

true

true

MEMBER OF
Dow Jones
Sustainability Indices
In Collaboration with RobecoSAM


FTSE4Good



True Corporation Public Company Limited

true



True Group

Thailand's convergence lifestyle leader



中国移动通信
CHINA MOBILE

18.00%



C.P. GROUP

50.65%

Public
shareholders

31.35%



100%

Mobile Group

truemove



- Market Leader in 4.5G/4G & 3G high speed mobile data service
- Thailand's most comprehensive frequency portfolio covering all ecosystems
- Thailand's #2 mobile operator by revenue and subscriber base
- 4.5G/4G, 3G and 2G networks cover 98% of the Thai population
- 28.1 mn subscribers

100%

Wireline/Online

true
online

- Thailand's #1 broadband operator by revenue and subscriber base
- Broadband network reaches over 13 mn homes passed nationwide
- With over 100,000 WiFi hotspots
- 3.4 mn broadband subscribers

100%

Pay TV

true
visions

- Thailand's #1 nationwide pay TV provider
- Enhanced, secure HD broadcasting system with MPEG-4
- 65 High definition channels
- 4.0 mn customer base

from a fixed-line concessionaire to a quad-play operator



2017

Securing 4G and fiber broadband leadership through the best networks, convergence and service excellence; Strengthening digital platform and offerings via TrueID and IoT

2014

Reached a strategic partnership with China Mobile who became one of True's major shareholders with 18% stake

2012

Acquired the 2.1 GHz spectrum license; offered the fastest consumer broadband experience at 200 Mbps; activated the new broadcasting system (MPEG-4)

2009

First Thai operator to launch Apple iPhone 3G; offered 3G 850 MHz trial service

2006

Completed UBC tender offer and rebranded as "TrueVisions"; expanded pay TV services to mass market; Introduced first public WIFI service

2002

TA Orange launched its cellular service under the "Orange" brand



1991

Started fixed-line telephone service under a B-T-O concession with TOT (first 2 mn lines)



2017

2015

2010

2005

2000

1995

1990

2016

Thailand's most comprehensive spectrum portfolio with an ideal combination of low and high band frequencies post 1800MHz & 900MHz license acquisitions

2013

Launched Thailand's first 4G LTE services; successfully launched Thailand's first Telecom infrastructure fund "DIF"; acquired TV broadcasting service and network licenses

2011

Completed Hutch acquisition First Thai operator to launch commercial 3G services, greatly reducing regulatory costs; launched DOCSIS 3.0 cable modem network

2007

Launched the first bundled package "True Life Freeview", offering popular convergence package of TrueMove and TrueVisions

2003

Launched broadband services

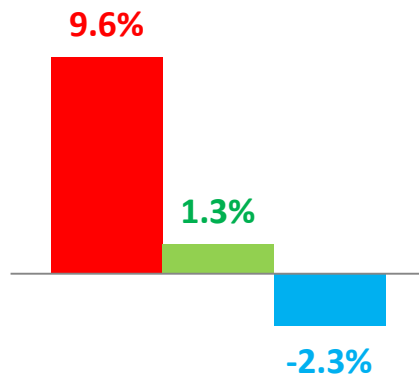
1995

Launched cable TV service under UTV; merged with IBC in 1998 to form UBC



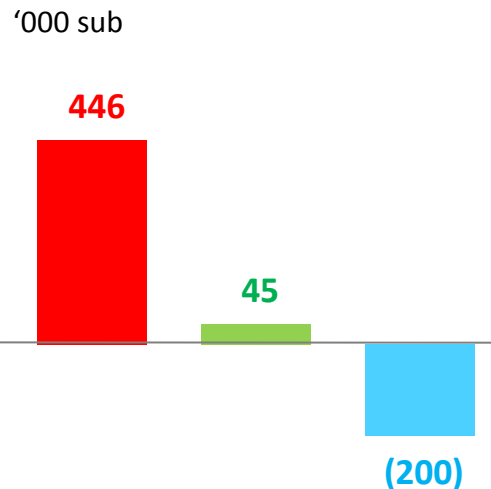
- TrueMove H's network strength drove its service revenue up 9.6% YoY contrasting with peers' combined growth of 0.1% YoY in 2Q18
- Positive net adds of 446k Vs. peers' combined net loss of 155k

2Q18 Industry's service revenue growth YoY

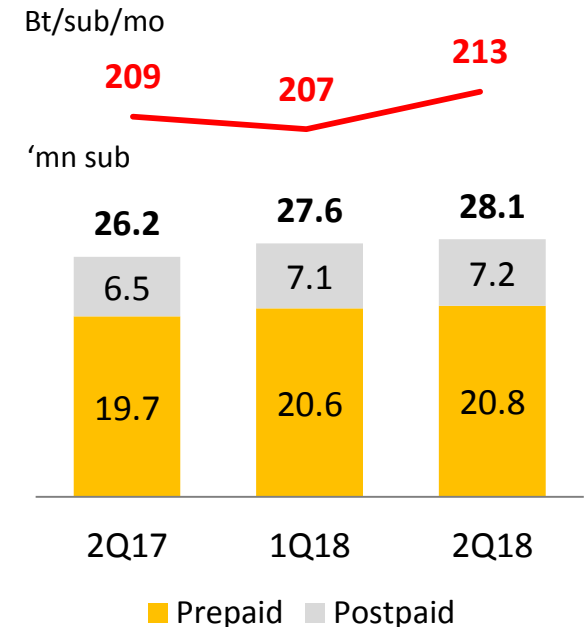


TrueMove H AIS DTAC

2Q18 Industry's net adds



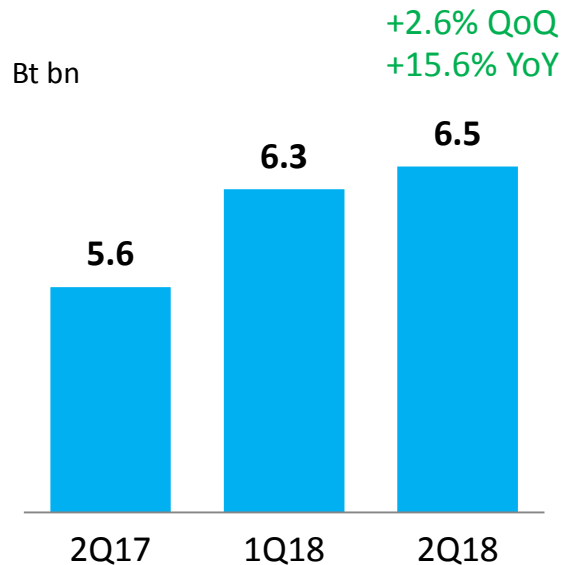
TrueMove H's subscriber and blended ARPU



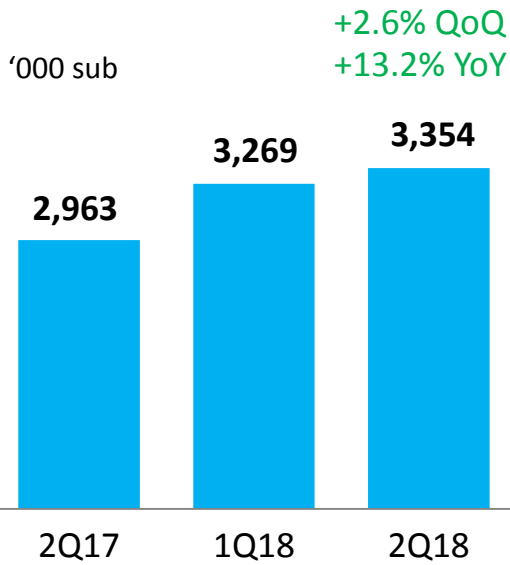
Prepaid Postpaid

- TrueOnline's fiber expansion bolstered promising net adds and revenue growth momentum
- Broadband subscribers reached 3.4 mn, fuelling revenue to grow by 15.6% YoY

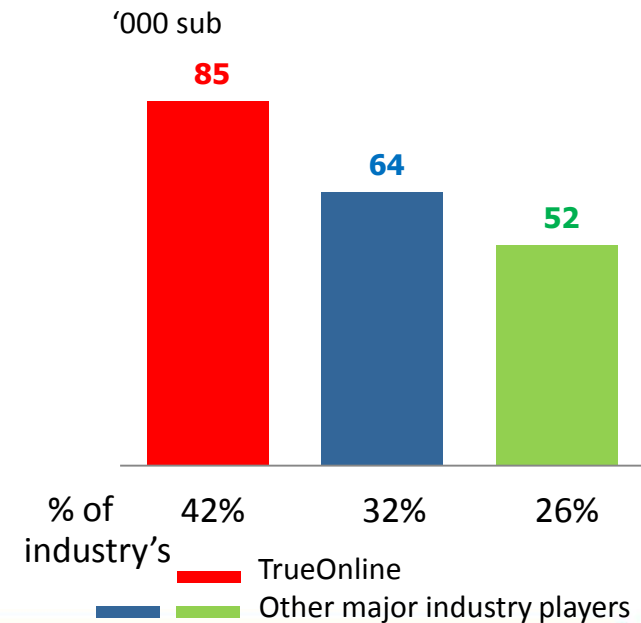
Broadband internet revenue



Broadband subscribers

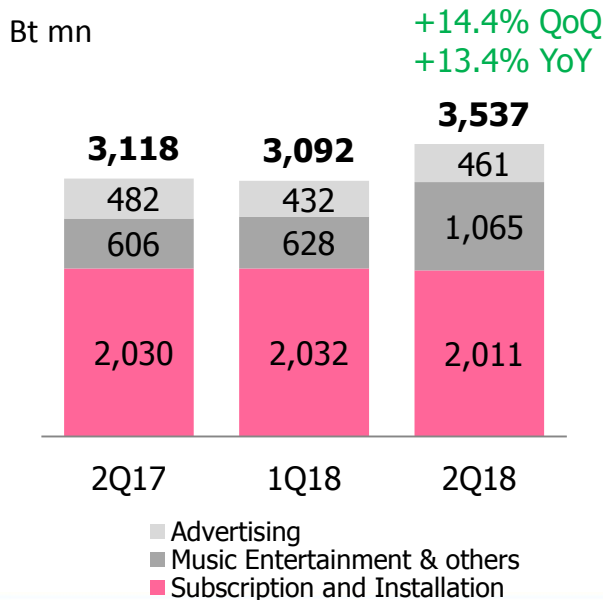


2Q18 Industry's net adds

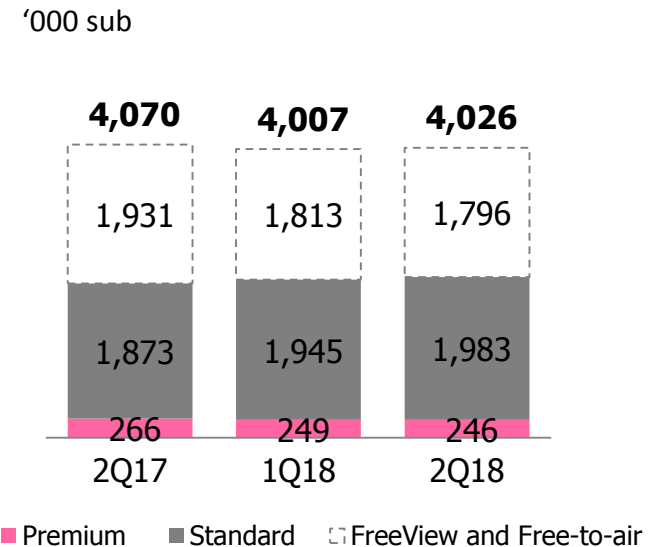


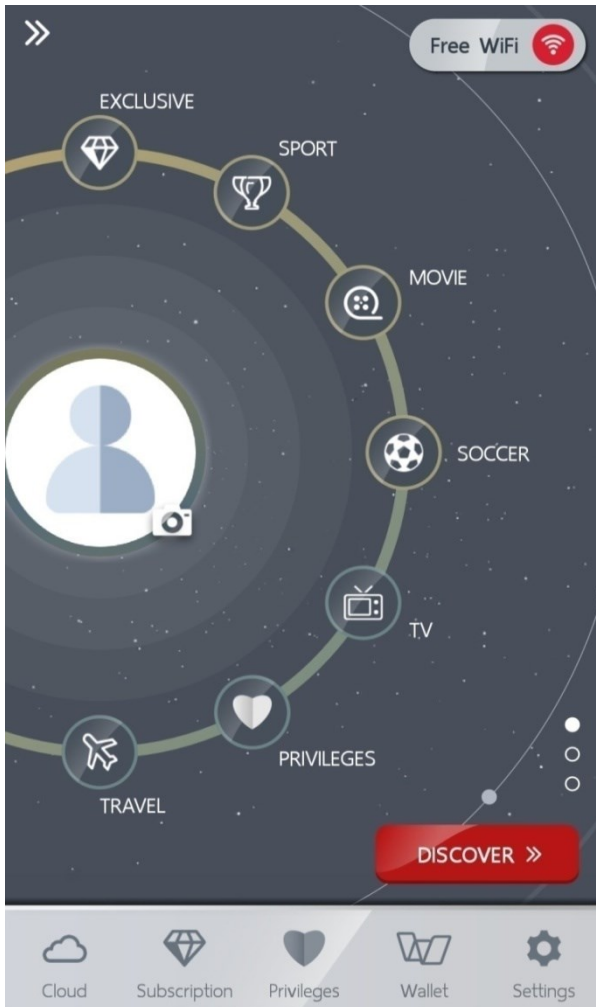
- Service revenue jumped 14% QoQ, 13% YoY to Bt 3.5 bn, mainly driven by the 2018 FIFA World Cup broadcasting
- Comprehensive range of quality content and the Group's bundled propositions boosted TrueVisions' paying subscribers up to 2.2 mn

TrueVisions' Service Revenue



TrueVisions' Customers





- One stop for all key digital services
 - Myriad of contents
 - Seamless e-payment with QR code
 - Attractive privileges easiest to use
- New-record highs resulting from the World Cup campaign
 - User metrics up 30-50%
 - Rank 1st in category in Thailand for both IOS and Android