2012 Half-year Performances
Opportunity Day

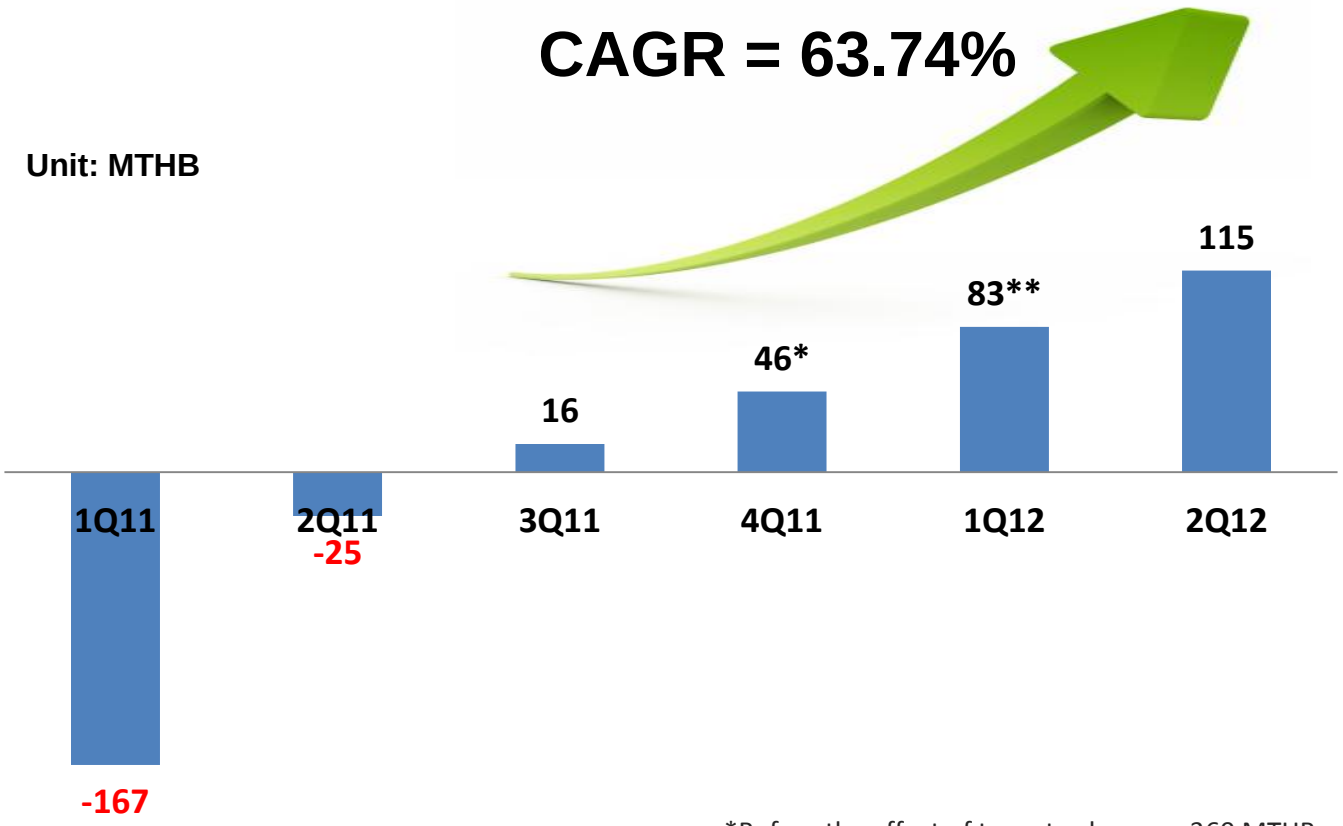
16th August 2012

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.

Continued Net Operating Profit



*Before the effect of tax rate change – 360 MTHB
** Excluding the Mfone impairment – 41 MTHB

1H12 Key Highlights

- Strong consolidated net operating profit, ~200 MTHB in 1H12
- Satellite revenues grew 17.5% YoY in 1H12
- Value-added services through End-2-End strategy to boost revenue
- Prelaunch sale of Thaicom-6 reached 18%
- Thaicom-7 License issued by NBTC – a new chapter
- IPSTAR Awarded by Japan's MIC for Disaster Assistance

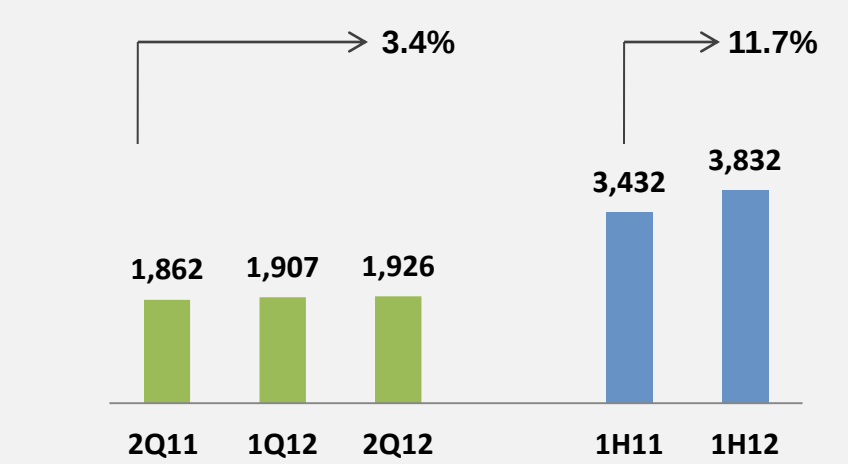


Financial Highlights

Strong consolidated operating profit in 1H12

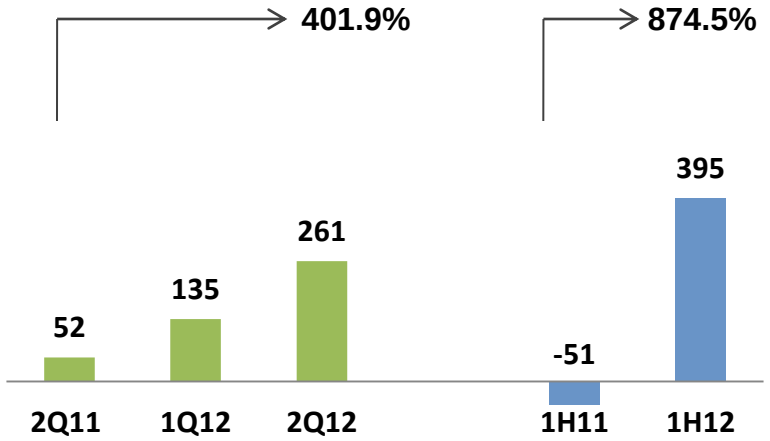
Sales & Services Revenues

Unit: MTHB



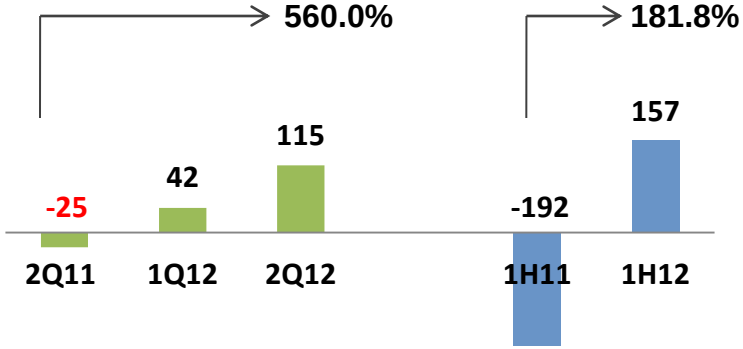
EBIT

Unit: MTHB



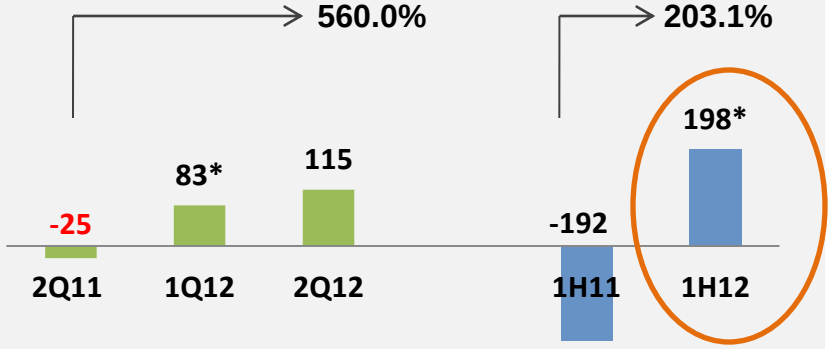
Net Profit

Unit: MTHB



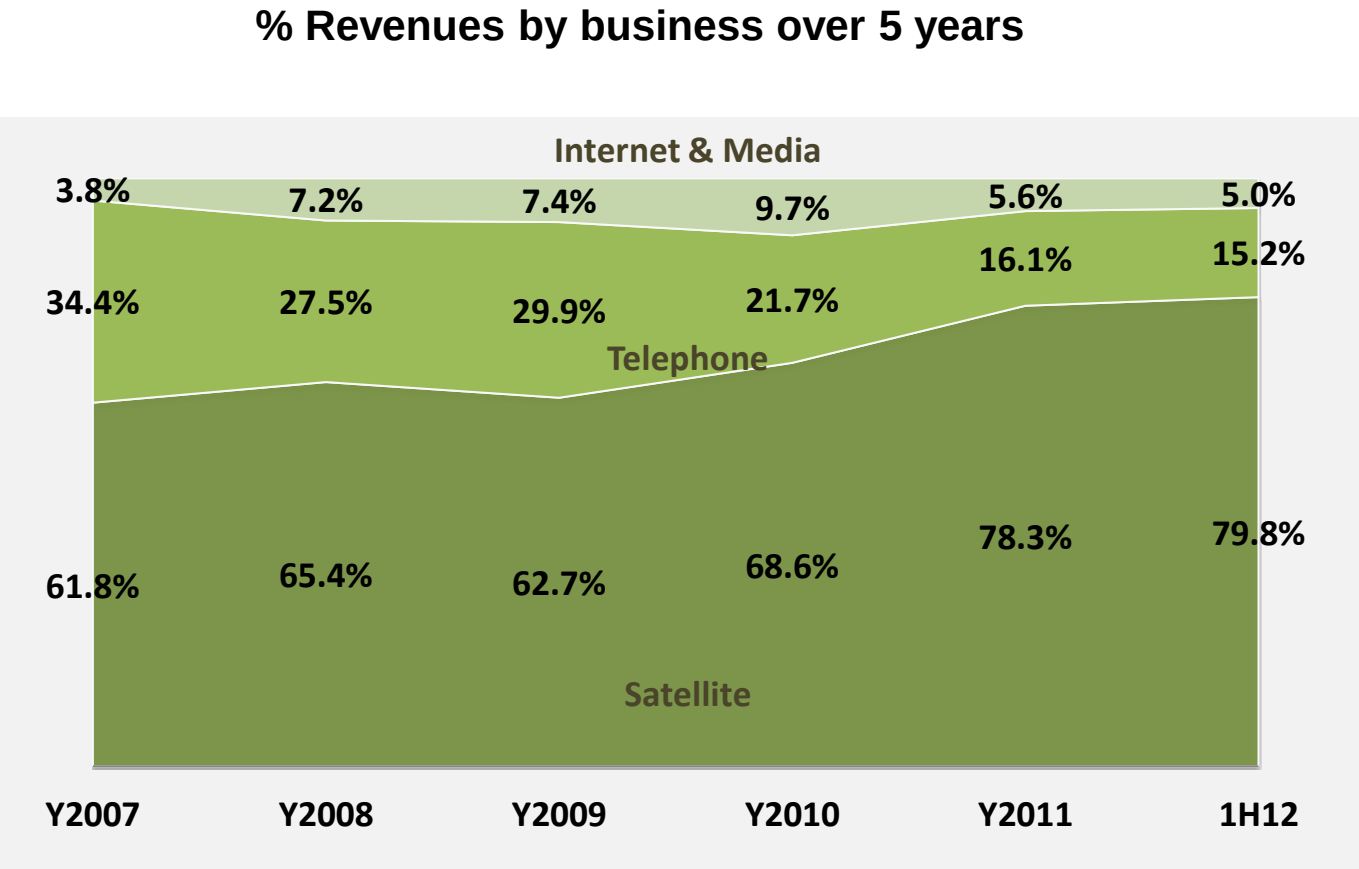
Net Operating Profit

Unit: MTHB



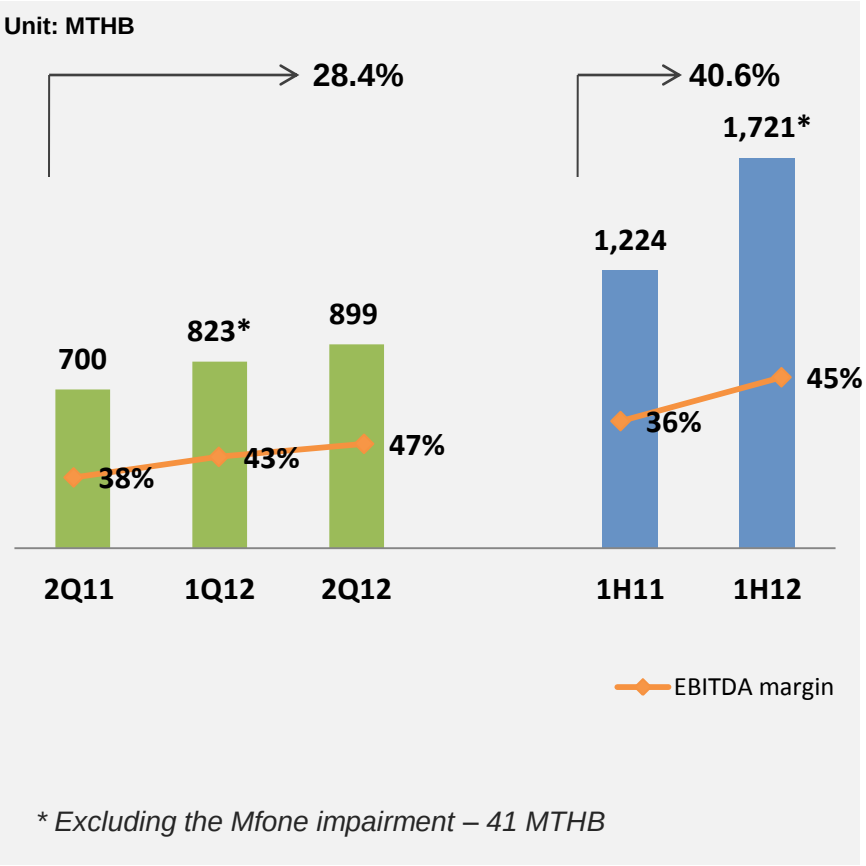
** Excluding the Mfone impairment – 41 MTHB*

Core satellite business contributes ~80% of revenues



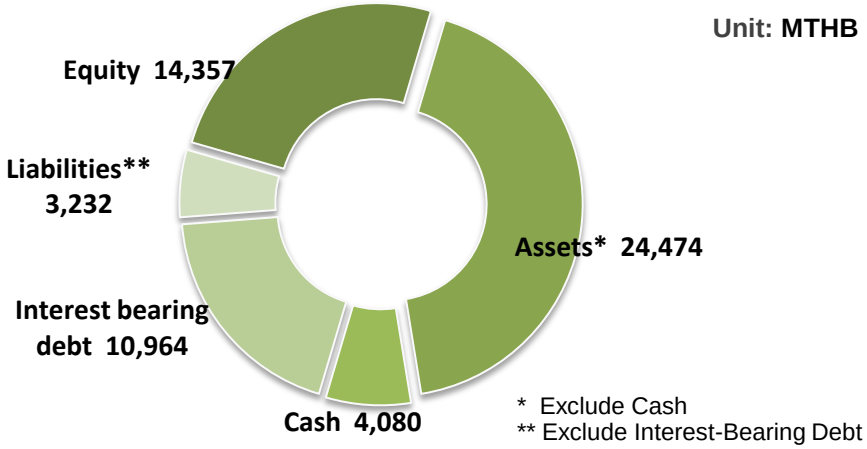
Strong performance leads to increase in cash balance

EBITDA in 1H12 improves YoY



** Excluding the Mfone impairment – 41 MTHB*

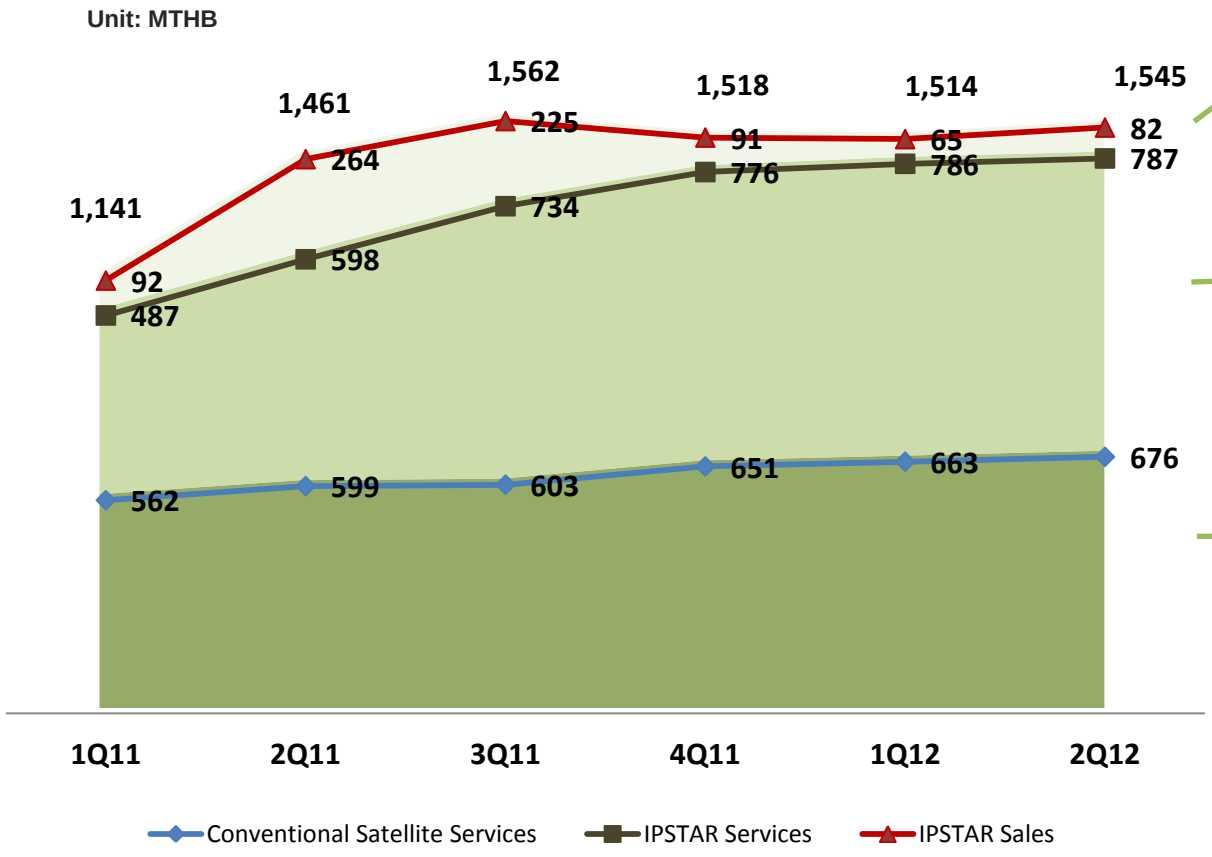
D/E Ratio assures at 0.75x



45.3% Growth YoY in CF from Operation

Consolidated CF	1H11	1H12
CF from Operating	1,555	2,259
CF from Investing	(918)	(1,138)
CF from Financing	39	93
Cash Ending	1,948	4,080

Satellite revenues increase from integrated strategies



IPSTAR sales dropped as a result of open platform strategy

31.5% YoY Growth in IPSTAR services due to
- *Higher BW usage from open platform strategy*
- *End-2-End strategy*

Conventional services continued to grow QoQ

Operations Highlights

Satellite Business

1H12 Satellite Business IPSTAR Our strategies are paying off

THAICOM

KDDI

NTT docomo

Additional IPSTAR bandwidth contracts with Telcos

- *Realized bandwidth revenue from Japan's KDDI and NTT Docomo contracts*

Kantana

Additional revenues as a result of new End-2-End Strategy

- *Signed multimillion dollar agreements with Kantana Group (Thailand) for the Kantana Cineplex project to provide E2E services*

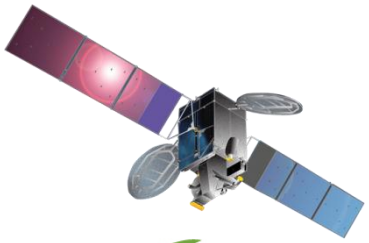
iDIRECT

romantis Satellite communications

Signed strategic partnerships with global technology vendors

- *Signed strategic cooperation agreements with iDirect (USA) and Romantis (Germany)*
- *Finalizing deals in key markets*

1H12 Satellite Business Conventional
A new chapter



THAICOM-7 breakthrough to provide additional future growth

- *Successfully cooperated with AsiaSat to preserve the 120°E slot*
- *Developing the TC-7 satellite project to provide services at 120°E by Y2014*
- *Successfully acquired a 20-year license from the NBTC to operate TC-7 at 120°E*



Prelaunch sales of THAICOM-6 reached 18%

- *Signed reservation agreements with major Thai broadcasters*



Hot bird and HDTV strategies

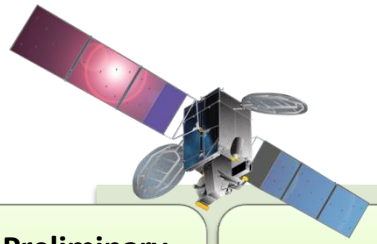
- *38 new channels added on TC-5 in 1H12 (Total 465 TV channels)*
- *HDTV cooperation with DTV and GMM (5 HD channels)*

THAICOM-6 & THAICOM-7 Satellite Programs on Track



Preliminary Design Review (PDR)	**Critical Design Review (CDR)**	Satellite Pre-shipment Review	Launch Campaign Activities	Launch Readiness Review	Satellite Launch	In-orbit Acceptance Test

THAICOM-6



Preliminary Design Review (PDR)	Critical Design Review (CDR)	Satellite Pre-shipment Review	Launch Campaign Activities	Launch Readiness Review	Satellite Launch	In-orbit Acceptance Test

THAICOM-7





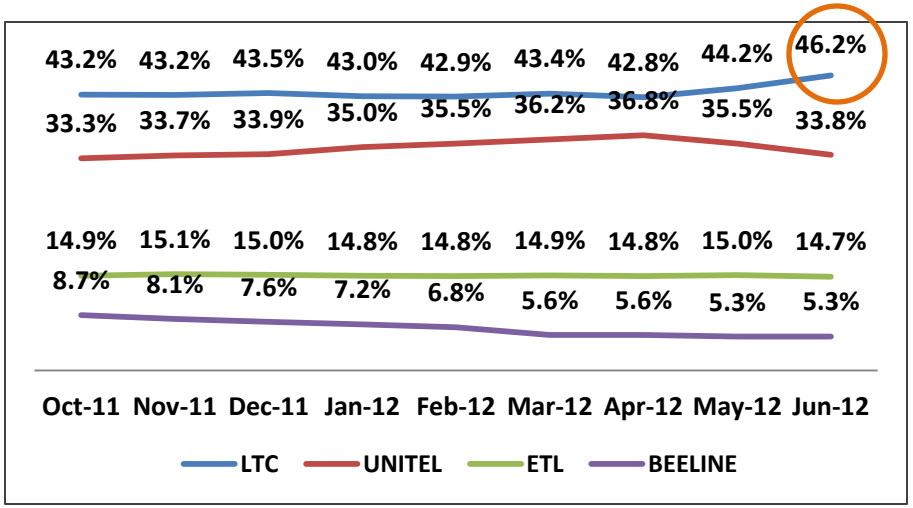
Telephone Business

Lao Telecom

1H12 Overview

- Maintained #1 position with an increase in market share from 43% in 4Q11 to 46% in 2Q12
- Revenue grew 21.5% YoY from increased data usage
- Expanded service coverage with an additional 173 sites over last year to 1,460 sites

Lao Mobile Market (as of June 2012)



Moving Forward

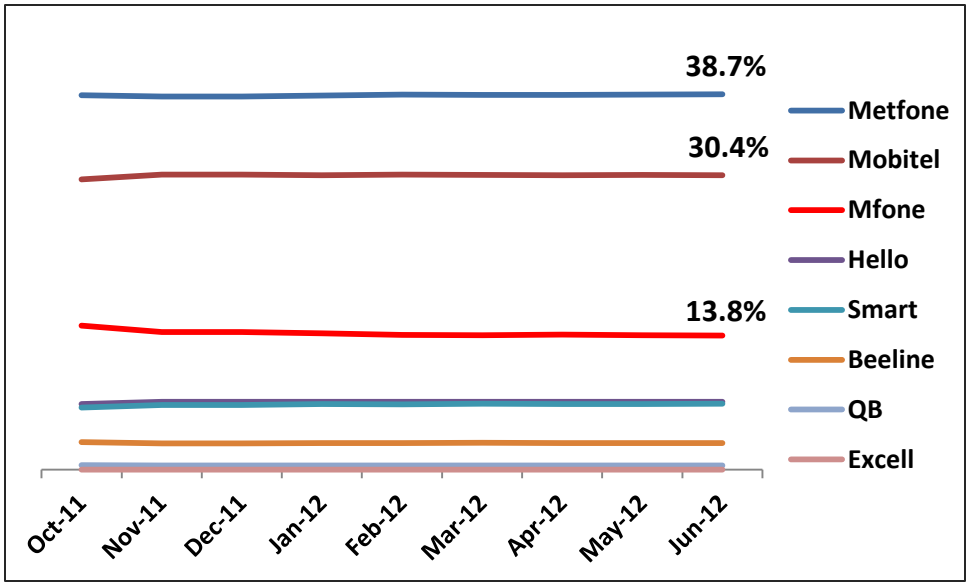
- Strengthen brand perception and recognition through segment strategies
- Focus on provincial communities to protect our market and regain subscribers
- Focus on Value added service: exclusive partner such as Google, Lao Music records
- More customer centric: improve customer experience and service delivery through the implementation of a business support system
- Continue to increase official & non-official dealers throughout LTC coverage area together with dealer management system

Mfone

1H12 Overview

- Maintained #3 position with 14% market share
- Long term customers account for 60%+ of subscribers
- In 1H12, Mfone operations remained stable with continued cost controls

Cambodia Mobile Market (as of June 2012)



Moving Forward

- Consider to exit mobile market in Cambodia

Internet and Media Business

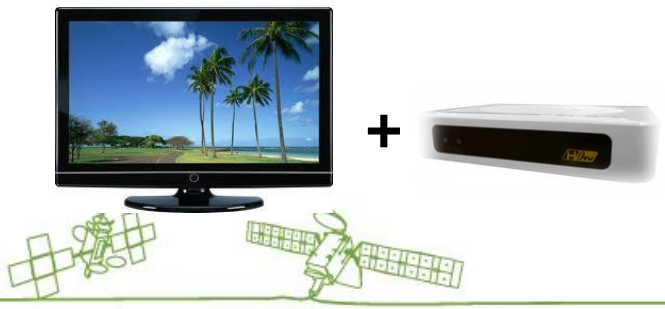
DTV Business

1H12 Overview

- Used D-Khoom as a stimulator in low-end segment and drive number of eyeballs
- Launched DTV-HD1 box with bundling of premium content to fire-up HDTV market
- 150 + new PoS in Modern Trade and AV Shops nationwide to expand distribution of HD box to high-end segment

Moving Forward

- Leverage DTV technological expertise to create product differentiation for customer convenience and choice
- Promote bundling of HD Box with Big HD TV Panels in Modern Trade and AV Shops under the "Big Quality for Big Screen" concept to drive HD box penetration, stimulating demand
- Rebranding company and product logo to leverage Intouch & Thaicom brand awareness
- Continue to grow the number of eyeballs on Thaicom satellite to strengthen Thaicom "Hot Bird" position



CSR Activities

CSR updates

106 satellite dish and TV sets given to education centers in Northern Thailand



2nd "How to install a Satellite dish" course for Chiang Rai Technical College students





2H12 CSR Projects:

- Prepare a tutorial program for O' Net Prathom 6, to be aired starting November 2012
- Launch satellite knowledge and Thai Kids Thaicom program on CLIP TO YOU broadcast on DTV platform
- Hand over more satellite dish and TV sets to education centers in North-Eastern provices
- Provide THAICOM training course on "How to install a Satellite dish" to colleges in Lampang, and Ubon Ratchathani