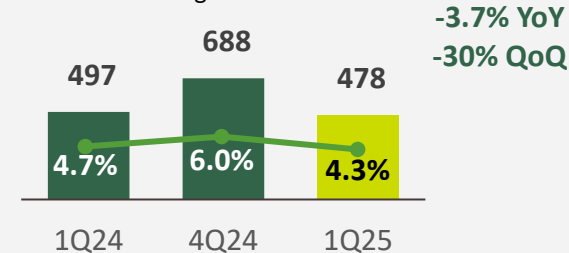
(Bt bn)



- Lower network traffic with NT and a lower interconnection charged.

Net Sales & Margin

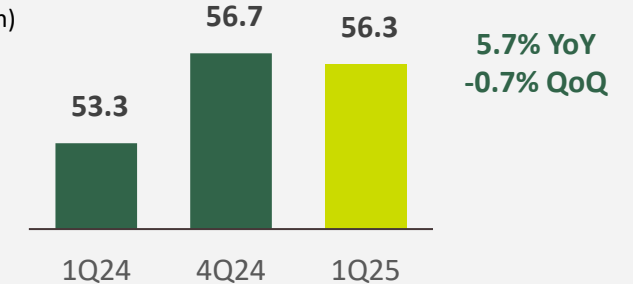
(Bt mn) — % Sale margin



- Softened YoY and QoQ due to promotional campaign during tax incentive campaign.

Total Revenue

(Bt bn)

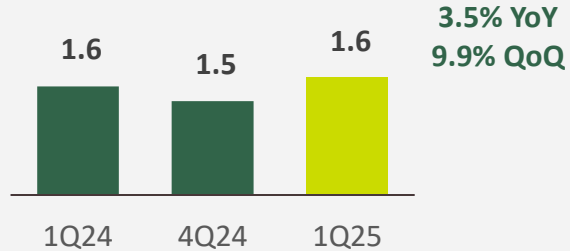


- Increasing YoY from growth in all businesses.
- Soften QoQ from lower mobile revenue and device sales due to seasonality.

1Q25 Cost and Expense Breakdown

Regulatory

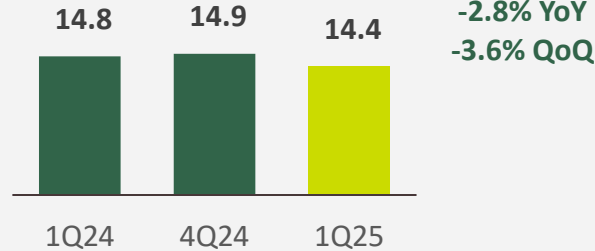
(Bt bn)



- Increasing QoQ due to one-time deduction of USO fees in 4Q24.
- The regulatory fee as a percentage of core service revenue was at 3.9%.

Depreciation & Amortization

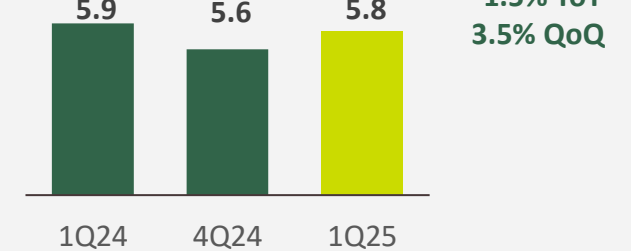
(Bt bn)



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

Network OPEX and NT partnership

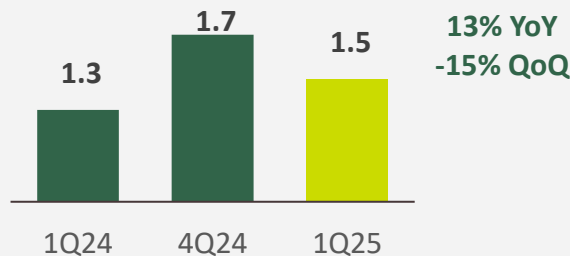
(Bt bn)



- Decreasing YoY due to lower NT partnership costs and lower FT rate.
- Increasing QoQ due to cost related with network expansion.

Marketing expense

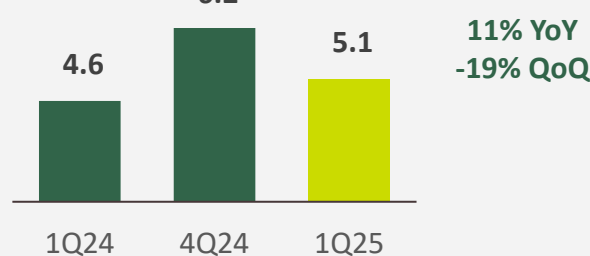
(Bt bn)



- Increasing YoY from incentives and campaigns in line with revenue growth.
- Decreasing QoQ from high season in 4Q24.
- The marketing expense was at 2.7% of total revenue.

Admin & Others

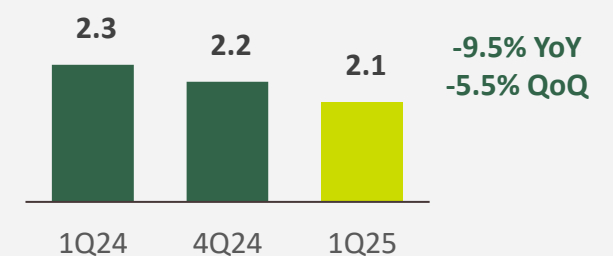
(Bt bn)



- Increasing YoY due to low base staff cost in 1Q24.
- Decreasing QoQ from one-time provision expense in 4Q24.
- The provision for bad debts as a percentage of postpaid and broadband revenue was at 1.9%.

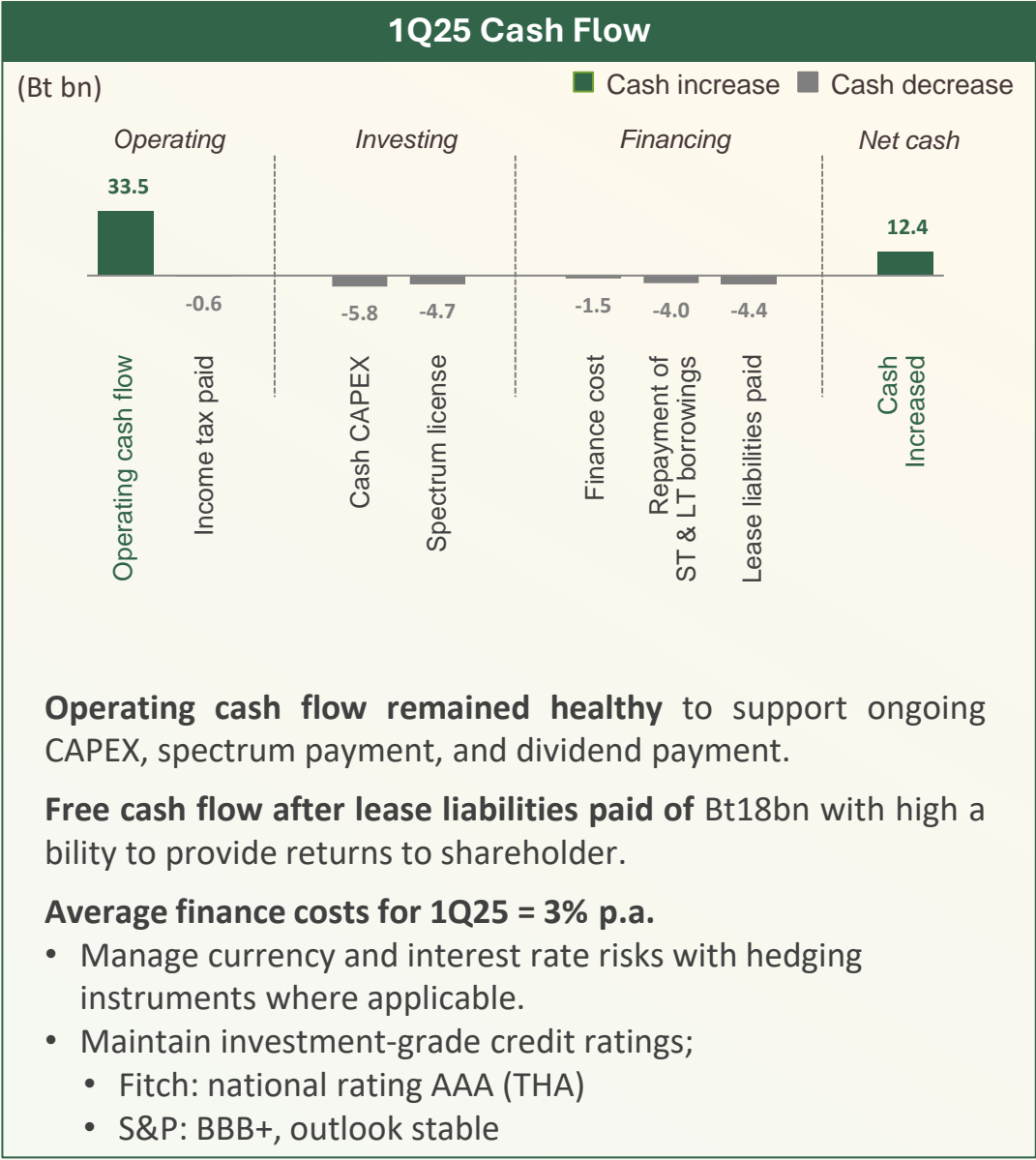
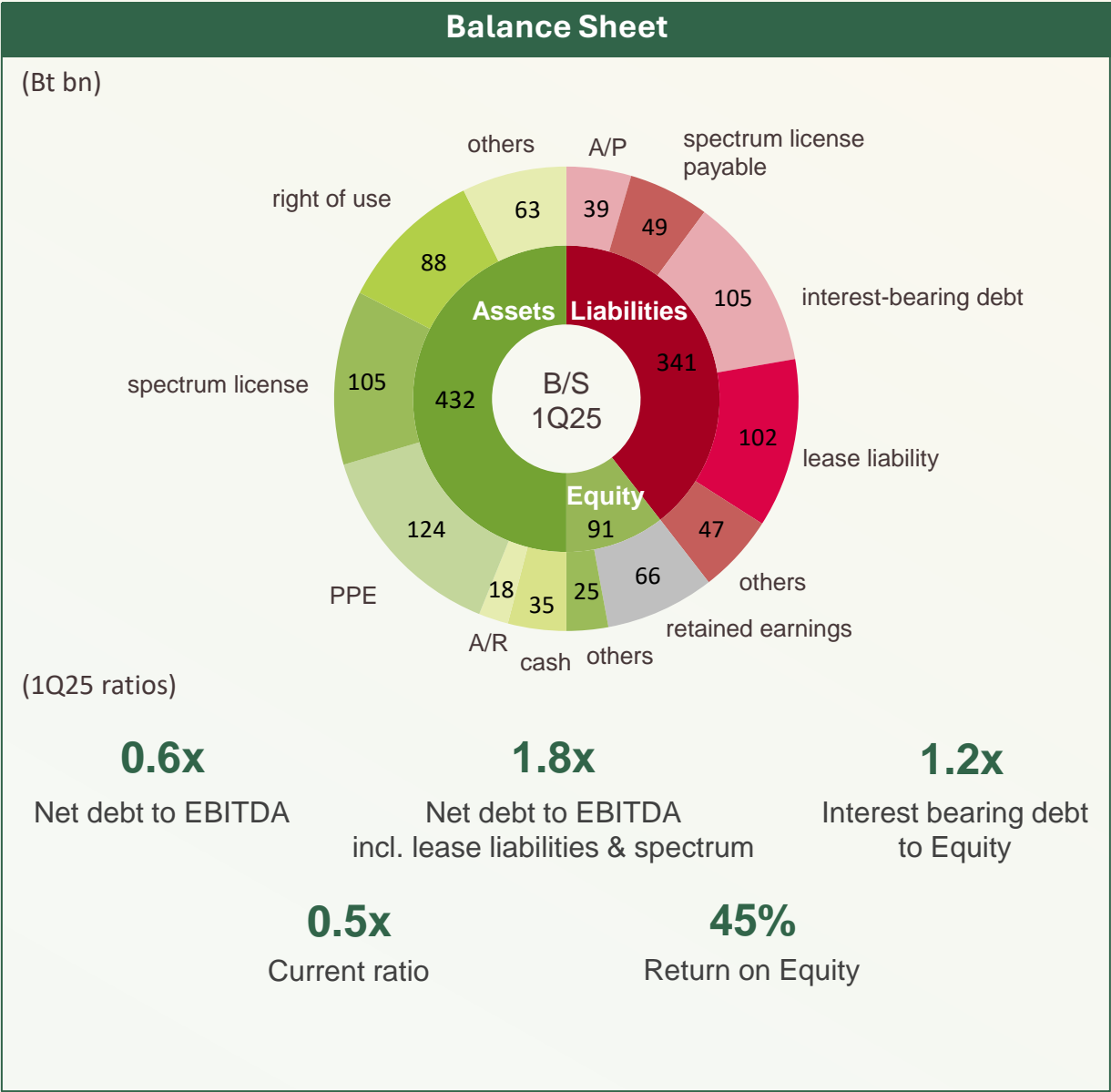
Finance cost

(Bt bn)



- Decreasing YoY and QoQ benefited from debt refinancing and loan repayments.
- The average cost of borrowing was at 3% in 1Q25.

Healthy balance sheet and cash flow to support investment



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




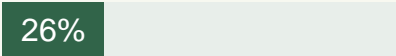
Promote Digital Inclusion

Build inclusive and responsible digital
access in our products & services

Act on Climate

Shape a greener future of life for
consumers and society

Sustainability Goals: Cybersecurity and Waste Targets Achieved

Key Performance Indicator Target	2024 Achievements and Progression by target	Target Year
Drive Digital Economy		
<u>Digital Products and Services:</u> 7% of revenue generated from new digital products and services that enable the digital economy	 3.8% from 7%	2027
<u>Cyber Security and Customer Privacy Protection:</u> <ul style="list-style-type: none"> ○ Maintain the highest cybersecurity and personal data protection standards on par with or surpassing those of other business organizations in the industry and the region ○ Enhance the efficiency of cybersecurity and data privacy measures to defend AIS's significant business value chain 	Aligned with Target	Achieved
<u>Human Resource Management:</u> More than 90% of AIS employees will receive training in digital technology skills	 61% from 90%	2025
Promote Digital Inclusion		
<u>Social Inclusion:</u> Improve the socio-economic condition of 5 million people	3.46 mn people from 5 mn  69%	2027
<u>Digital Wellness:</u> Empower digital citizenship by providing digital solutions and tools for 3 million people	0.79 mn people form 3 mn  26%	2027
Act on Climate		
<u>Climate Actions</u> Reduce GHG emissions intensity as calculated from the ratio of direct (GHG scope 1) and indirect emissions (GHG scope 2) to data traffic, by 25% compared to the 2024 baseline	<ul style="list-style-type: none"> ○ Greenhouse gas emissions (Scope 1 and 2) are at 798,881 tCO2e ○ Greenhouse gas emissions (Scope 1 and 2) intensity are at 0.018 tCO2e per data traffic 	2030
<u>Waste Management</u> Maintain zero e-waste to landfill	Aligned with Target	Achieved

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: AIS Secures 3 Sustainability Awards



In March 2025, AIS Group has achieved significant recognition of excellence in sustainable finance from two leading financial and investment institutions in Thailand and across Asia.



- ThaiBMA Best Bond Awards 2024
 - **Deal of the Year**
 - **Best Sustainability Bond – Telecom**
- Asset Triple A Sustainable Finance Awards 2025
 - **Best Green Loan – Telecom**

For further detail regarding Cell Broadcast Service please visit : [investor.ais.co.th/Sustainability award](https://investor.ais.co.th/Sustainability%20award)

Sustainability Highlights: Emergency Broadcast Readiness

AIS successfully completed lab testing of the Cell Broadcast emergency alert system on Android and iOS devices.



The function is available on:

- Android version 12 or higher
- iPhones with iOS 18

For further detail regarding Cell Broadcast Service please visit : investor.ais.co.th/cell_broadcast

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



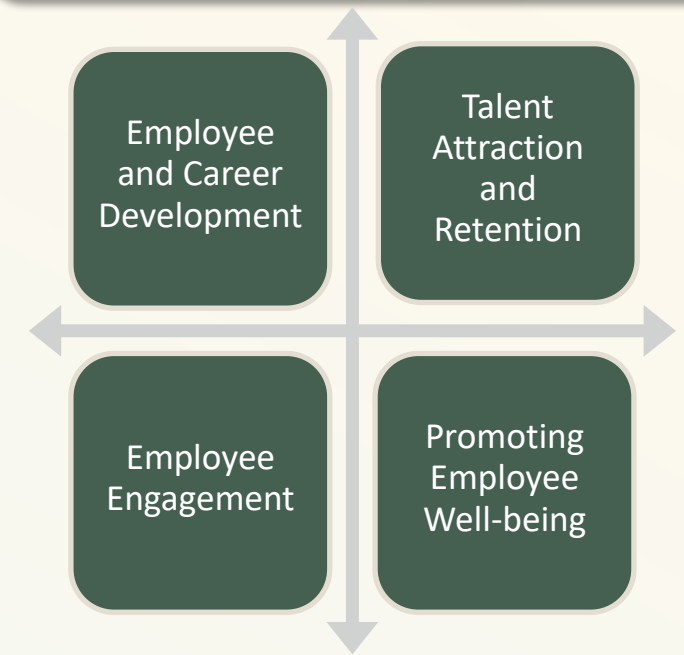
Capabilities & awareness building



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%

28

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

Climate actions

Manage our own network, operation and supply chain to be light to the environment



Energy Efficiency

Renewable energy

Smart Solutions

16,155 tCO₂e

Adopted AI in processing and analyzing network utilization

25,953 tCO₂e

+ 4,586 sites



Smart Transportation & Logistics

Waste Management

Promote proper waste disposal



Waste separation at office building



Expanding collaboration with public and private sector partners to strengthen its role as HUB of E-Waste



Raising awareness



Non-recyclable E-waste from network operation

0%

E-waste collected from customers

163,396* pcs.

Accumulated >760,000 pcs.

An Affirmation of Our Determination Towards Sustainable Business

Global Level



FTSE 4 Good Index Series 10th Consecutive Years



FTSE4Good

In 2024, AIS received a rating of AA in the MSCI ESG Rating Assessment



In 2024, AIS received an ESG Risk Rating from Sustainalytics. Copyright ©2024 Sustainalytics. All rights reserved.



Winner of WSIS Prizes 2024 in the category of Action Lines C7 E-Environment by ITU and UNDP



- 3 Global Awards from HR Asia 2024
- Best Companies to Work for in Asia 2024
 - HR Asia DEI Award
 - HR Asia Sustainable Workplace Award

National Level



ESG rating of AA or 89 out of 100 points from the Stock Exchange of Thailand



ESG100 for 10th consecutive years by Thaipat Institute



“Excellence”, based on Corporate Governance Report of Thai Listed Companies by Thai Institute of Directors Association



AIS received Creative Social Impact in Creativity Equality Award from Creative Economy Agency (Public Organization)



AIS received the Gold-Level Recognition for the Zero Workplace Accident Campaign from the Institute for Occupational Safety, Health, and Work Environment Promotion (Public Organization)

Disclosure Standards



Global Reporting Initiative



Sustainability Accounting Standards Board



Carbon Disclosure Project



Task Force on Climate-Related Financial Disclosures



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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.