THAICOM Public Company Limited

ASEAN Stars Conference 2014

6-7 March 2014

The Fullerton Hotel, Singapore

THAICOM PLC. Proprietary & Confidential

Our Vision

“To be a Leading Asian Satellite Operator”



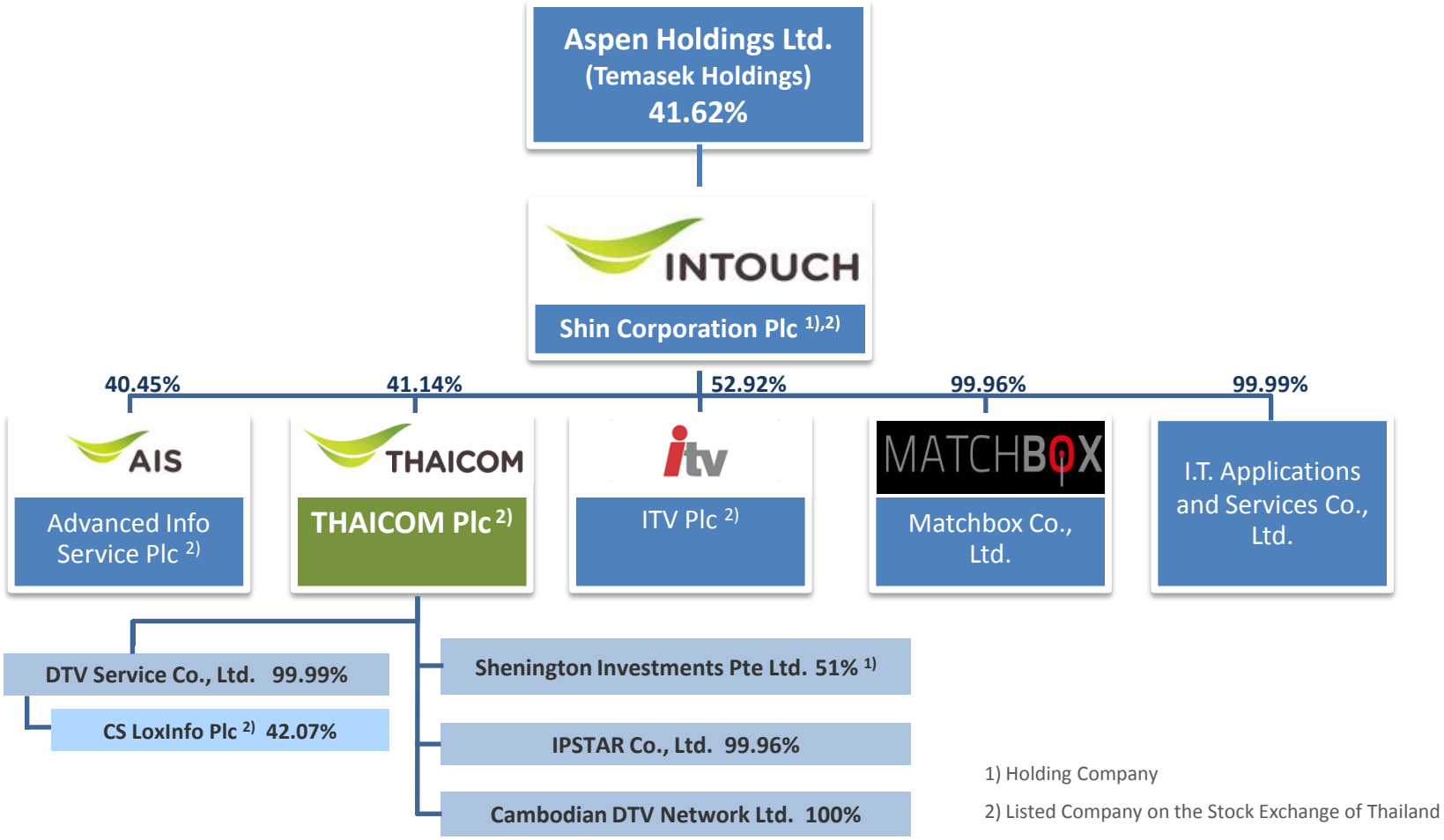
Our Company



- Thaicom Public Company Limited (formerly named Shin Satellite) was founded on 7th November 1991, part of Shin Corporation (INTOUCH Group)
- His Majesty King Bhumibol Adulyadej of Thailand graciously named the first national communications satellite, “THAICOM” which stands for “Thai Communications”.

Shareholding Structure

As of December 2013



1) Holding Company

2) Listed Company on the Stock Exchange of Thailand

Our Business Operations

THAICOM

Satellites:



Conventional Satellite

THAICOM BROADCAST SATELLITE



Broadband Satellite

ipstar Broadband Satellite

Contribute
88% of Revenues

Telephony:



Regional Mobile Phone

LAO TELECOM

Contributes
10% of Revenues

Internet and Media:



Cloud, Content, Delivery

DTV

CS LOXINFO

Thailand YellowPages SINCE 1985

Shinee

Teleinfo MEDIA PUBLIC COMPANY LIMITED

AD Venture Public Company Limited

Our Satellite Fleet



THAICOM-1A
Launched: 1993
De-orbited: 2010



THAICOM-2
Launched: 1994
De-orbited: 2010



THAICOM-3
Launched: 1997
De-orbited: 2006



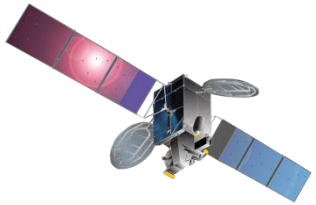
THAICOM-4
Launched: 2005



THAICOM-5
Launched: 2006



THAICOM-6
Launched: 2014



THAICOM-7
Target Launch: 1H14

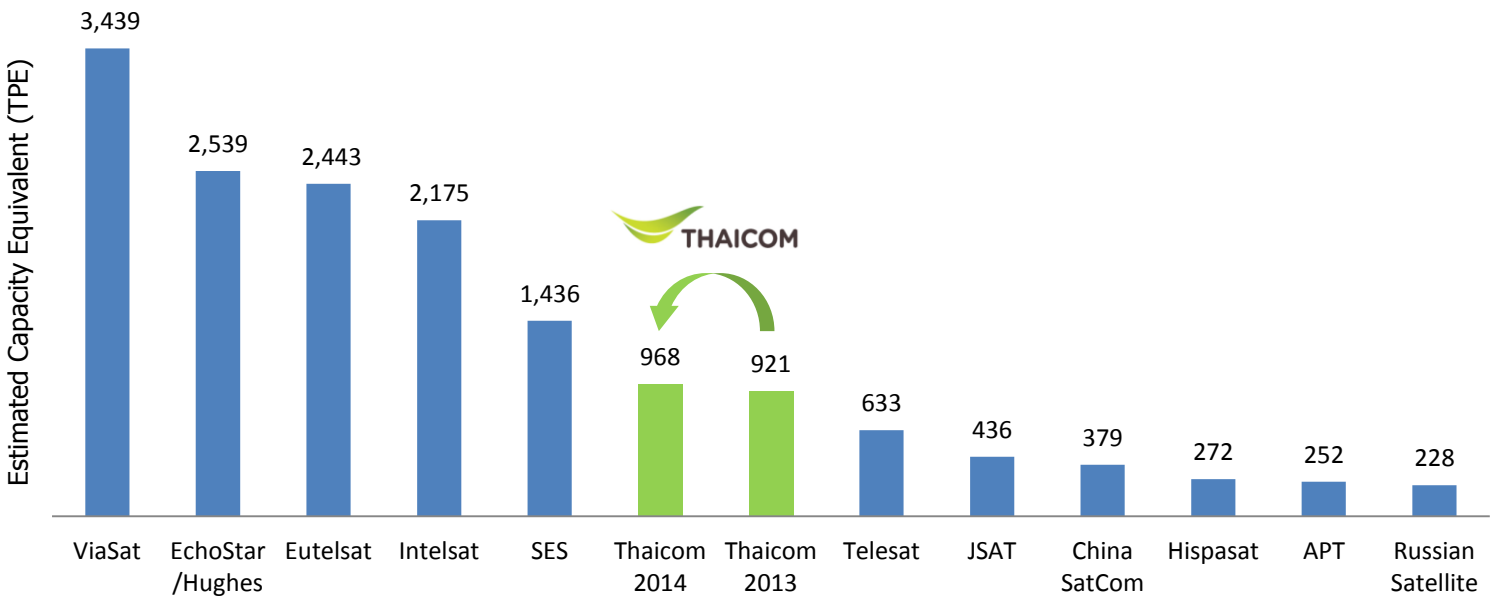




Our Capacity

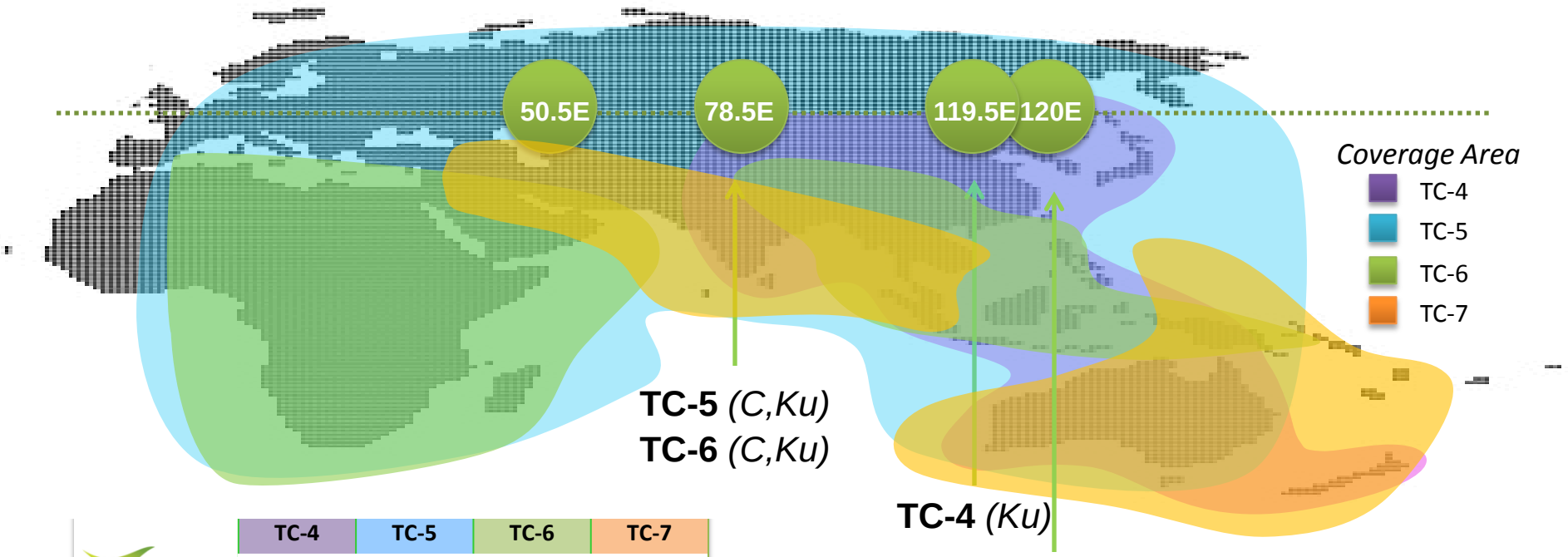
Largest Satellite Operator in Asia Pacific (6th Globally)

Satellite Operators' Bandwidth Capacity (Estimated)



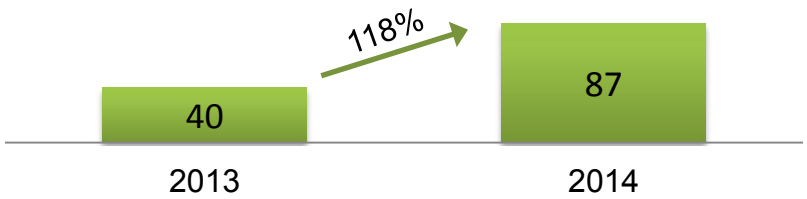
Note:
** Thaicom's capacity Y2013 includes THAICOM-4 (IPSTAR) and THAICOM-5 satellites*
*** Thaicom's capacity Y2014 includes THAICOM-4 (IPSTAR), THAICOM-5, THAICOM-6 and THAICOM-7 satellites*
**** Other satellite operators' capacities (estimated) are as of Jun 2013*
***** TPE = 36MHz transponder equivalent*

Our Satellite Footprints



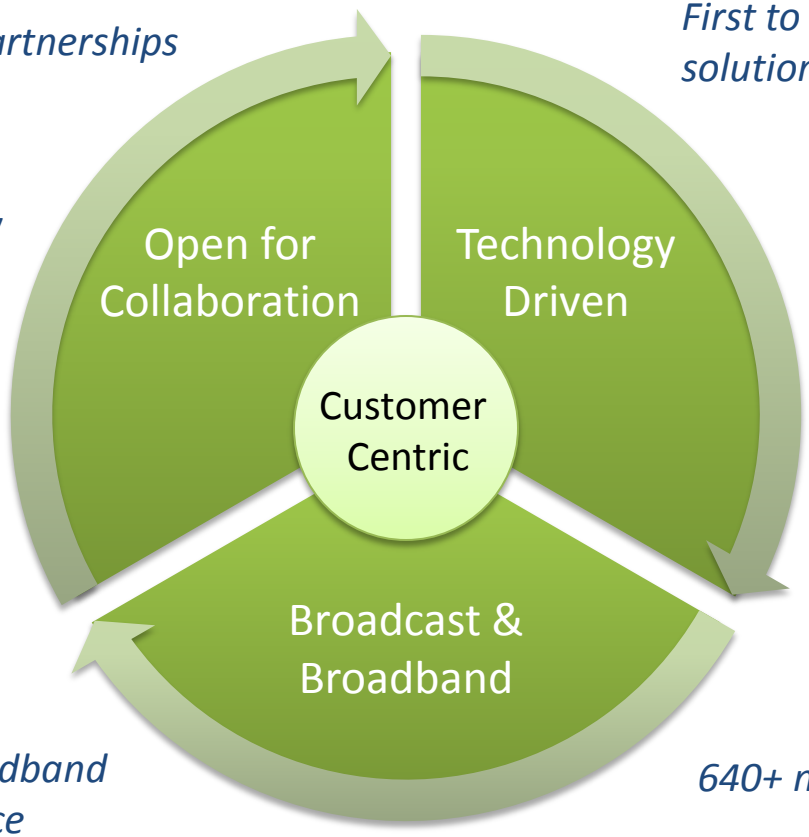
	TC-4		TC-5		TC-6		TC-7	
	119.5°E		78.5°E		78.5°E		120°E	
	C	Ku	C	Ku	C	Ku	C	Ku
Indochina	-	✓	✓	✓	✓	✓	✓	-
SEA	-	✓	✓	-	✓	-	-	-
South Asia	-	✓	✓	-	-	-	✓	-
North Asia	-	✓	✓	-	-	-	-	-
Australasia	-	✓	✓	-	-	-	✓	-
ME, Africa	-	-	✓	-	✓	-	-	-
Total TPE	881		40		33		14	

Conventional Satellite Capacity (TPE*)



Note: TPE = 36 MHz transponder equivalents

Our Positioning: Unique Value Proposition



Strategic partnerships

First to provide innovative solutions

Business model flexibility

22+ years track record of quality services

Local responsiveness

Value-added & E2E services

Broadcast/Broadband convergence

640+ neighborhood channels

Presence and landing rights in 13 countries in Asia Pacific with 10 regional offices

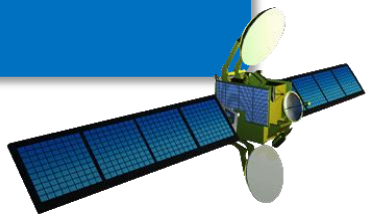
Our Services: Broadcast



Conventional Satellite: THAICOM-5 and THAICOM-6 @78.5E

THAICOM

Asia's "Hot Bird" for Satellite TV Platform



- Cover 120+ countries in Asia, Australia, Africa & Europe
- 640+ TV channels (74 HD channels)
- 14 million households in Thailand
- No.1 in Thailand and Indochina countries
- One of the key players in South Asia

and more…





Conventional Satellite: Key Market Segments





Broadcasting

"National TV Broadcast"

"Direct-to-Home"

"Video Distribution"

"Distance Learning"

"HDTV"

78.5°E – the prime orbital slot for Satellite TV platform

Telecommunication

"Cellular Backhaul"

"VSAT"

"Government Communications"

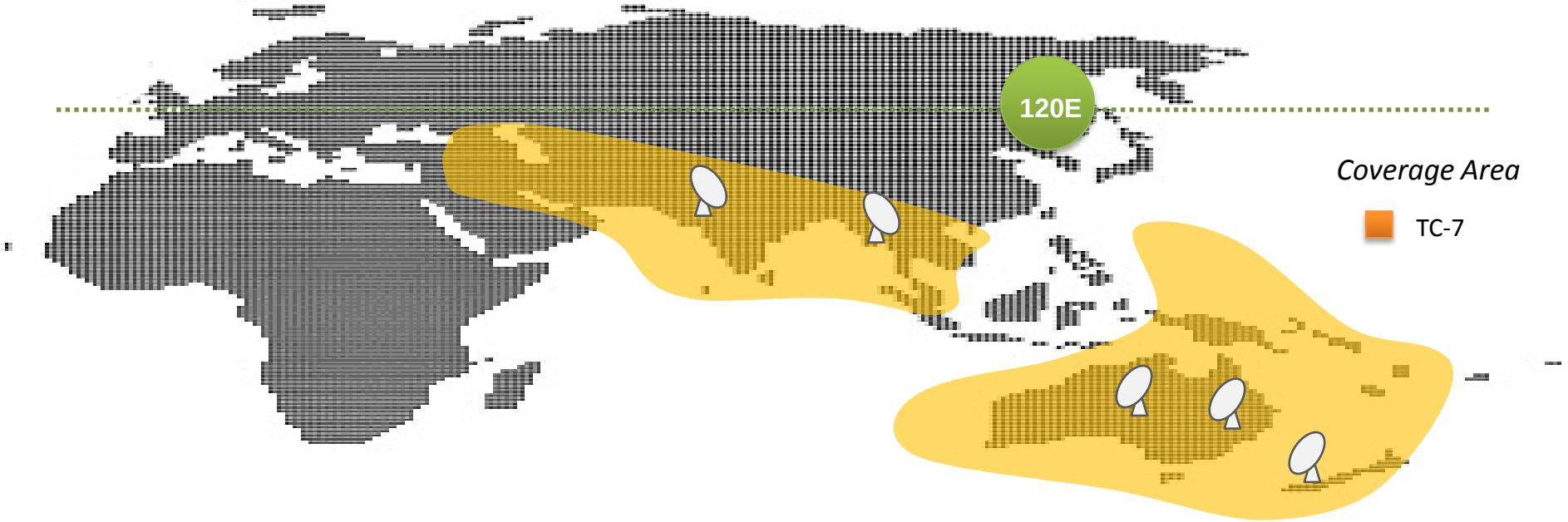
THAICOM-6 Marketing Plan



Africa:

- ✓ Selective markets & solutions
- ✓ Leverage our experiences from Asia market (existing relationships, E2E services/solutions & business flexibility)
- ✓ Long term: boost eyeballs for video contribution/distribution & develop “Hot Bird” strategy

THAICOM-7 Marketing Plan



South Asia, Southeast Asia & Oceania:

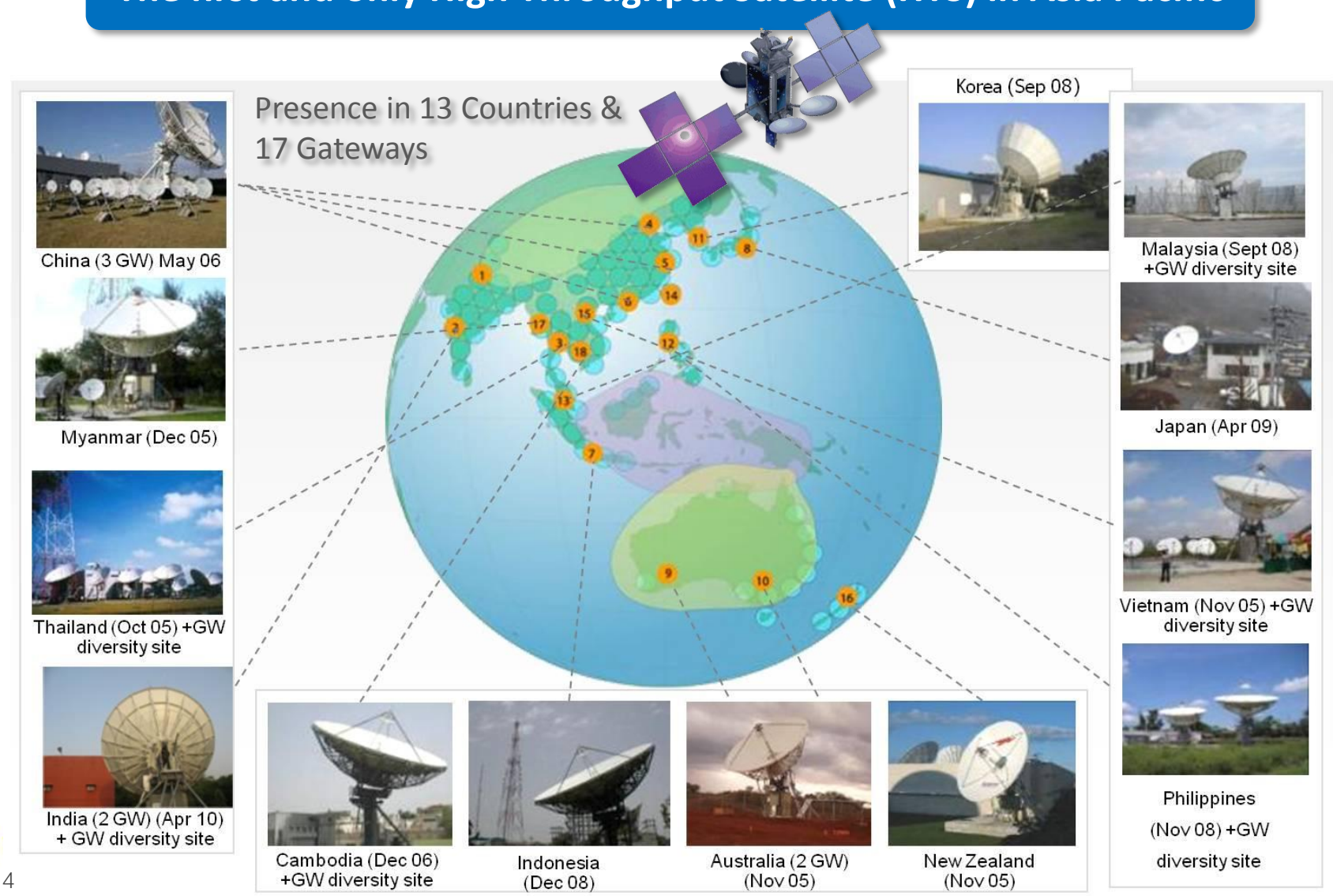
- ✓ Traffic optimization among THAICOM fleets
- ✓ Selective markets & solutions
- ✓ Content Delivery Network (CDN)
- ✓ Long term: boost eyeballs for video contribution/distribution & develop “Hot Bird” strategy at 120E

Our Services: Broadband



Broadband Satellite: THAICOM-4 (IPSTAR) @119.5E

The first and only High Throughput Satellite (HTS) in Asia Pacific



IPSTAR Key Market Segments







Telco Backhaul & Enterprise

"Cellular Backhaul"

"Rural Telephony"

"Corporate Networks"

Government/USO* Program & Retail Market

"e-Government"

"Distance Learning"

"National Broadband Network"

Mobility

"Emergency Communications"

"Satcom-on-the-move"

"In-flight Connectivity"

(*Universal Service Obligation)

Our Performance

2013 Awards and Distinctions

THAICOM

2013 Board of the Year Award

Thai Institute of Directors



SPACENEWS

Top Fixed Satellite Service Operators | A Breakout Year: Thaicom



FinanceAsia

Thailand's...

- 1 — Best Mid-Cap Company
- 1 — Best CEO
- 6 — Best CSR

A new component in the SET50 Index

SET
The Stock Exchange of Thailand

Corporate Governance Score

THAICOM
Excellent CG Scoring 2013

BBB+ with Positive outlook

TRIS RATING

Overall Performance

THCOM share performance relative to Thailand SET % Growth 2008 – 2013



THCOM Share Performance:

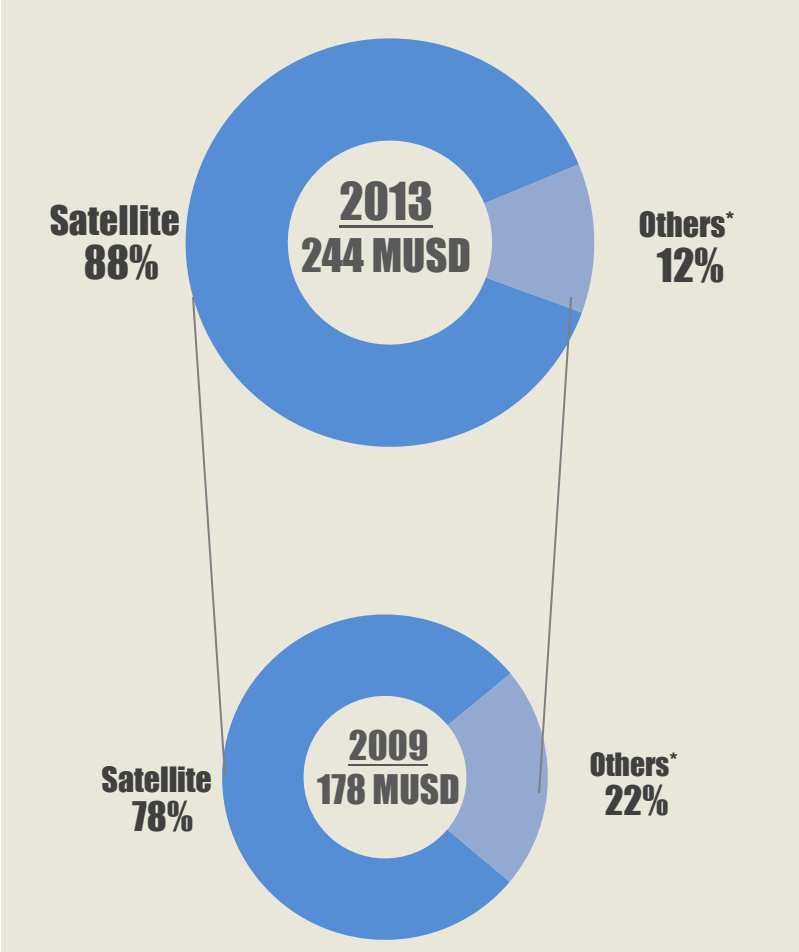
Overview

Share price*:	41.25 Bht or ~ 1.27 USD
Diluted Shares Outstanding:	1.096 billion shares
Market Cap:	45.21 billion Bht or ~1.39 billion USD
BV/share	14.18 Bht or ~ 0.44 USD
PBV	2.82

*As at 3 March 2014
1USD = 32.40 THB

% Revenue break up 2009 vs. 2013:

Core satellite business contribution to revenue is increasing

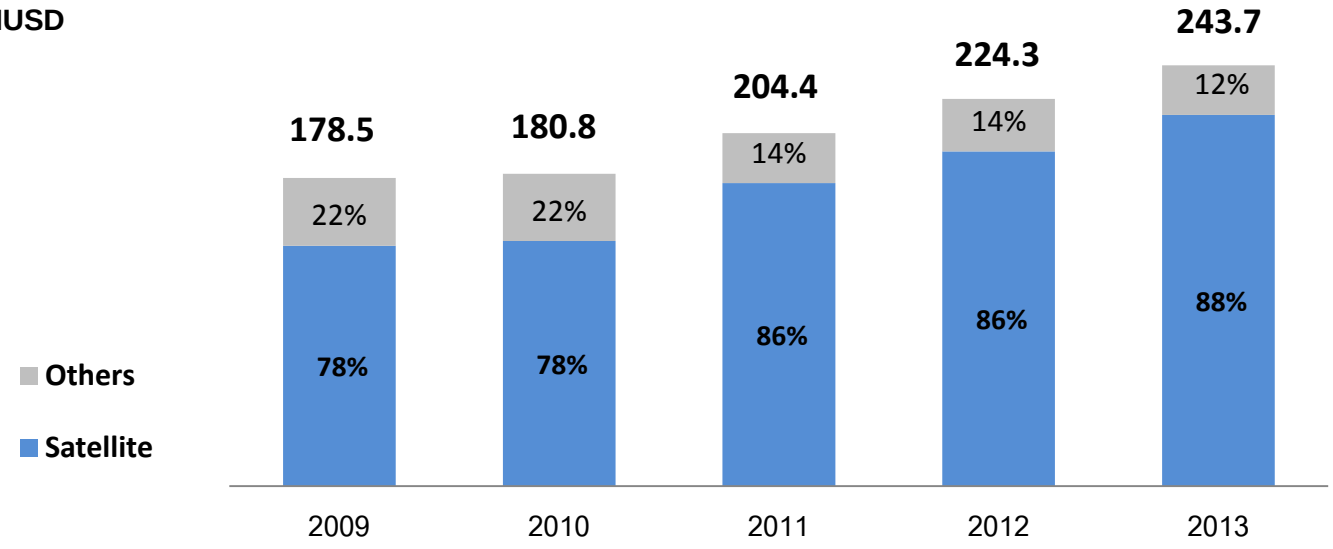


** Excluding revenues from discontinued operation (Mfone)*

Bottom line grew significantly from satellite performance

Consolidated Sale & Services Revenues

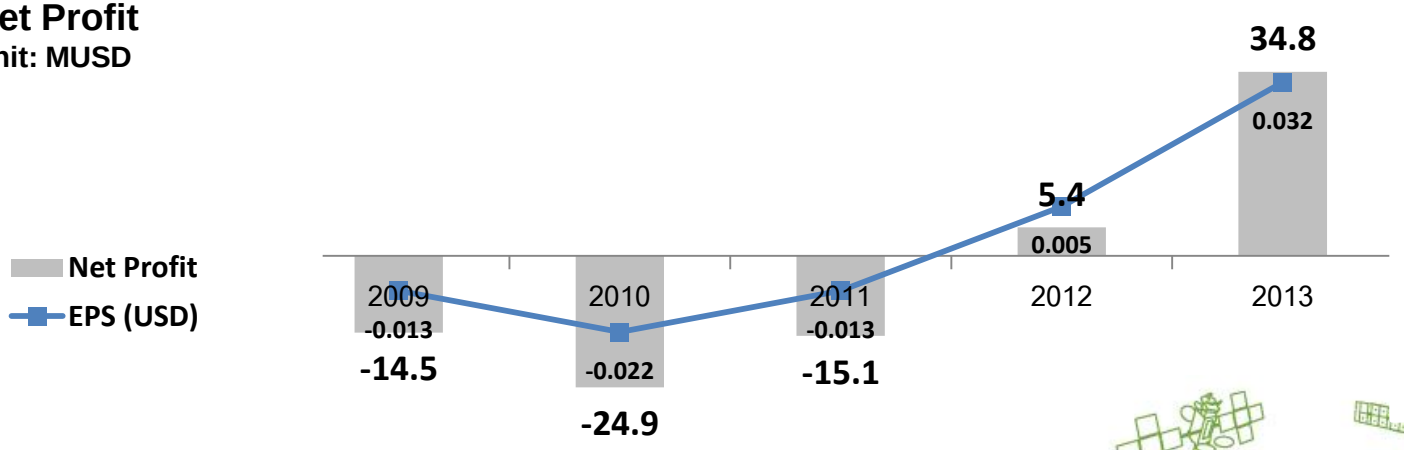
Unit: MUSD



Revenues grew 9% in Y2013 mainly from Satellite business

Net Profit

Unit: MUSD

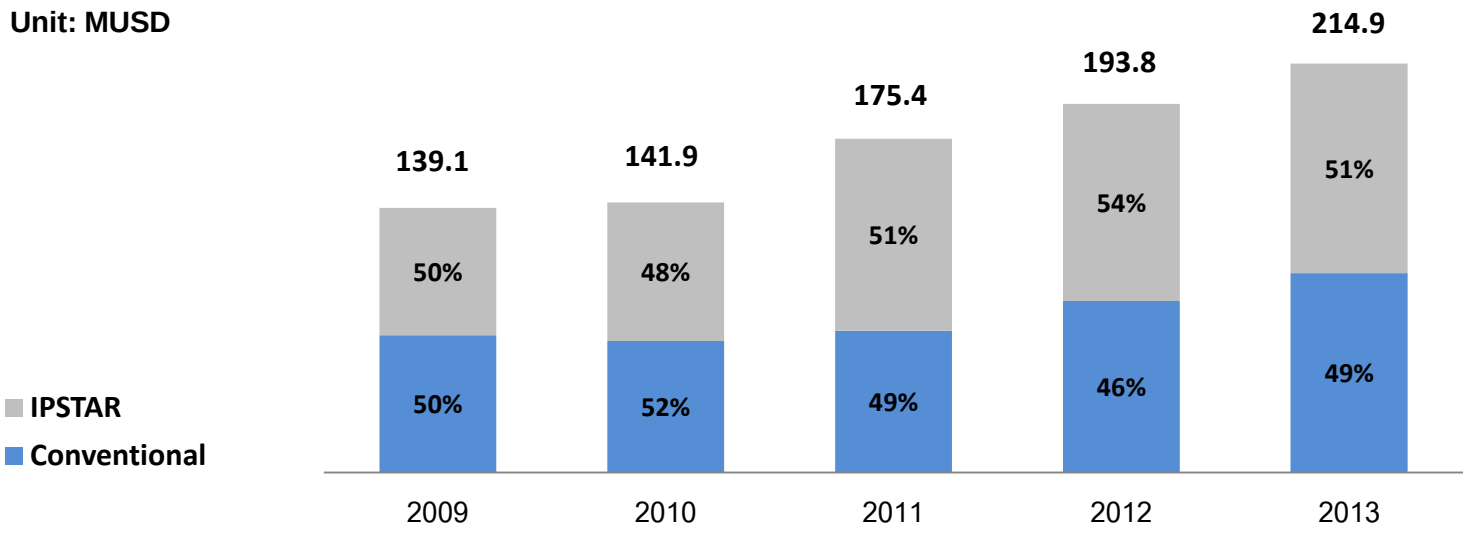


Dividend proposed 0.012 USD/share, or 62% to stand-alone net profit in Y2013

Strong Satellite performances

Satellite Revenues

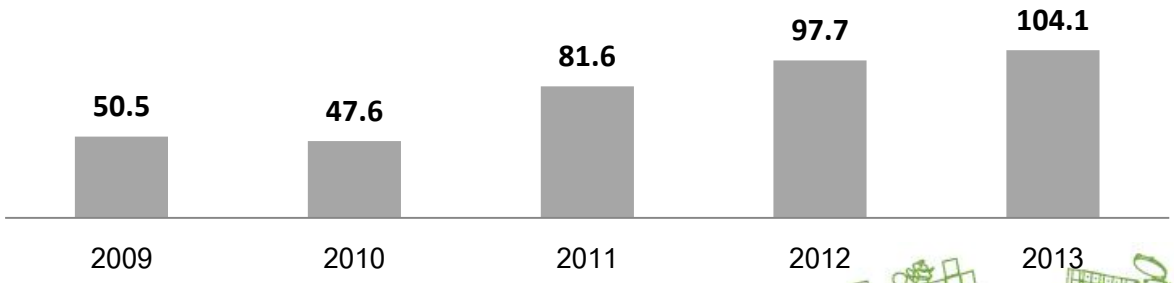
Unit: MUSD



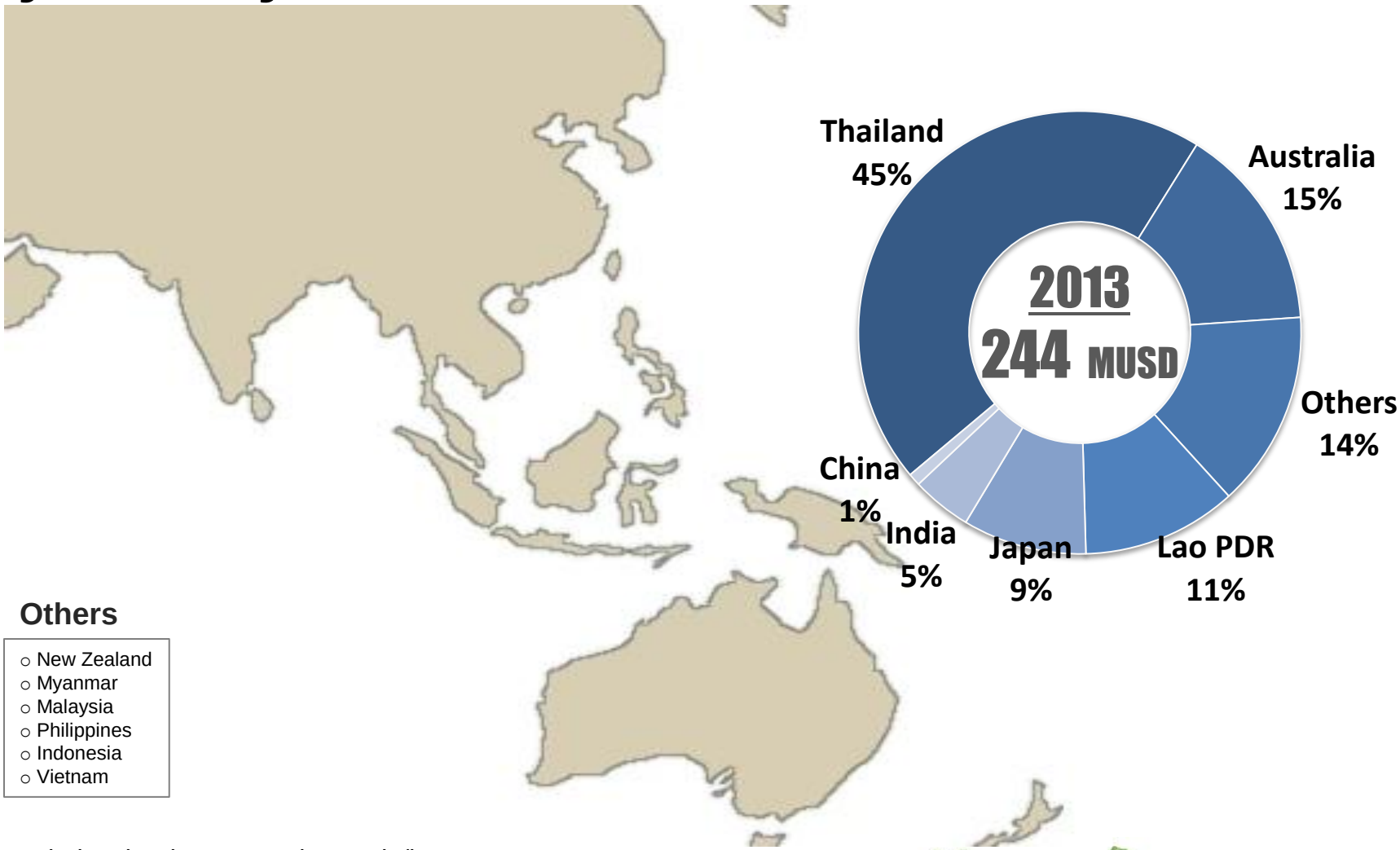
Conventional revenues increased from interim satellite at 78.5 degrees East

Satellite EBITDA

Unit: MUSD



Consolidated revenues contribution by country



Others

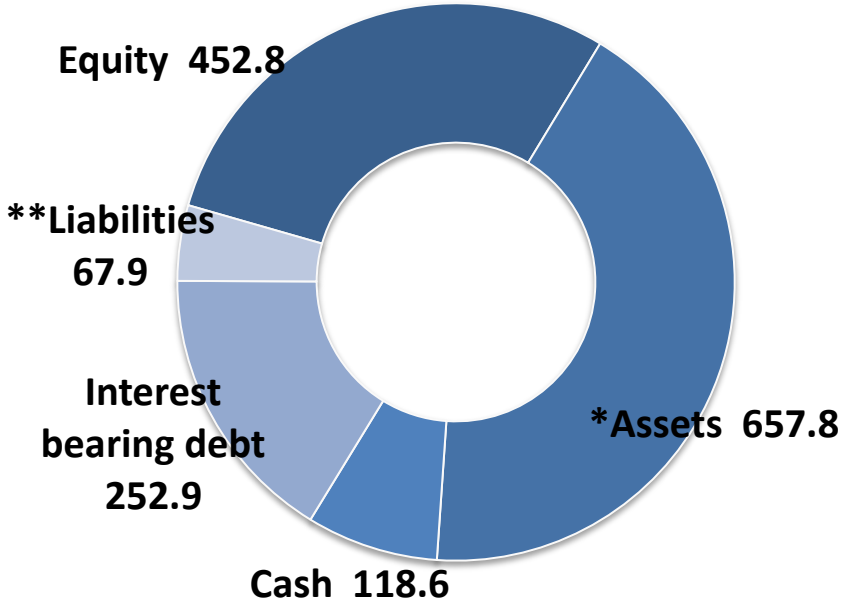
- New Zealand
- Myanmar
- Malaysia
- Philippines
- Indonesia
- Vietnam

**Include other income and FX gain/loss*

Cash balance remains good on continuing strong operational performance

Unit: **MUSD**

D/E Ratio at 0.54x



Strong ending cash

Conso. CF	2010	2011	2012	2013
CF from Operating	56.6	93.8	106.5	132.7
CF from Investing	(17.6)	(73.1)	(62.3)	(136.9)
CF from Financing	(24.3)	28.7	(68.7)	6.9
Cash Ending	39.2	88.5	63.5	66.4

** First tranche of debenture (US$110 million) was repaid in November 2012 from cash.*

* Exclude Cash and Short-term Investment
** Exclude Interest-Bearing Debt

Our New Frontiers 2014 and Onward

The Journey's Just Begun…

THAICOM







Profit Turn Around

2011

NBNCo Bringing broadband to life

MEASAT

HD

TC-6

In Pursuit of Growth

2012

中国电信 CHINA TELECOM

NTT docomo

KDDI

SYNERTONE

eAccess Broadband services

AFRICOM-1™

SoftBank

TC-7

Sustainable & Profitable Growth

2013

Excellent CG Scoring 2013

Gilat

SYNERTONE

TOT

ROW 44

Kantana

SOLUTION

THAICOM…Revolves Around You

Moving Forward in 2014

Sustainable Organization & Profitable Growth

Long-Term Business Growth:
Fleet Expansion & Vertical Integration

Short-Term : Sales Focus

1. THAICOM-4 (IPSTAR)
   - India, Indonesia & Philippines
2. AFRICOM-1
3. THAICOM-7

Short-Term : Solutions Focus

4. Broadcast Platform
   - SEA, South Asia, Africa
5. End-to-End Solutions
   - Mobility
6. Content Delivery Network

CSV and Communications

Corporate Governance

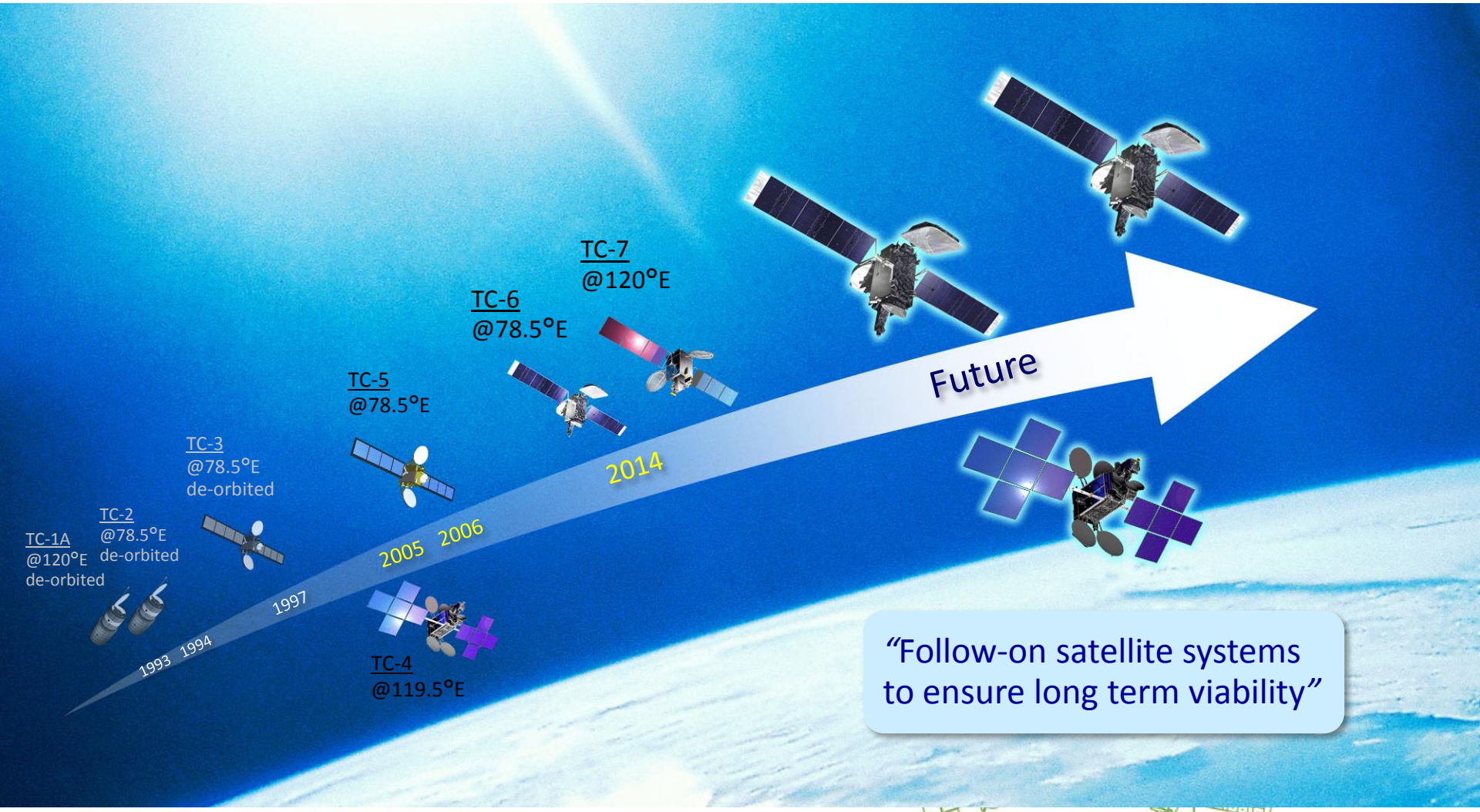
Business Foundation Essential:
People & Technology

Be ready for…our New Frontiers

- New birds: TC-6, TC-7
- New territories: Africa, South Asia
- New solutions: Mobility, CDN
- New partnerships: Gilat, Global Eagle
- New standards: HD, UHD
- New investments: Orion Sat
- New contributions: NASA, TC 10K



Our Future:
Expand resources for future growth



“ To be a Leading Asian Satellite Operator ”



THAICOM INVESTOR RELATIONS CONTACT

Tel: +66 2596 5072 to 73 Email: IR@thaicom.net

Disclaimer

This document contains certain forward-looking statements. They refer to future events and to the future financial performance of the Companies. Forward-looking statements generally can be identified by the use of forward-looking terminology such as “may”, “will”, “expect”, “intend”, “estimate”, “anticipate”, “believe” or “continue”. Although the Companies believe that the expectations reflected in such forward-looking statements are reasonable at this time, it is not intend to give assurance that such expectations will prove to be correct. Given these uncertainties, readers are cautioned not to place undue reliance on such forward-looking statements.

Appendix





Our Vision

To be a Leading Asian Satellite Operator



Our Mission

Sustainable Organization & Profitable Growth

- Enhance growth and profitability
- Gain foothold in new markets
- Develop innovative solutions
- Strengthen corporate governance and reputation
- Foster a Great Workplace



Our Capability

THAICOM Teleport and DTH Center

- Located at “Lad Lum Kaew, Pathumthani, Thailand” (since 1996)
- The World’s first ISO 9000 certified operator for satellite and teleport services
- Equipped with world class facilities



Our Customers in 20+ Countries



Our Management System

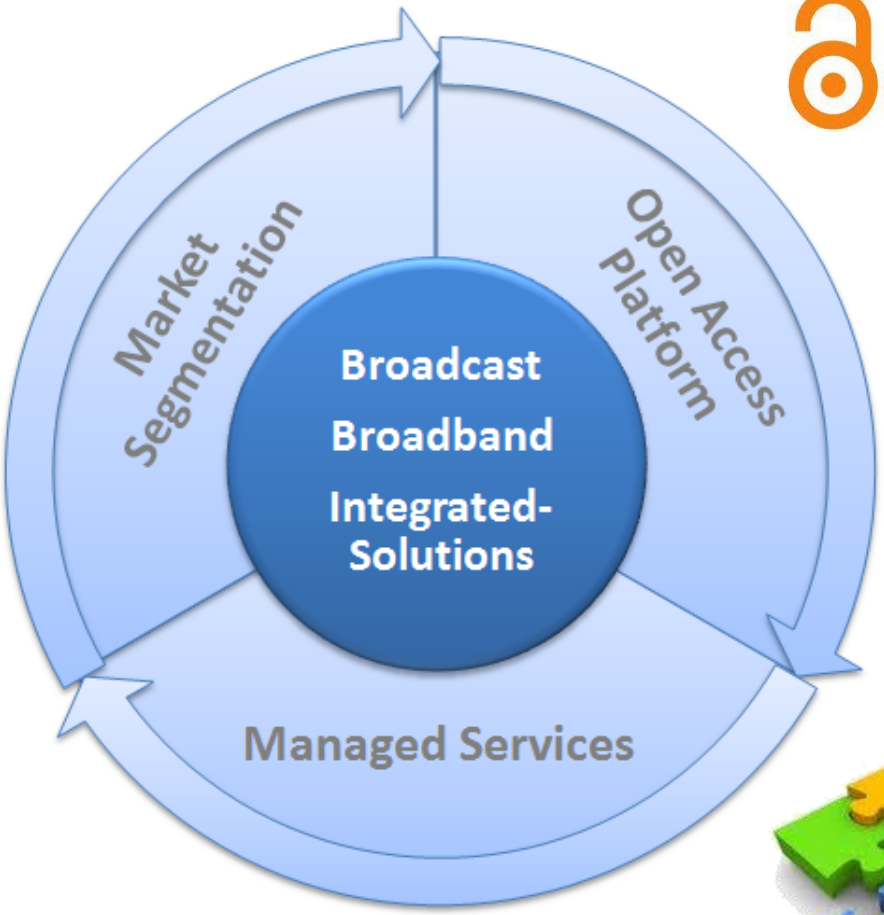


Our Strategies: Short Term Plan

IPSTAR Focus

Conventional Focus





Access

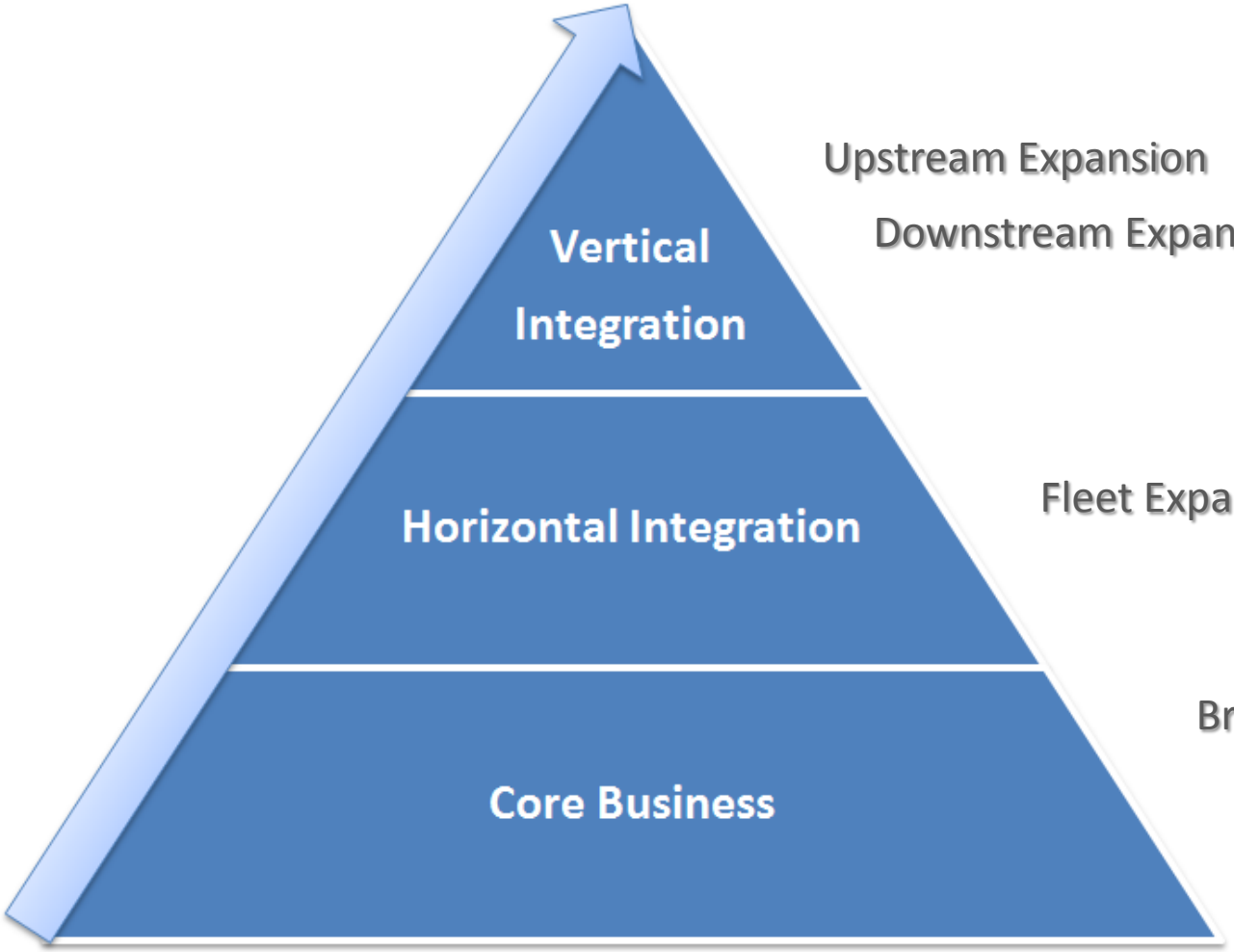
Strategic Partnerships



End-to-End Services

System Integration

Our Strategies: Long Term Plan



Upstream Expansion

Downstream Expansion



Fleet Expansion



Broadcast

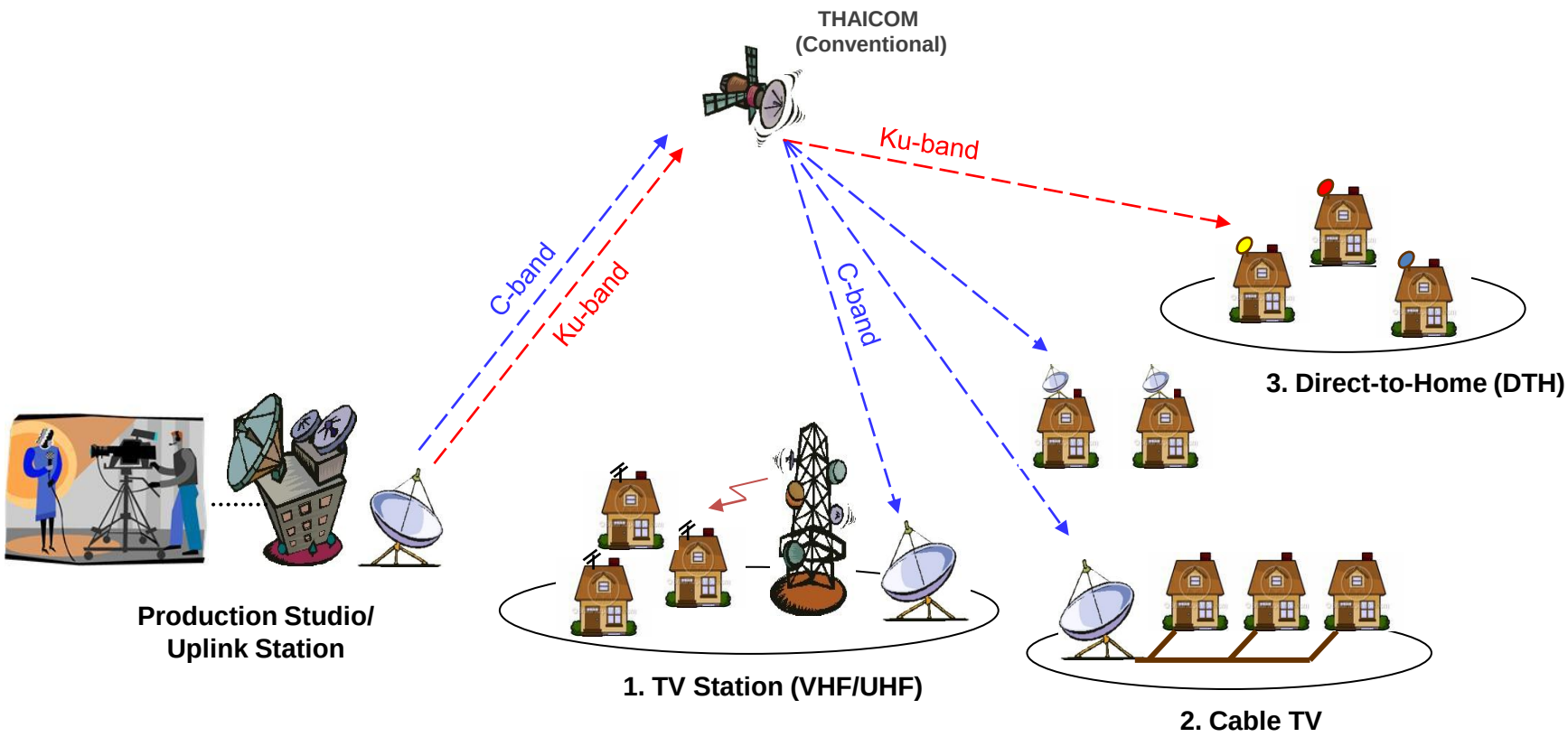
Broadband

Integrated Solutions

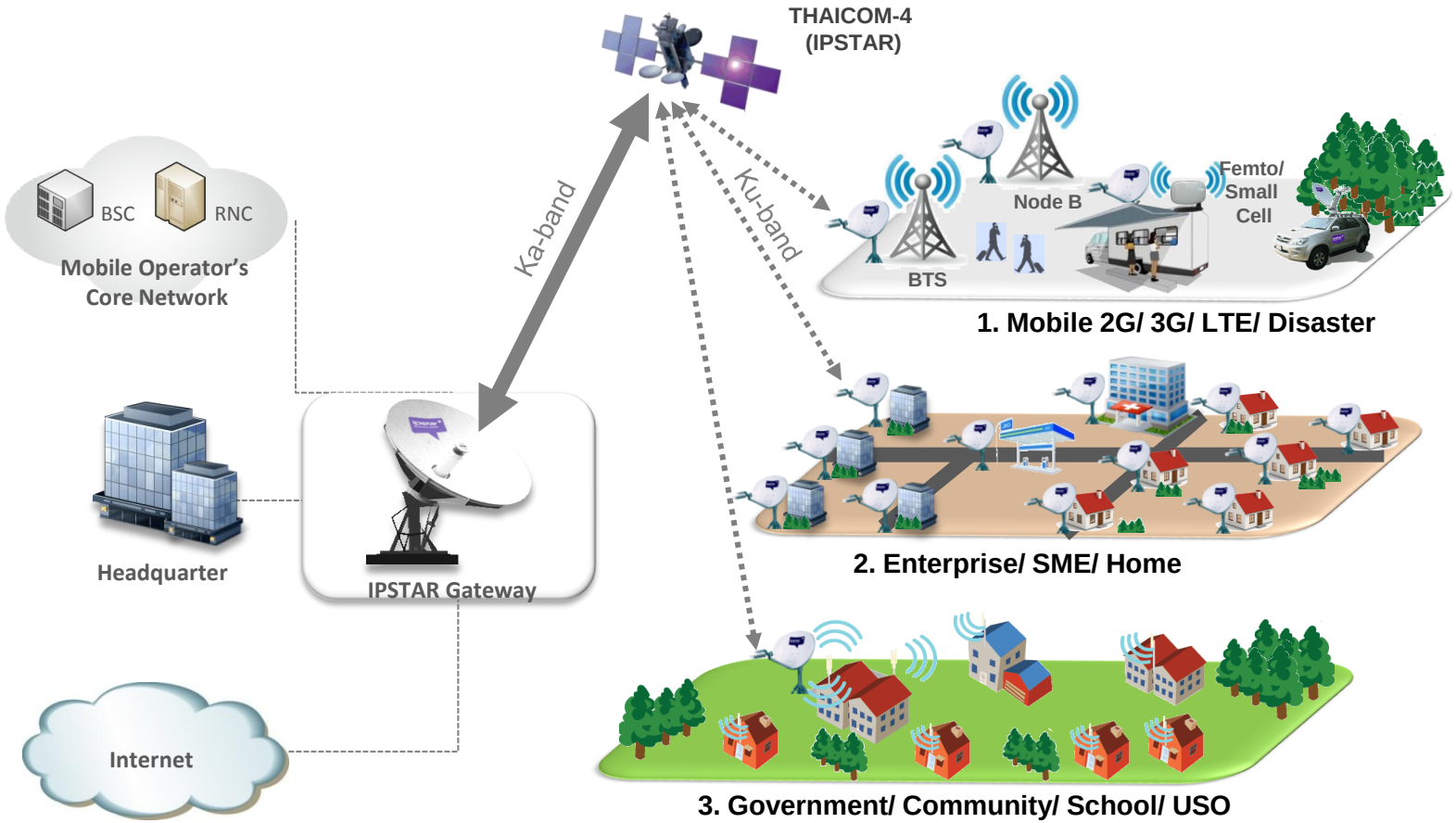




Broadcast Services



IPSTAR Broadband Services



BSC: Base Station Controller
RNC: Radio Network Controller
BTS: Base Transceiver Station

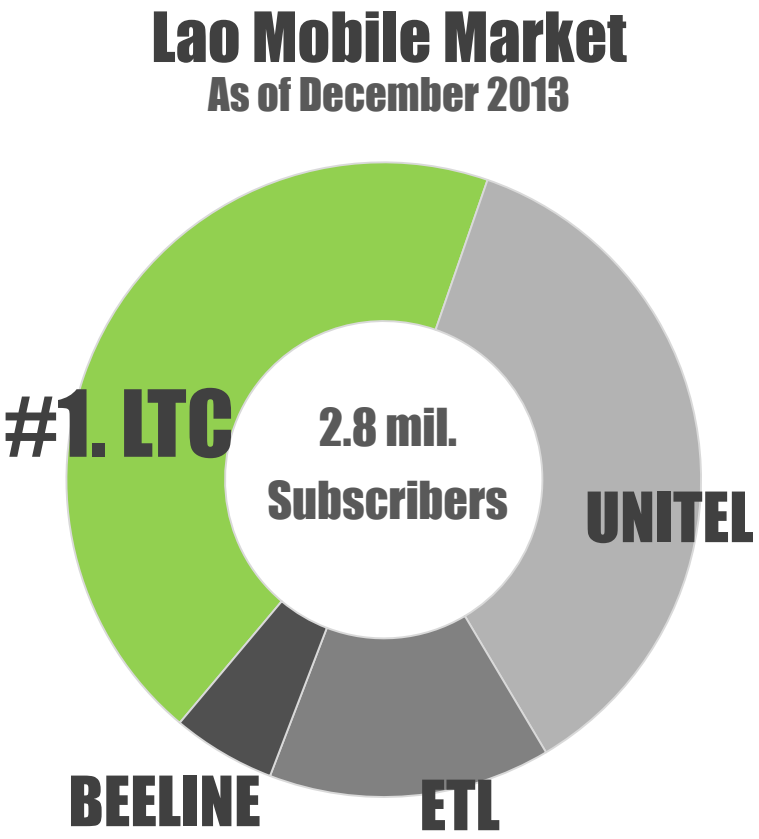
Telephone Business

Lao Telecom

- *Owned through Shenington Investments Pte., (49%)*
- *#1 position in market share*
- *Continuing revenue growth from increased voice and data usage, with improved ARPU*
- *Service coverage and improved signal strength for 2G network was completed, while the remaining 25 sites for the 3G network were installed in 2013*
- *Second company in SE Asia to provide 4G service*

Going Forward

- *Continued focus on dealer network to ensure quality of service and improved distribution*
- *Strengthen brand perception and recognition through segment strategies*
- *Focus on provincial communities to protect our market and regain subscribers*
- *Focus on value added service with enriched data content and applications*
- *Improve network infrastructure and blind spot areas*
- *Customer-centric: enhance customer experience*



Internet and Media Business





DTV







2013 Results

- *Launched IP-Gateway Box to address the corporate segment – Cable Operators, Hotels and Condominiums*
- *Provided pay-TV package to top-up on DTV's HD Box – GMMz, RS*
- *After launching the DTV-HD Box, the proliferation of HD boxes in the market has significantly increased – GMMZ, PSI, InfoSat, etc.*

Moving Forward

Partnerships with content providers

- *To leverage eyeballs on the DTV Platform by partnering with TC's customer to share common channels – True, RS etc.*
- *Partnerships with content providers to provide pay-TV service on the DTV Platform - True, CTH*

New SI-Solution

- *To introduce a new MCR-Solution (Multi-View) for the Corporate segment*

CS Loxinfo PLC Business Operations



ICT Service

(Internet computer & Telecom)

-Internet Access and Data Services

-Web Creation/Hosting

-Internet Date Center



Directories

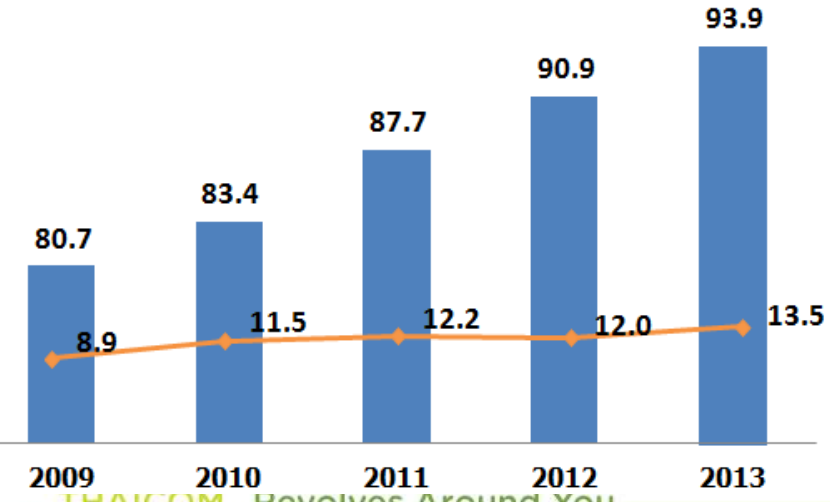
- Online shopping
- Yellow pages
- Print products

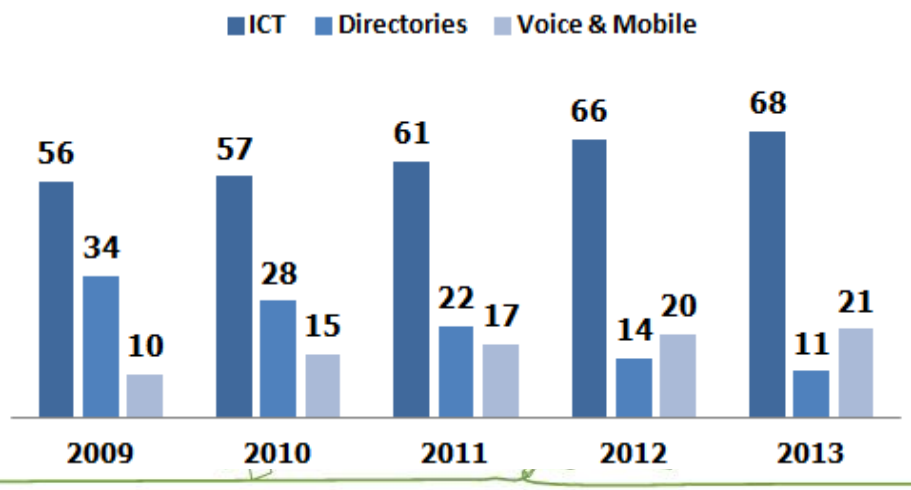


Voice Info Services & Mobile Content

-Online entertainment

-Games





Awards & Recognition





Awards & Distinctions

THAICOM

SPACENEWS A Breakout Year: Top Fixed Service Satellite Operators (2013)

FinanceAsia Thailand's Best Mid-Cap Company
Thailand's Best CEO (2013)

MIC Ministry of Internal Affairs and Communications IPSTAR Receive an Award from Japan's MIC on Radio Wave Day (2012)

EUROMONEY Asia-Pacific Communications Deal of the Year 2011 – Thaicom 6 (2012)

บรรษัทภิบาลแห่งชาติ National CG Committee 2010/2011 Board of the Year Award for Distinctive Practices (2012)

Top Operators World Teleport Association Corporate Social Responsibility Award from the World Teleport Association (2011)

IR magazine Certificate of Excellence, Best investor relations by a Thai company (2009)

APICTA Asia Pacific ICT Awards IPSTAR Community Broadband Project in Vietnam won a silver medal at the Asia Pacific ICT Awards (2008)

2007 APSCC Awards APSCC Satellite Executive of the Year in Asia Pacific Award, Dr. Dumrong Kasemset (2007)

THE ACOMMS Communications Alliance & CommsDay Awards 2007 Best SME Telecommunications Carrier/Service Provider Award, IPSTAR Australia (2007)

Top Operators World Teleport Association THAICOM Teleport & DTH Center ranked top 8 worldwide (2006)

Top Operators World Teleport Association A finalist for the Corporate Teleport Operator of the Year Award (2006)

sspi Industry Innovator Award for Technology Development and Applications (2006)

FROST & SULLIVAN

Satellite Communications Service Provider of the Year Award (2005)