THAICOM

Roadshow in Singapore and Malaysia March 2012

Suphajee Suthumpun

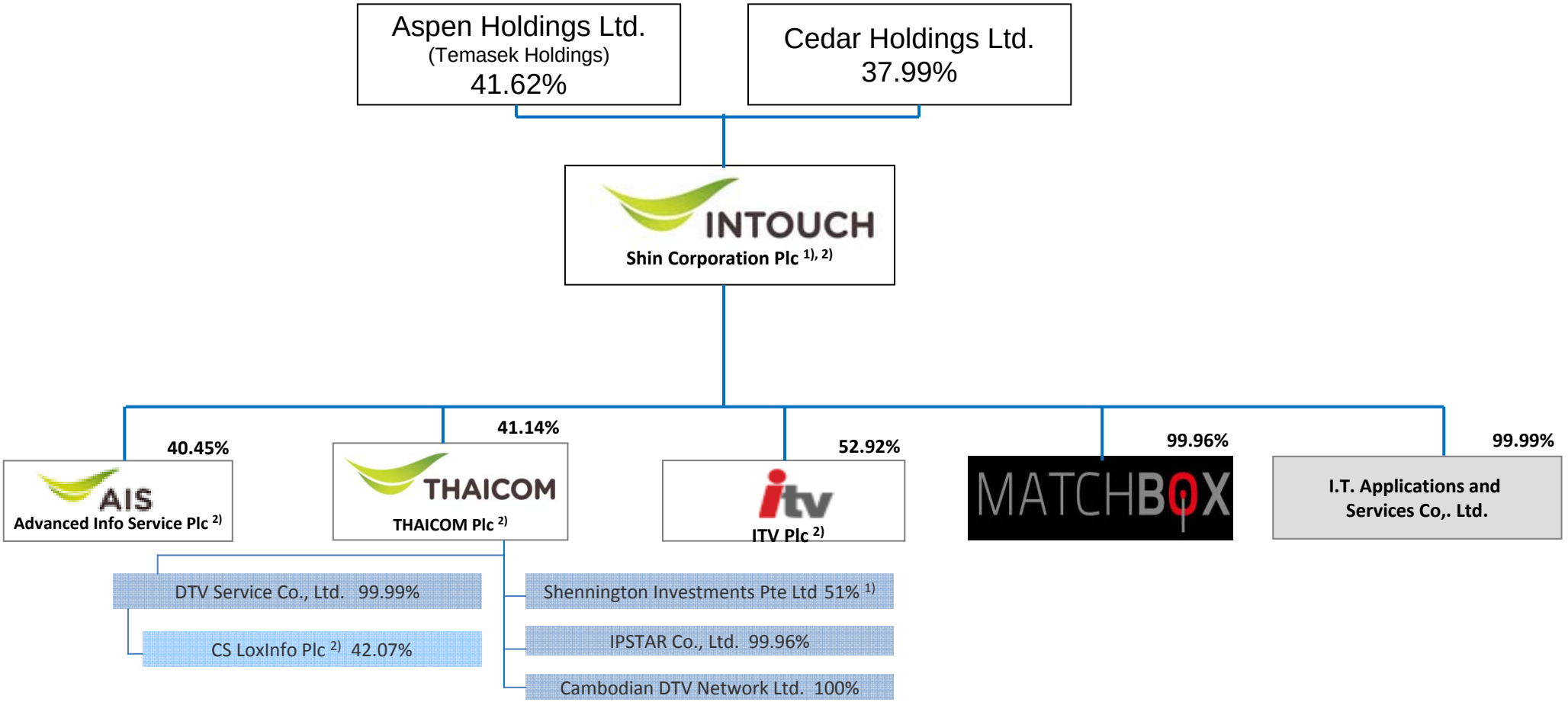
Executive Chairman and CEO,

Thaicom Public Company Limited

THAICOM

Revolves Around You

THAICOM PLC. Proprietary & Confidential



1) Holding Company

2) Listed Company on the Stock Exchange of Thailand

3) On process of liquidation

Who We Are

Our Company

- Founded in 1991, part of Shin Corporation (INTOUCH Group)
- Publicly listed in the Stock Exchange of Thailand (SET) in 1994 (ticker THCOM)

Our Vision

"To be the leader in satellite TV Broadcasting in South East Asia."
"To be one of the leading global players in the broadband satellite industry."

THAICOM

Our Businesses

- Conventional Satellite
- Broadband Satellite
- Regional Mobile Phone
- Thailand Internet ISP

Our Customers

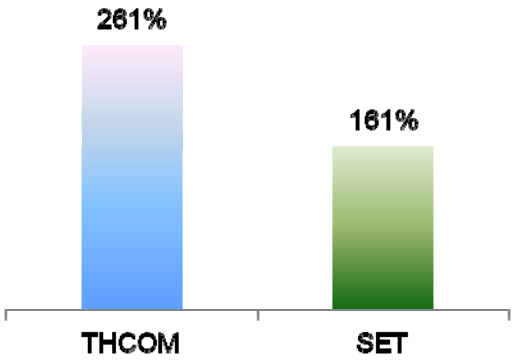
- More than 420 Television channels
- Leading Telcos & Service Providers in Asia Pacific
- Governments

Key Financial Highlights

THCOM Share Performance



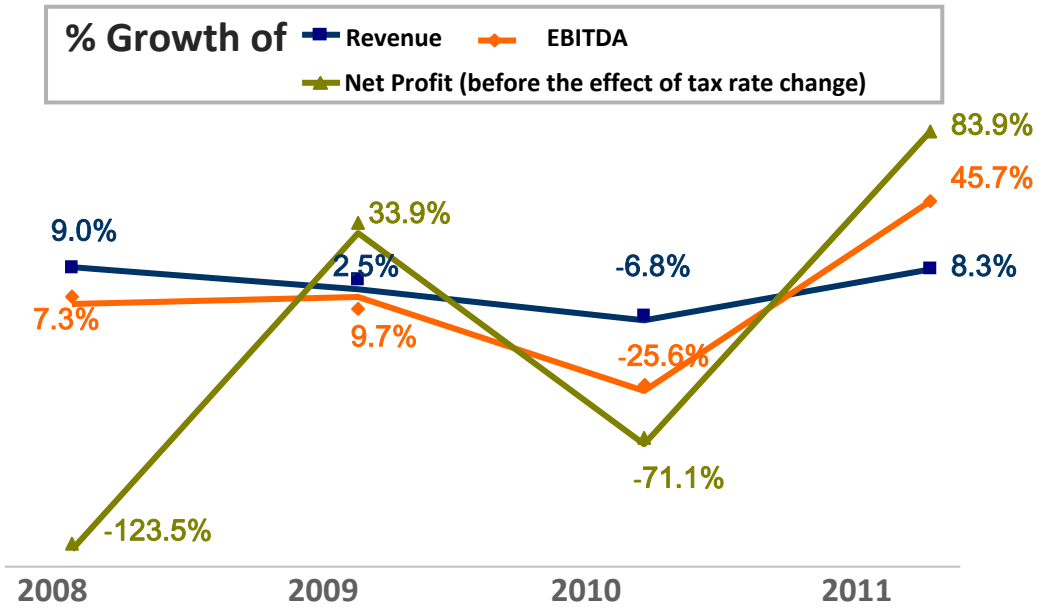
THCOM share performance relative to Thailand SET % Growth 2009 – 2012



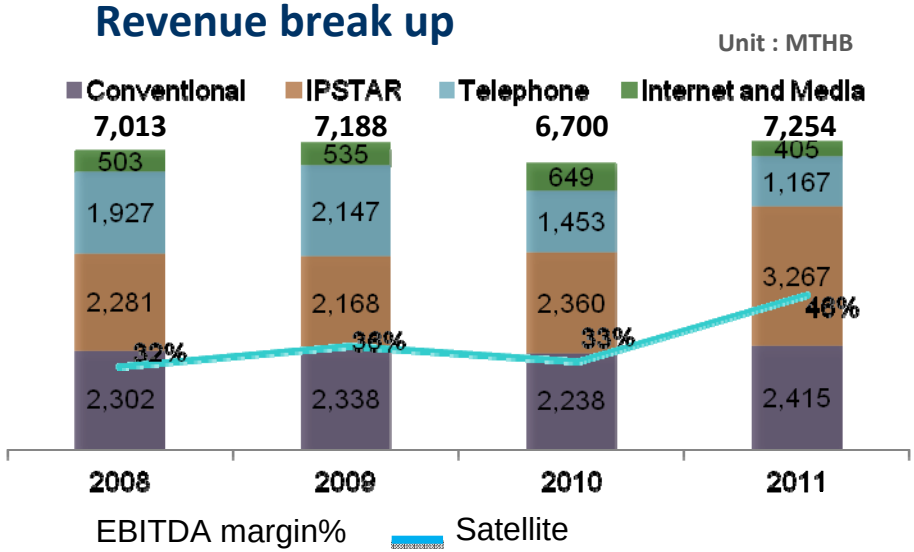
Overview

Share price*:	13.30 Bht
Diluted Shares Outstanding:	1.096 billion
Market Cap:	14.57 B Bht
Book Value/share at 31/12/11	12.90 Bht

*As at 20 Feb, 2012
1USD = 30.6 THB



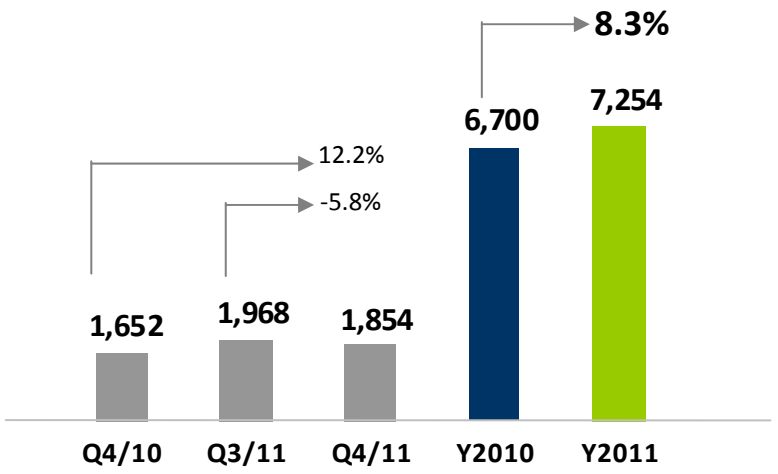
Revenue break up



Core satellite business contribution to EBITDA and Revenue is increasing

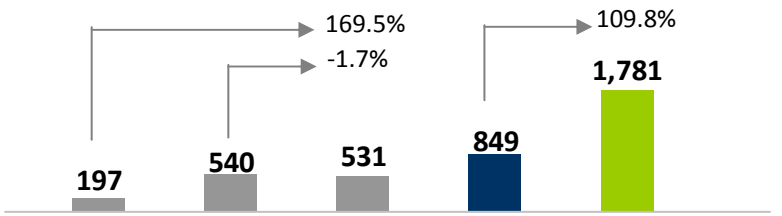
Turn to positive net profit in the 2nd half of 2011

Sales & Services Revenues



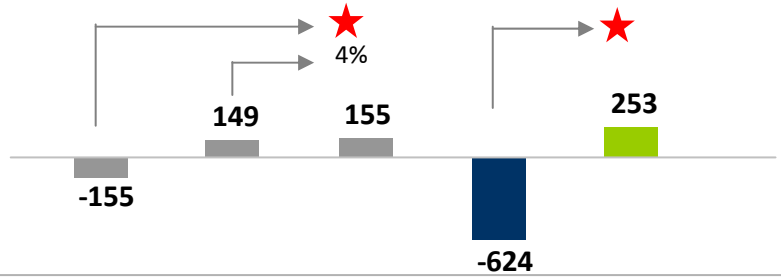
Gross Profit

Unit : MTHB



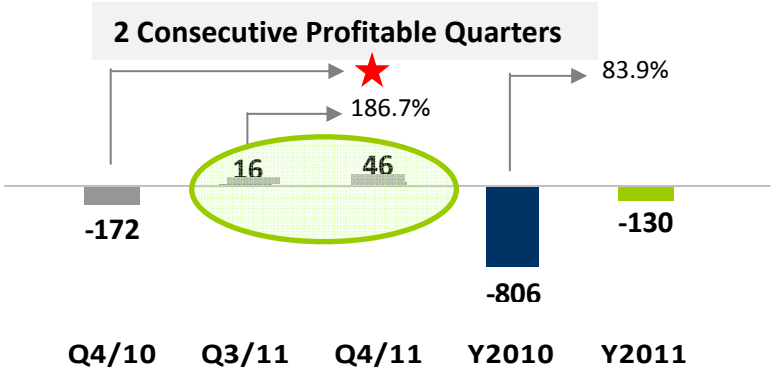
EBIT

Significant improved on EBIT for both QoQ and YoY



Net Profit (before the effect of tax rate change)*

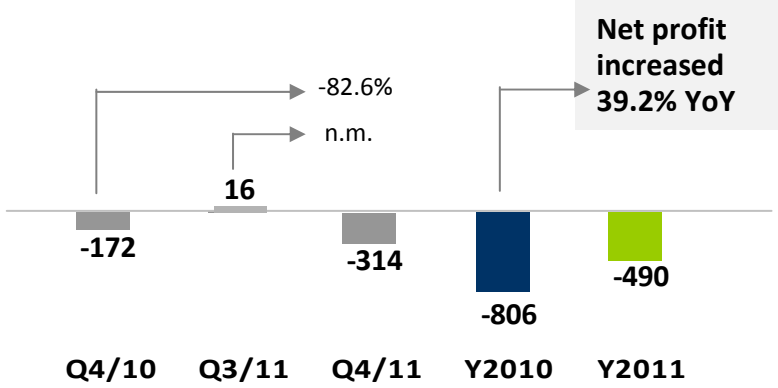
2 Consecutive Profitable Quarters



Deferred tax amount of 360 MB. was the effect from tax rate change.

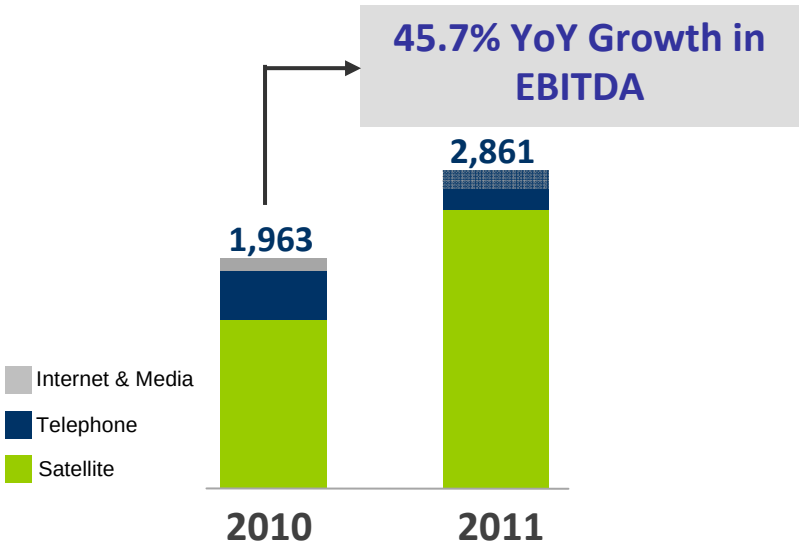
Net Profit

Net profit increased 39.2% YoY

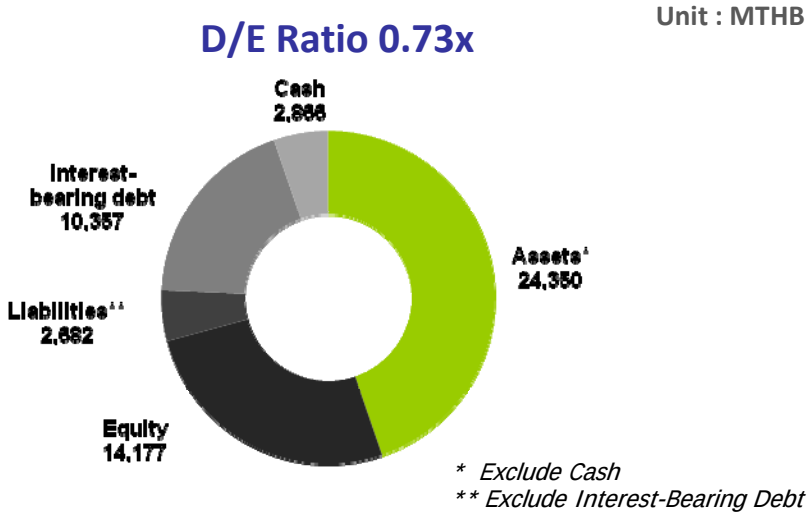


★ : *Significant Improvement*

IPSTAR Drives Increase in EBITDA and Cash Flow



Unit : MTHB



65.7% Growth in Cash Flow from Operations

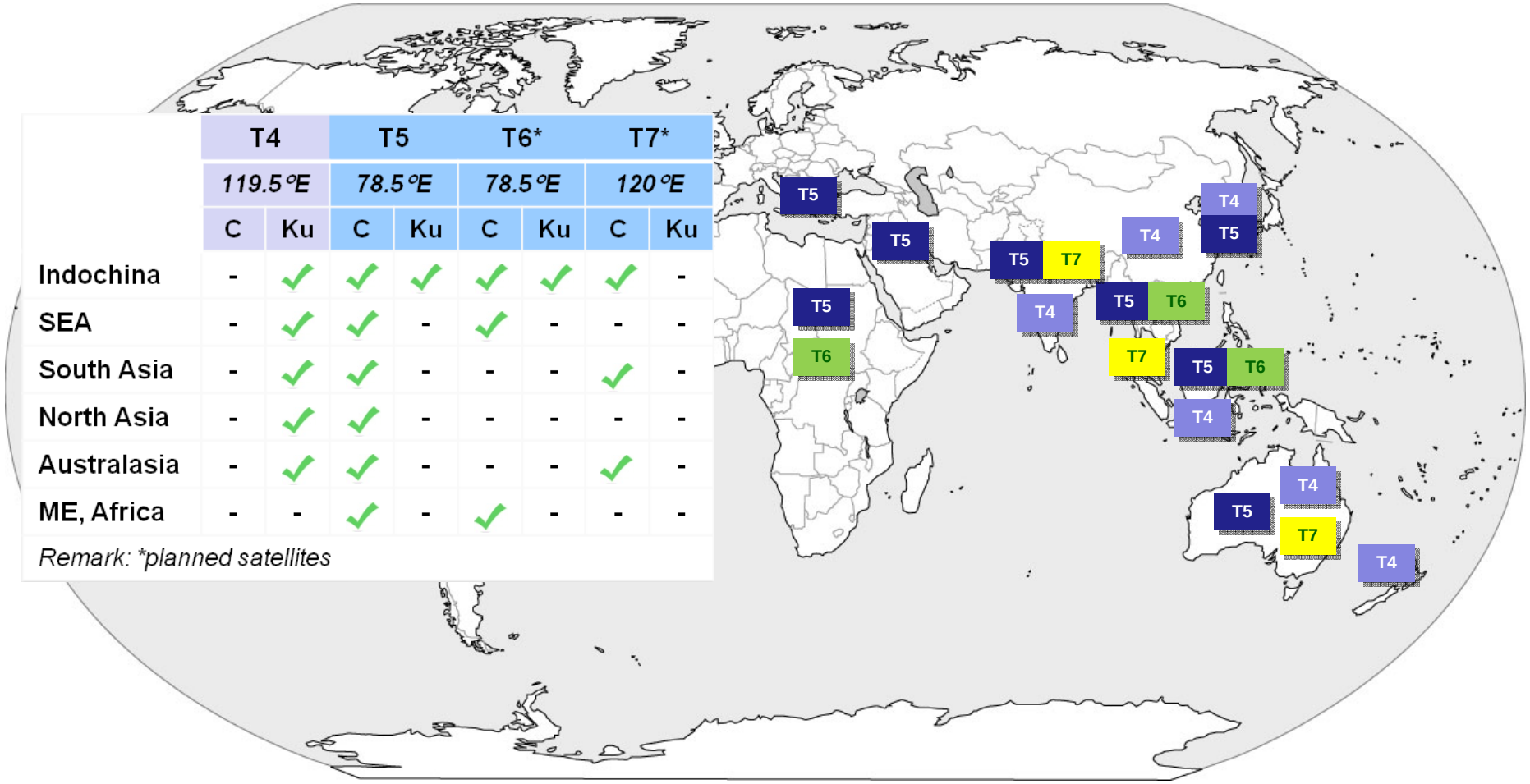
Unit : MTHB

Consolidated CF	2010	2011
CF from Operating	1,835	3,038
CF from Investing	(571)	(2,369)
CF from Financing	(786)	931
Cash Ending	1,271	2,866

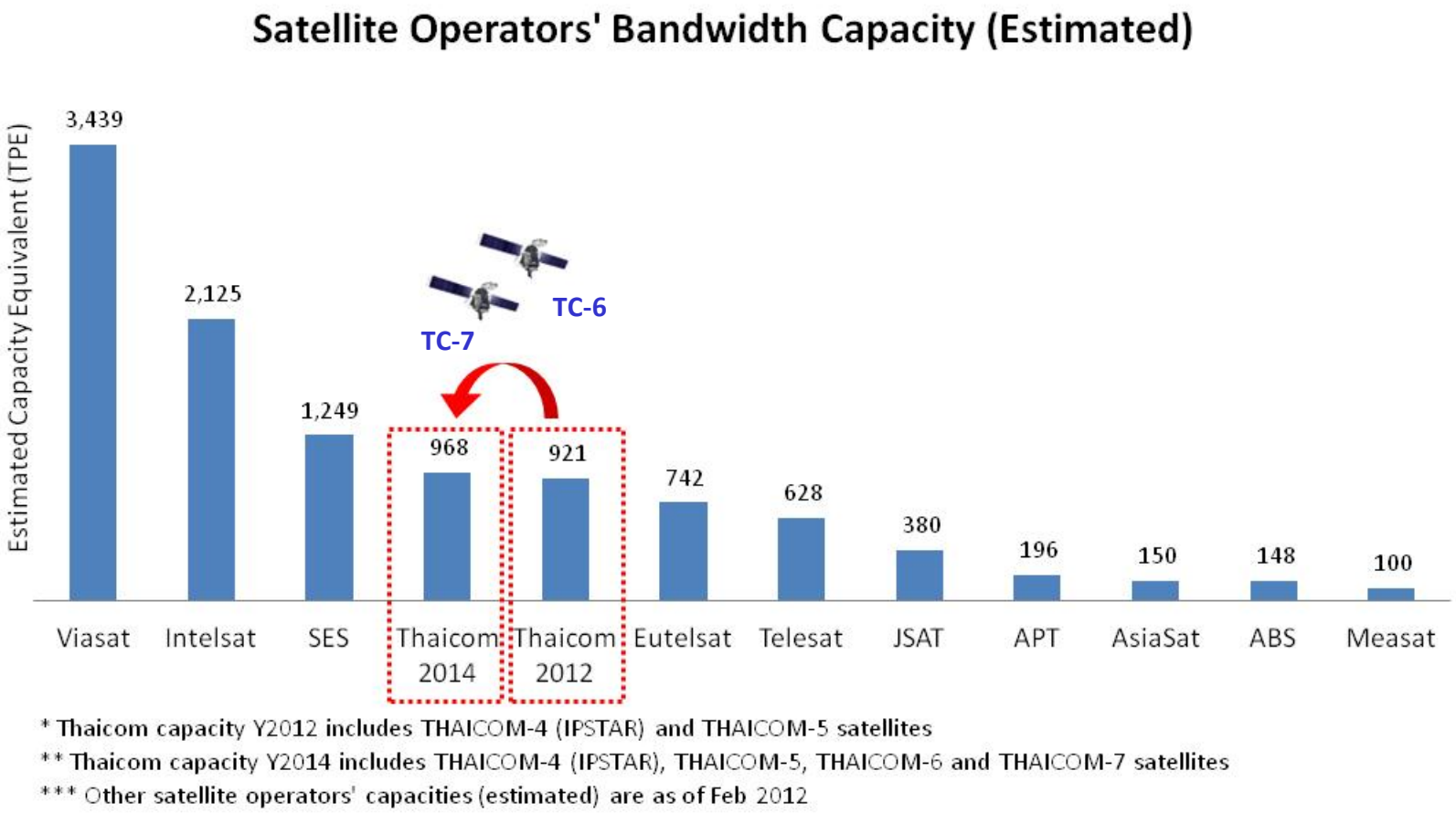
THAICOM Satellites complement each other

	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: *planned satellites*



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



118% increase in THAICOM's Conventional Satellite Capacity by Y2014

Awards & Distinctions

FROST & SULLIVAN

Satellite Communications Service Provider of the Year Award (2005)

2007 APSCC Awards
APSCC

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

sspi

Industry Innovator Award for Technology Development and Applications (2006)

APICTA
Asia Pacific ICT Awards

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

Top Operators
World Teleport Association

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

IR magazine

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

Top Operators
World Teleport Association

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

Top Operators
World Teleport Association

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

THE ACOMMS
Communications Alliance & CommsDay Awards 2007

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

บรรษัทภิบาลแห่งชาติ
National CG Committee

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

IPSTAR Key Market Segments



Telco Backhaul & Enterprise

"Cellular Backhaul"

"Femtocell"

"Rural Telephony"

"Corporate Networks"



Government & USO Program

(Universal Service Obligation)

"e-Government"

"Distance Learning"

"National Broadband Network"



Disaster Management

"Disaster Recovery Communications"

"Emergency Communications"

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's Unique Value Proposition

Broadcasting Services



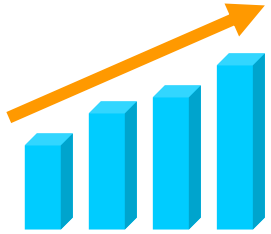
- *Reach 1.5 billion viewers in Indochina & South Asia*
- *400+ neighborhood channels from Indochina & South Asia on TC-5*
- *End-2-end, Turn-key solutions*
- *20 years of track record of quality service*

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*
- *Most cost effective broadband satellite solution in the target market*
- *Flexible platform, open up to 3rd party vendors*

Key Achievement in 2011 – IPSTAR Broadband Satellite



Strong revenue growth

- *Strong IPSTAR sales and services revenue growth of 38.4% YoY*

Major strategic wholesale bandwidth deals signed

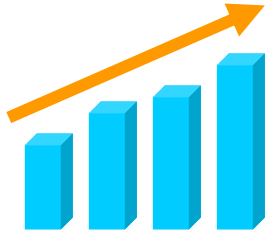
- *5-year bulk bandwidth contract with Australian's NBNCo worth A$100M*
- *10-year exclusive bulk bandwidth contract with Malaysia's MEASAT*



Strong gateway sales and services

- *Gateway sales and services in Australia, Japan and Malaysia worth US$10 M*

Key Achievement in 2011 – Conventional Satellite



Continued stable revenue growth

- *Conventional services growth of 7.9% YoY*
- *Total of 427 TV channels on TC-5 (70 new channels added in Y2011)*



THAICOM-6 to stamp our "hot bird" positioning at 78.5°E

- *Received approval from MICT to build and launch TC-6 satellite at 78.5 °E in Y2013*
- *TC-6 to provide additional 26 transponders to fulfill pent-up demand for broadcasting services*

THAICOM-7 to provide additional future growth

- *Successfully cooperated with AsiaSat to preserve the 120 °E orbital slot*
- *Developing the TC-7 satellite project to provide services at 120 °E by Y2014*

Key Achievement in 2011 – Management System

Reorganization to achieve better efficiency

•*Reorganization of the company's management structure to be functional-based vis-à-vis product-based*

Strengthening of overseas offices

•*Strengthening of management processes of the overseas subsidiaries and representative offices*

Incentive Scheme to drive growth

•*Design and implementation of Sales Incentive Scheme to align company's revenue growth with the sales force*

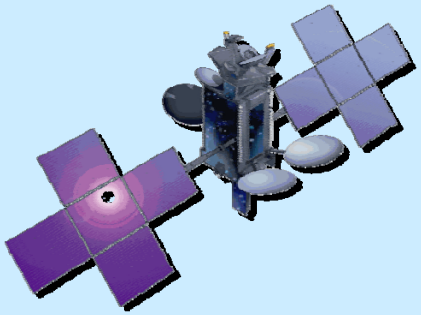
2012 Priorities and Initiatives

IPSTAR Satellite Business

✓Expand to new market segments and provide end-2-end solutions to capture additional revenues

✓Focus on bulk bandwidth sales in the emerging markets such as China, Indonesia and the Philippines

✓Pursue disaster management strategy with Government segment

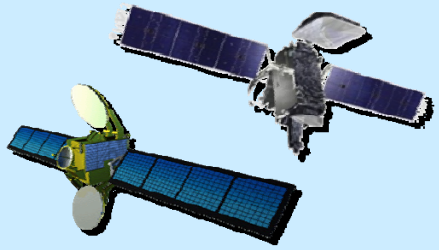


Conventional Satellite Business

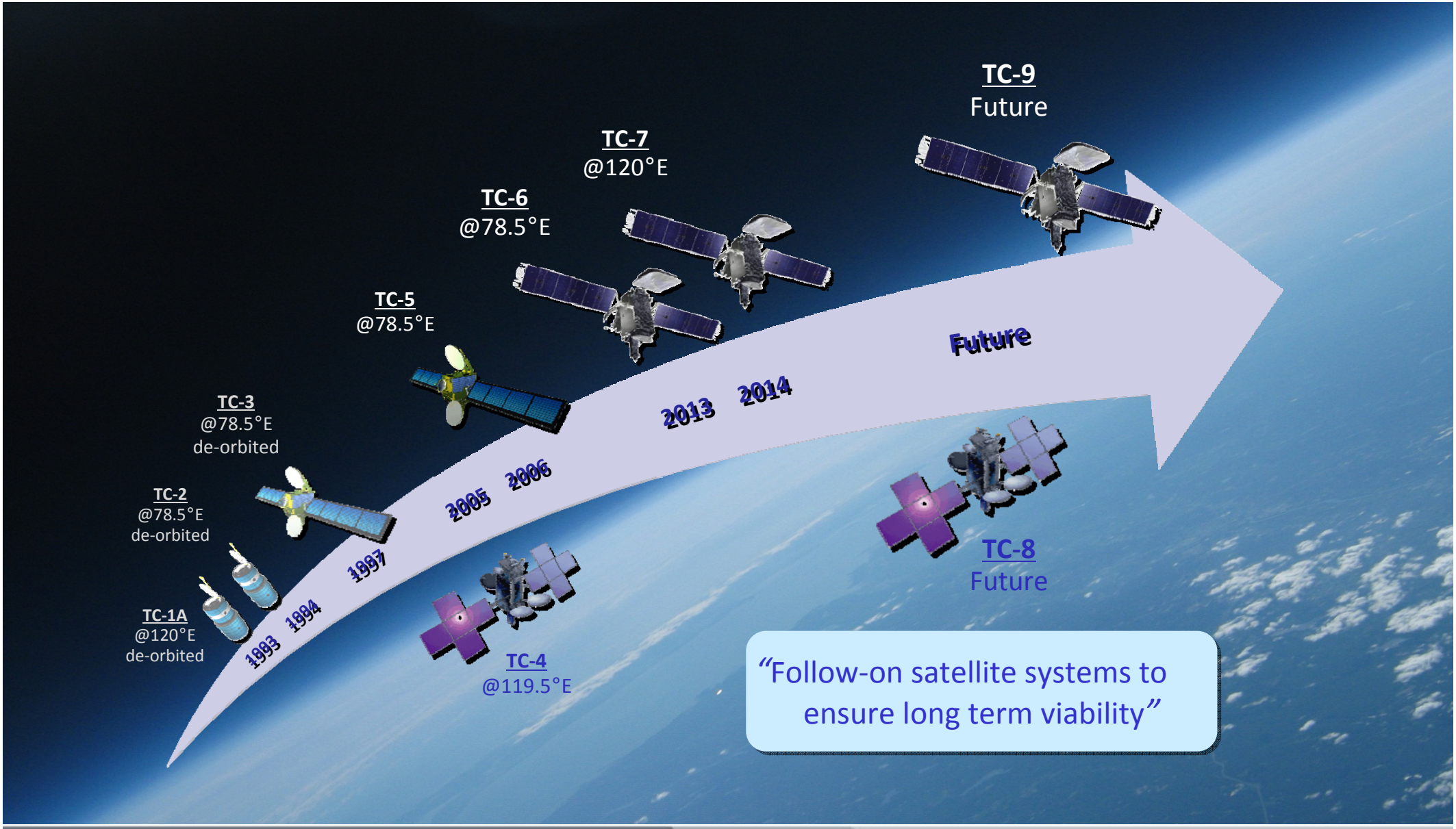
✓Pre-launch sales of THAICOM-6

✓HDTV services to stimulate demand for THAICOM-6

✓End-2-end broadcasting services

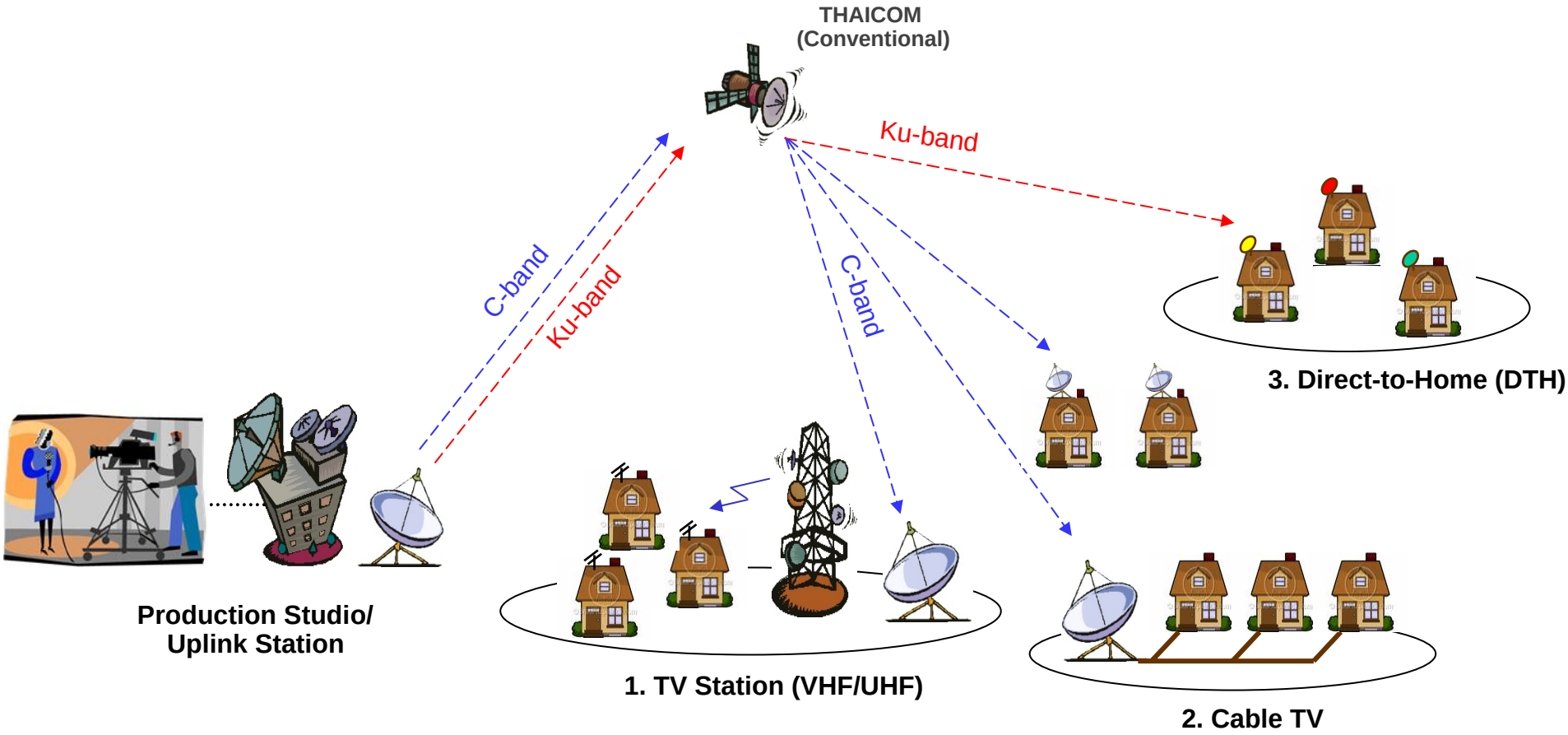


THAICOM Fleet Future Roadmap

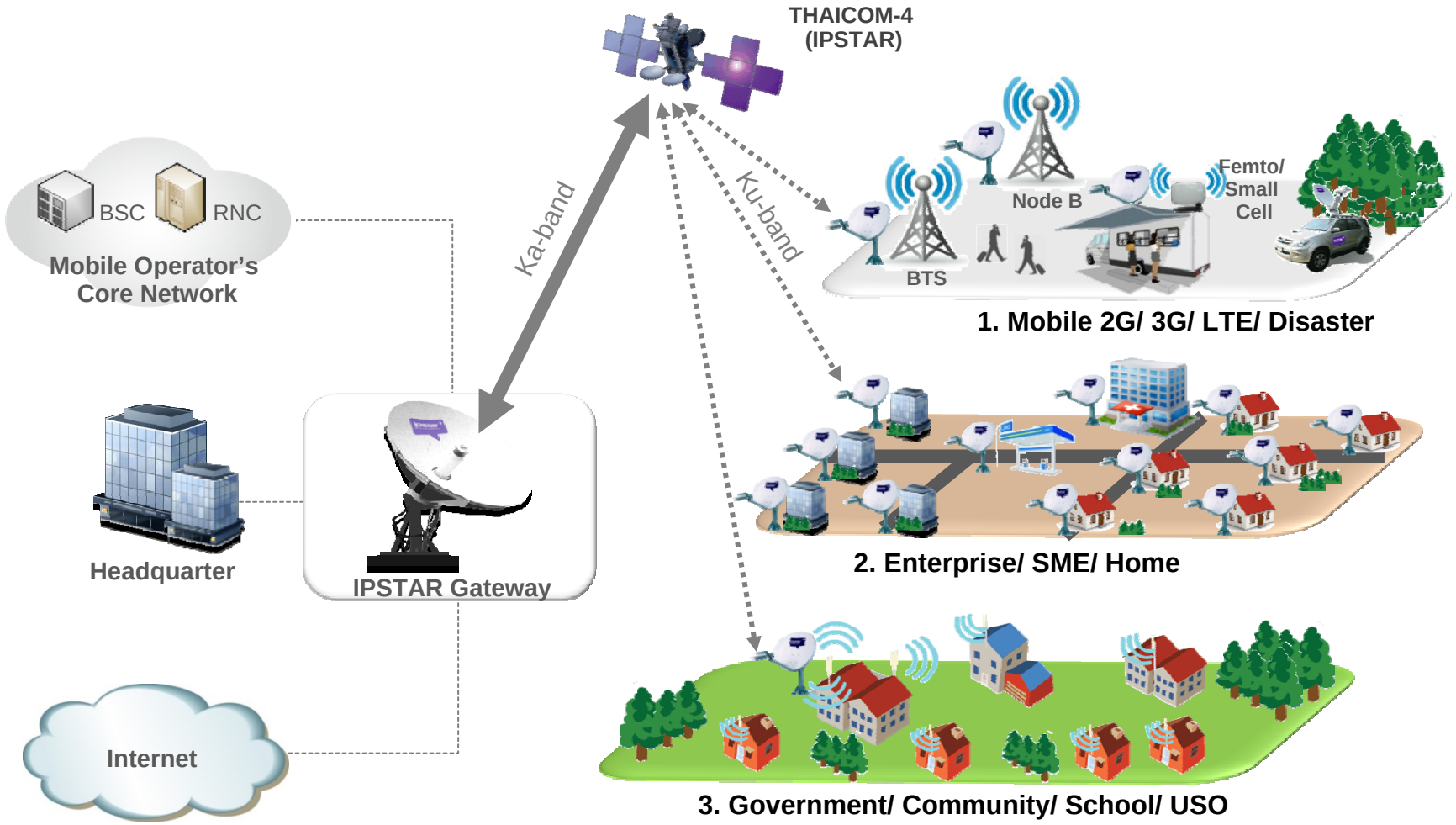


Appendix

Broadcast Services



IPSTAR Broadband Services



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

Telephone Business - LTC

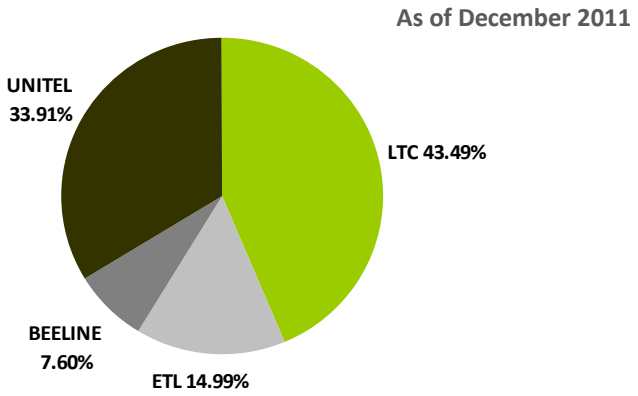
Q4/2011 Results

- Maintained market leadership at 43.49% of total mobile market of 2.79 million subscribers
- Continued growth in Q4/2011 with YTD revenue 2,534 MTHB
- Enforcement of new regulations since August 2011 improved the mobile market

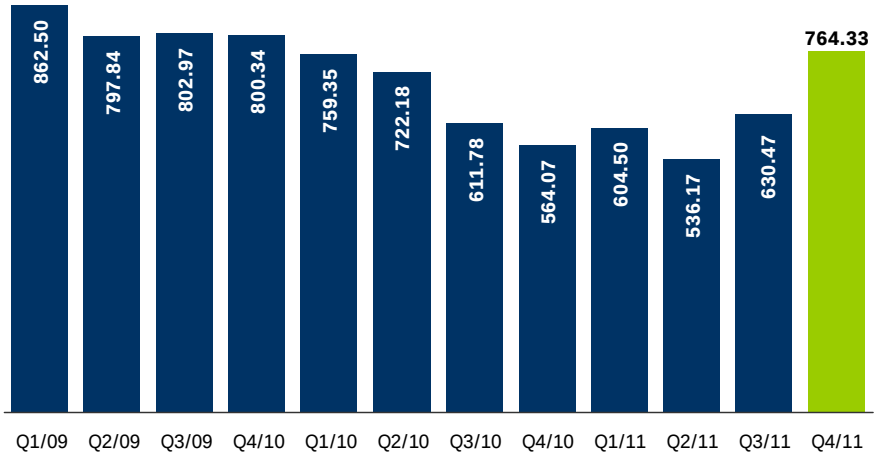
Moving Forward

- Increase no. of subscribers to maintain market leader position
- Focus on quality of network and service
- Tap new market segment (juniors below 15 y.o.), regain market share among teen market, increase per-customer use of services

Lao Mobile Market



Total LTC Revenue



21.2% increase QoQ after regulations implemented in Q4/2011

Telephone Business - Mfone

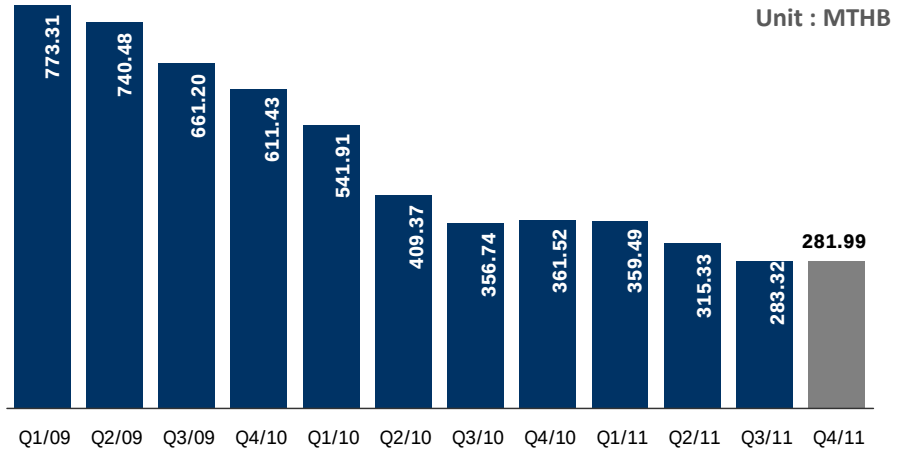
Q4/2011 Results

- Continued price war has resulted in below-cost services being offered, thus lowering Mfone revenue
- Launched Data plan to generate more revenue by leveraging the network's capacity
- 2 new entrants in the already-crowded market

Moving Forward

- Maximize capacity utilization through price competition
- Continue to strengthen and build regional sales channels by adding more master dealers
- Concentrate on inbound roaming, airtime transfer and data packages
- Emphasize loyalty programs based on tenure and usage to keep existing customers within Mfone

Total Mfone Revenue



Mobile Operators in Cambodia



Internet and Media

Q4/2011 Results

- Increased competition, Pricing War, Flooding affected 2011 performance
- 1.32 million eyeballs on the DTV platform

Strategic initiatives to regain momentum

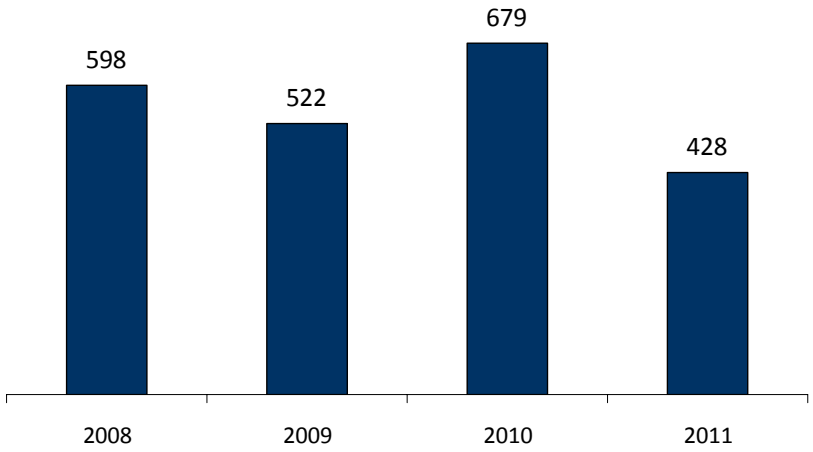
- Increase and strengthen dealer network nation-wide
- Add high-end channels to its line-up i.e. movies, sports to increase viewer base
- Create synergy with content partners to leverage eyeballs on DTV and work on a revenue sharing model i.e. pay-per-view programming or advertising revenue sharing
- Continue deploying D KHOOM-low cost box to expand the market segment
- Launch HDTV programs on DTV platform and develop and deploy HDTV satellite receivers by Q1/2012 to prepare HD viewer base for Thaicom 6

DTV HD BOX





DTV Revenue in MTHB



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

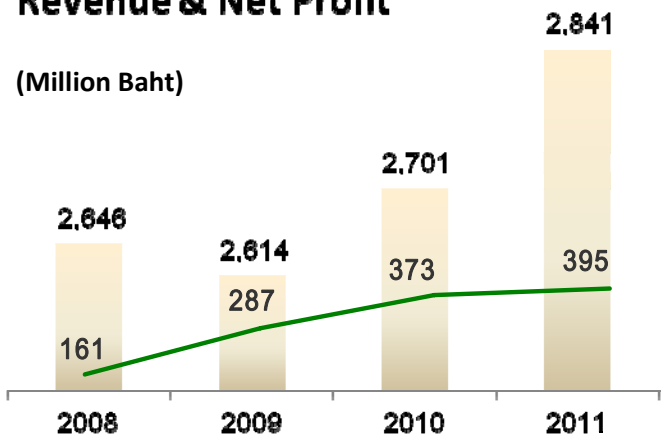
-Online entertainment

-Games

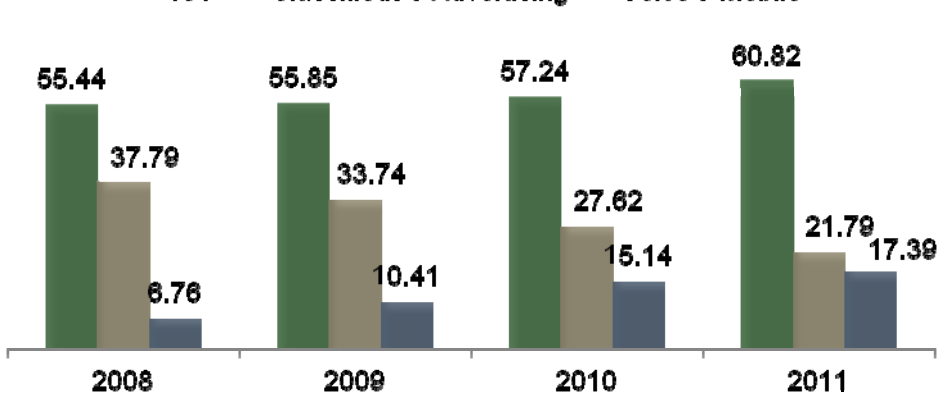
-Mobile content

Revenue & Net Profit

(Million Baht)



% Revenue Contribution by Segment



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