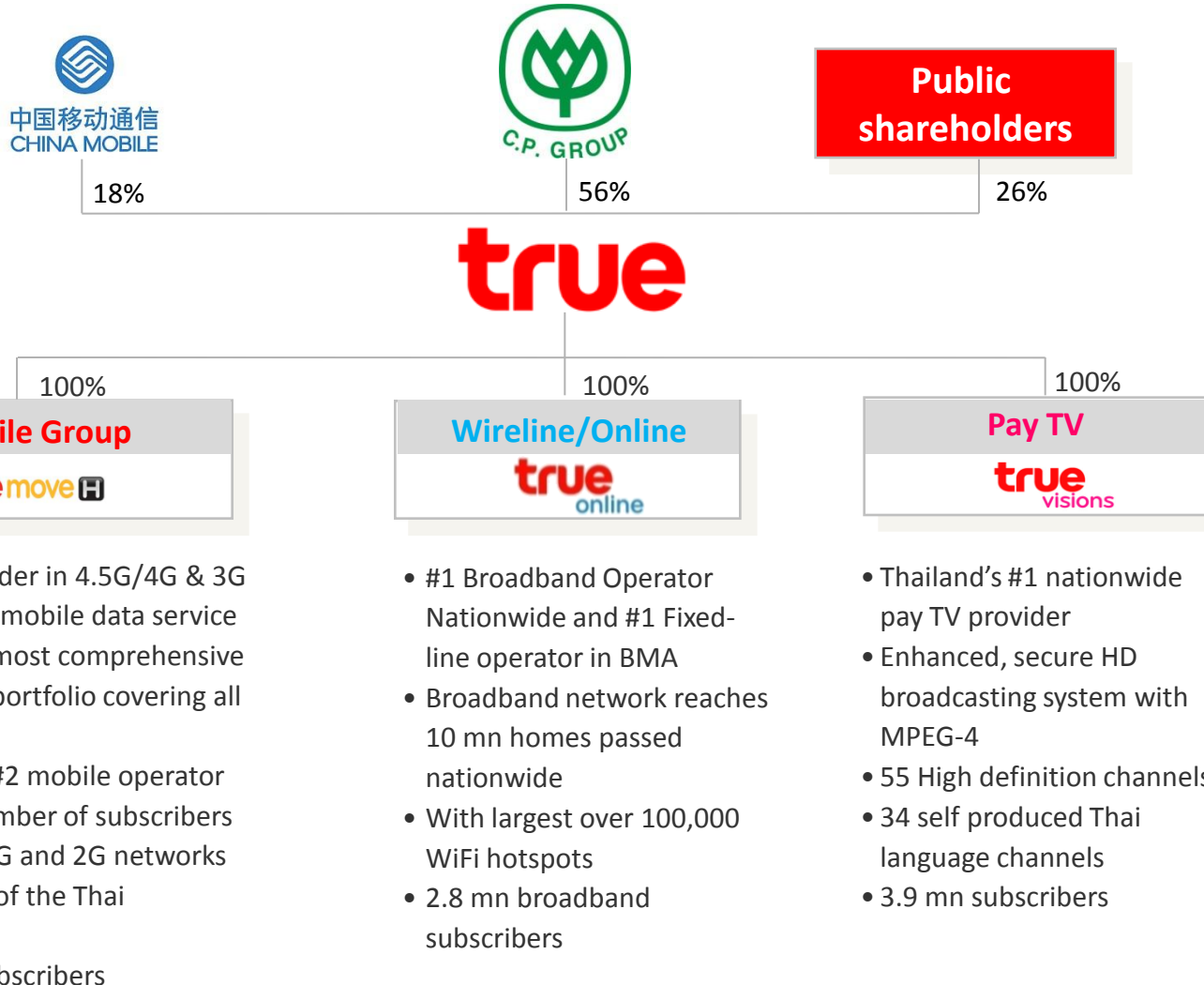


**true**



**True Corporation Public Company Limited**

**true**



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



**2016**

Securing 4G and fiber broadband leadership through the best networks, convergence and service excellence

**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)



**2016**

**2015**

**2010**

**2005**

**2000**

**1995**

**1990**

**2015**

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

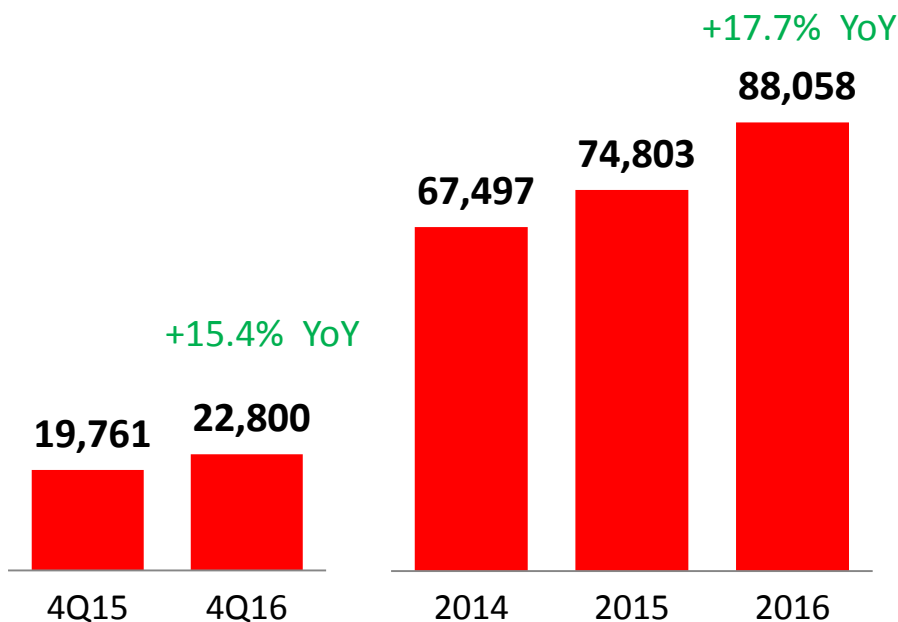
**1995**

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

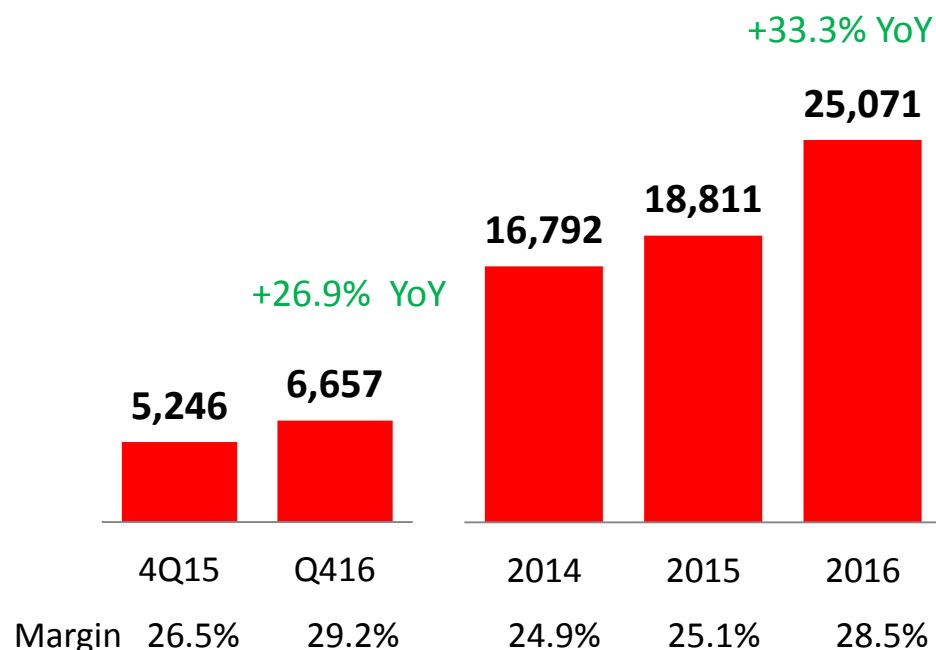


- 10-year high service revenue growth drove significant **EBITDA** gain mainly driven by the tremendous growth of the cellular business

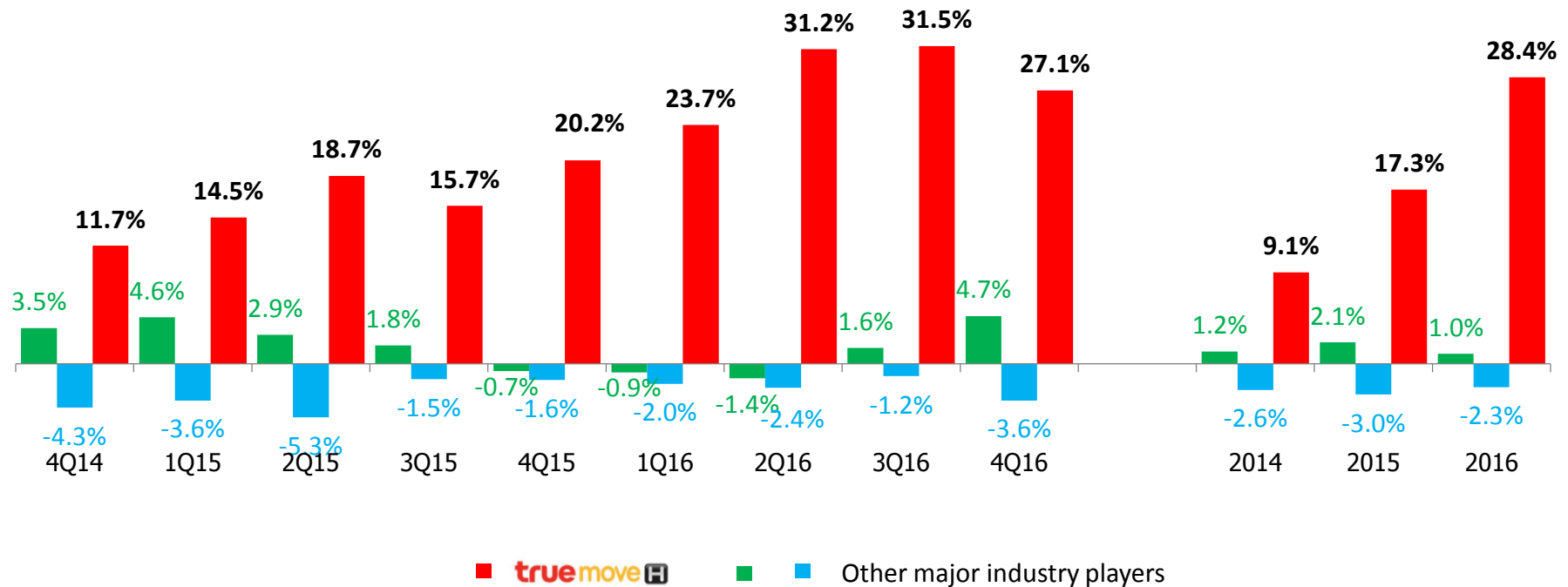
### Group service revenue (Bt mn)



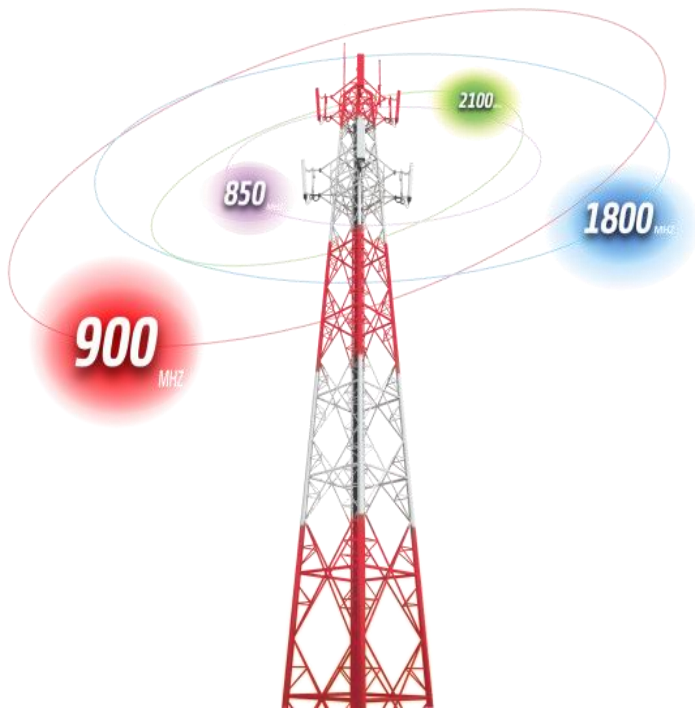
### Group EBITDA (Bt mn)



## Thailand Cellular Service Revenue Growth (YoY)



- Deploy 900MHz network for coverage on 850MHz footprint
- Deploy 1800 & 2100MHz network in selected density area



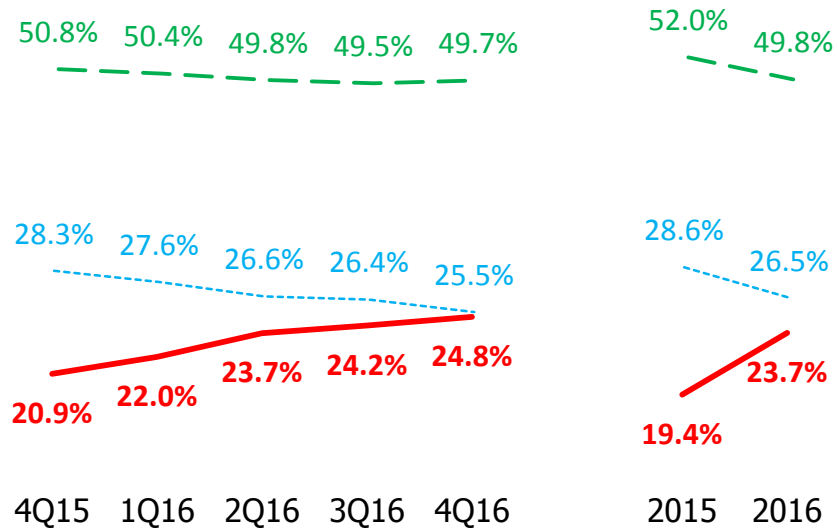
## True's spectrum portfolio

Spectrum	Bandwidth	2G	3G	4G
850 MHz	15 MHz		✓	
900 MHz	10 MHz	✓		✓
1800 MHz	15 MHz			✓
2100 MHz	15 MHz		✓	✓

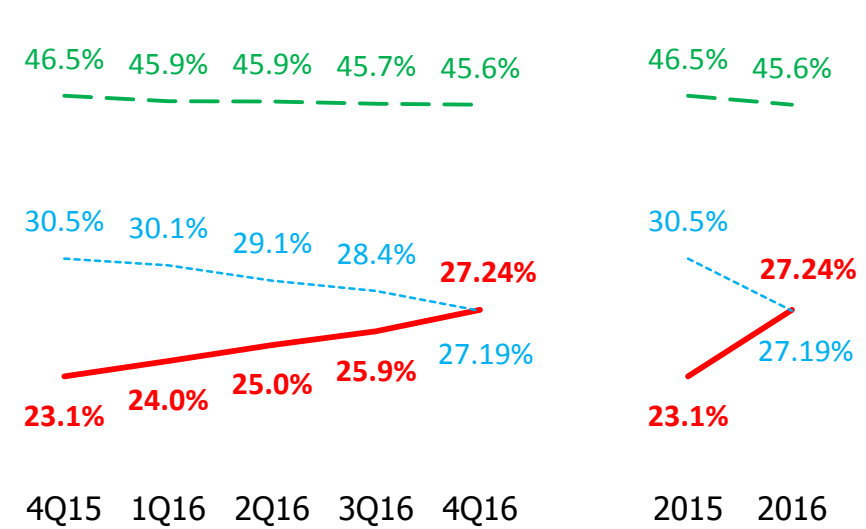


**The largest 4G bandwidth**

## Service revenue market share



## Subscriber market share

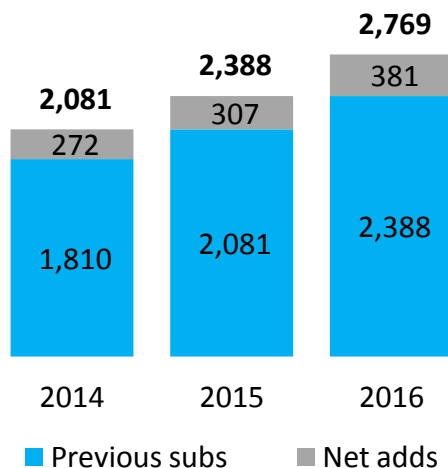


— true move H    - - - - -    . . . . . Other major industry players

- Excellent response to the fiber expansion and upgrade drove consumer broadband revenue up 14% YoY and net adds of 381k in 2016
- Continued expansion of the Group's fiber to the home footprint will greatly support the country's transition to Thailand 4.0

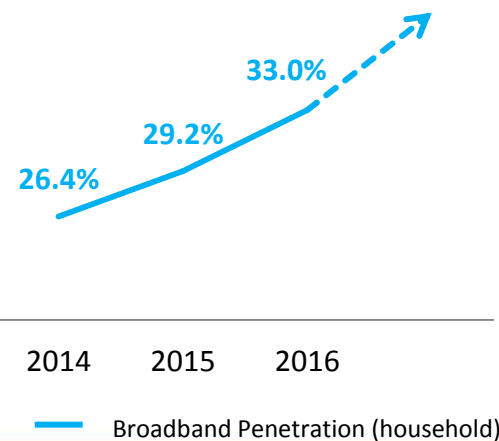
## TrueOnline's broadband subscribers

'000 subscribers



14%  
YoY  
Consumer  
Broadband  
Revenue growth

## Thailand's Broadband Penetration

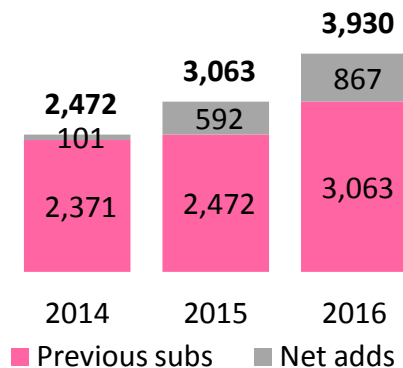




- Comprehensive range of international and local quality content as well as the Group's distinct convergence propositions boost customer base
- Subscription revenue has maintained upward trend since Q2

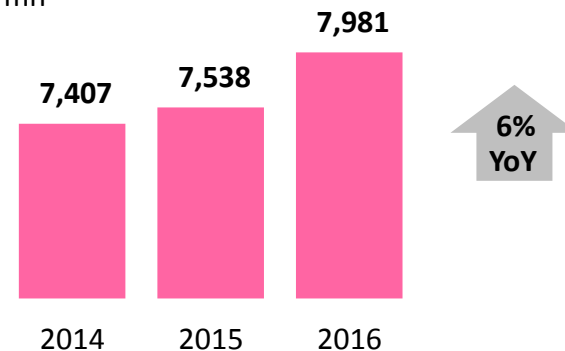
## TrueVisions' customer base

'000 subscribers



## TrueVisions' subscription revenue

Bt mn



## Leveraging on strong partnership and scales



**Network and device procurement**

**International roaming alliance**

**Expanded distribution channels and business partners**

**E-Commerce**

**Best practices and experience sharing**

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