THAICOM Public Company Limited

Thailand Focus 2013

28-30 August – Grand Hyatt Erawan Bangkok

THAICOM PLC. Proprietary & Confidential

Our Vision

“To be a Leading Asian Satellite Operator”



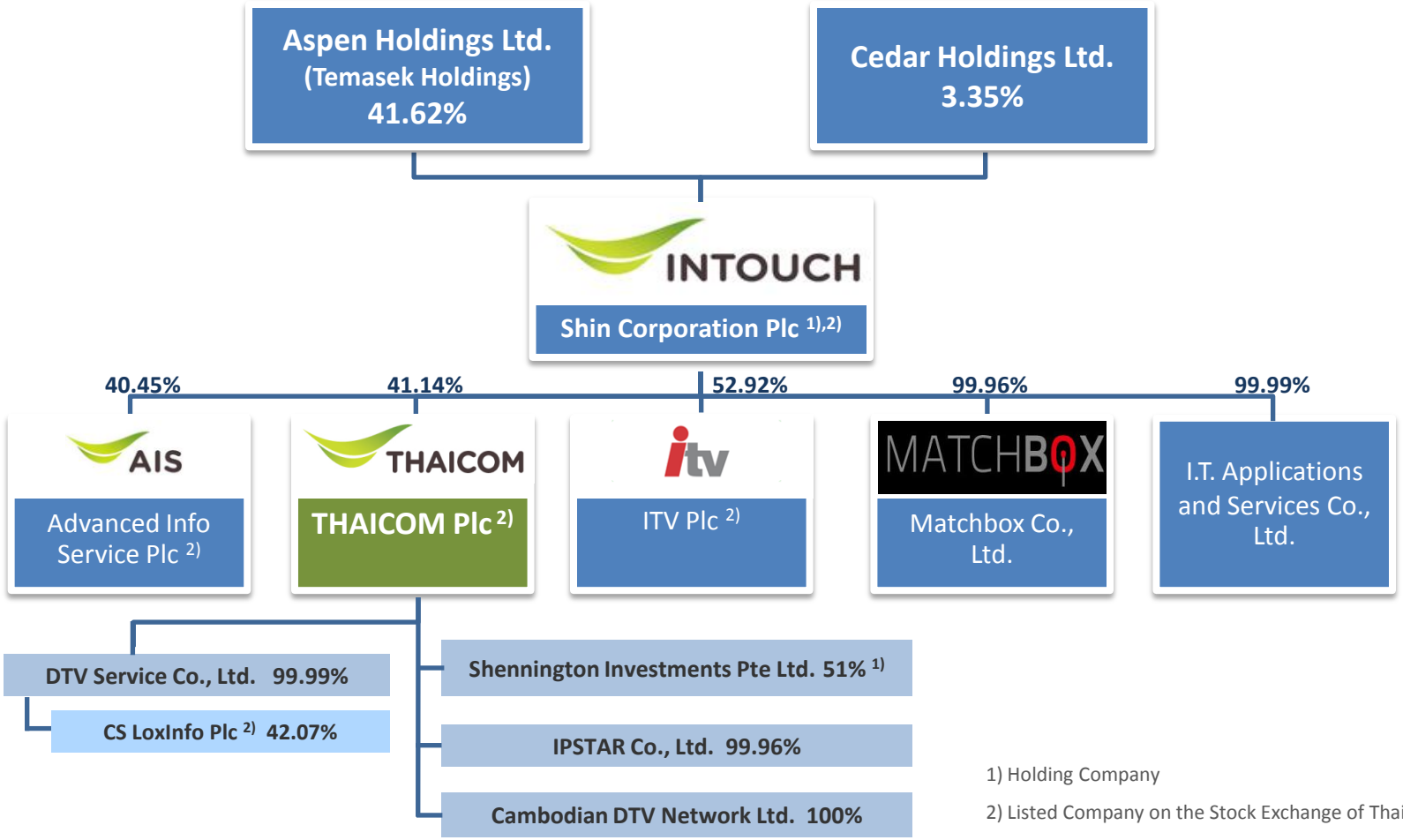
Our Company



- 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 July 2013



1) Holding Company

2) Listed Company on the Stock Exchange of Thailand

Our Business



Conventional Satellite

THAICOM BROADCAST SATELLITE



Broadband Satellite

ipstar Broadband Satellite



Regional Mobile Phone

LAO TELECOM



Internet and Media

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



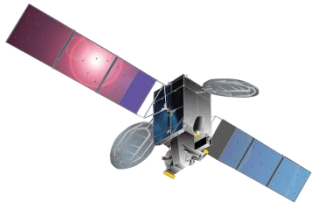
THAICOM-4
Launched: 2005



THAICOM-5
Launched: 2006



THAICOM-6
Target Launch: 2H13



THAICOM-7
Target Launch: 1H14

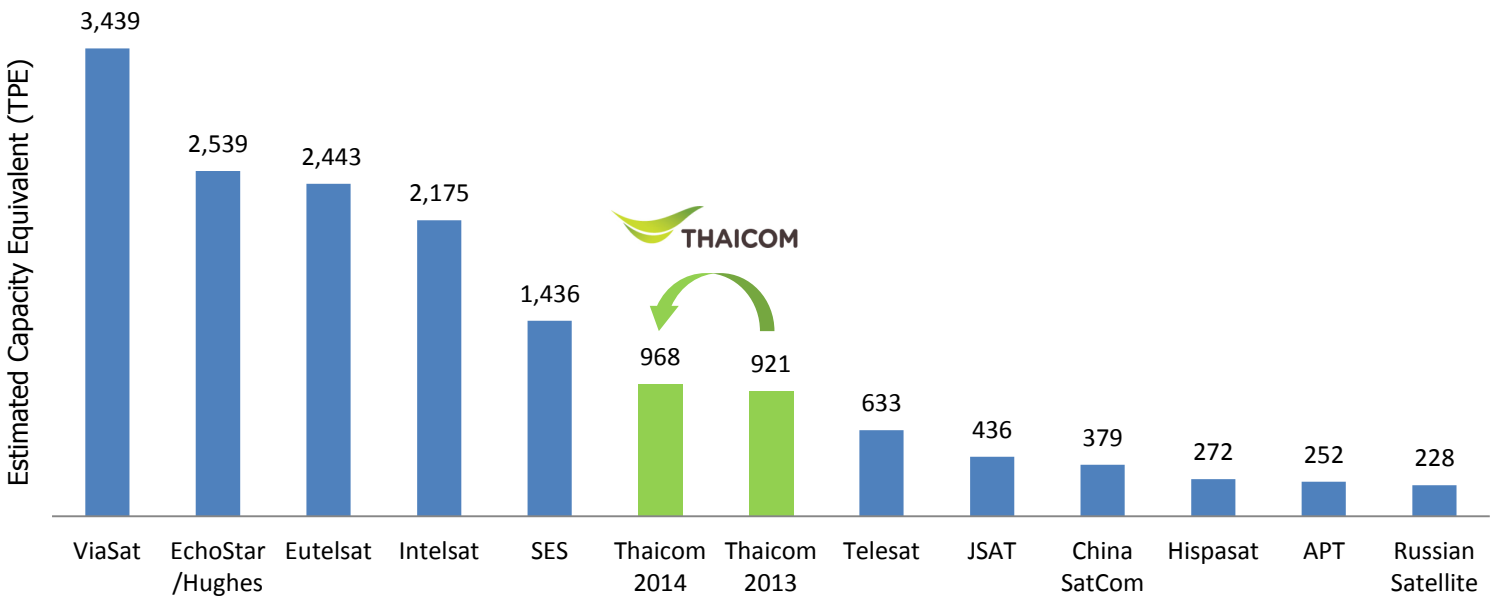




Our Capacity

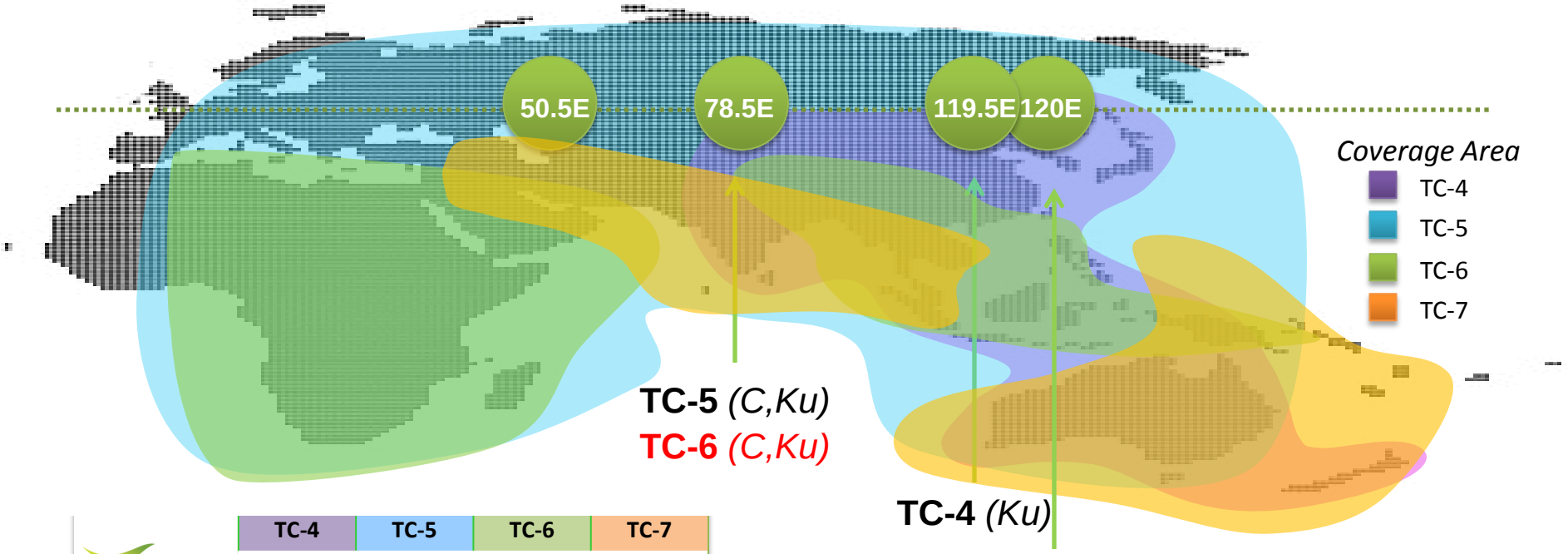
Largest Satellite Operator in Asia Pacific (6th Globally)

Satellite Operators' Bandwidth Capacity (Estimated)



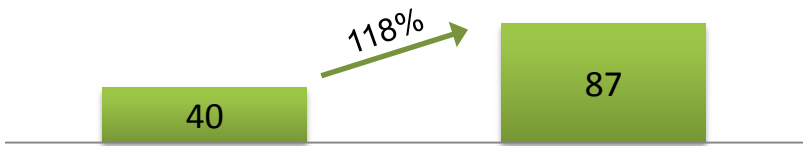
Note:
** Thaicom's capacity Y2013 includes THAICOM-4 (IPSTAR) and THAICOM-5 satellites*
*** Thaicom's capacity Y2014 includes THAICOM-4 (IPSTAR), THAICOM-5, THAICOM-6 and THAICOM-7 satellites*
**** Other satellite operators' capacities (estimated) are as of Jun 2013*
***** TPE = 36MHz transponder equivalent*

Our Satellite Footprints



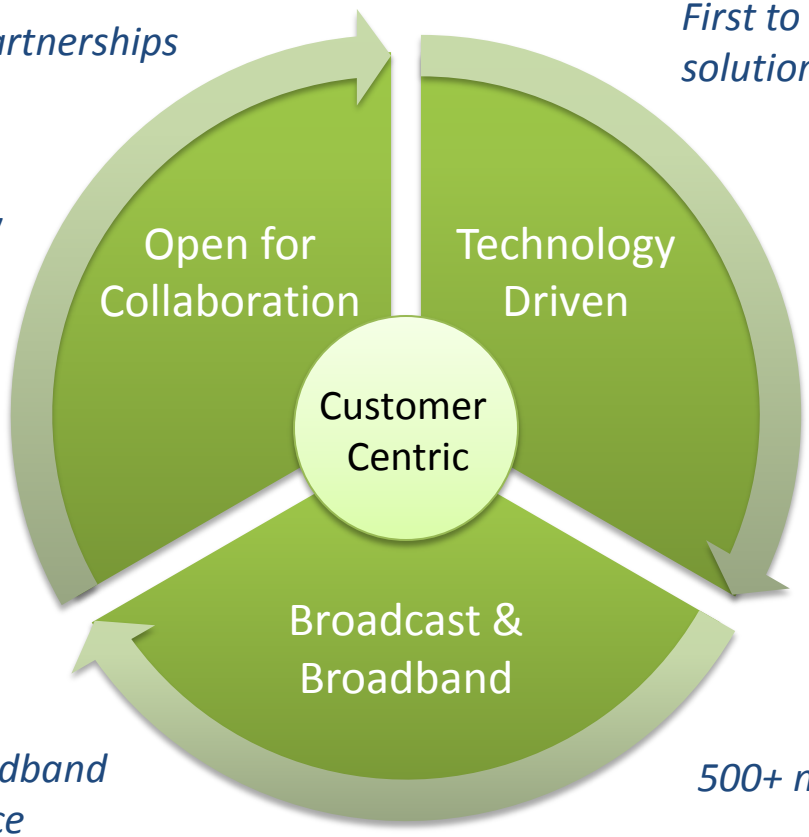
	TC-4		TC-5		TC-6		TC-7	
	119.5°E		78.5°E		78.5°E		120°E	
	C	Ku	C	Ku	C	Ku	C	Ku
Indochina	-	✓	✓	✓	✓	✓	✓	-
SEA	-	✓	✓	-	✓	-	-	-
South Asia	-	✓	✓	-	-	-	✓	-
North Asia	-	✓	✓	-	-	-	-	-
Australasia	-	✓	✓	-	-	-	✓	-
ME, Africa	-	-	✓	-	✓	-	-	-
Total TPE	881		40		33		14	

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

20+ years track record of quality services

Local responsiveness

Value-added & E2E services

Broadcast/Broadband convergence

500+ neighborhood channels

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

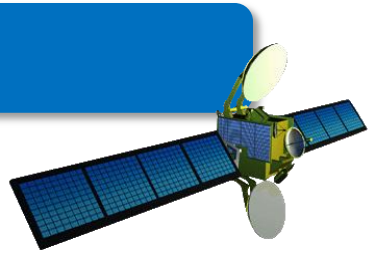
Our Services: Broadcast



Conventional Satellite: THAICOM-5 @78.5E

THAICOM

Asia's "Hot Bird" for Satellite TV Platform



- Cover 120+ countries in Asia, Australia, Africa & Europe
- 500+ TV channels (30 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"

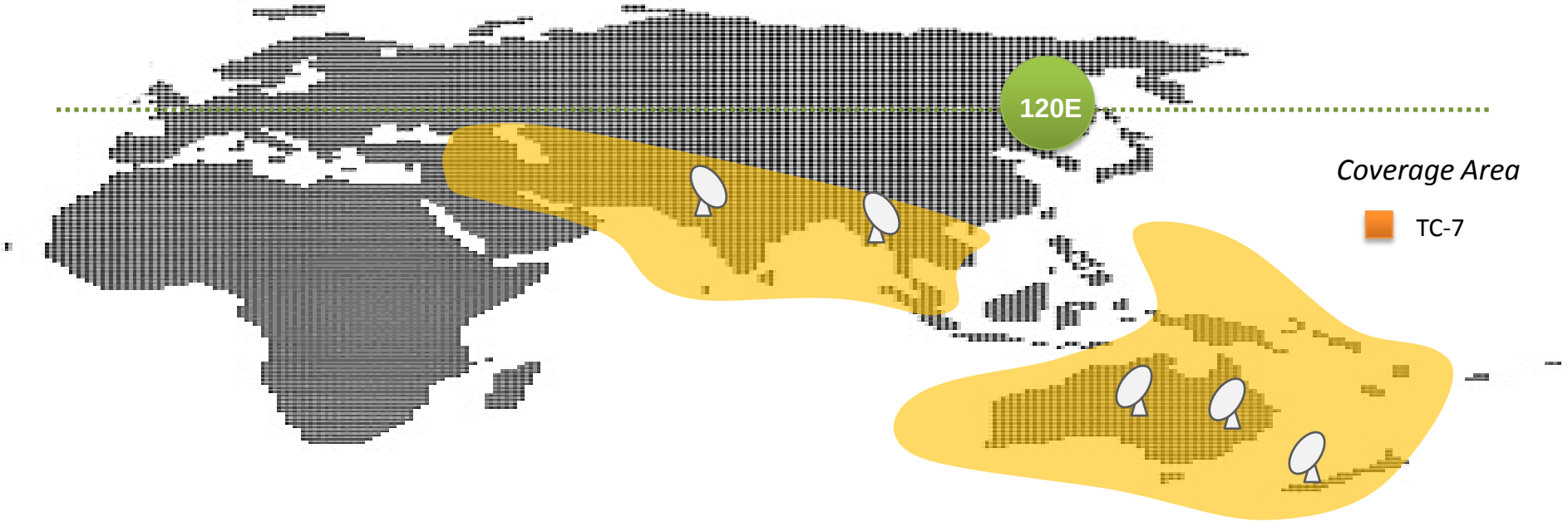
THAICOM-6 Marketing Plan



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:

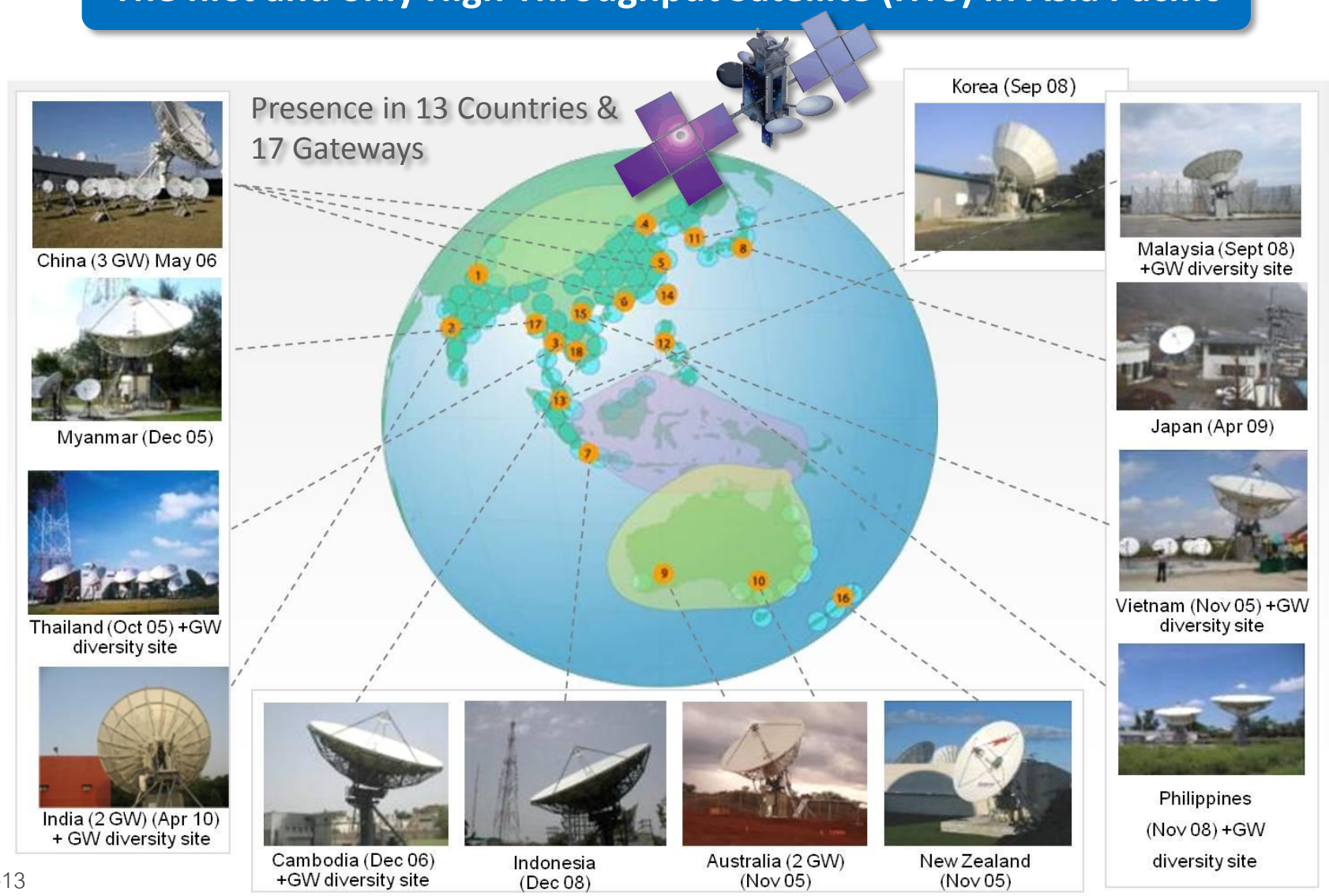
- ✓ Traffic optimization among THAICOM fleets
- ✓ Selective markets & solutions
- ✓ Content Delivery Network (CDN)
- ✓ Long term: boost eyeballs for video contribution/distribution & develop “Hot Bird” strategy at 120E

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"

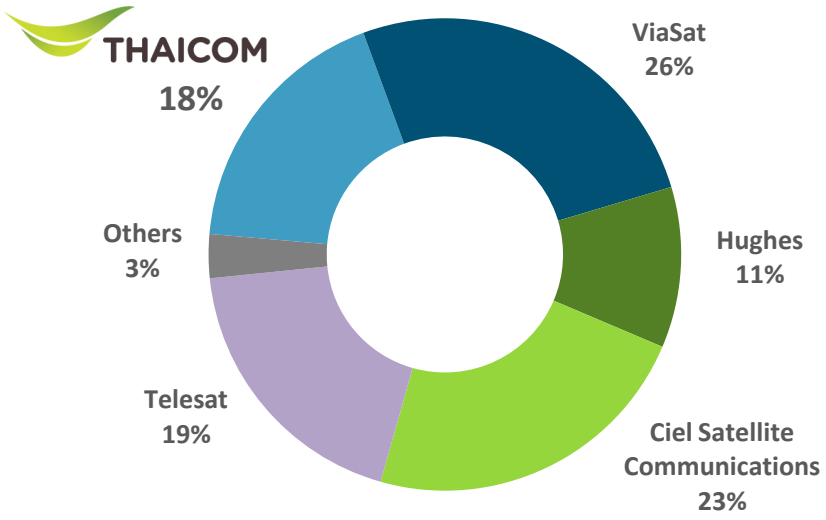
"In-flight Connectivity"

(*Universal Service Obligation)

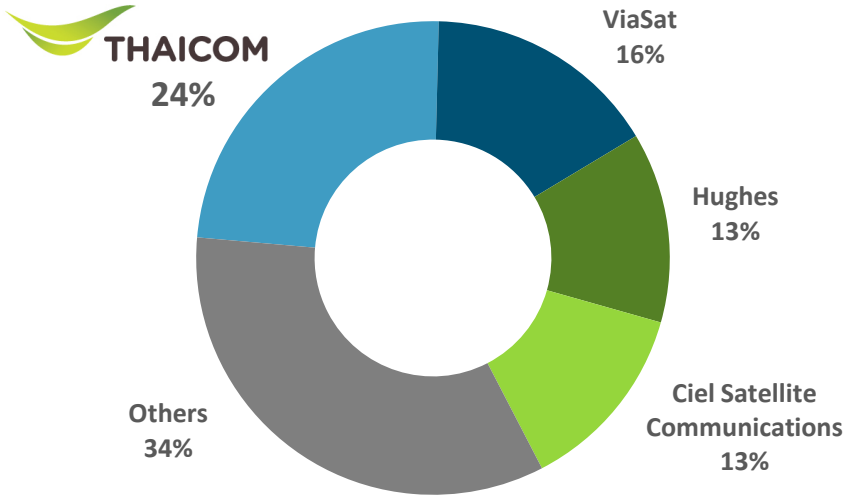
Our Market Share

Number 1 in Global Market Share of Leased High Throughput Satellite (HTS) Capacity by Northern Sky Research

NSR Report, Oct 2011



NSR Report, Sep 2012



Source: Northern Sky Research

Remarks: Expect a close race with ViaSat in 2012 ranking as ViaSat-1 satellite has become commercially operational in the US since Jan 2012

Our Performance





Overall Performance

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



THCOM Share Performance:

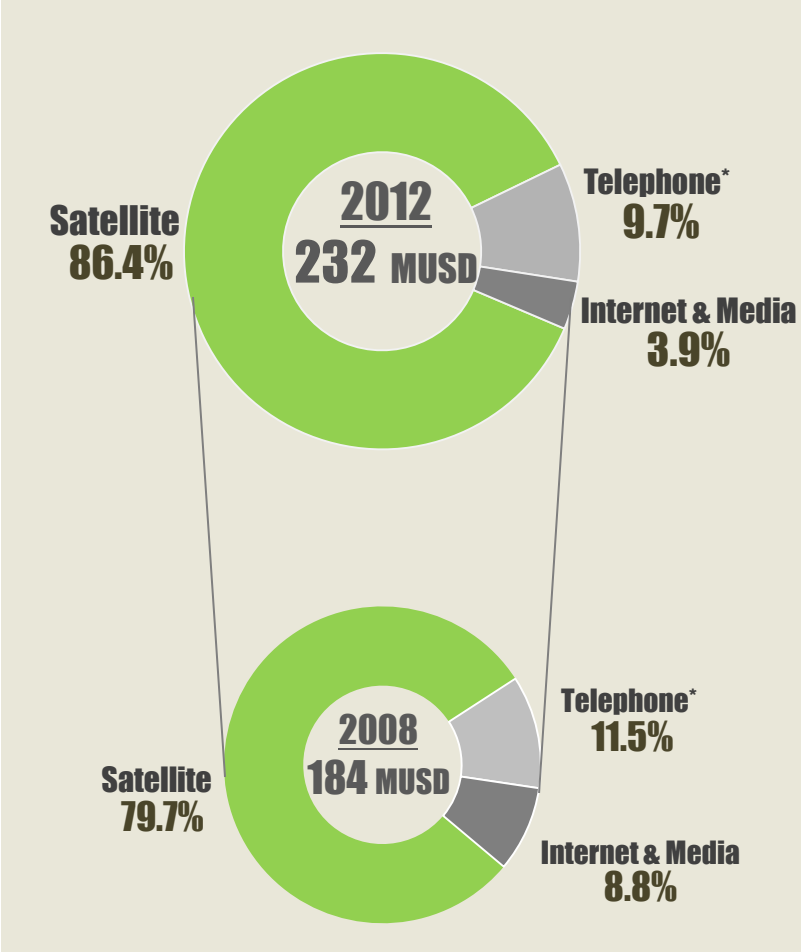
Overview

Share price*:	32.75 Bht or ~ 1.05 USD
Diluted Shares Outstanding:	1.096 billion
Market Cap:	35.89 billion Bht or ~1.15 billion USD
BV/share	12.85 Bht or ~ 0.42 USD
PBV	2.53

*As at 23 August, 2013
1USD = 31.20 THB

% Revenue break up 2008 vs. 2012:

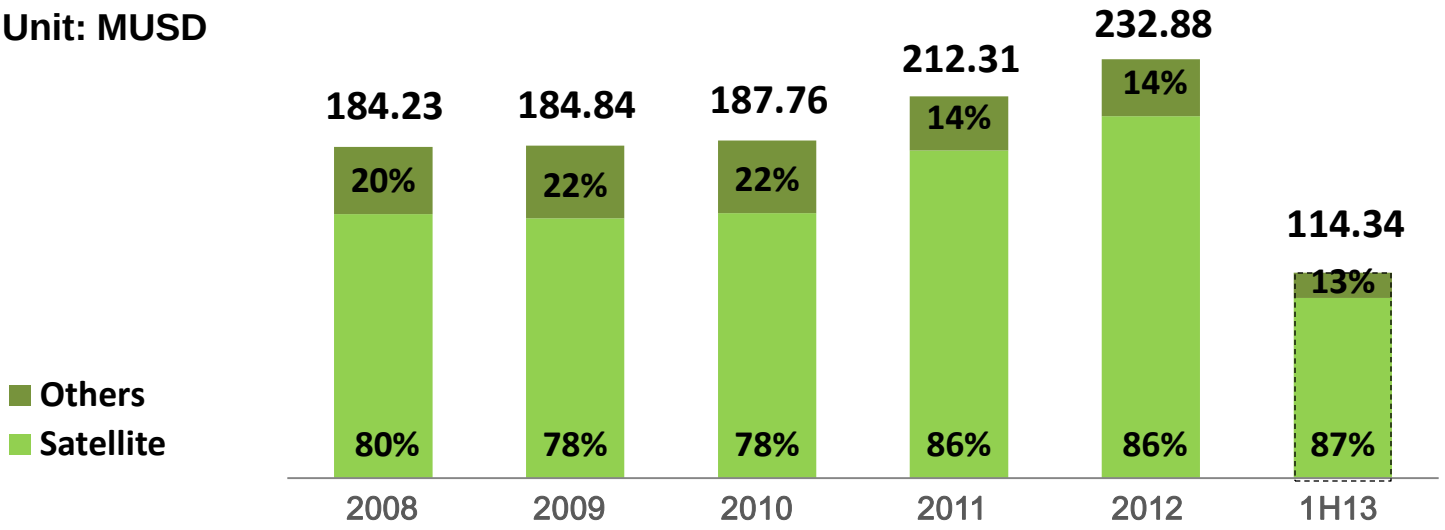
Core satellite business contribution to revenue is increasing



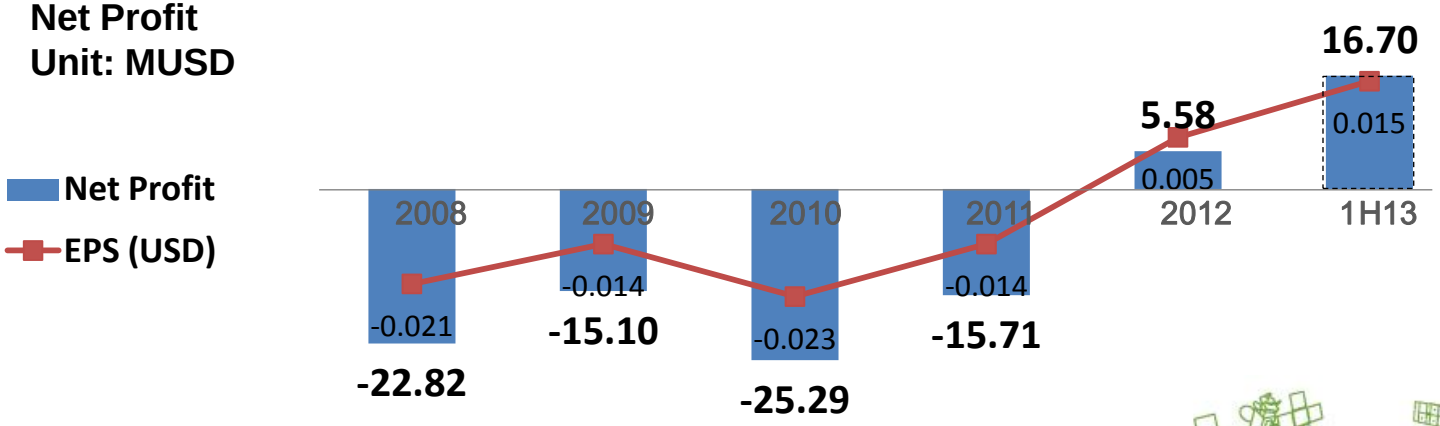
** Excluding revenues from discontinued operation (Mfone)*

Strong net profit of 1st half of 2013

Consolidated
Sale & Services Revenues
Unit: MUSD



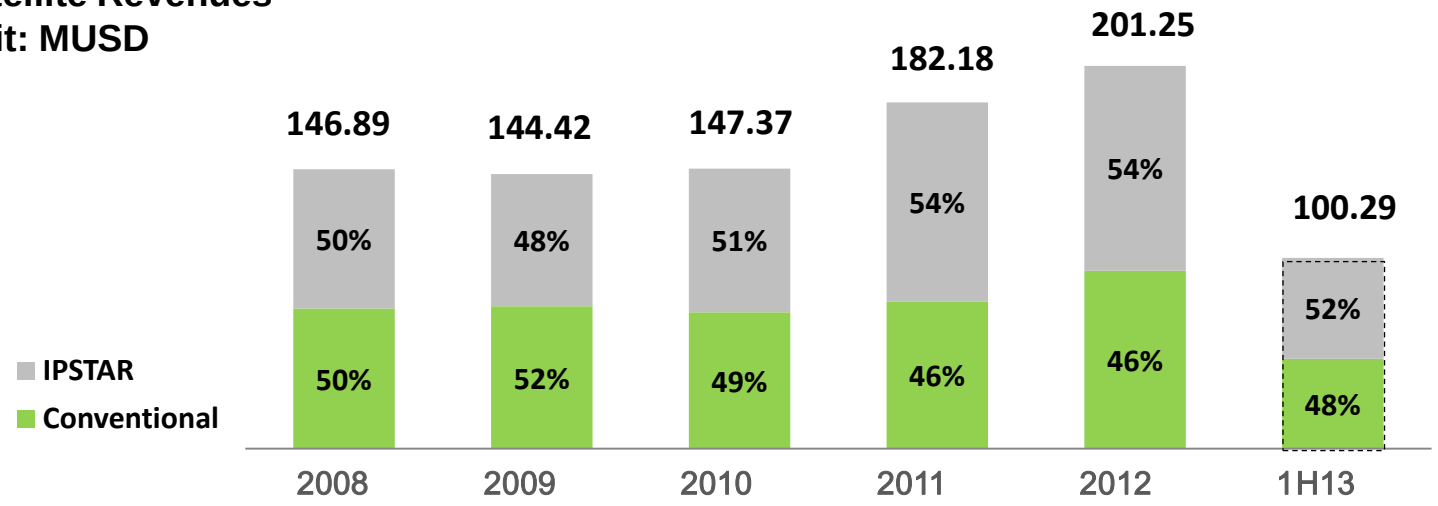
Net Profit
Unit: MUSD



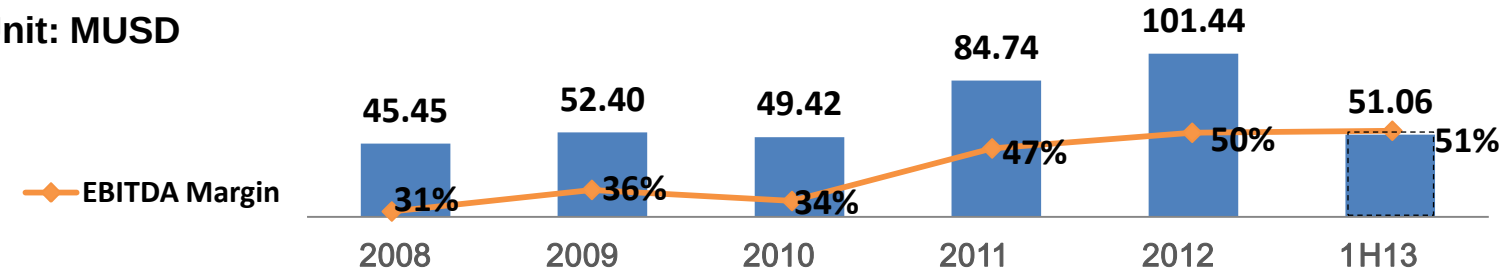
- Revenues grew 9.7% in Y2012 mainly from Satellite business
- Dividend paid 0.013 USD/share, or 253% to conso. Net Profit in Y2012
- Net Profit significantly grew in 1H13, 232% from 1H12
- Costs were reduced due to good management
- No more losses from discontinued Mfone

Strong Satellite performances from integrated strategies

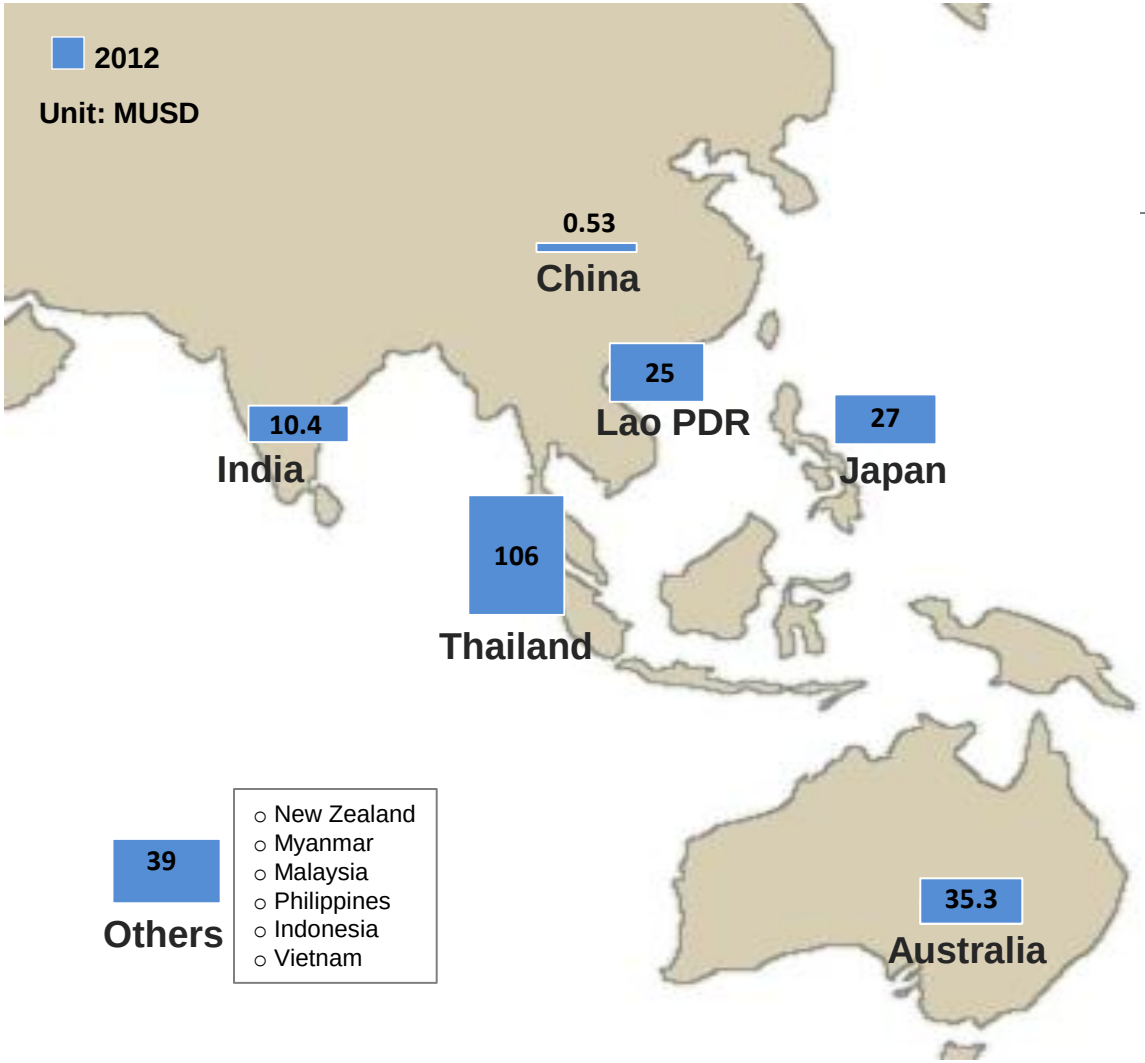
Satellite Revenues
Unit: MUSD



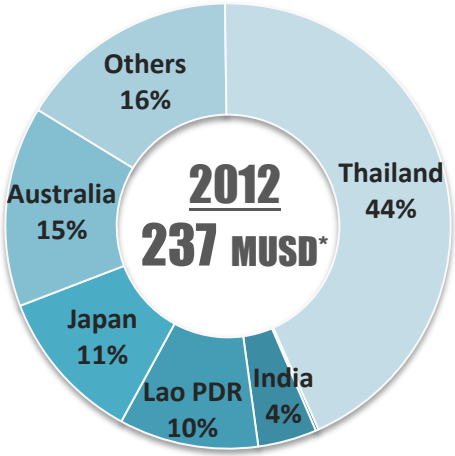
Satellite EBITDA
Unit: MUSD



Consolidated revenues by country



%Total revenues break up by country

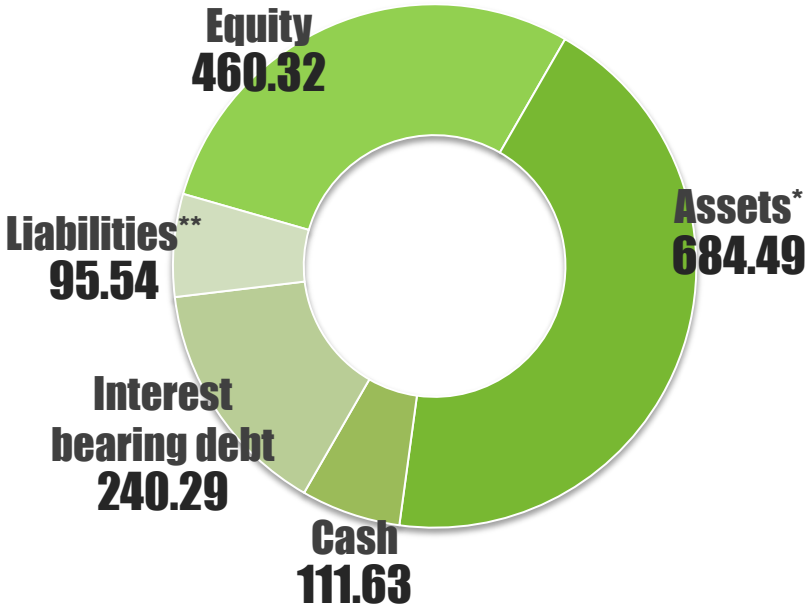


**Include other income and FX gain/loss*

Cash balance remains good on continuing strong operational performance

Unit: **MUSD**

D/E Ratio at 0.52x



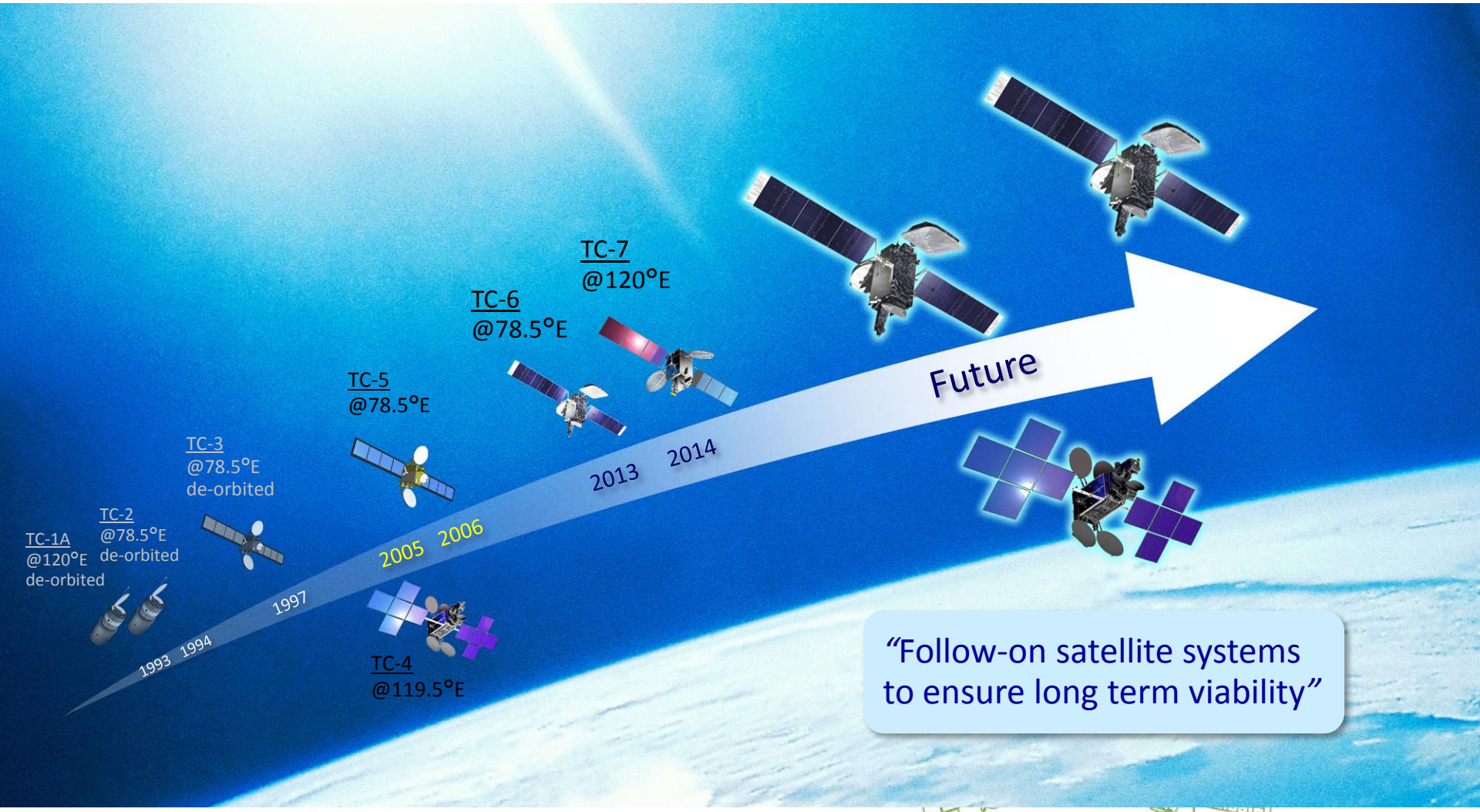
* Exclude Cash
** Exclude Interest-Bearing Debt

Strong ending cash after repayment of debenture

Conso. CF	2010	2011	2012	1H13
CF from Operating	59.87	99.12	114.49	62.92
CF from Investing	(18.63)	(77.29)	(61.04)	(12.88)
CF from Financing	(25.64)	30.38	(72.66)	(11.86)
Cash Ending	41.47	93.51	74.00	111.63

Note: Next debenture of 118.59 MUSD will be entirely redeemed on 6 November 2014.

Our Future:
Expand resources for future growth



“ To be a Leading Asian Satellite Operator ”



THAICOM INVESTOR RELATIONS CONTACT

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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.

THAICOM PLC. Proprietary & Confidential

Appendix

Our Vision

THAICOM

THAICOM

To be a Leading Asian Satellite Operator



Our Mission

Core Theme for 2013

Sustainable & Profitable Growth

- Sustain growth and return profit to shareholders
- Develop innovative solutions and new markets
- Enhance company reputation among all stakeholders
- Create a Great Workplace and High Performance Organization



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

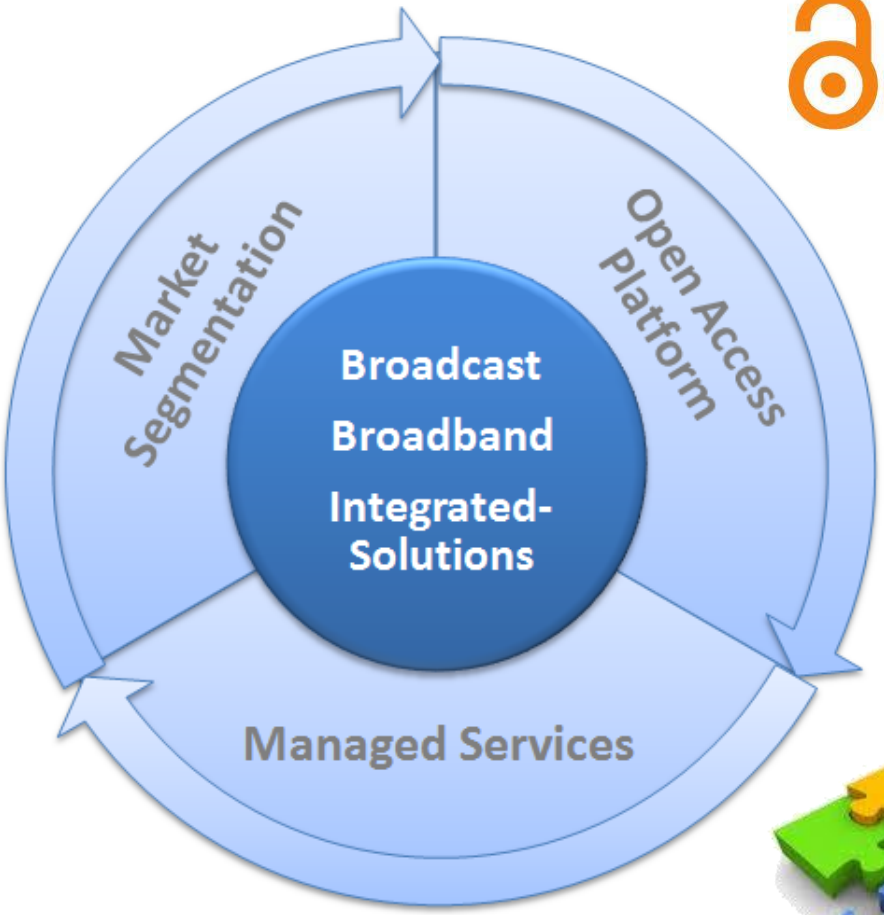


Our Strategies: Short Term Plan

IPSTAR Focus

Conventional Focus





Access

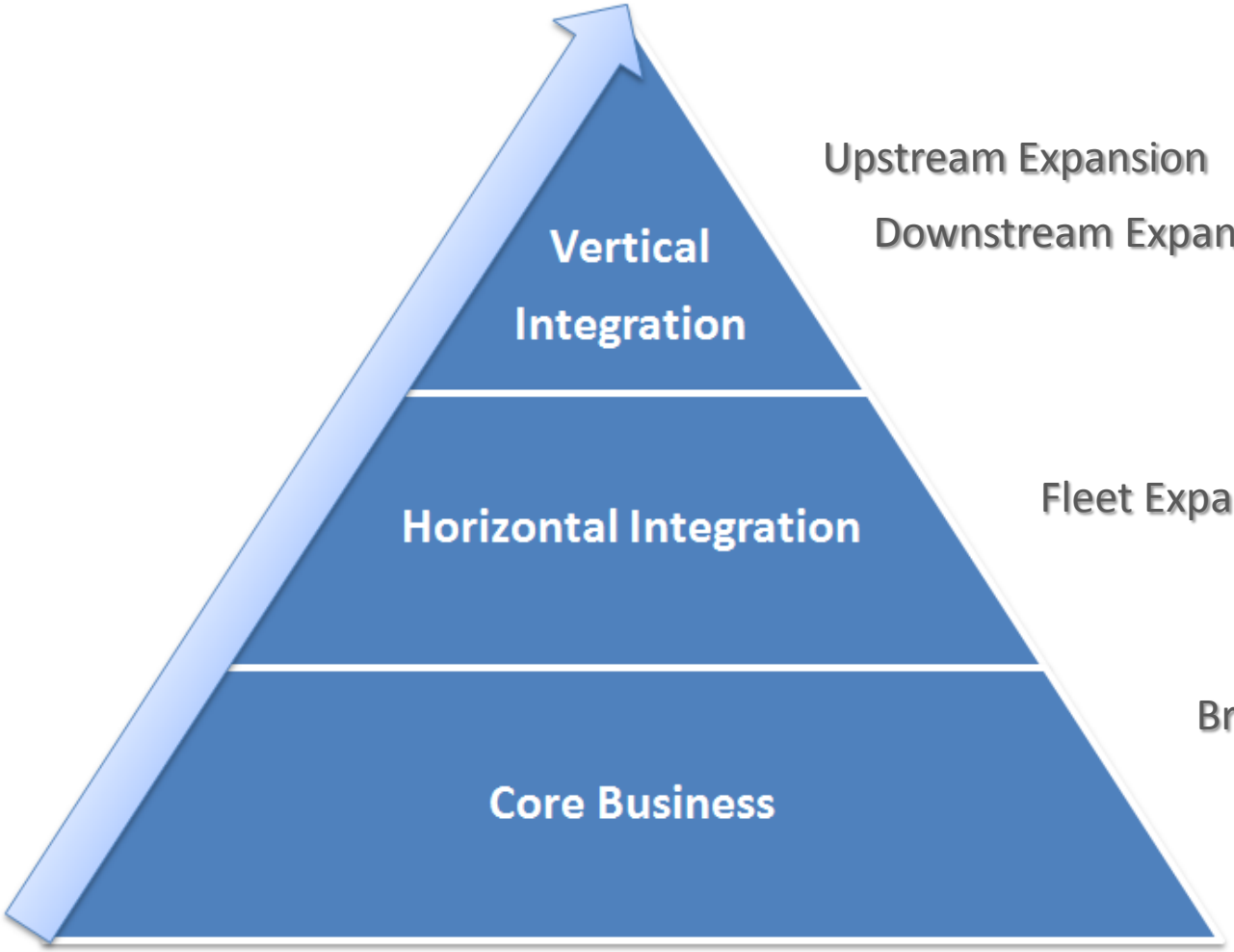
Strategic Partnerships



End-to-End Services

System Integration

Our Strategies: Long Term Plan



Upstream Expansion

Downstream Expansion



Fleet Expansion



Broadcast

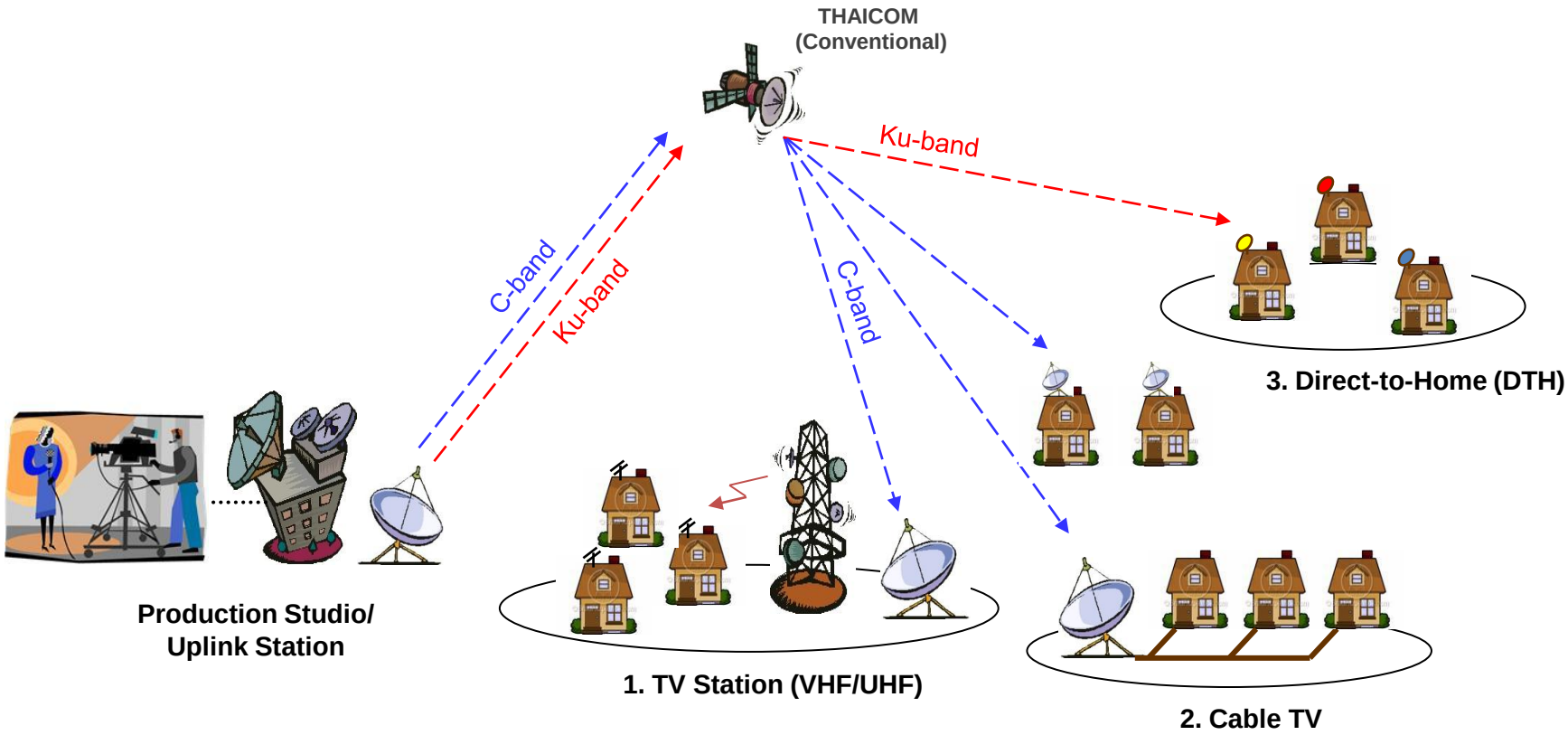
Broadband

Integrated Solutions

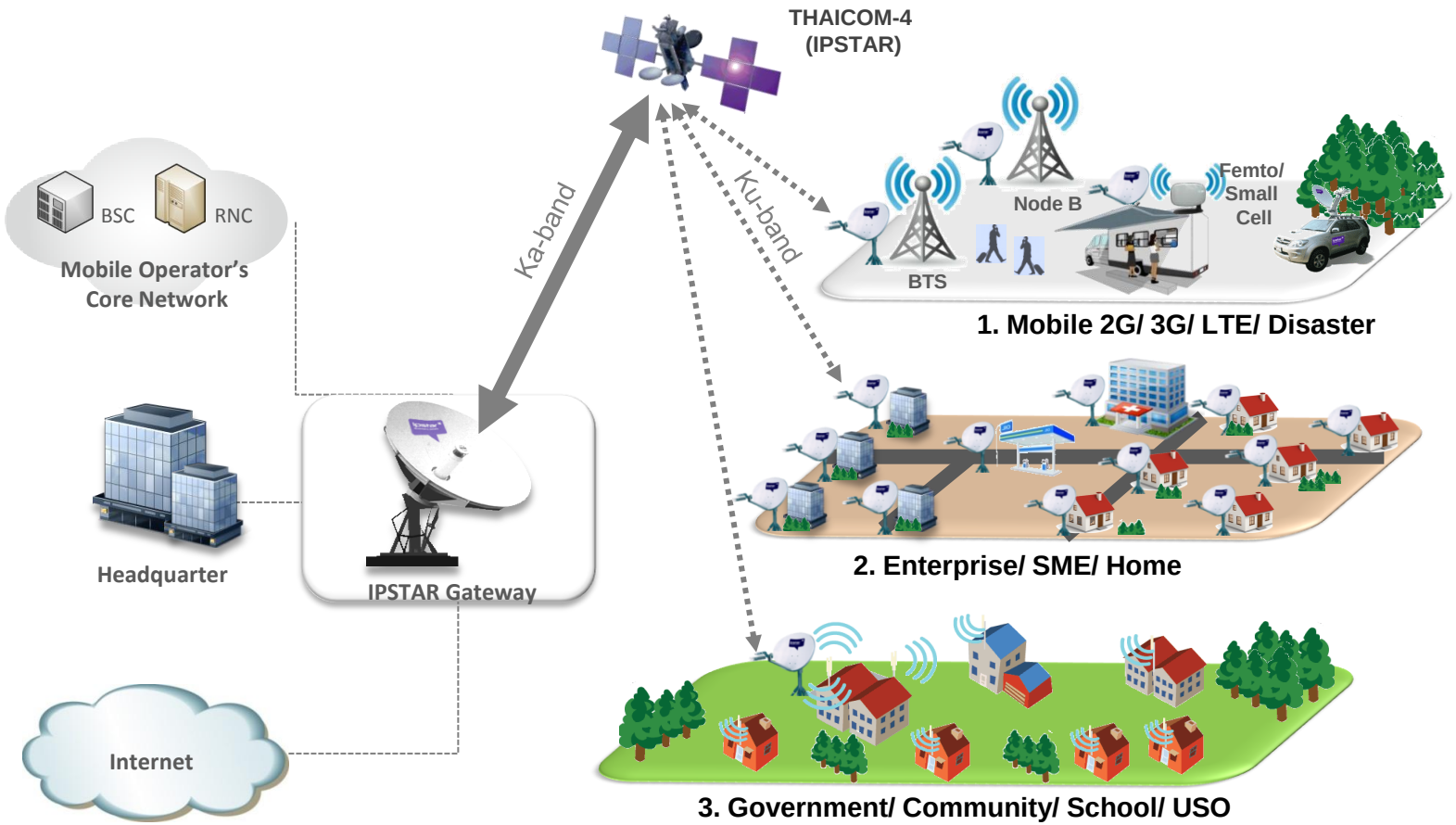




Broadcast Services



IPSTAR Broadband Services



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

Telephone Business

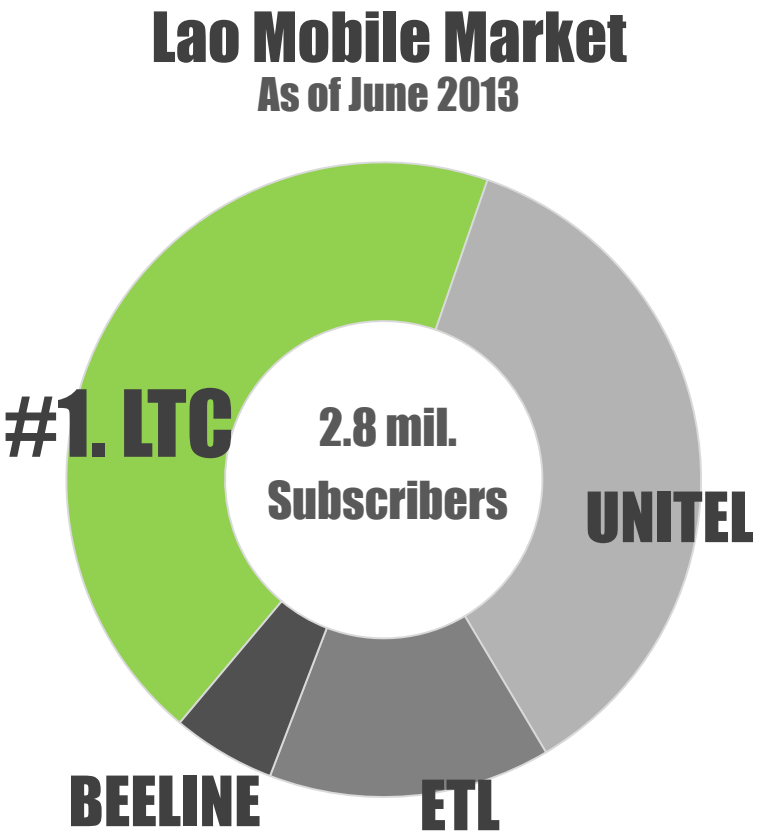
Lao Telecom

1H13 Results

- *Maintain #1 position in market share*
- *Revenue grew 16% YoY from increased voice and data usage, with improved ARPU*
- *Completed to roll out Phase 20 to expand service coverage and improve low signal & blind spot areas of 2G network, remaining 25 sites 3G network will be completed in August 2013*

2013 Moving 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 Moving Forward



HD3 with PVR



Hybrid Box

New HD boxes to meet all target

- *Launch low-cost HD box to drive and stimulate market*
- *Launch DTV-HD3 box with PVR function and DTV-Hybrid box for high-end HD market*

Getting ready for Thaicom-6

- *Increase S2 programs for both SD and HD on DTV platform*
- *To prepare HD viewers base for Thaicom-6*

Expand dealer network to reach more customers

- *Through master dealer model and modern trade channel*

Create synergy with content partners

- *To leverage eyeballs on DTV platform*
- *To work on a revenue sharing model i.e. pay-TV channels*

Develop and implement Ratings box

- *To build a TV ratings network on Thaicom Satellite*

CS Loxinfo PLC Business Operations



ICT Service

(Internet computer & Telecom)

-Internet Access and Data Services

-Web Creation/Hosting

-Internet Date Center



Directories

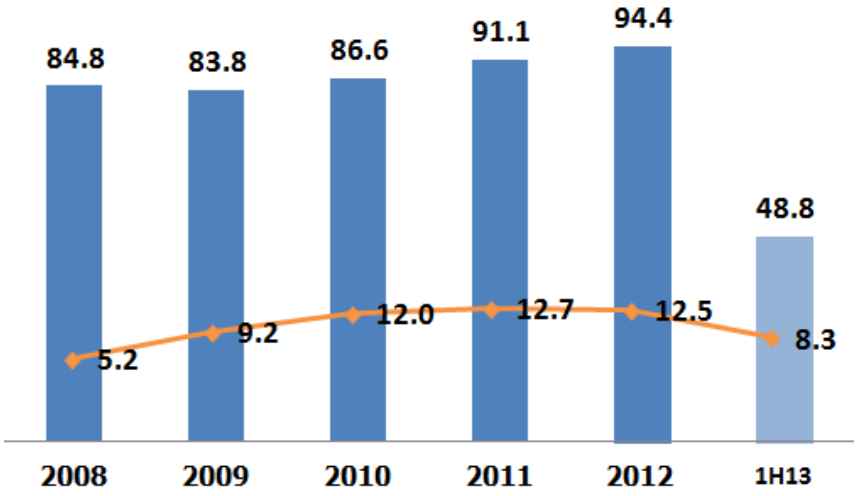
- Online shopping
- Yellow pages
- Print products

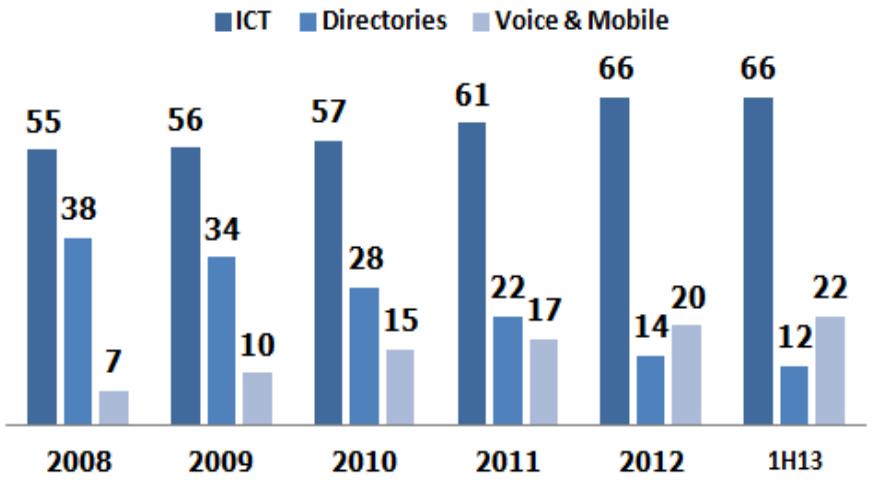


Voice Info Services & Mobile Content

-Online entertainment

-Games





Awards & Distinctions

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)

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

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)