A photograph of a man in a blue jacket standing at a podium in a lecture hall, addressing a large audience. A large projection screen on the right side of the stage displays the text "How to develop an effective presentation". The room has wood-paneled walls and a large window on the left.

How to develop an effective presentation

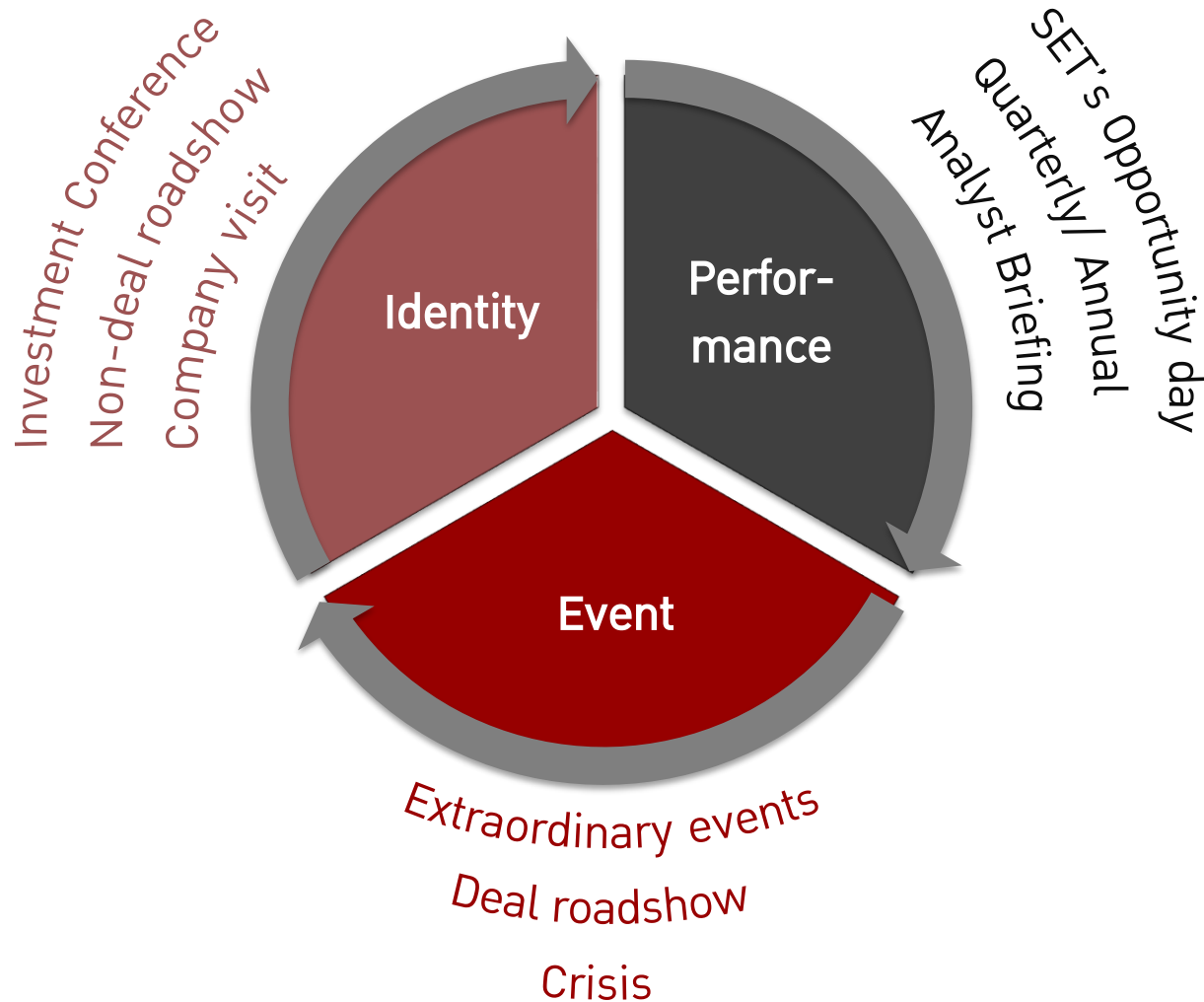
Agenda

- How to structure your presentation?
- How to use the right types of slide and visual aids?

How to structure your presentation?

How to structure your presentation

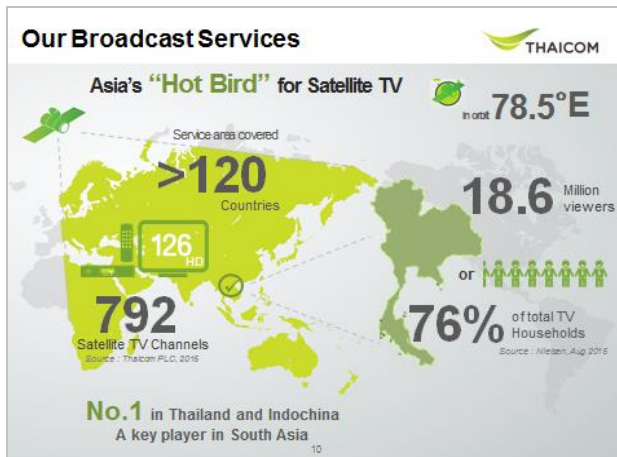
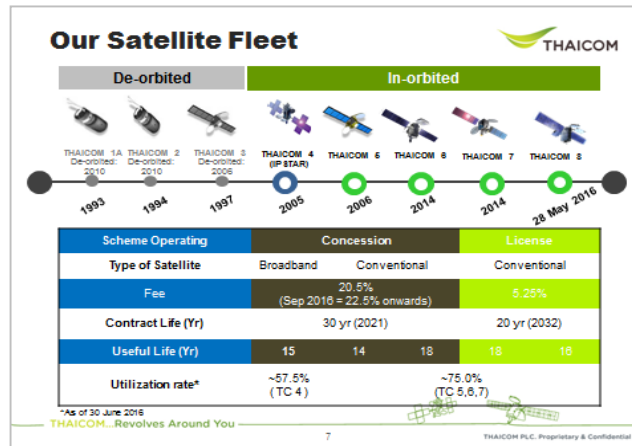
★ Analyst presentation slides



How to structure your presentation

Identity

- Industry overview
- Company overview
- Corporate strategies
- Core products
- Market-based operations
- Customers
- Competitive advantages / strengths
- Credit ratings
- Recognitions

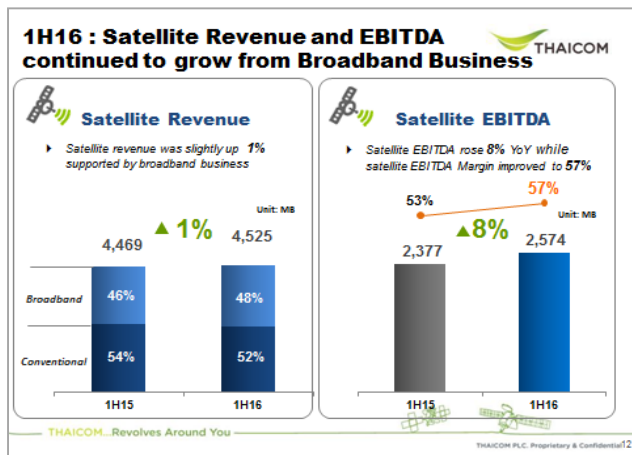
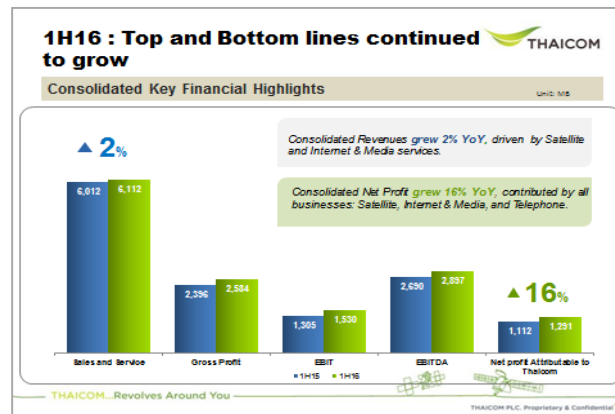
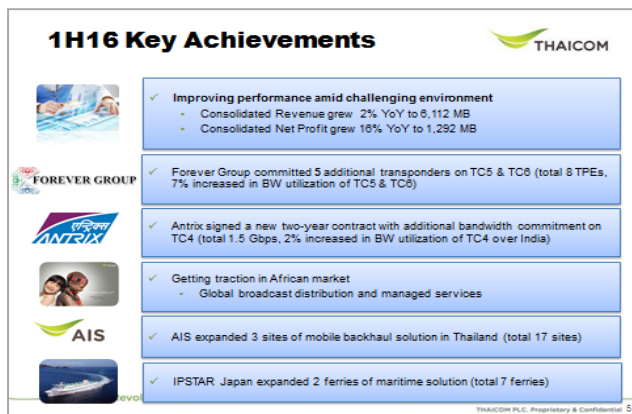


How to structure your presentation

● Performance

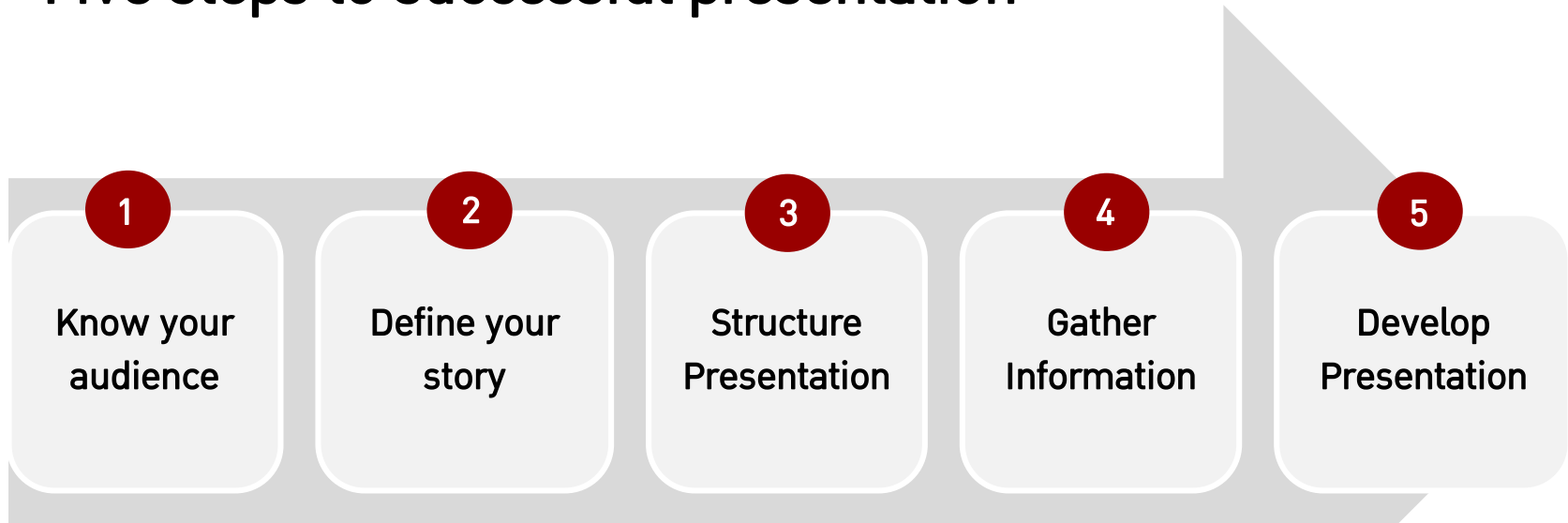
- Key achievements
- Market updates
- Operational performance highlights
- Financial performance highlights

- Analysis of the results
- CAPEX plans
- Maintenance schedules
- Outlook



How to structure your presentation

★ Five steps to successful presentation



- Whom you will give out the presentation to?
- How well do they know about your company?

- What makes your company special?
- Core competitive advantages
- Business strategy

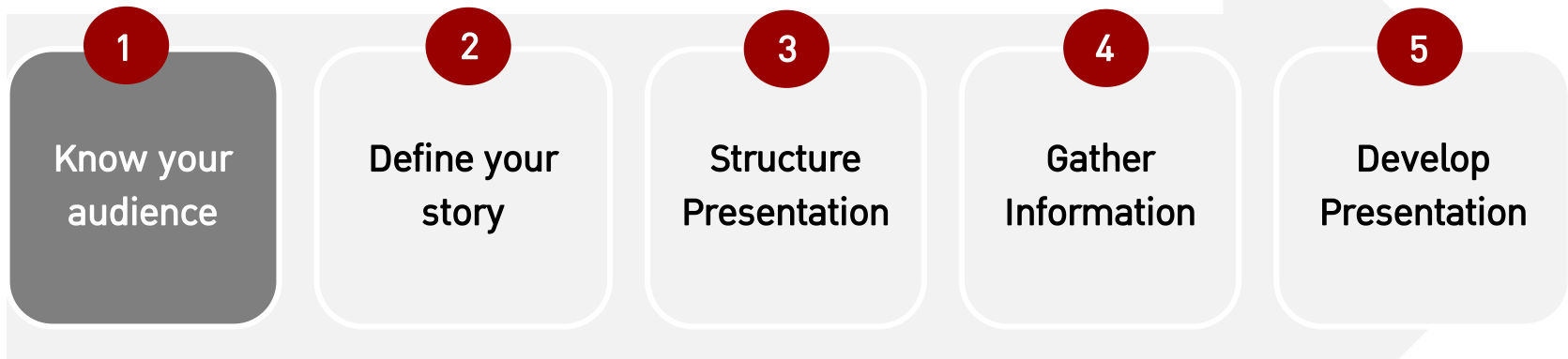
- Develop logical structure
- Key message
- Storyline & Storyboard

- Company data
- Industry data
- Economic data
- Investment community data

- Slide types
- Effectively designed visual aids

How to structure your presentation

★ Five steps to successful presentation



- **Whom you will give out the presentation to?**
- **How well do they know about your company?**

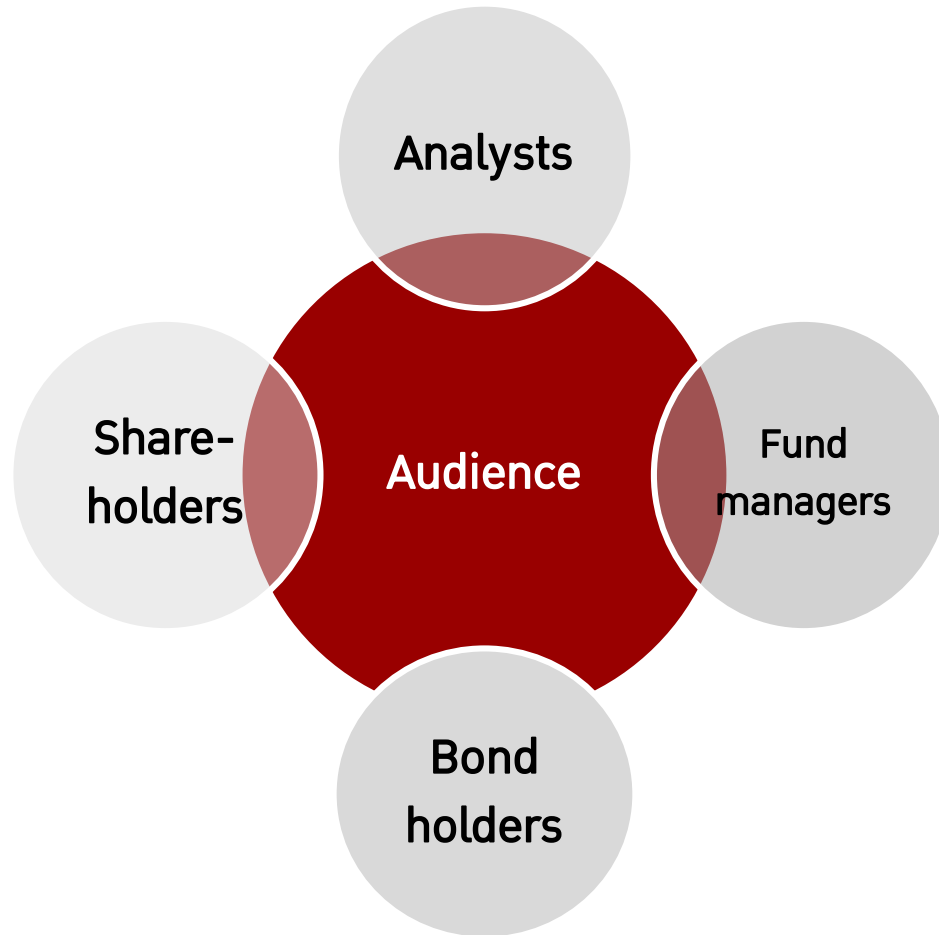
- What makes your company special?
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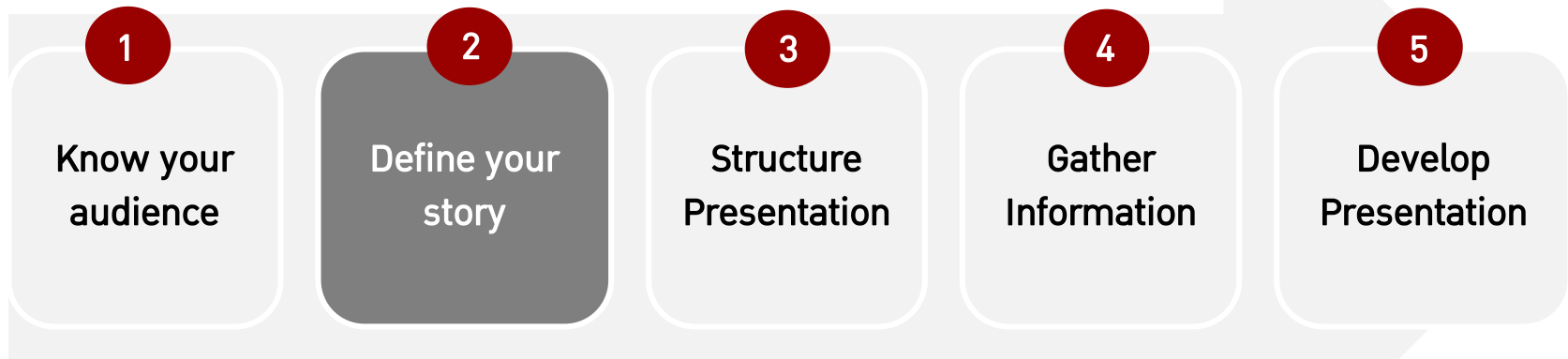
How to structure your presentation



- New
- Beginner
- Experienced
- Experts

How to structure your presentation

★ Five steps to successful presentation



- Whom you will give out the presentation to?
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- **What makes your company special?**
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How to structure your presentation

Samples of investment story

- Industry overview
- Number of players in the market: where are you?
- Key competitors: global, regional, domestic
- Business opportunities: Where When Why How?
- Company strategies for growth: organic, new product, innovation
- Management competence/credibility
- Sustained financial performance
- Corporate partnership
- Social responsibility

How to structure your presentation

Common investment story **MISTAKE**



Inadequate
Differentiation

“Me too”



Disconnection

**“Not
knowing
your
audience”**



Too much
emphasis
on earning

**“Death by
numbers”**



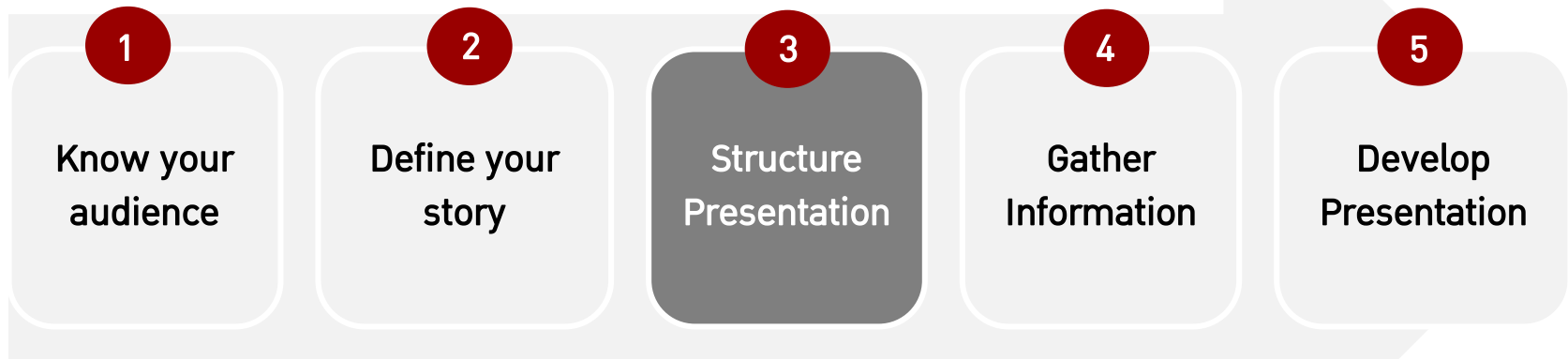
Too much
like a mission
statement

“Wish list”

MISTAKE

How to structure your presentation

★ Five steps to successful presentation



1
Know your audience

- Whom you will give out the presentation to?
- How well do they know about your company?

2
Define your story

- What makes your company special?
- Core competitive advantages
- Business strategy

3
Structure Presentation

- **Develop logical structure**
- **Key message**
- **Storyline & Storyboard**

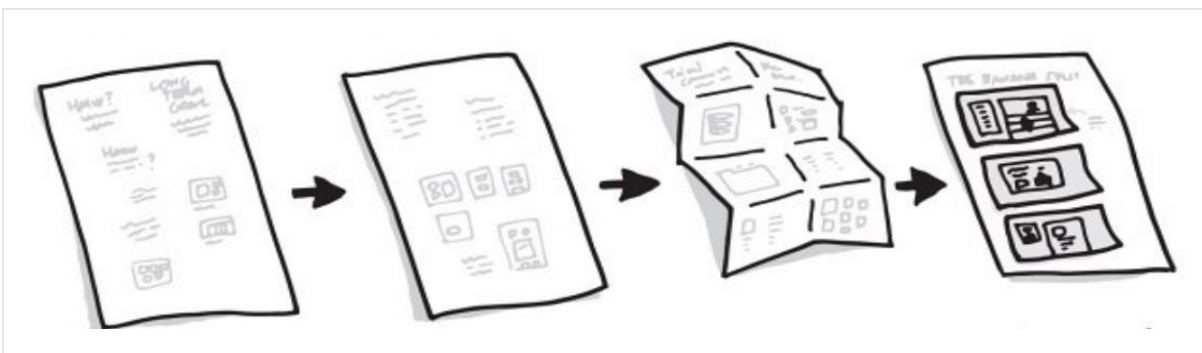
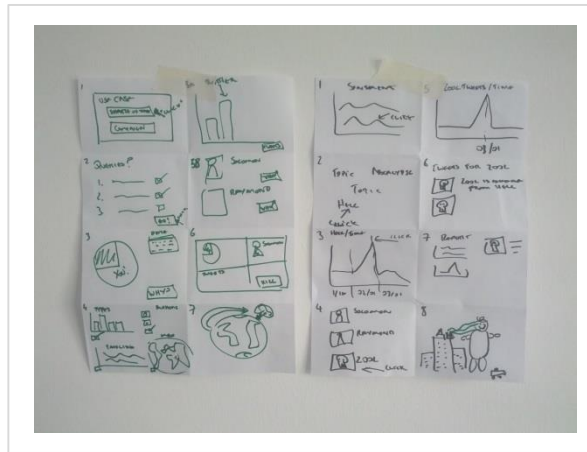
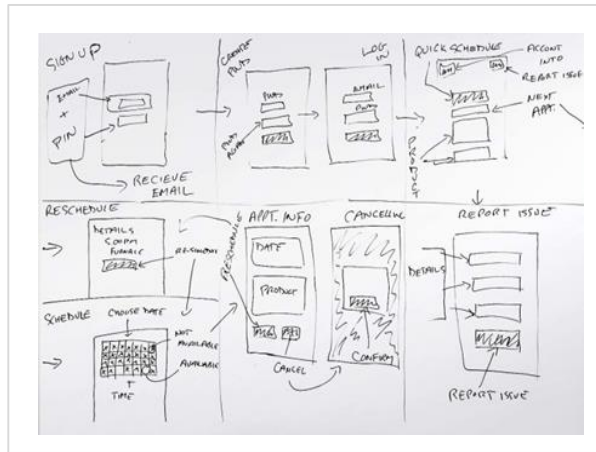
4
Gather Information

- Company data
- Industry data
- Economic data
- Investment community data

5
Develop Presentation

- Slide types
- Effectively designed visual aids

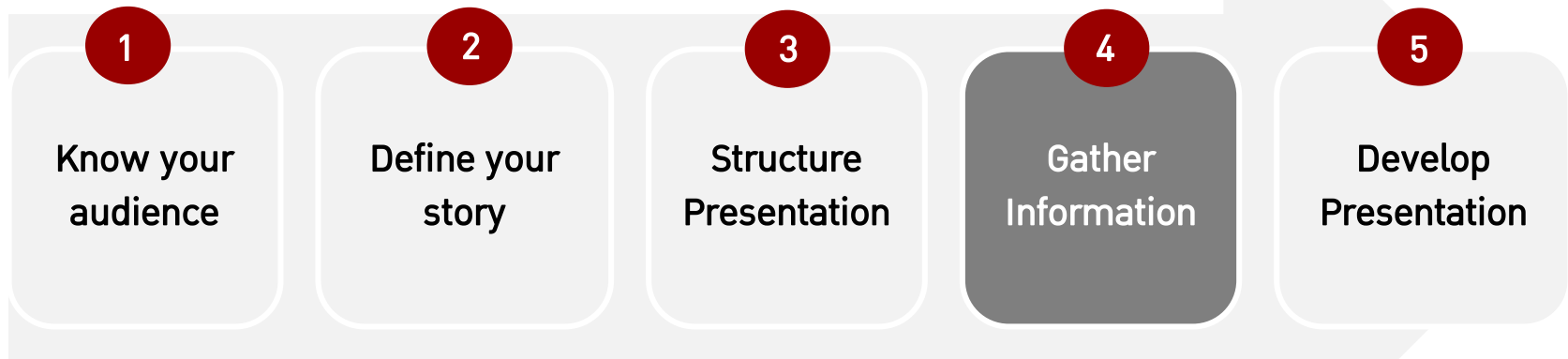
How to structure your presentation



“ A **Storyboard** helps you **organize** your ideas and **visualize** your final product and lets you **lay out the logic** of your presentation in the most effective sequence.”

How to structure your presentation

★ Five steps to successful presentation



1
Know your audience

- Whom you will give out the presentation to?
- How well do they know about your company?

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- What makes your company special?
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- **Company data**
- **Industry data**
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Develop Presentation

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- Effectively designed visual aids

How to structure your presentation

Company Data

- **Financial data**
Financial statements (Finance & Account departments)
- **Non-financial data**
Company database and statistics (Other related business units)
- **Context**
Company Strategy, Vision, Mission (Management)

Industry Data

- **Industry-specific publications**
Market Research
- **Industry studies**
Market Research
- **Competitors**
- **Suppliers**

Economic Data

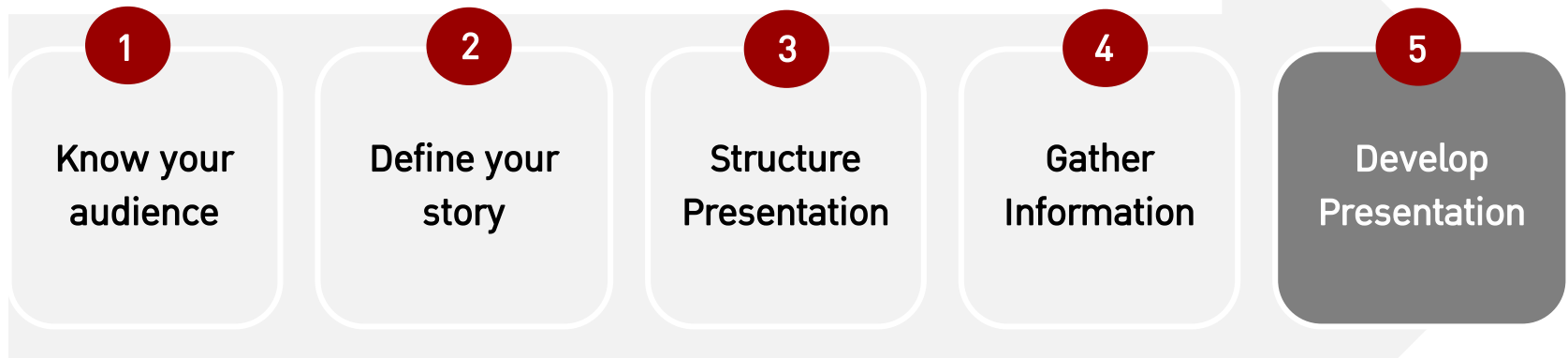
- **Bank of Thailand**
Financial sector data, interest rates, exchange rates
- **Ministry of Finance**
Government income, budget, public investment projects, GDP growth
- **National Statistical Office**
Employment, population
- **National Economic & Social Development Board (NESDB)**
Retail sales, direct investment

IC Data

- **Sell and Buy-Side Analysts**
Reports, In-house analysis

How to structure your presentation

★ Five steps to successful presentation



- Whom you will give out the presentation to?
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- **Slide types**
- **Effectively designed visual aids**

How to structure your presentation

Three basic content slides to help develop “supporting story”

Text Exhibits

- Convey specific facts or ideas
- Eliminate errors in interpretation of the information presented
- Summarize information on previous or subsequent slides
- Organize large amounts of information

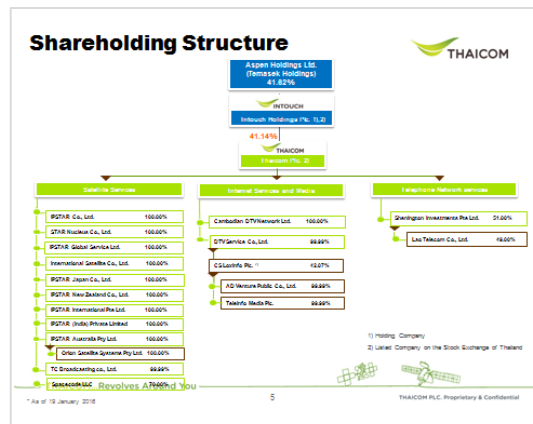
2H16 Key Challenges THAICOM

CTH GMM B	<p>CTH has stopped their Pay TV business</p> <p>Mitigation Plan:</p> <ul style="list-style-type: none"> ➢ To strengthen Thai broadcast market ➢ Support other Thai TV platform operators ➢ Facilitate the HD and Ultra HD (4K) transmissions with key customers ➢ Provide the new Over-The-Top (OTT) services: 2nd screen ➢ To diversify broadcast services to other countries, especially in emerging markets
NBN	<p>NBN has started migrating customers to its NBN-Co 1A satellite</p> <p>Mitigation Plan:</p> <ul style="list-style-type: none"> ➢ To resell NBN and other technologies broadband packages ➢ To offer TC4 (IPSTAR) as a complement network for NBN's satellite solution ➢ To expand the corporate market through Orion Satellite System (OSS)
TOT	<p>TOT to cancel the bulk bandwidth commitment and the exclusive right</p> <p>Mitigation Plan:</p> <ul style="list-style-type: none"> ➢ To directly engage with other service providers to fulfill the Government's demand ➢ To expand mobile backhaul and fixed broadband solutions with telcos

THAICOM...Revolves Around You THAICOM P.L.C. Proprietary & Confidential ©

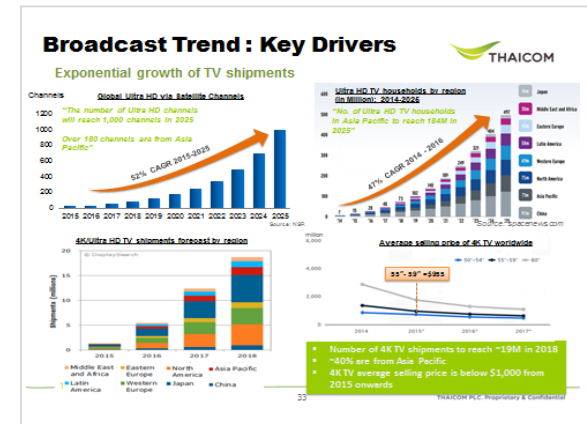
Diagrams

- Convey cause / effect, sequential relationships between observations
- Organize information
- Explain conceptual ideas



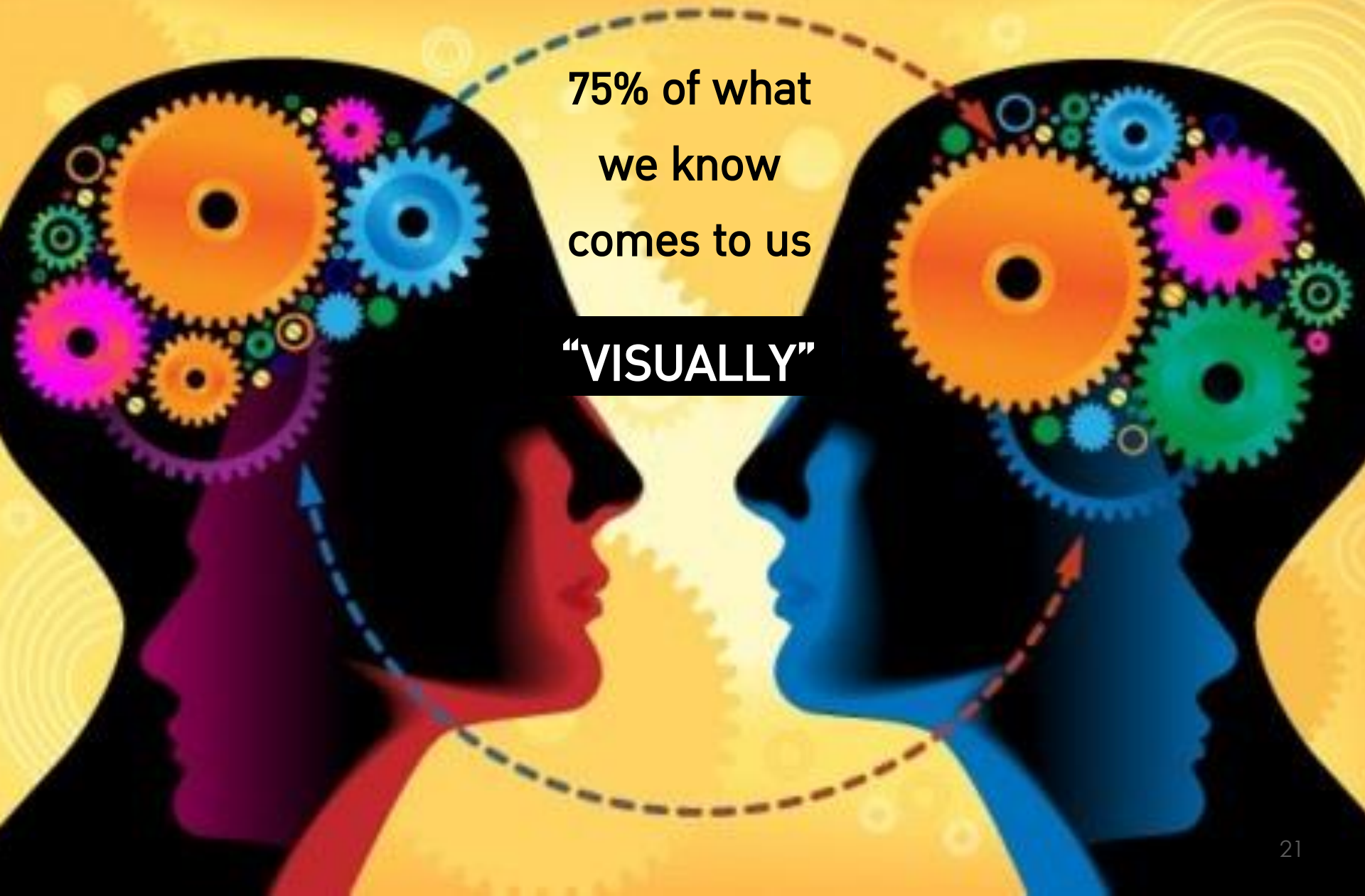
Graphs

- Summarize numerical data
- Draw attention to specific facts
- Explain trends in underlying data



How to use the right types of slide and visual aids?"

How to use the right types of slide and visual aids?



75% of what
we know
comes to us

“VISUALLY”

How to use the right types of slide and visual aids?

Presentation Dos and Don'ts



- Have a theme
- Have a title
- Introduce your company
- Use descriptive heading
- Point out key information
- Check spelling
- Give summary



- Avoid long sentences
- Avoid colorful backgrounds
- Avoid complex tables
- Avoid unnecessary jargon
- Avoid complexity
- Avoid too many animations
- Avoid too many slides

How to use the right types of slide and visual aids?

Presentation Dos and Don'ts

Color

- Use your corporate colors or colors that match your corporate images
- Be consistent throughout the presentation



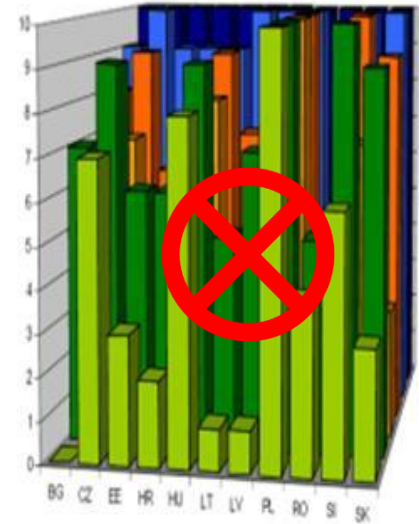
Fonts

- Use professional fonts such as Calibri, Arial, Cordia New
- Use one font throughout the presentation

Haettenschweiler
French Script
~~Comic Sans~~
~~Old English~~
Snap ITC
Harlow Formal

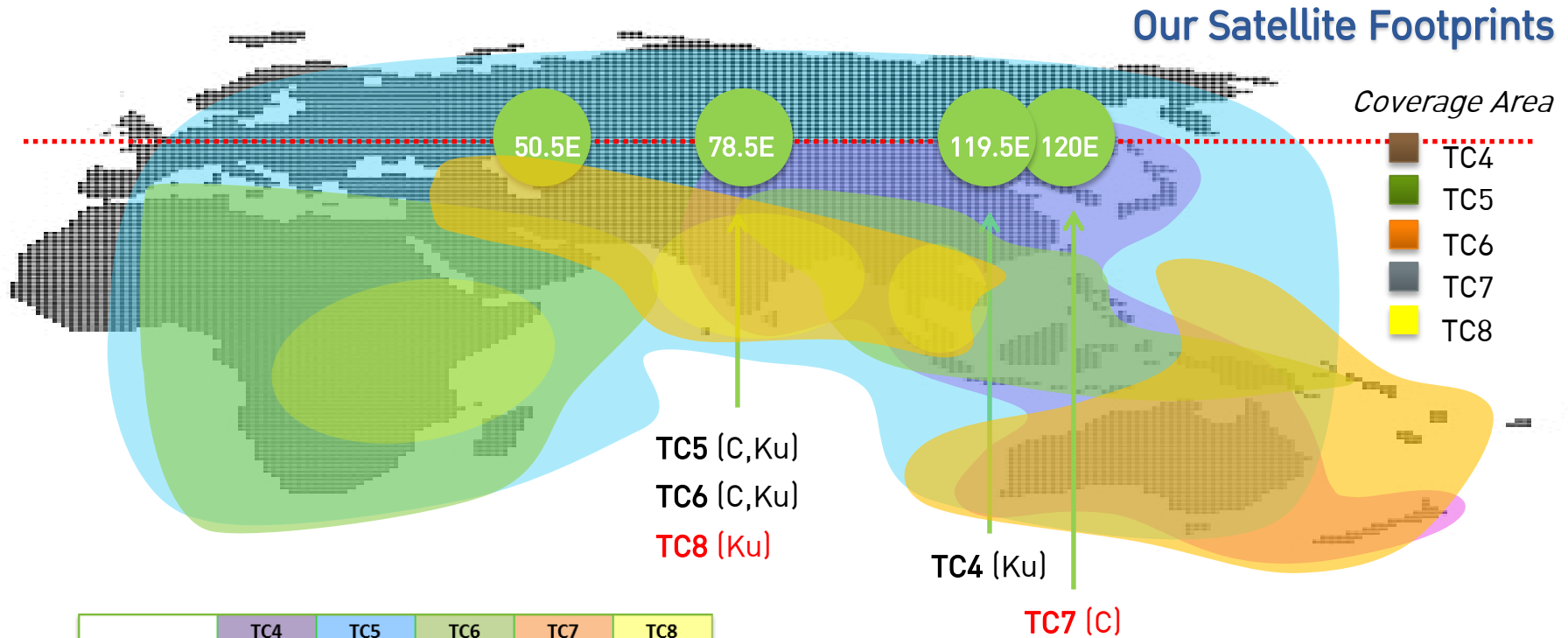
Charts and graphs

- Make charts and graphs clear to understand
- Add context or key notes to graphs

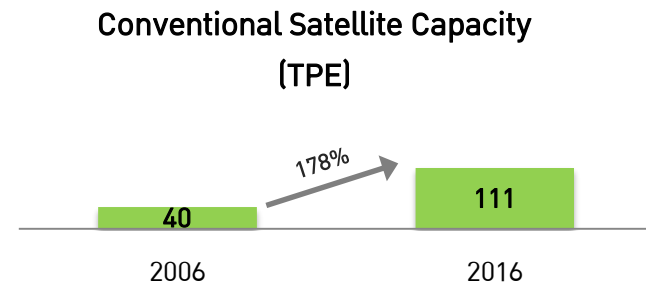


How to use the right types of slide and visual aids?

Samples of Dos and **Don'ts**



THAICOM	TC4		TC5		TC6		TC7		TC8	
	119.5°E		78.5°E		78.5°E		120°E		78.5°E	
	C	Ku	C	Ku	C	Ku	C	Ku	C	Ku
Indochina	-	✓	✓	✓	✓	✓	✓	-	-	✓
SEA	-	✓	✓	-	✓	-	-	-	-	-
South Asia	-	✓	✓	-	-	-	✓	-	-	✓
North Asia	-	✓	✓	-	-	-	-	-	-	-
Australasia	-	✓	✓	-	-	-	✓	-	-	-
ME, Africa	-	-	✓	-	✓	-	-	-	-	✓
Total TPE	881		40		33		14		24	



Note:

1. TPE = 36 MHz transponder equivalents
2. Current capacity (2015) of conventional satellites is 87 TPE.
3. TC8 capacity of 24 TPE is included in 2016.

Investor Relations



“Investor Relations officer is a unique position linking the company, management, and the investment community.”

THANK YOU

metinee@bcpggroup.com