



dtac

Jon Eddy Abdullah, CEO



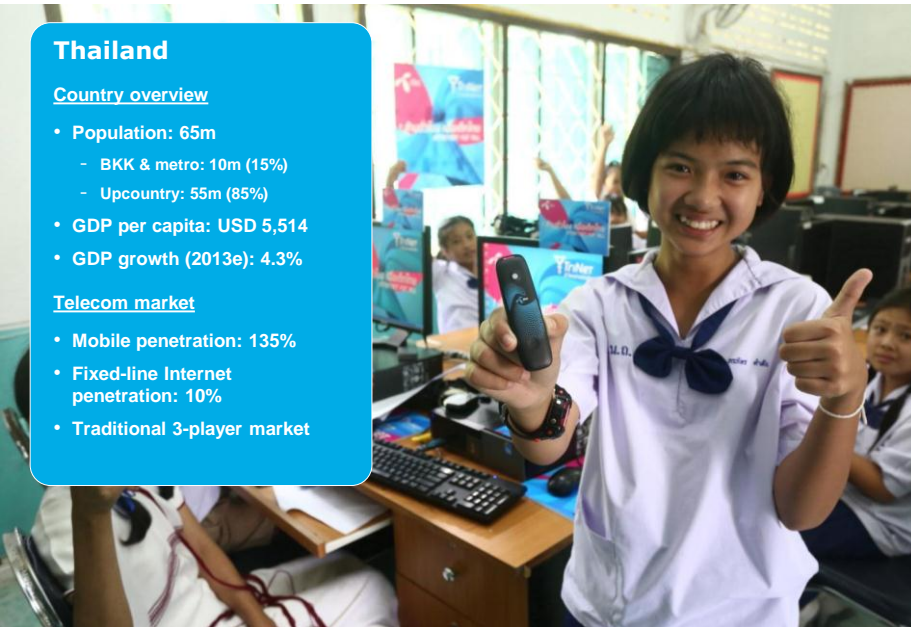
Thailand

Country overview

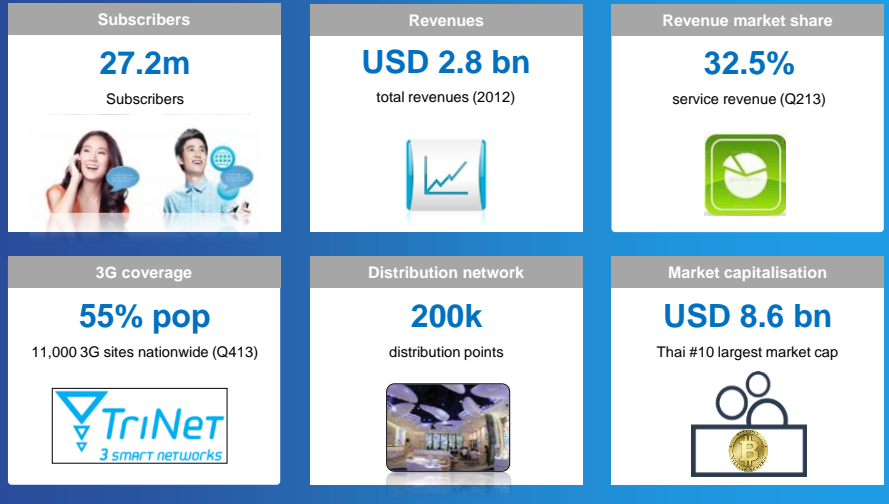
- Population: 65m
 - BKK & metro: 10m (15%)
 - Upcountry: 55m (85%)
- GDP per capita: USD 5,514
- GDP growth (2013e): 4.3%

Telecom market

- Mobile penetration: 135%
- Fixed-line Internet penetration: 10%
- Traditional 3-player market



dtac: 2nd largest mobile operator in Thailand

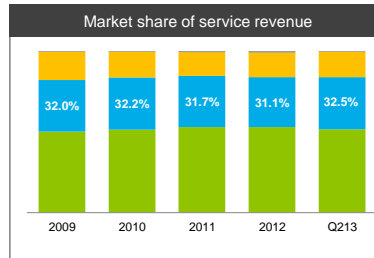
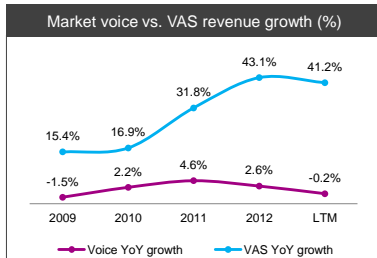
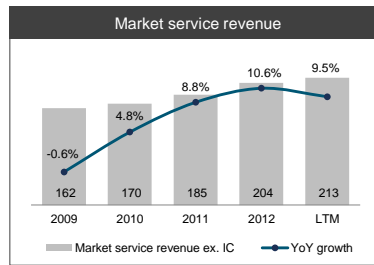
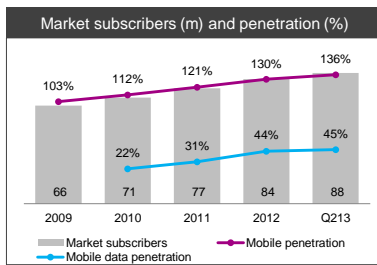


USD 1 = THB 32.22

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Internet access is the key growth driver



LTM = Last twelve months (Q312-Q213)

VAS = Value-added services (mobile Internet, mobile messaging, and mobile content)

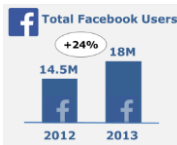
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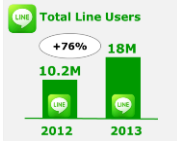
Growing market demand - social and smartphone

🕒 Thais spend ~32 hours using internet per week

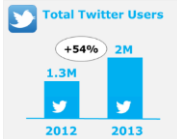
Growth of social network applications



- 18m users in Thailand
- Avg. 31m post/day
- Bangkok #1 Facebook accounts worldwide

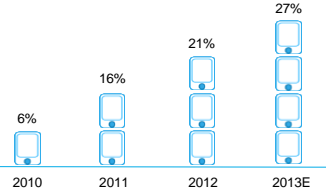


- 18m users in Thailand
- Thailand #2 Line users in the world
- Asia's fastest-growing platforms for social marketing

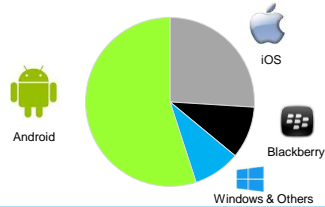


- 2m users in Thailand
- Avg. 5m tweet/day
- Avg. 2m retweet/day

Smartphone penetration in Thailand (%)



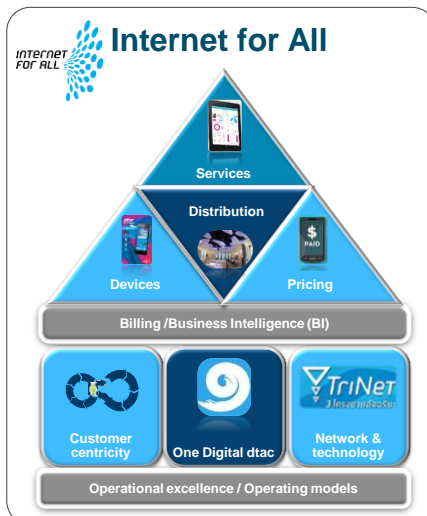
Smartphones by operating system



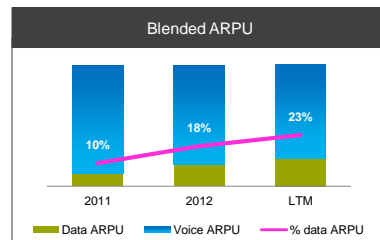
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Winning with "Internet for All"



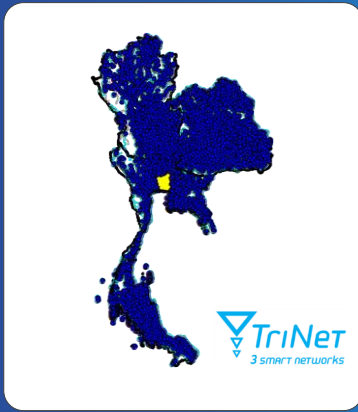
- Making the Internet **relevant** and **accessible** to 50 million more Thais
- Applying **Internet thinking** into everything we do
- Becoming the **preferred Internet company** in Thailand



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TriNet network well-positioned on widest spectrum



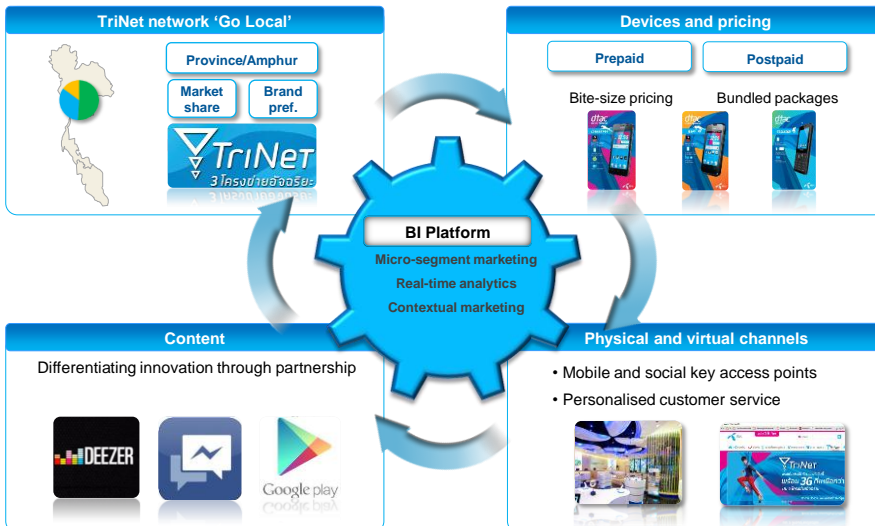
		Spectrum band		
Technology			2G 1800 MHz	
	3G	850 MHz		3G 2100 MHz
				4G ? 2100 MHz
		10 MHz	25 MHz	15 MHz

Capex 2013-2015: THB 34 billion

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Customer insight is a key enabler for success



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Full range of 3G devices targeting all segments

> USD 650



iPhone 5



Samsung Galaxy S4



BlackBerry Q10



iPad 4

USD 300 – 650



Samsung Galaxy Note II



Samsung Galaxy Mega 5.8



BlackBerry Z10



Nokia Lumia 820

< USD 300



Samsung Galaxy S3 mini



Samsung Galaxy Pocket Neo



Nokia Lumia 520



dtac TriNet phones launched in June 2013

dtac TriNet phones



CHEETAH
~USD 142



JOEY
~USD 80



MOUSEY
~USD 40



- High specifications at affordable prices
- Quality device with 15-month warranty
- Bundling with attractive price plans

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USD 1 = THB 32.22

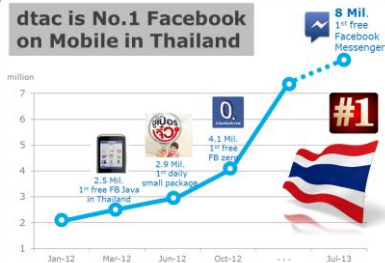


Innovative pricing drives usage and profitability

Prepaid

- **Bite-size strategy** for mass e.g. **Facebook Unlimited THB 5/day**
- **Free Facebook Messenger 90 days & free Internet** with new Prepaid SIMs to encourage trial and adoption
- Offer **right price point** after customer finds a use case

dtac is No.1 Facebook on Mobile in Thailand



Postpaid

- Low-end **Smartphone Starter** promotes trial of unlimited data
- **Smartphone More Choice** gives flexibility to mix & match voice and unlimited data
- Since May 2013, **+200k** customers subscribed to the More Choice packages

dtac is 1st to offer flexible package to match customers' lifestyle

SMARTPHONE **more CHOICE** package

THE FIRST TIME TO MIX AND MATCH YOUR VOICE AND DATA PACKAGE BY YOURSELF.

DATA Choose the volume of internet

- 3G maximum speed for 750 MB unlimited starter
- 3G maximum speed for 1.5 GB unlimited super
- 3G maximum speed for 3.0 GB unlimited pro
- 3G maximum speed for 5.0 GB unlimited master

VOICE Choose the volume of VOICE

- Free All Network Calls: 250 mins
- Free All Network Calls: 400 mins
- Free All Network Calls: 800 mins

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Branded retail store

- Focus on “customer centricity”
- Sale and service integration
- 300 branches nationwide

Online store

- Enhancing customer experience
- 3.5m visits to dtac web site per month
- Online sales growth double QoQ

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Enhance service experiences through partnership

- State-of-the-art **service delivery platform**
- Exclusive partnership with **Deezer** the 1st global music streaming in Thailand and Asia
- 2nd operator in the world and 1st in Asia to offer stickers on **Facebook Messenger**
- **Wizard of Apps** contest for talented Thai app developers
- **dtac Watchever** exclusively joined hands with 29 leading entertainment providers for live programs anywhere anytime
- **dtac store** Thailand’s first exclusive app store on Google Play Store

100

streams per sub per month

8m

Facebook on Mobile users

200

cool app ideas submitted

300k

downloads per month

9m fans from all social media

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Mobile financial service as a new innovative offering

Current situation

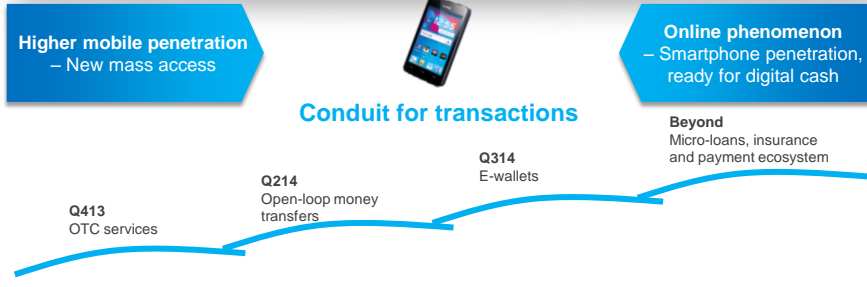


- Limited access in rural area with 38% of low income families using formal financial services
- Informal loans dominate low income segment
- Financial institutions face limitations - Distribution
- Online world is demanding new business models

How to reach fragmented and low-income rural areas

How to move customers from informal to formal channels

How to reduce serving costs with a sustainable business model



Regulatory clarity improves level playing field

	Bandwidth (MHz) & expiry year			
	AIS	true move	dtac	
CONCESSION: TOT & CAT	900 MHz	17.5 MHz 2015		
	1800 MHz	12.5 MHz 2013	12.5 MHz 2013	25/25 MHz 2018
	850 MHz		15 MHz 2025	10 MHz 2018
LICENCE: NBTC	2100 MHz	15 MHz 2027	15 MHz 2027	15 MHz 2027

- CONCESSION REGIME**
- Uneven playing field
 - No ownership of telecom assets
 - Varying revenue sharing (between 20% and 30%)

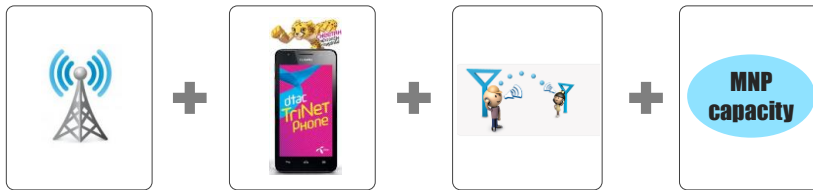
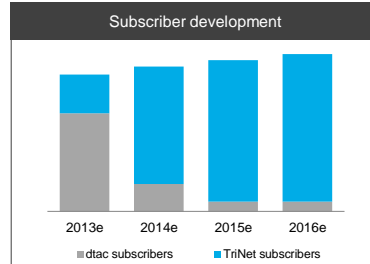
- LICENCE REGIME**
- Regulatory clarity
 - Level playing field
 - Ownership of telecom assets
 - Reduced regulatory costs (5.25%)

New licence regime brings equality, accessibility, and growth to Thai society



Regulatory cost saving driven by customer migration

- Target min 10 million customers on licensed network in 2013, ~60% ported from the existing base
- Regulatory costs as % to service revenue to reduce from ~32% in 2012 to ~15% by 2016
- Actual regulatory cost saving subjects to various factors



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Ambitions

- Becoming the preferred Internet company in Thailand
- Revenue potential from subscriber growth and data usage
- Significant cost savings from transition to licence regime
- Target EBITDA margin in 2016 in line with non-concession regimes



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THANK YOU