

# True Corporation Public Company Limited

Disclaimer: This presentation contains statements about expected future events and financial results that are forward-looking and subject to risks and uncertainties. For these statements, we claim the protection of the safe harbor for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995. Discussion of factors that may affect future results is contained in our recent filings with the Securities and Exchange Commission.

**true**

MEMBER OF  
**Dow Jones**  
**Sustainability Indices**  
In Collaboration with RobecoSAM

  
FTSE4Good

**THSI**  
THAILAND  
SUSTAINABILITY  
INVESTMENT 2018



18.00%



49.99%

Public  
shareholders

32.01%

## true

true**move**H

true  
online

true  
visions

true  
digital

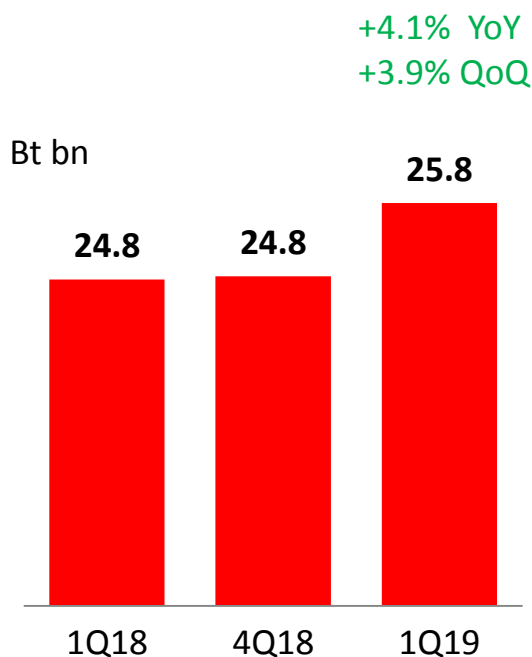
- Thailand's #2 mobile operator by revenue and subscriber base
- Service revenue growth continued to outgrow the industry for the 6th consecutive year
- 4.5G/4G, 3G and 2G networks cover 98% of the Thai population
- 29.6 mn subscribers

- 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
- 3.5 mn broadband subscribers

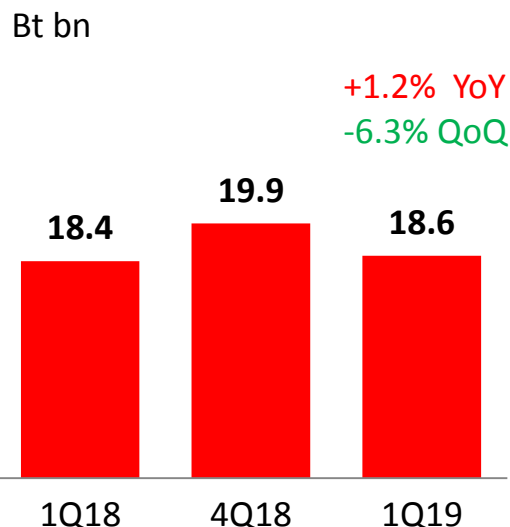
- Thailand's #1 nationwide pay TV provider
- Enhanced, secure HD broadcasting system with MPEG-4
- 4.0 mn customer base

- Digital platform and gateway via TrueID, the most downloaded app in its category in 2018
- Digital loyalty program and privileges via TrueYou and TruePoint
- O2O digital platform
- Internet Of Things (IoT) offerings and solutions
- Analytics platform

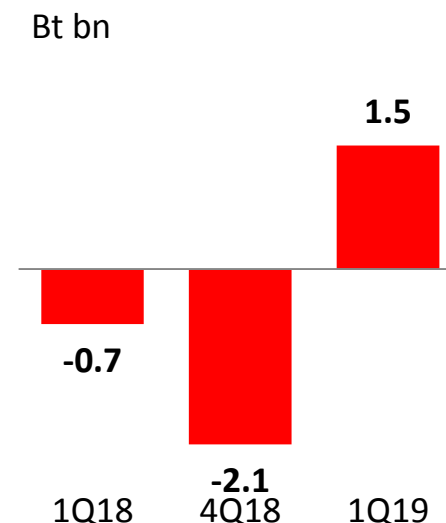
## Service revenue



## Core Opex\*

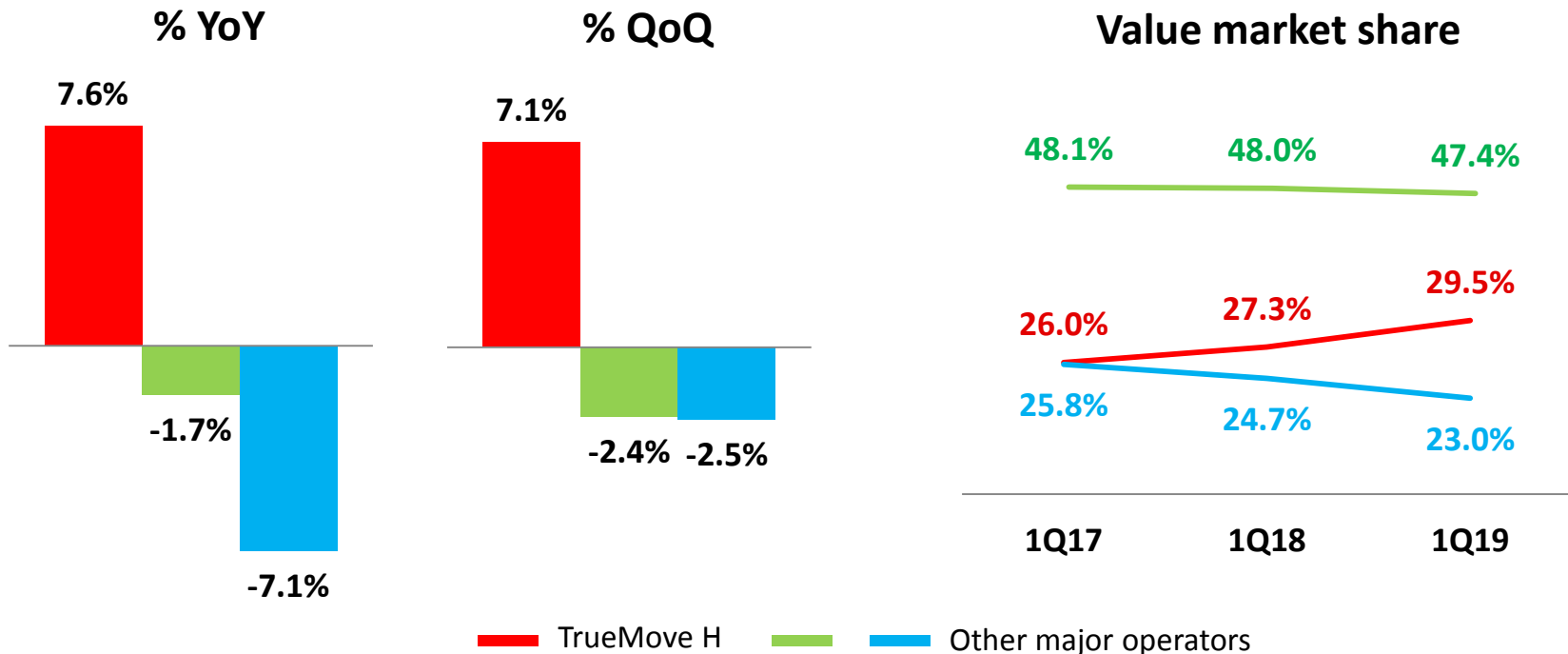


## Net profit



- TrueMove H's service revenue grew 7.6%YoY and 7.1%QoQ, contrasting with contraction trend of peers, with value market share jumping to 29.5% in 1Q19

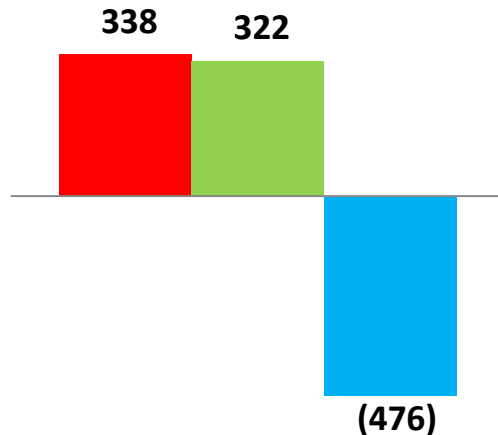
### Industry's cellular service revenue



- TrueMove H recorded the highest net adds in the industry and expanded its total subscriber base to 29.6 mn

### 1Q19 Industry's net adds

Subscribers (000)

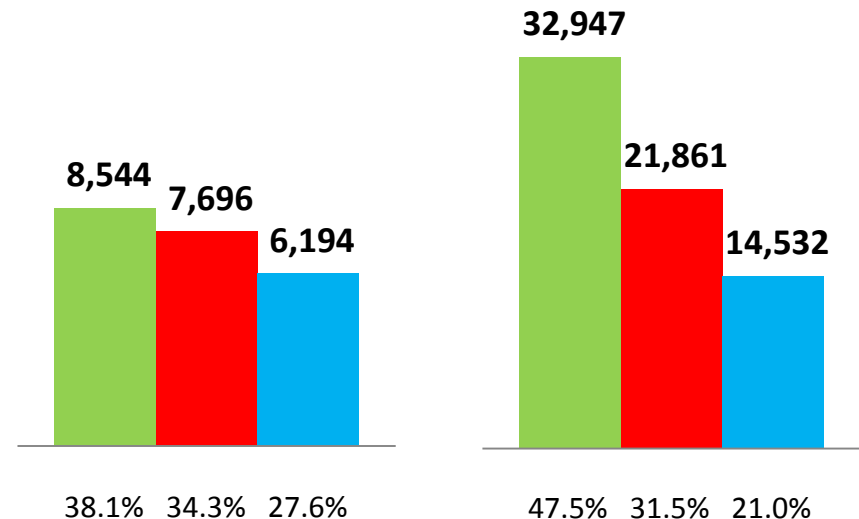


Market share 32.2% 45.2% 22.6%

### Industry's Subscribers

Postpaid

Prepaid



TrueMove H Other major operators

- Speed upgrades, 1 Gbps and convergence propositions drove broadband subscriber base to 3.5 mn, adding 55k net subscribers in 1Q19
- TrueOnline's focus on quality subscriber growth saw positive development expecting to boost revenue growth momentum



**True Fiber 1Gbps**  
Fastest speed with world-class entertainment

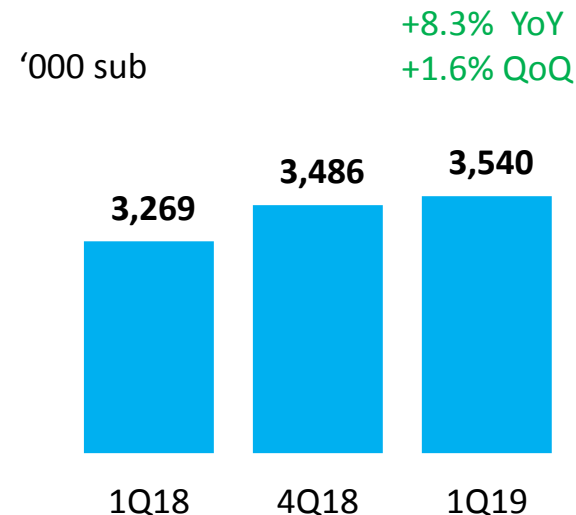
1Gbps

TrueID TV box  
FREE! watch  
trueID 12 months  
ULTIMATE (was \$199/month)

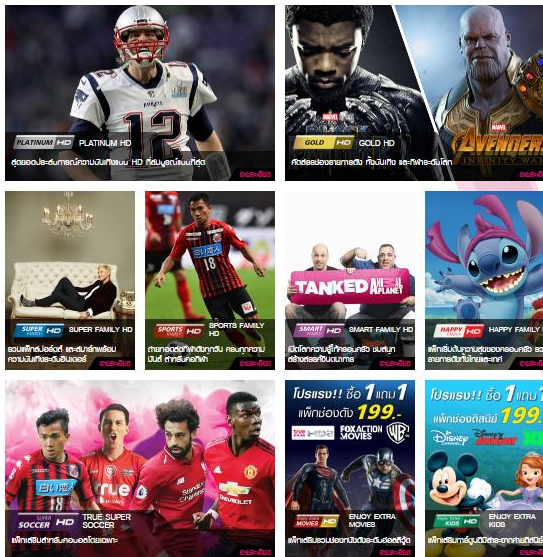
TrueMove H  
+ 20GB  
Free call 300 min

Starts **\$1,599/month**

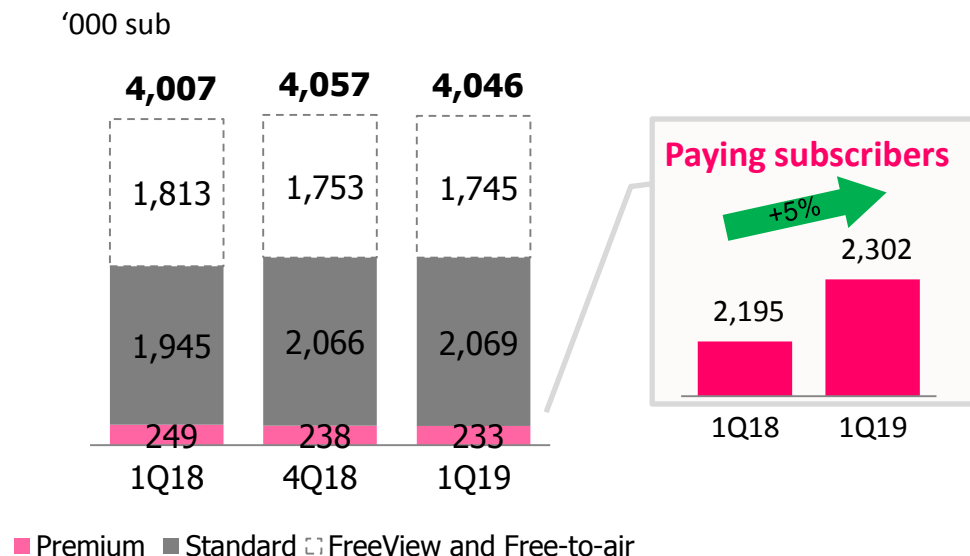
## TrueOnline's broadband subscribers



- TrueVisions' extensive range of quality international and local content is utilized across True Group's multiple platforms and remains key for convergence strategy
- TrueVisions' paying subscribers grew 5% YoY to 2.3 mn



## TrueVisions' Customers





## Popular content

- Watch the **best sports and entertainment** (TrueID) in the comfort of your home



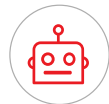
## Enjoy games and apps

- Watch **YouTube** and **install other games** and apps



## Interactive features

- **Voice control:** the only Thai voice search
- **Omni-channel:** continuous watching, multi-device, multi-screen
- **Chromecast**



## Only Android box with privilege

- **Burn and earn True Points** watching your favorite content

- **Positive market response:** best-selling non device product at True shop and strong customer satisfaction and engagement
- **Will boost future revenue opportunity** for True generating cross-selling/up-selling opportunities





#1 **digital media platform** and **gateway** to our broader digital ecosystem



#1 **digital loyalty program** in Thailand attracting most users with "Deal of the day"; TruePoint to become national currency; Point Exchange Platform



#1 **O2O digital platform** measured by quality of merchants & communities



#1 Most advanced **Analytics platform** driving value for True Group



#1 leading **IoT Solutions Provider** creating new avenue of growth for True



#1 **Digital & Analytics academy** with "adult learning" upskilling & reskilling program for True Group workforce to remain relevant in digital age

Grow True into a **regional champion** leveraging our digital platforms

- True received a number of international recognitions in sustainable development, reflecting its strength and continuous commitment to corporate sustainability
- 2 Consecutive Years of DJSI & FTSE4Good Membership
- Rank 1<sup>st</sup> in the world's Telecommunications industry category of DJSI (Industry Leader)

## 2 Consecutive Years of Sustainability Excellence

True has been selected as a member of **Dow Jones Sustainability Index 2018** and **FTSE4Good Index Series, 2018**.

As the only Thai telecommunications company to be recognized as the industry's global leader on sustainability, True's ongoing commitment is to enhance the quality of life and bring sustainable happiness to the Thai people.



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THANK YOU

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