THAICOM Public Company Limited

MACQUARIE ASEAN CORPORATE DAY, LONDON
23-24 April, 2013

Suphajee Suthumpun
Chairman of the Executive Committee and CEO

THAICOM PLC. Proprietary & Confidential

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.

Our Vision:

“To be a Leading Asian Satellite Operator”





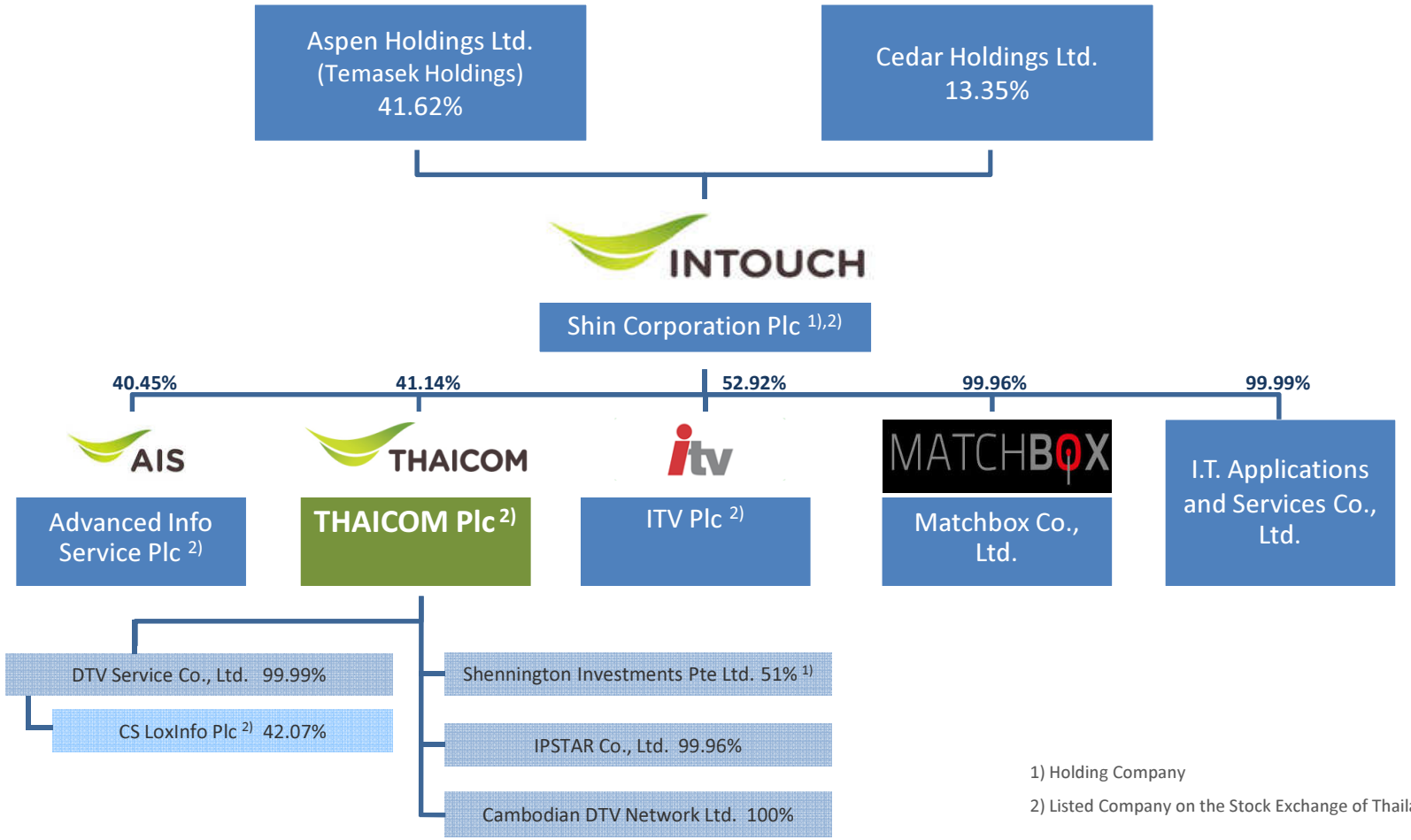


His Majesty King Bhumibol Adulyadej of Thailand officially opened the Thaicom Satellite Station on 17th December 1991.

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



1) Holding Company

2) Listed Company on the Stock Exchange of Thailand

Our Business



Conventional Satellite



Broadband Satellite



Regional Mobile Phone



Internet and Media

Our Satellite Fleet



Thaicom 1
Launched: 1993
De-orbited: 2010



Thaicom 2
Launched: 1994
De-orbited: 2010



Thaicom 3
Launched: 1997
De-orbited: 2006



Thaicom 4
Launched: 2005

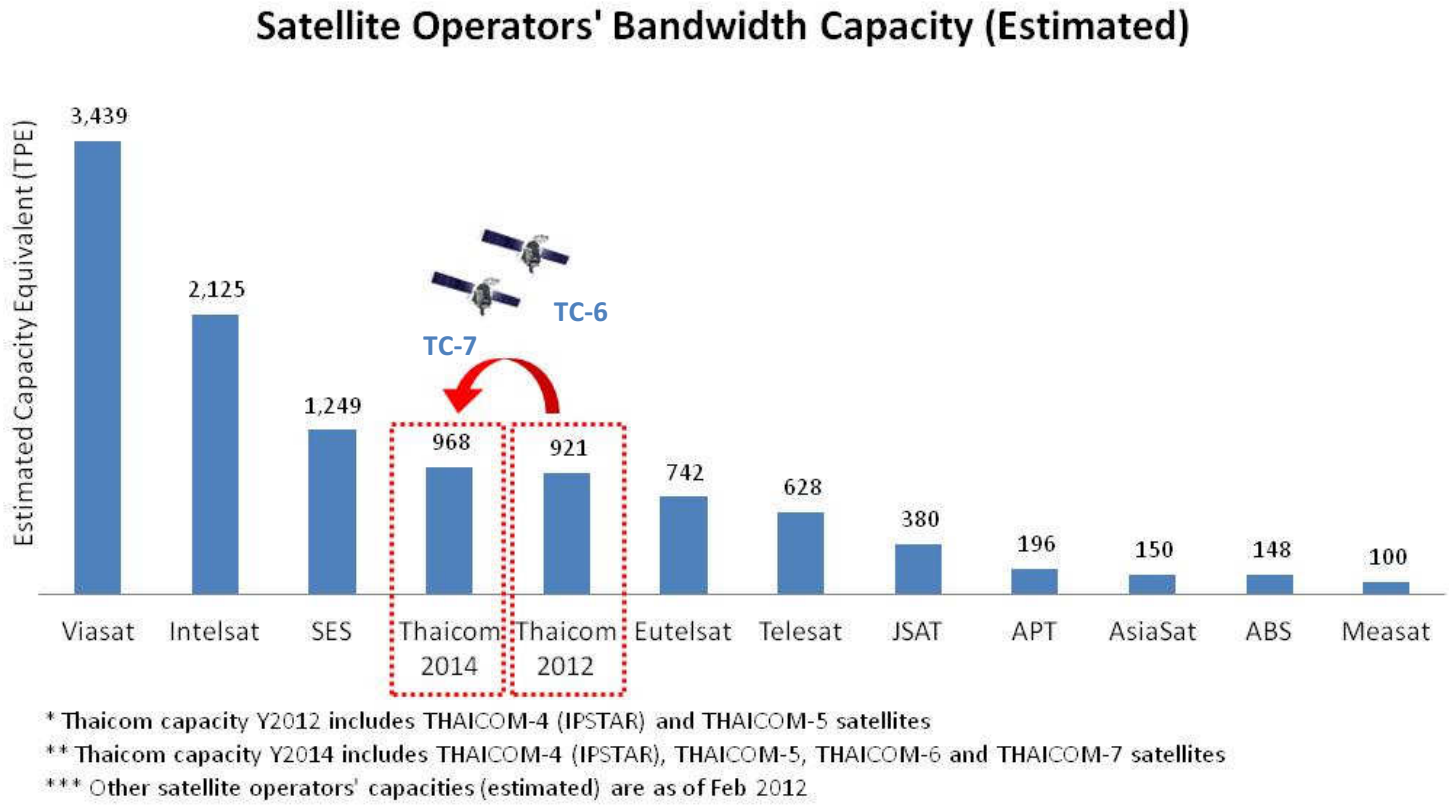


Thaicom 5
Launched: 2006

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Our Capacity

4th Largest Satellite Operator Globally (1st in Asia Pacific)



* Thaicom capacity Y2012 includes THAICOM-4 (IPSTAR) and THAICOM-5 satellites

** Thaicom capacity Y2014 includes THAICOM-4 (IPSTAR), THAICOM-5, THAICOM-6 and THAICOM-7 satellites

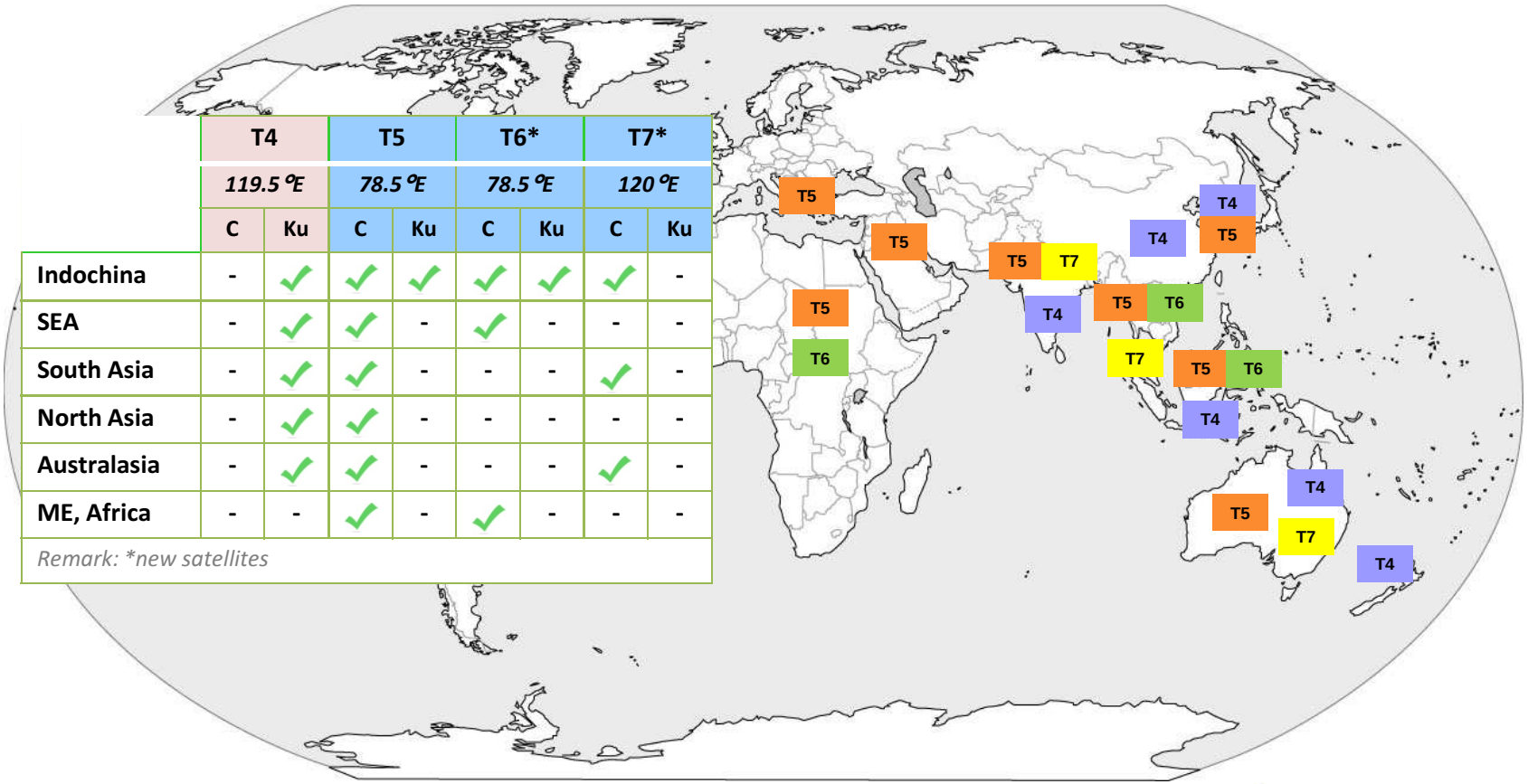
*** Other satellite operators' capacities (estimated) are as of Feb 2012

Our Satellite Footprints

Complement each Other across 4 Continents

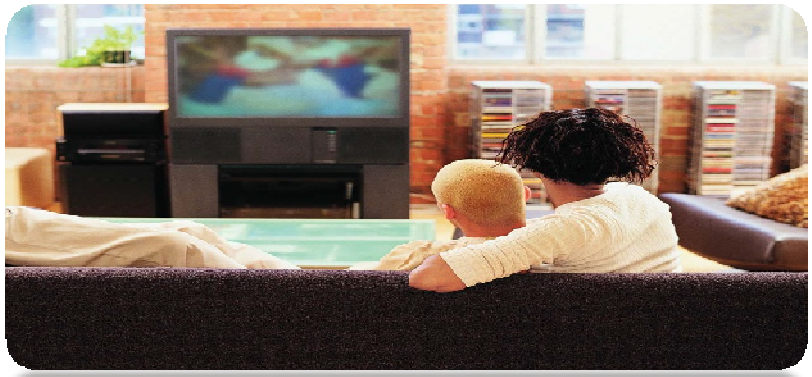
	T4		T5		T6*		T7*	
	119.5 °E		*78.5 °E*		*78.5 °E*		*120 °E*	
	C	Ku	C	Ku	C	Ku	C	Ku
Indochina	-	✓	✓	✓	✓	✓	✓	-
SEA	-	✓	✓	-	✓	-	-	-
South Asia	-	✓	✓	-	-	-	✓	-
North Asia	-	✓	✓	-	-	-	-	-
Australasia	-	✓	✓	-	-	-	✓	-
ME, Africa	-	-	✓	-	✓	-	-	-

*Remark: *new satellites*



Our Positioning: Unique Value Proposition

Broadcast Services



- *Reach 1.5 billion viewers in Indochina & South Asia*
- *460+ neighborhood channels from Indochina & South Asia on TC-5*
- *End-2-end, Turn-key solutions*
- *20 years of track record of quality service*

Broadband Services



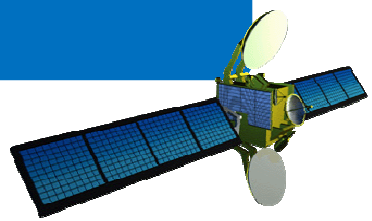
- *The first and only High Throughput Satellite (HTS) satellite in Asia Pacific*
- *Most experienced broadband satellite operator in the world*
- *Presence and landing rights in 13 countries in Asia Pacific with 10 regional offices*
- *Most cost effective broadband satellite solution in the target market*

Our Services: Broadcast



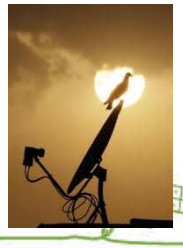
Conventional Satellite: THAICOM-5 @78.5E

Asia's "Hot Bird" for Satellite TV Platform



- Cover 120+ countries in Asia, Australia, Africa & Europe
- 460+ TV channels (24 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 @78.5E Marketing plan



Broadcasting

AFRICOM-1™





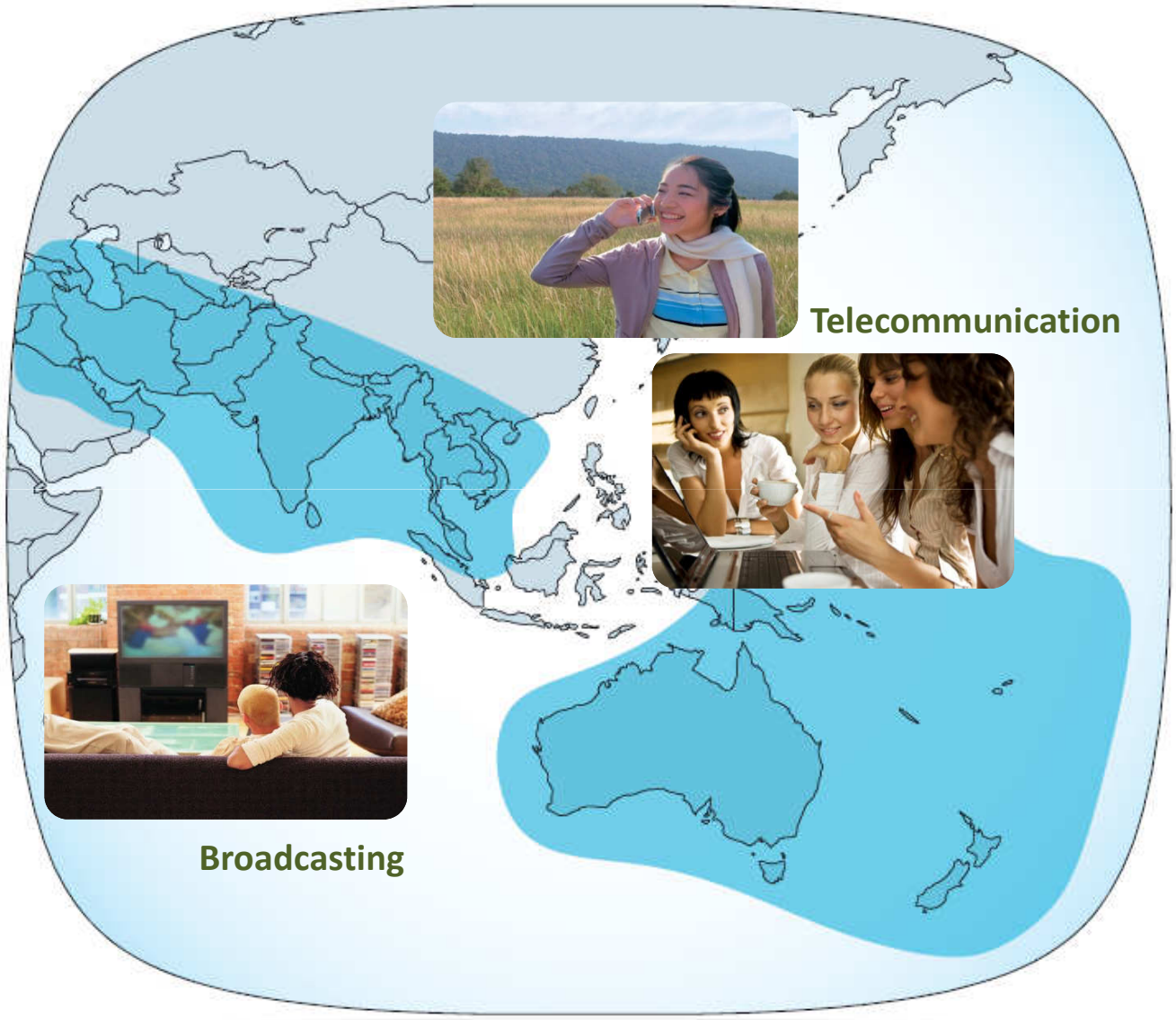
1st African Customer

Telecommunication



Broadcasting Teleport Partners

THAICOM-7 @120E Marketing Plan

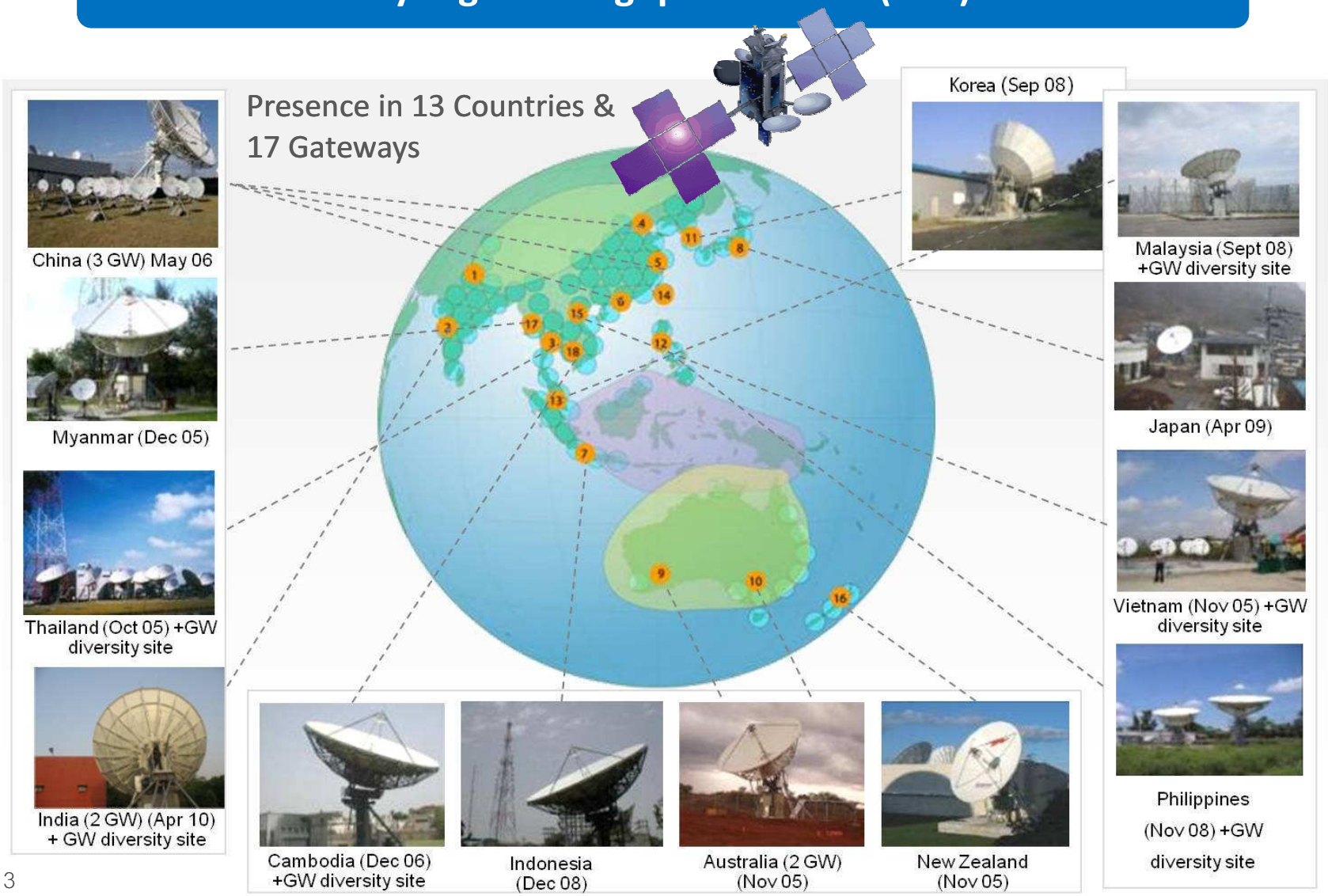


Our Services: Broadband

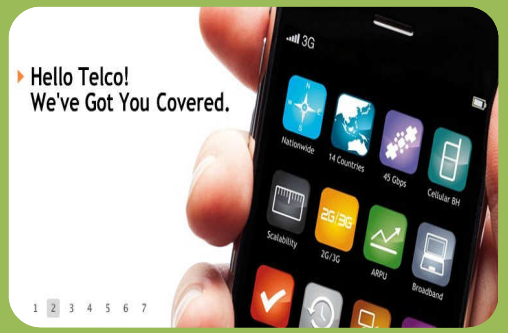


Broadband Satellite: THAICOM-4 (IPSTAR) @119.5E

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



IPSTAR Key Market Segments







Telco Backhaul & Enterprise

"Cellular Backhaul"

"Femtocell"

"Rural Telephony"

"Corporate Networks"

Government/USO* Program & Retail Market

"e-Government"

"Distance Learning"

"National Broadband Network"

Disaster Management

"Disaster Recovery Communications"

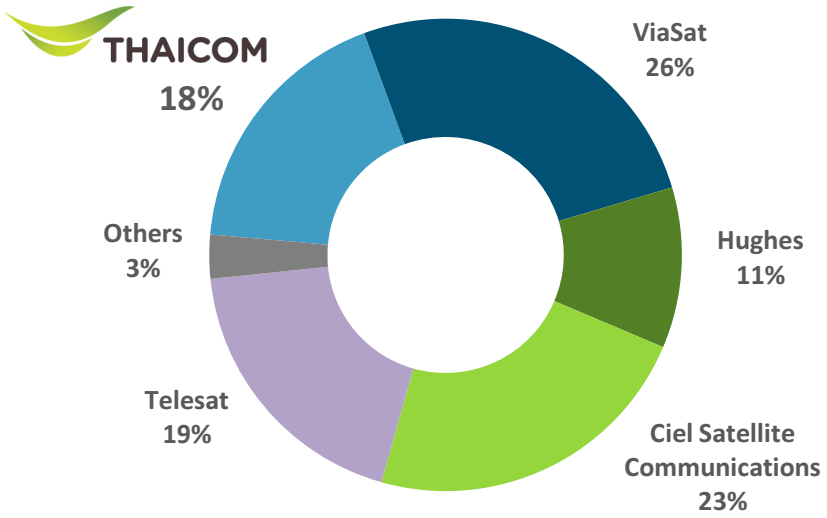
"Emergency Communications"

(*Universal Service Obligation)

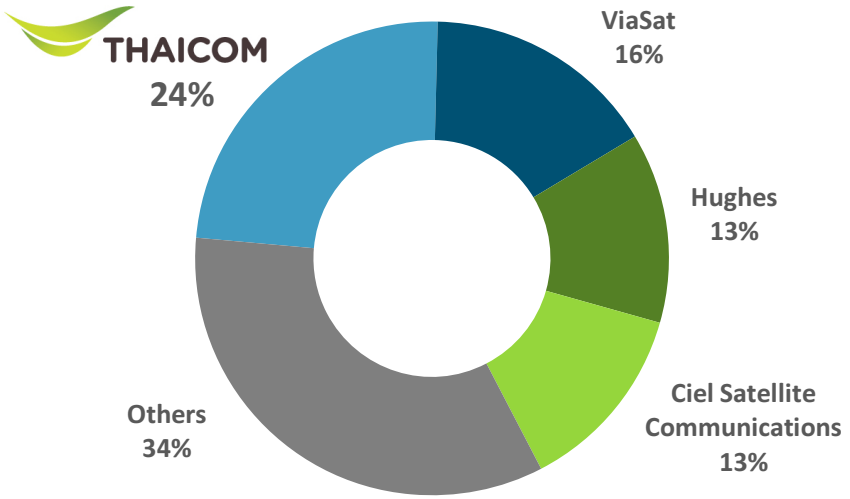
Our Market Share

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



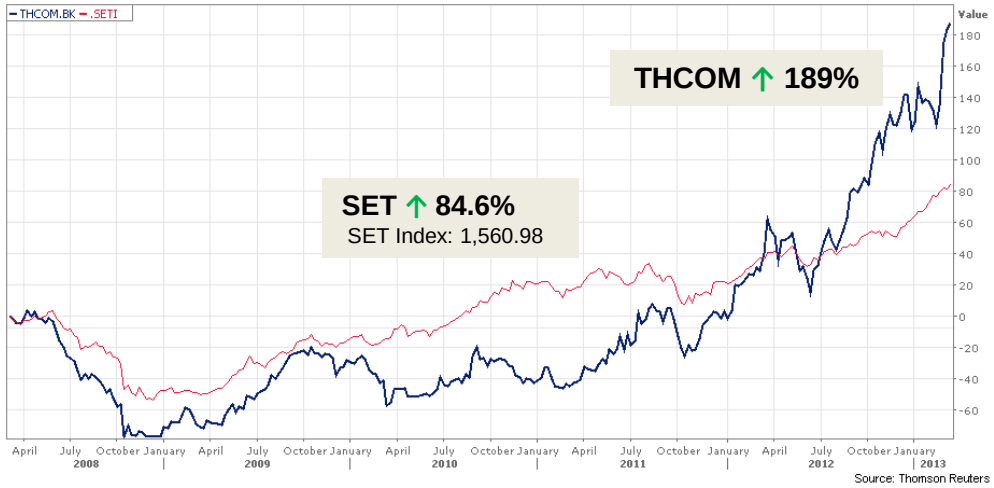
Source: Northern Sky Research

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 – 2012



THCOM Share Performance:

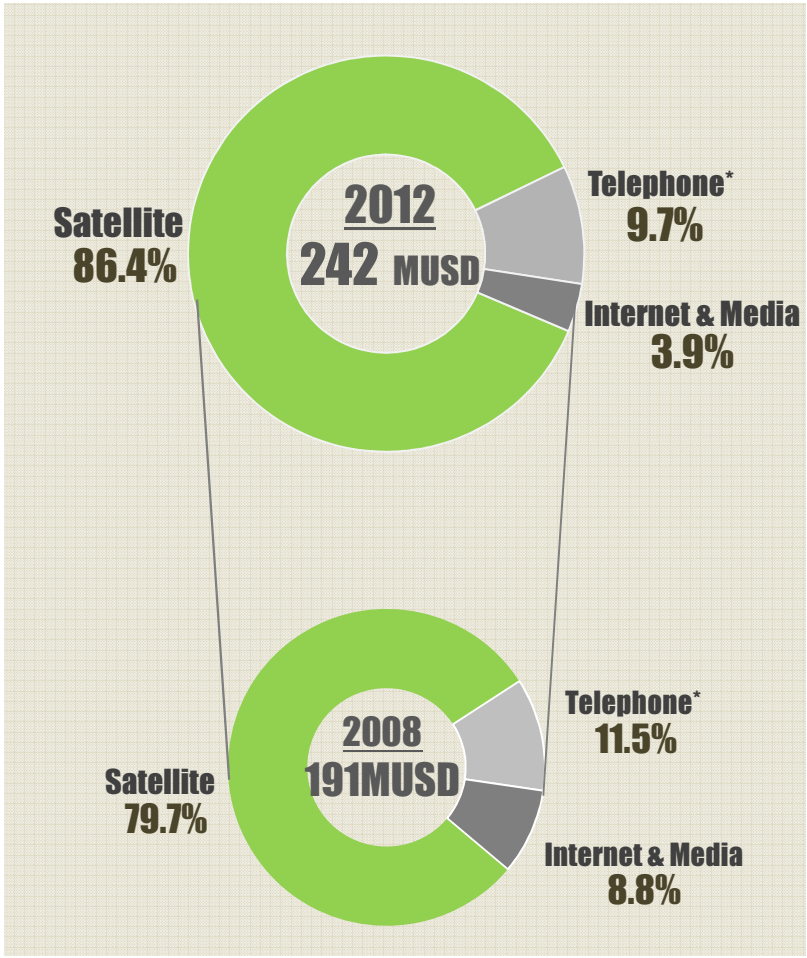
Overview

Share price*:	34 Bht or ~ 1.17 USD
Diluted Shares Outstanding:	1.096 billion
Market Cap:	36.99 billion Bht or ~1.27 billion USD
BV/share	12.96 Bht or ~ 0.43 USD
PBV	2.60

*As at 12 April, 2013
1USD = 29.10 THB

% Revenue break up 2008 vs. 2012:

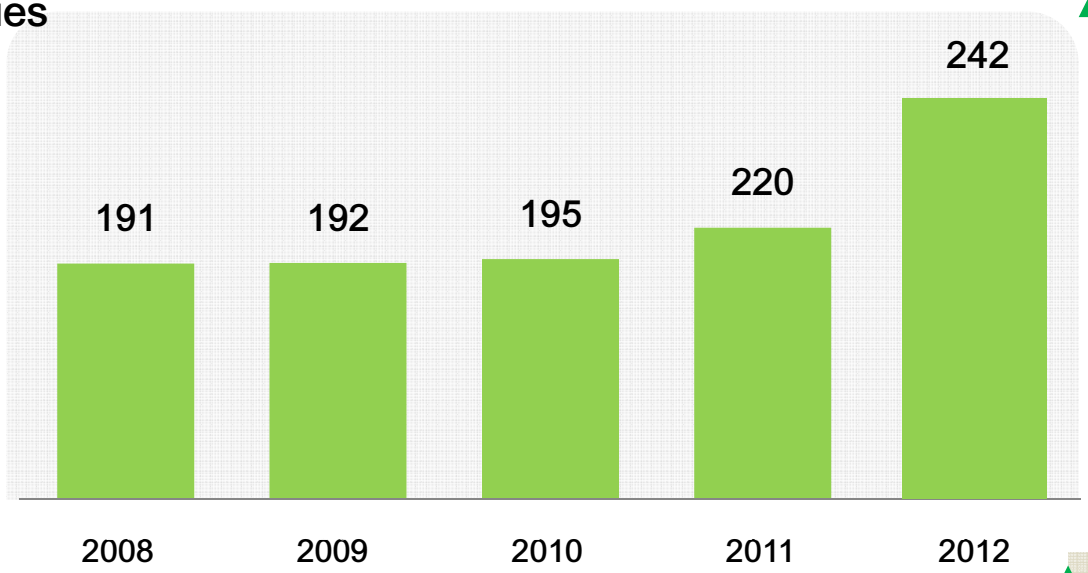
Core satellite business contribution to revenue is increasing



** Excluding revenues from discontinued operation (Mfone)*

The 1st year with positive net profit from operations in 5 years

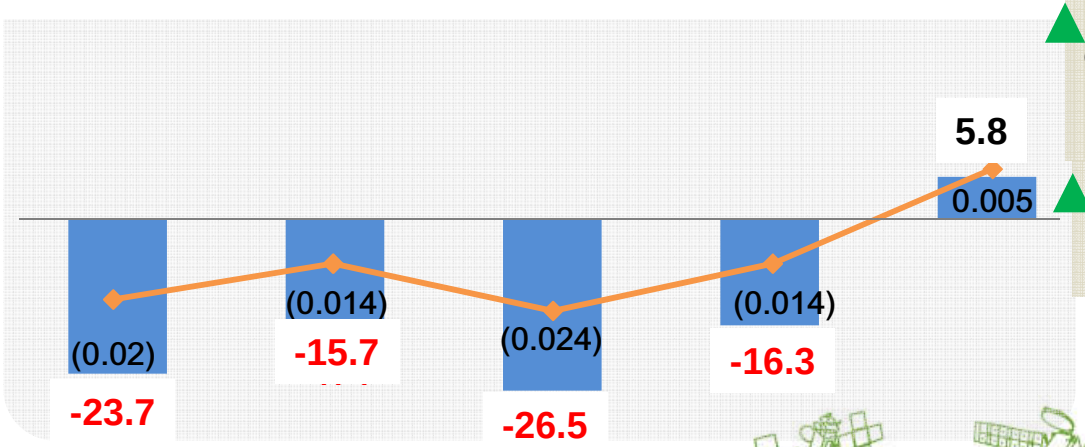
Consolidated Revenues
Unit: MUSD



▲ Revenues grew 9.7% in Y2012 mainly from Satellite business

Net Profit
Unit: MUSD

EPS (USD)



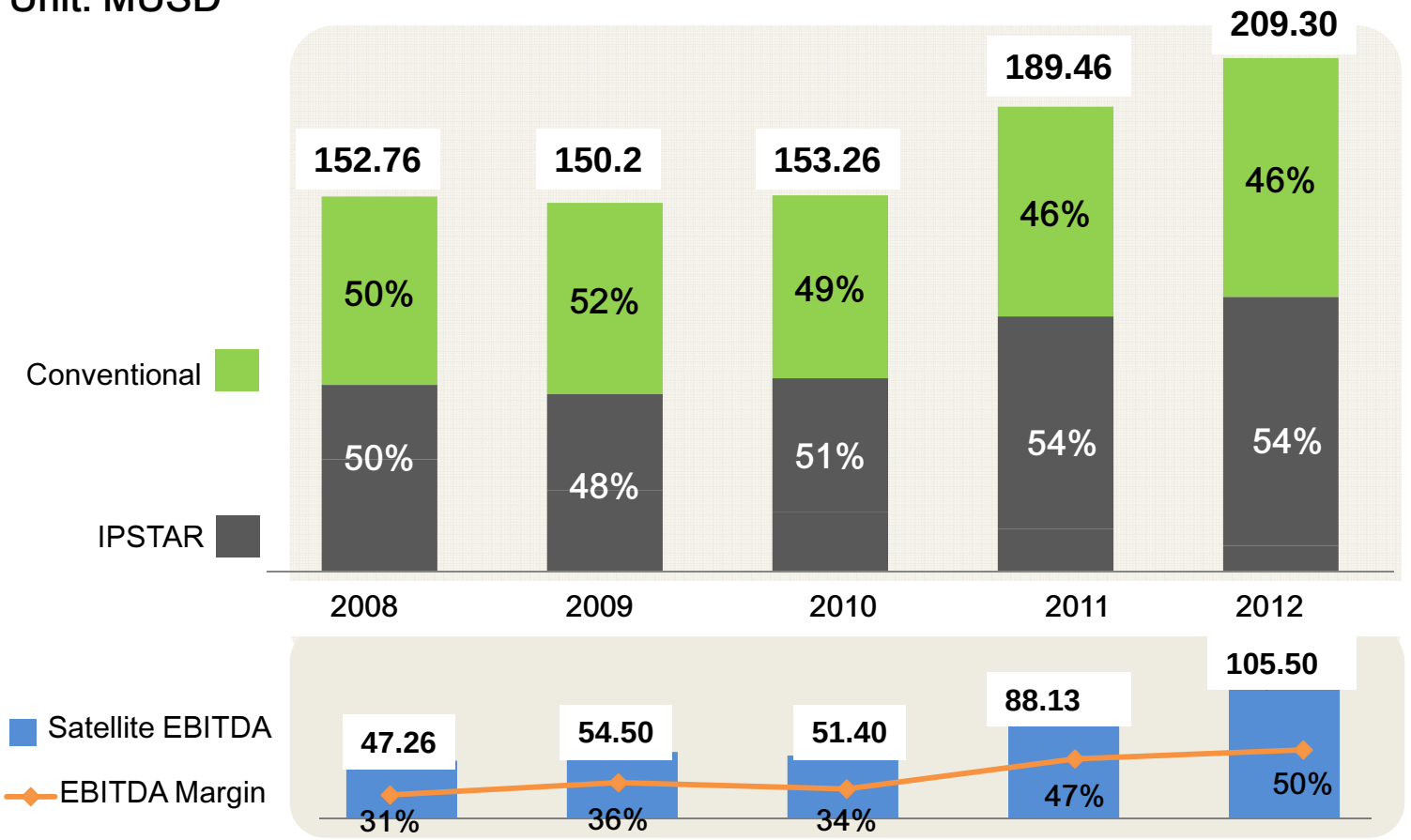
▲ Net Profit significantly grew 136% in Y2012

▲ Dividend paid 0.013 USD/share, or 253% to conso. Net Profit

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Strong Satellite performances from integrated strategies

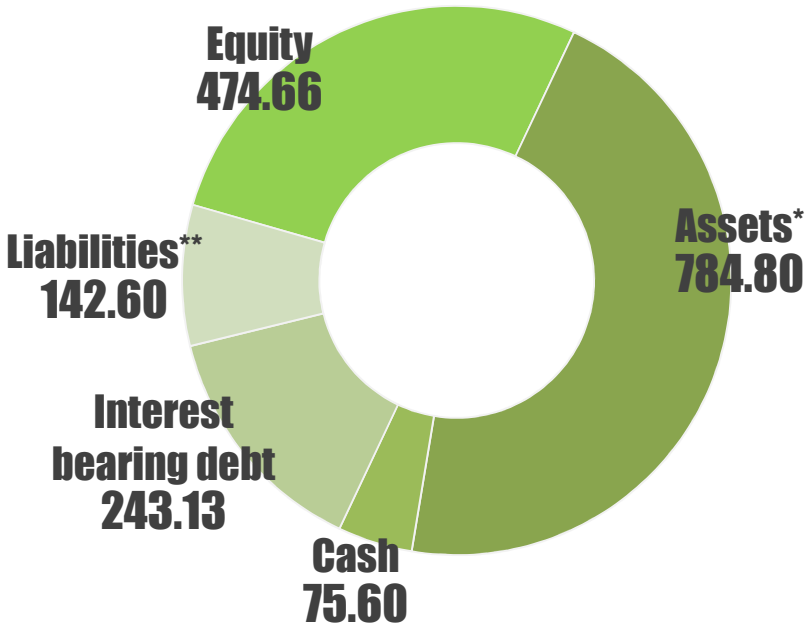
Satellite Revenues
Unit: MUSD



Cash balance remains good on continuing strong operational performance

Unit: **MUSD**

D/E Ratio at 0.51x



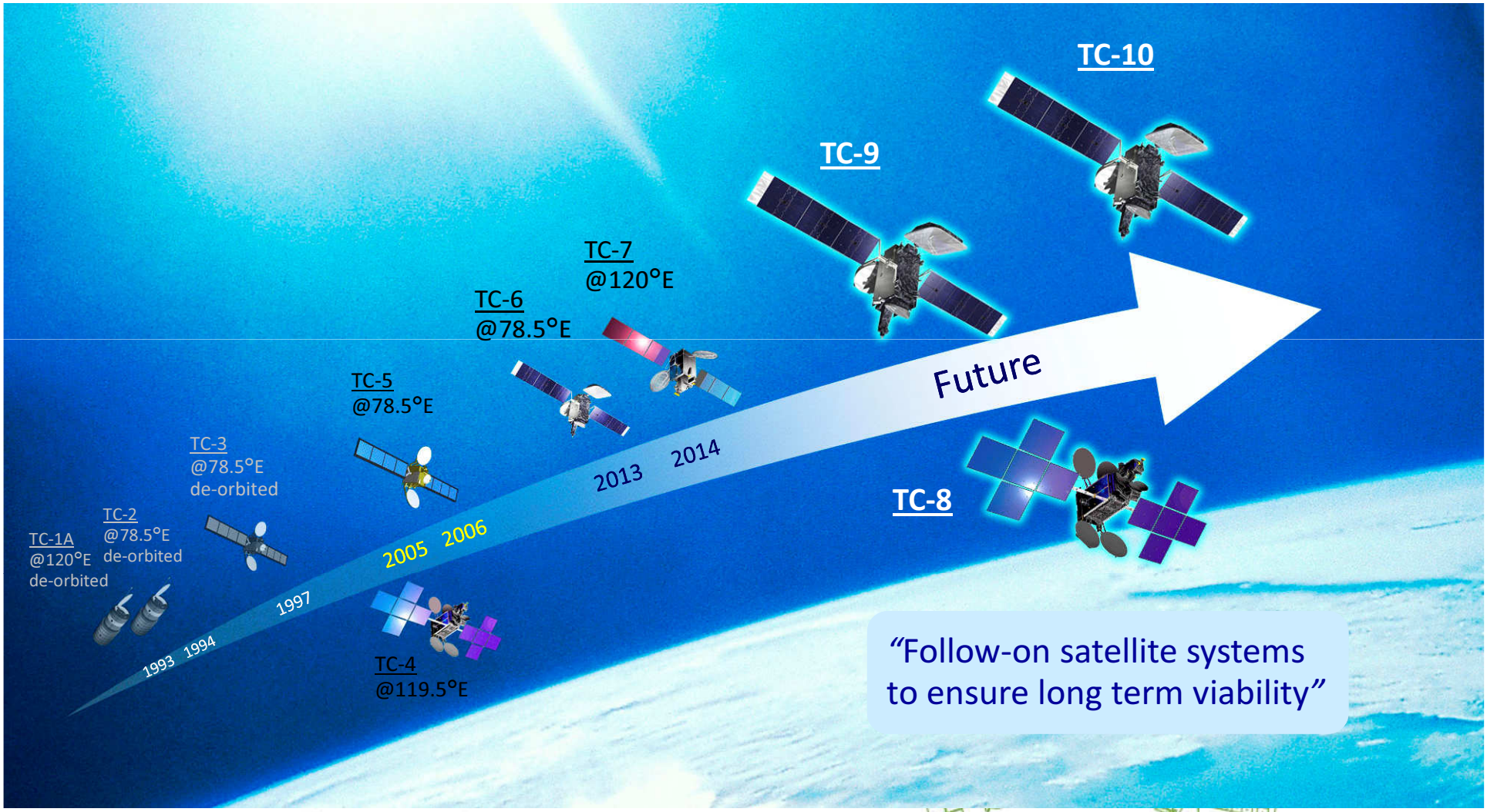
* Exclude Cash
** Exclude Interest-Bearing Debt

16% Growth YoY in CF from Operations

Consolidated CF	2010	2011	2012
CF from Operating	61.16	101.26	116.96
CF from Investing	(19.03)	(78.96)	(62.36)
CF from Financing	(26.2)	31.03	(74.23)
Cash Ending	42.36	95.53	75.60

Note: The debenture of 110 MUSD was paid entirely in November 2012.

Our Future:
Expand resource for future growth



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

Number 7 in the World (2nd in Asia Pacific) in 2012 Fast Twenty Ranking by World Teleport Association

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

Corporate Social Responsibility

Value-based CSR



Corporate Governance

Transparent & Auditable

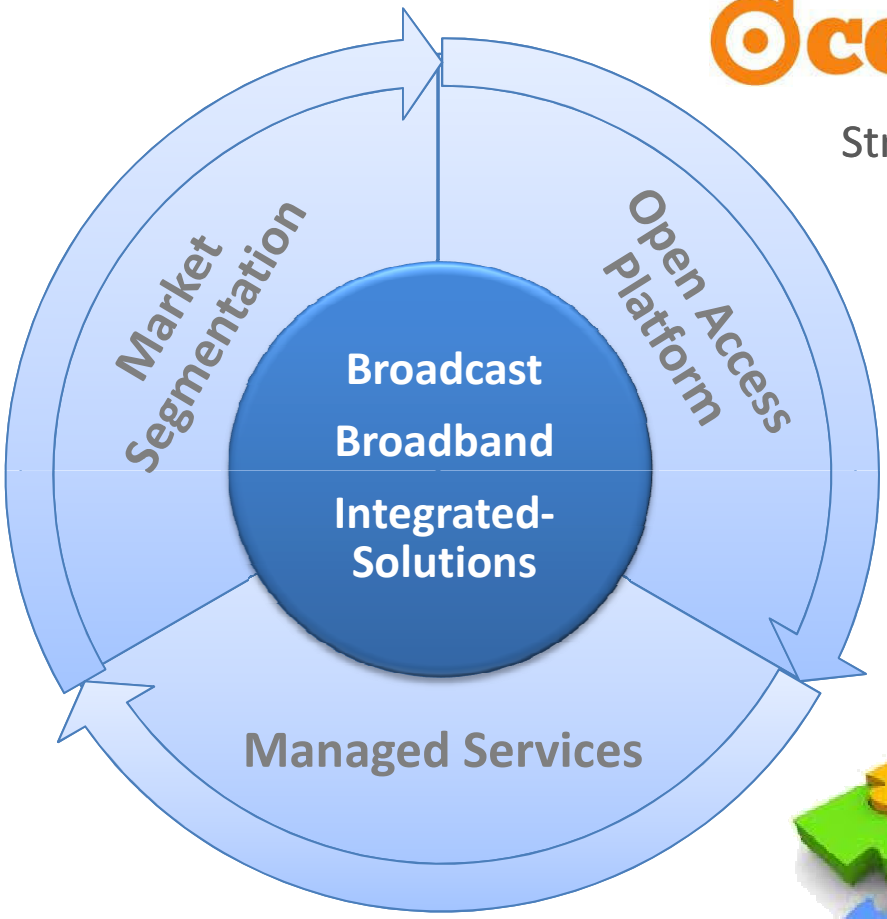
Our Strategies

Strategic Partnerships

IPSTAR Focus

Conventional Focus





End-to-End Services

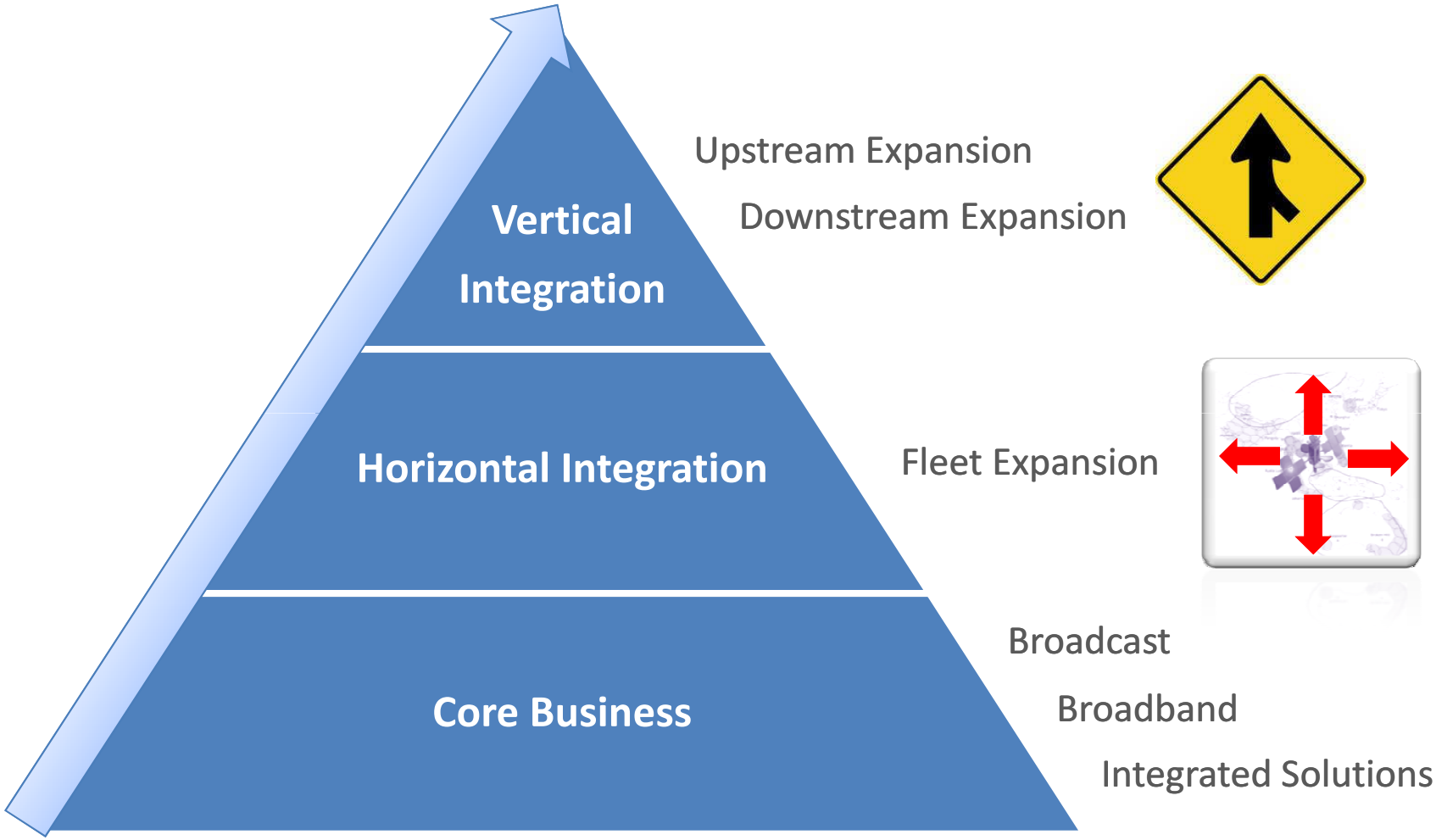
System Integration



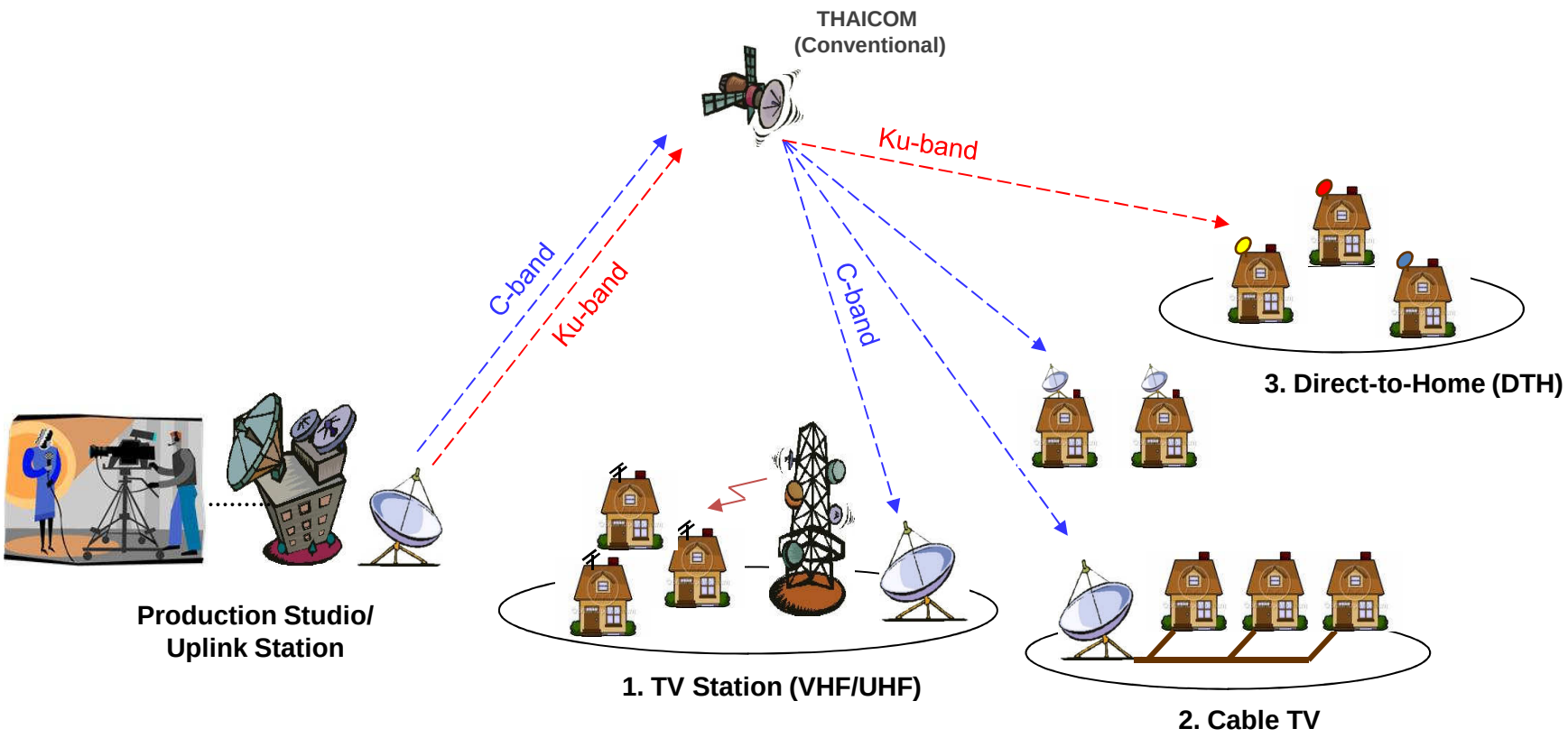




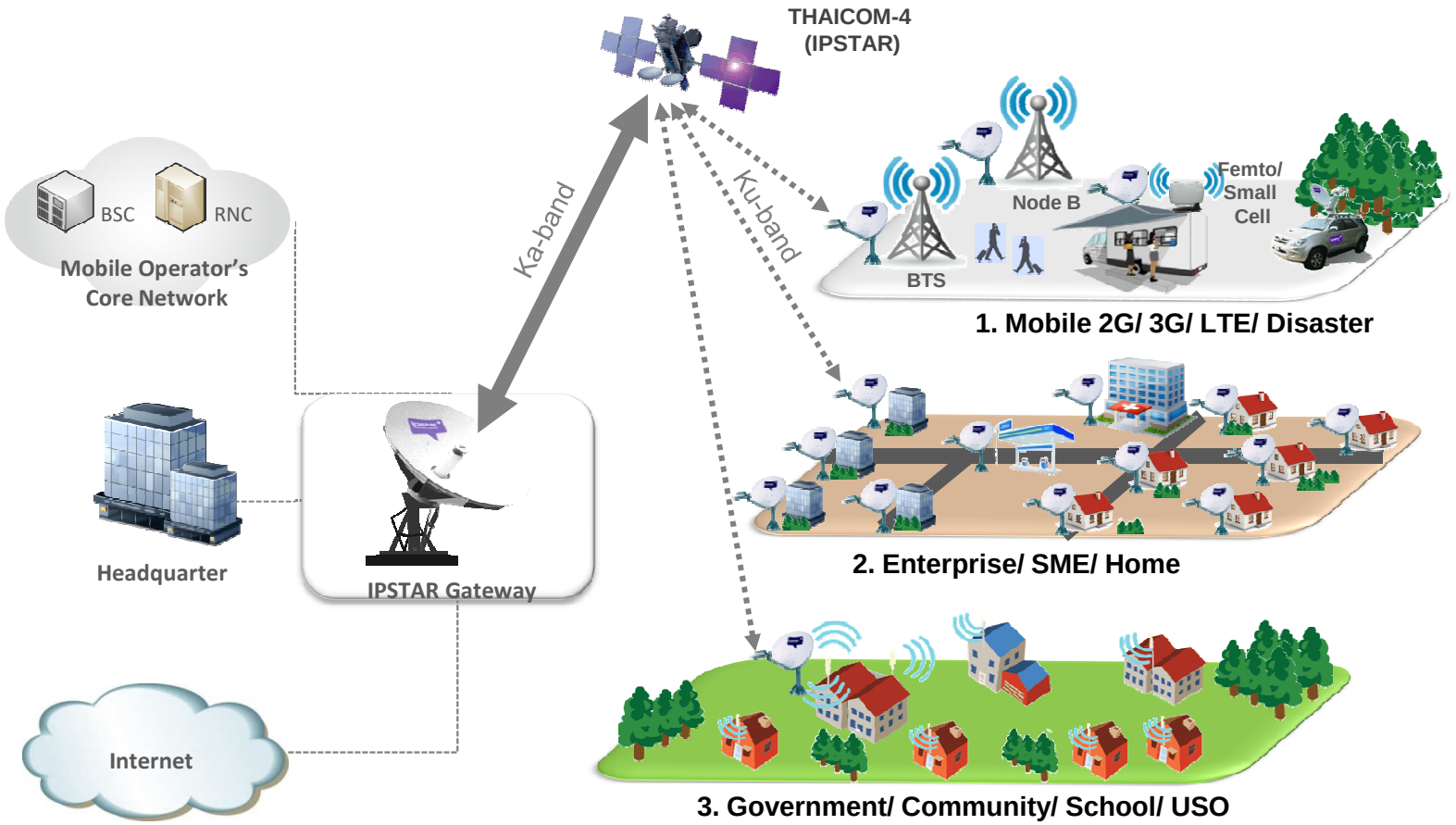
Our Strategies: Long Term Plan



Broadcast Services



IPSTAR Broadband Services



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

Telephone Business

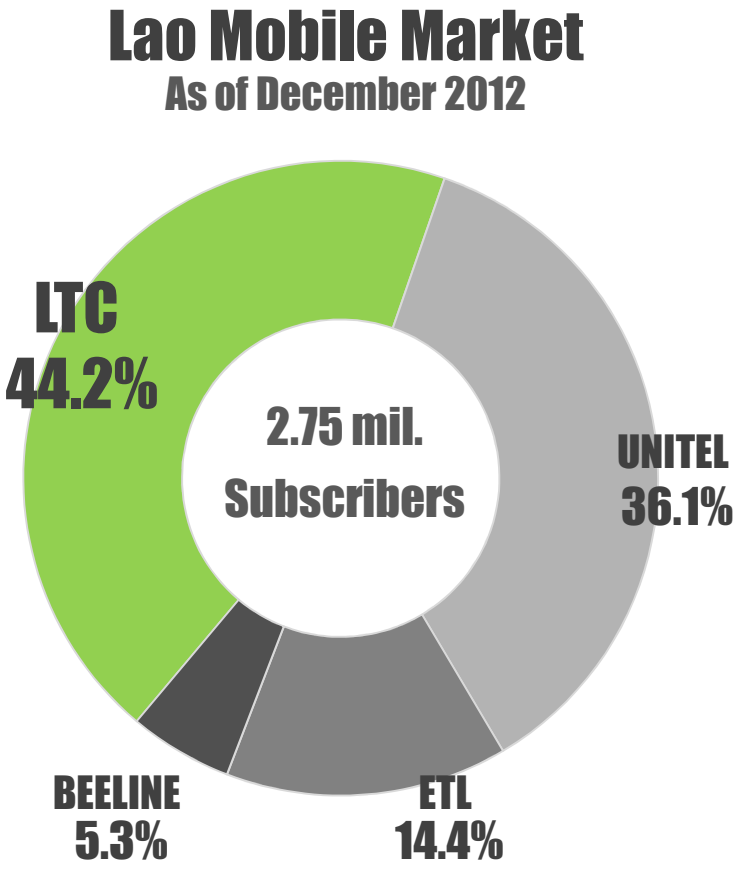
Lao Telecom

2012 Results

- *Maintain leadership with 44.2% market share*
- *Revenue grew 19% YoY from increased voice and data usage, with improved ARPU*
- *NI grew 117%, while EBITDA grew 26%*
- *Launched 4G in November to serve ASEAN Summit 2012 by providing 20 sites in Vientaine Capital*
- *Dealer network improved and strengthened considerably*

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 – 2012 Results

D-KHOOM Plus Box



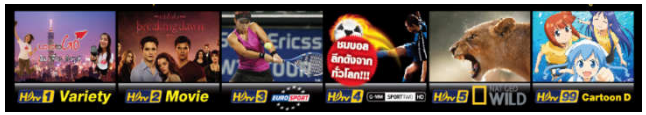
Launched new D-Khoom Plus box

- *Lower price to compete with other players*
- *To match untapped market demand*

DTV HD Box







Stimulated HDTV market – 24 HD Channels

- *Launched DTV-HD1 Box by bundling with UEFA EURO 2012 Event*
- *Operated 2 HD own channels and 3 HD from GMM*
- *Expanded to new HD segment through AV-Shop and Modern trade*

DTV – Strategic Moves



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



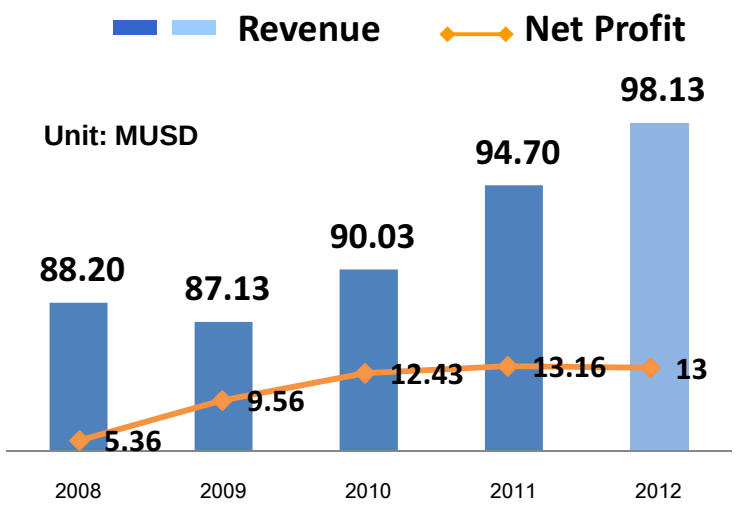
Classifieds & Advertising

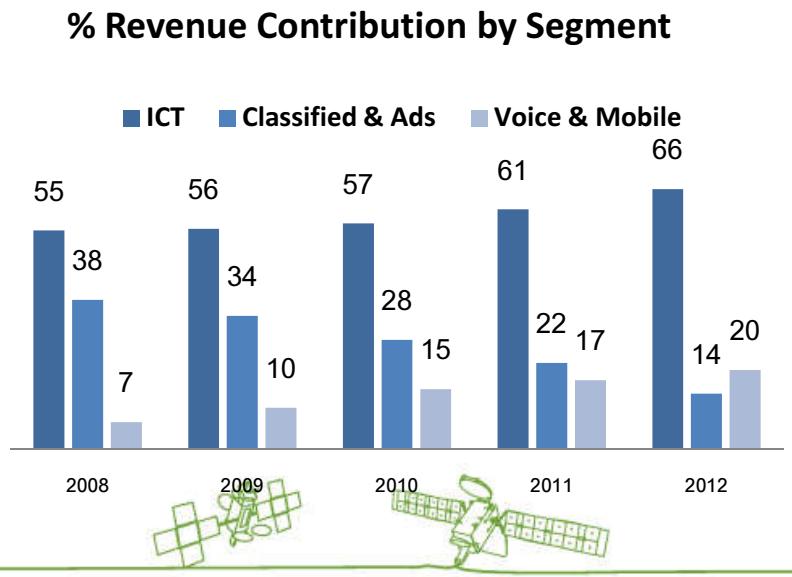
-Print advertising
- Online shopping
- Yellow pages



Voice Info Services & Mobile Content

-Online entertainment
-Games





Awards & Distinctions

FROST & SULLIVAN

Satellite Communications Service Provider of the Year Award (2005)

Industry Innovator Award for Technology Development and Applications (2006)

A finalist for the Corporate Teleport Operator of the Year Award (2006)

THAICOM Teleport & DTH Center ranked top 8 worldwide (2006)

Best SME Telecommunications Carrier/Service Provider Award, IPSTAR Australia (2007)

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

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

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

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

2010/2011 Board of the Year Award for Distinctive Practices (2012)

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

IPSTAR Receive an Award from Japan's MIC on Radio Wave Day (2012)