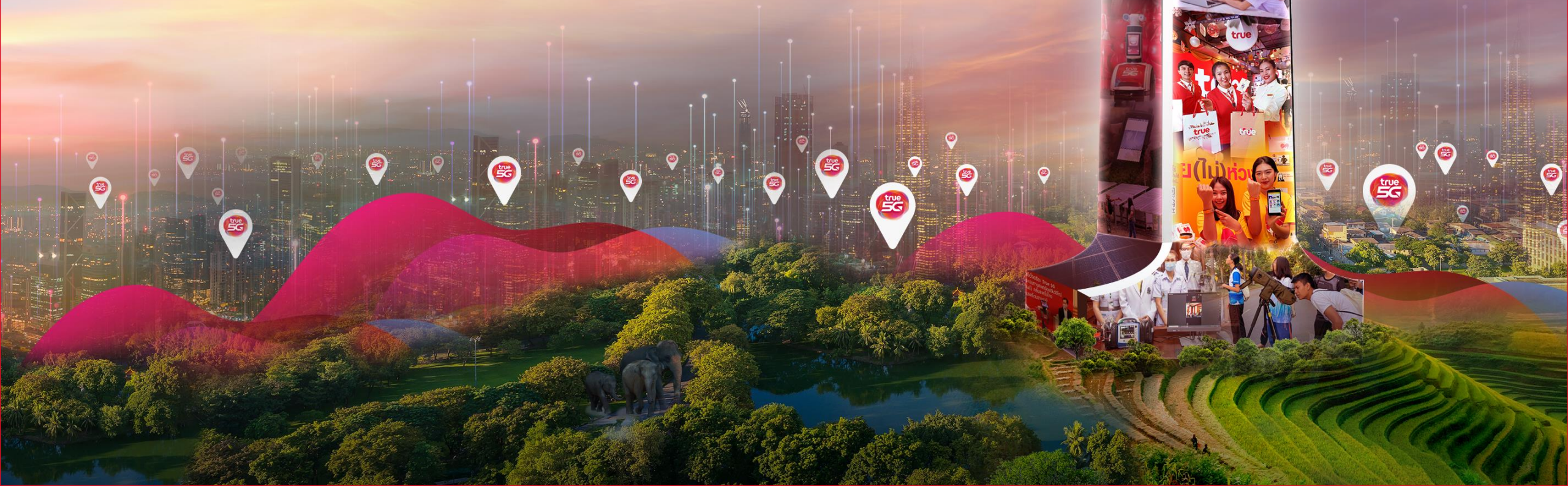


TRUE CORPORATION



Analyst Conference 1Q2022
May 18, 2022

Member of
**Dow Jones
Sustainability Indices**
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1Q22 Group Key Highlights



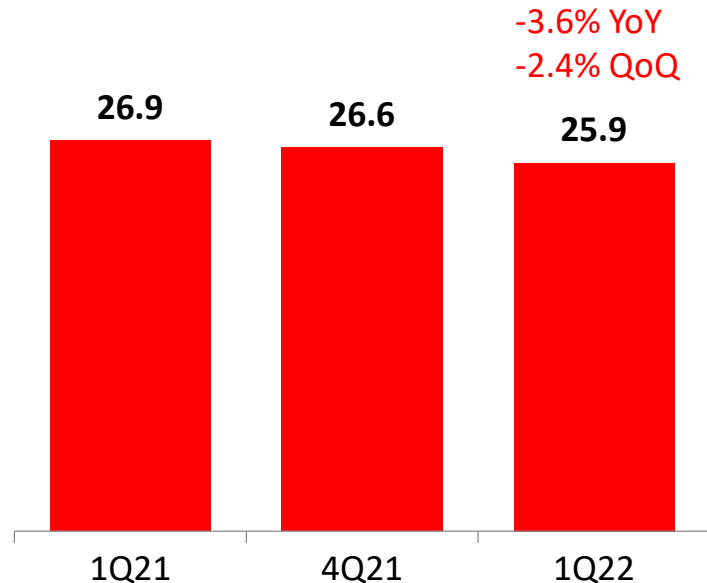
- **EBITDA** stabilized with improving margin YoY amid slow economic recovery and market competition.
- **Cost restructuring** efforts continued to bear fruit, expecting higher contributions onwards.
- **TrueMove H** 5G users expanded to 2.6 million while industry's mobile revenue saw contraction along with macroeconomic pressure and competition.
- **TrueOnline** led the market with device innovation and content bundled, bolstering its broadband subscriber base to 4.7 million (+90k).
- **True Digital Group** accelerated growth with **TrueID's** revenue +86% YoY on 30 mn MAU and **digital solutions** revenue +73% YoY supported by smart living solutions.
- Unrivalled portfolio of digital offerings and AI driven for personalization are keys to step ahead of competition with ample growth opportunity.

Declining expenses stabilized EBITDA YoY

- **EBITDA** stabilized with higher margin YoY from continued cost discipline; QoQ was affected by revenue decline following macroeconomic pressure

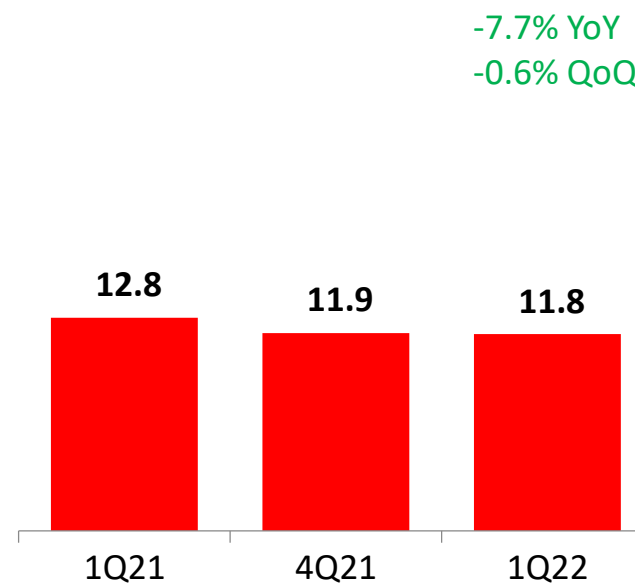
Service Revenue

(Bt bn)



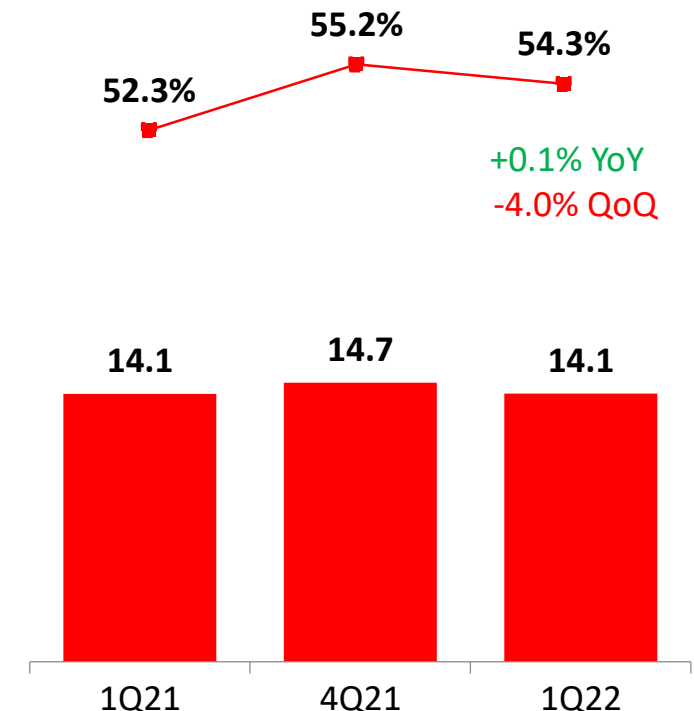
Expenses

(Bt bn)



EBITDA

(Bt bn)



Net expenses above EBITDA

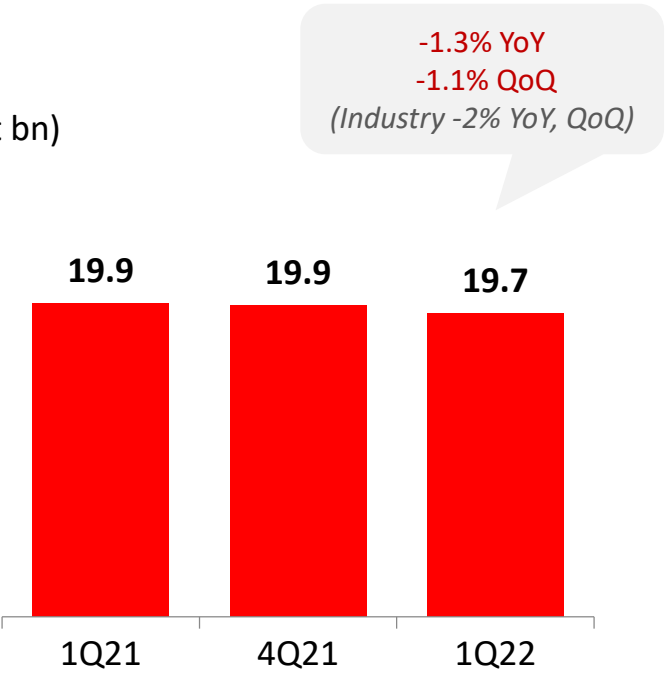
EBITDA margin on service revenue

TrueMove H: Enhancing quality acquisition

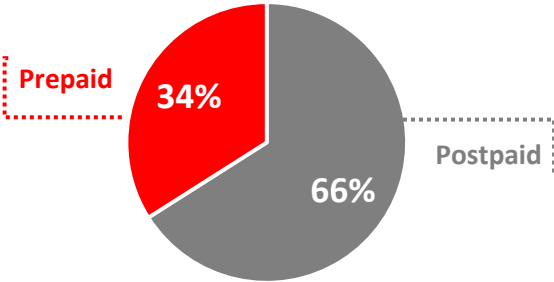
➤ TrueMove H continued to focus on quality acquisition while the prolonged economic impact and competition softened revenue for the whole industry

TrueMove H's service revenue

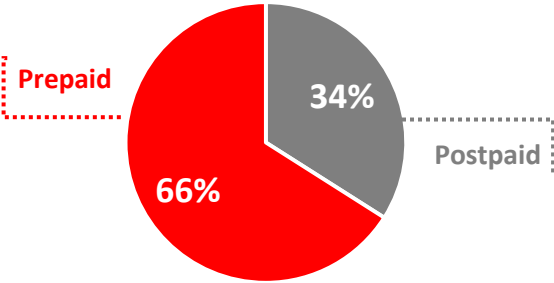
(Bt bn)



Revenue mix

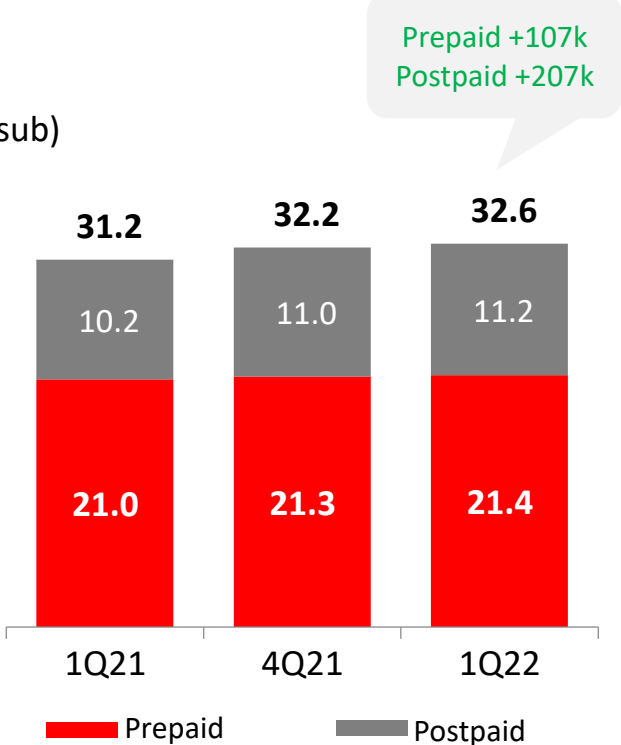


Subscriber mix



TrueMove H's Subscriber

(Mn sub)



Cultivating Growth from Superior 5G & lifestyle fulfillment

AVAILABLE IN 77 PROVINCES

>99% pop cov in BMA

100% in EEC area



5G USERS
2.6 mn

5G ARPU UPLIFT
10 – 15%

- Growing 5G users from
 - Continued popularity of 5G devices
 - Acquisition & personalized campaigns



Expanding 5G ecosystem - BGRIM & True sign MOU to develop digital innovations for energy sector

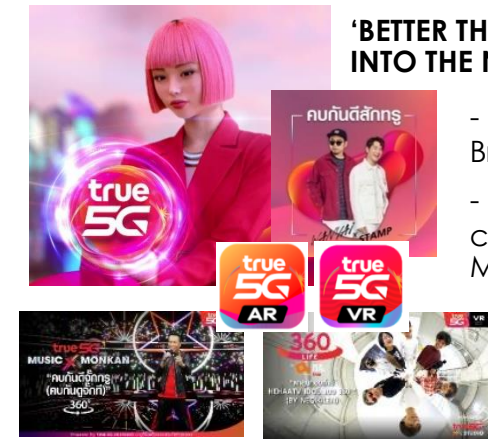


Fulfilling lifestyles with exclusive contents and privileges

Privileges



Exclusive lifestyles contents



'BETTER THAN TRUE, LET'S MOVE INTO THE NEW ERA TOGETHER'

- Metaversified (Meta) Brand Ambassador "Ima"
- Music Marketing : co-create new music and MV with WANYAi x STAMP

- XR/VR 360° view and exclusive contents

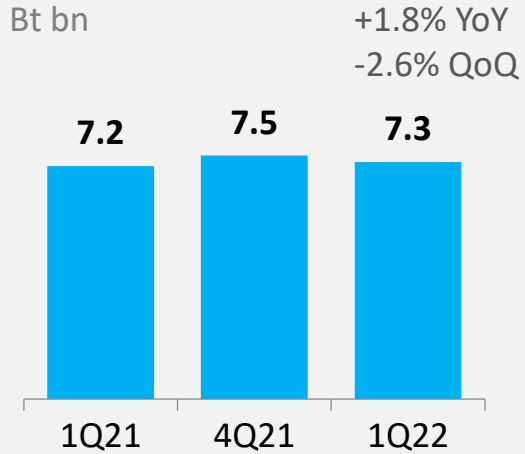
Synergy and online channels



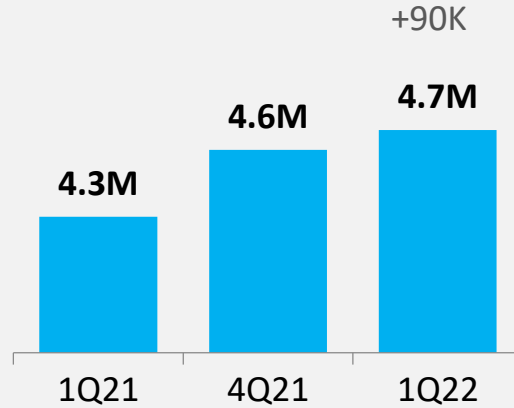
TrueOnline: Broadband internet leader for All

➤ Solid subscriber growth boosted by work from home momentum, competition pressured revenue

Broadband Revenue



Broadband Subscriber



Broadband ARPU

TrueOnline
Bt 491

Industry's entry pack
Bt 400

Broadband Penetration



Household penetration

Ultimate online experiences for All

true online

true GIGATEX FIBER



4.7M
Broadband subscribers



True Gigatex Mesh Wifi

Variety of Packages to suit all needs

True Gigatex PRO

- Fastest fiber at 2Gbps

True Gigatex PRO CYOD

- Bring your own router and save

True Gigatex PRO IOT

- Monitor home in real-time to keep everyone safe

True Gigatex PRO Gamer

- Enjoy lag-free gaming experience

True Gigatex PRO SME

- Public IP for business performance

Change internet speed based on lifestyle



Convergence
combination of innovative technologies



Provide rapid response, resolving issues within 24 hrs



True Digital Group: Enabling Digital Lifestyle for users

TrueID - Digital Media Platform

TrueID Revenue

▲ 86%
YoY Growth

▲ 13%
QoQ Growth

Monthly Active Users

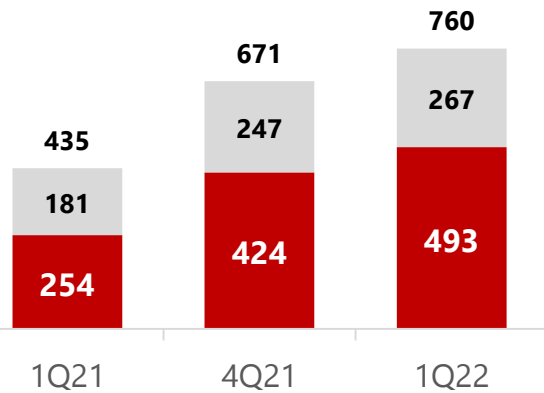
30 M ▲ 34% YoY
- flat QoQ

Average Monthly Content Views

459 M ▲ 93% YoY
▲ 7% QoQ

Content Sales Transactions

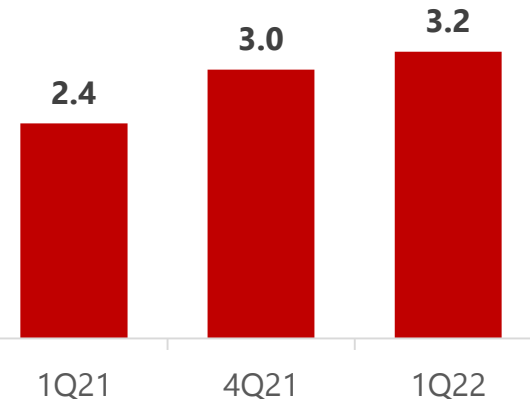
Unit: '000
■ Entertainment content
■ Sport content



760 K ▲ 75% YoY
▲ 13% QoQ

TrueID TV Boxes

Unit: Million



3.2 M ▲ 34% YoY
▲ 7% QoQ

Highlights

Enhance engagement from sport content
e.g. EPL, AFF U-23 Championship

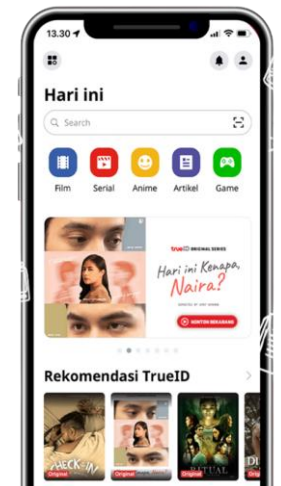


Strengthen VOD library
e.g. Chinese Series, Animation



Introduce TrueID App internationally

Available in 5 more countries



Smart Living: Digitalizing Home Experience

True LivingTECH turns ordinary homes into “Smart Homes” with pro devices and all-in-one application



ยกระดับบ้านอัจฉริยะ: ด้วยอุปกรณ์ IoT สุดล้ำ ควบคุม ตั้งค่า สั่งการง่าย ผ่านแอปเดียว



Experiencing the seamless smart home living with True LivingTECH



- **True Living TECH app** : one app to connect & control Smart Living devices at fingertips and to converge to special privileges from True



Growing Smart Living Products and Services

- **Home Automation** : Smart IR Remote Control, Smart Plug, Smart Light Bulb
- **Home Security** : Motion Sensor, Door/Window Sensor, Smart Door Lock
- **Home Well-Being** : Smart Robot Cleaner, Smart Air Purifier, Smart Weight Scale
- **CCTV Cloud Service** : Storing surveillance footage in the cloud – no need to worry about limitations of on premise recorders

True Digital Group: Driving Digital Solutions & Health businesses

Digital Solutions Revenue

▲ 73% YoY Growth

Key Growth Drivers



Smart Living & Home



Connectivity



Vending Machine

Hospitality | Digital Guest Solution



Extraordinary Experience for Centara Guest with touchless technology

- Intelligent QR codes to enjoy services at fingertips
- 5G cloud-intelligent Roboserve that can autonomously perform tasks
- Better understand guests' behavior and improve operations

Introducing new version of True HEALTH "MorDee"



MorDee Application

End-to-End Telehealth Platform with comprehensive features

- Appointments for medical consultation via video calls, calls and chats
- Medicine delivery
- Direct insurance claim service with partners [AIA](#), [Allianz Ayudhya](#), [Cigna](#)
- e-KYC and secured payment via credit card & prompt-pay
- Available in App Store and Play Store

2X

Growth in Monthly Active Users since releasing

true

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Q&A

