



SET Awards Presentation
Advanced Info Service Plc.

**AIS Business
Sustainability**
8 September 2023



AIS MANAGEMENT TEAM



**Governance &
Business overview**

AIS Chief Executive Officer

K. Somchai Lertsutiwong



**Key economic &
Climate-related issues**

**Head of Investor Relations
& Compliance**

K. Nattiya Poapongsakorn



**Creating positive impacts on
society in the sustainable way**

**Acting Head of Public Relations and
Business Relations**

K. Saichon Submakudom

ECOSYSTEM ECONOMY

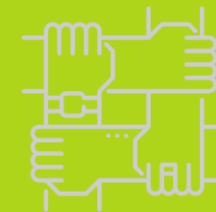
Digital Intelligence
Infrastructure



Human Capital &
Sustainability



Cross Industries
Collaboration



GOVERNANCE STRUCTURE



BUSINESS CHALLENGES IN TELECOMMUNICATION



Digital innovation

- Matured connectivity service weighs on growth of mobile business
- Higher network investment with shortened technology cycle

Cybersecurity & data privacy

- Cyber threats being more complex and severe
- Rising in personal data theft

Climate actions

- Network and Infrastructure resiliency
- Financial impact for the transition

Digital wellness

- Digital literacy of customers to safeguard online presence

STRATEGIC DIRECTION TOWARDS BECOMING COGNITIVE TECH-CO



Unleash Excellence in Digital Customer Experience

Mobile

Drive 5G experience & monetization

Fixed Broadband

Growth engine with significant scale

Enterprise Business

Accelerate Digital Transformation for Business

Digital Service

Build digital adjacencies to engage customers

Data Insight & Customer Care

Enhance Interactive, Personalized and Real-time Experience

IT Intelligence

Enhance Agility, Stability and Security

Autonomous Network

Enhance Reliability, Quality and Operation

AIS Ecosystem of Loyalty Program & Partnership



01

**Key economic issues impacting on competitiveness
and business growth**



DIGITAL INNOVATION – CHALLENGES AND OPPORTUNITIES

Matured connectivity service

With more than 140% of the population having access to cell phones, the **connectivity business has saturated**.



High network investment

Significant investment is needed for upgrading the rapidly changing technologies while operators also face **a shortened technology cycle**.



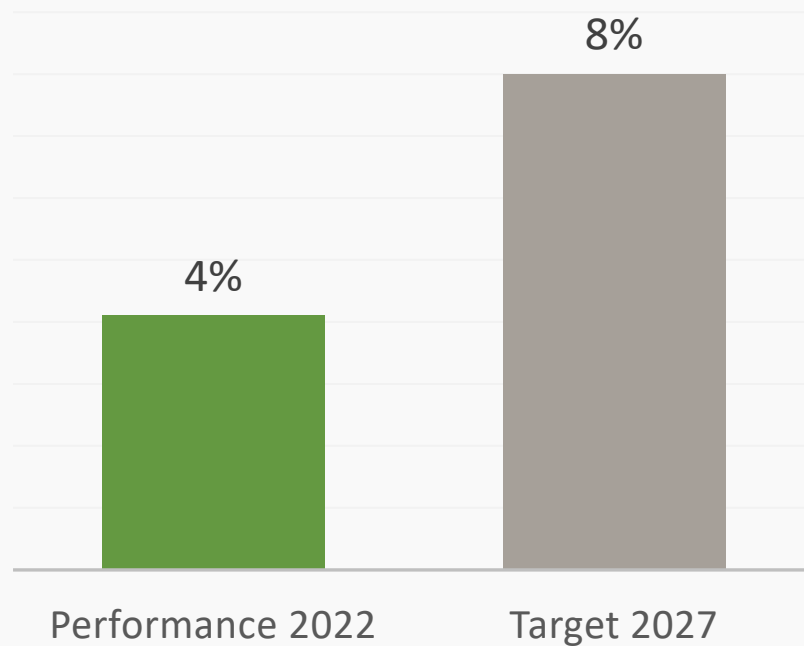
Expansion to new market

AIS needs to find new market opportunities to compensate for traditional businesses by **offering smart solutions and new digital services**



DIGITAL INNOVATION - TARGET AND STRATEGY

Target revenue from new digital service



Foundation for innovation

More flexible organization structure to drive innovation

People and Culture Transformation

Adopting Technology for process improvement

Innovation Ecosystem Development

DIGITAL INNOVATION - SIGNIFICANT DEVELOPMENTS WITH PARTNERSHIPS

5G Smart autonomous vehicles solutions



Traditional logistic



Autonomous logistic

Our business partners



HUAWEI



Key rationales:

- Deploying 5G technology to upgrade industry
- Managing route planning to transport equipment in the industrial areas
- Reducing the risk of drivers in dangerous areas
- Creating sustainable environment

Reducing CO2 emissions:

CO2 emissions are reduced by more than **35%** annually compared to the traditional logistic



CYBERSECURITY & DATA PRIVACY- CHALLENGES AND OPPORTUNITIES

Challenges



In 2022, Thailand witnessed
rise in cybercrime

56 %

As AIS transitions toward becoming a ‘Cognitive Tech-Co’ that renders a wider array of digital services, the company and its customers alike are increasingly susceptible to **personal data theft and complex cyberattacks**.

Opportunities



Concerns over system and data security have become a new demand that has driven AIS to devise **comprehensive cybersecurity services** to meet the needs and realize the potential of corporate clients.

CYBERSECURITY & DATA PRIVACY- TARGET

Target

Performance



Achieve the highest cybersecurity and personal data protection standards on par with or surpassing those of industry peers by the year 2027

AIS earned a higher average score than all other listed companies across Thailand in the 2022 Cyber resilience Survey



Enhanced the efficiency of cybersecurity and data privacy measures to defend AIS's significant business value chain by the year 2025

Upgrading security risk assessment for external service providers to comply with the company's standards

CYBERSECURITY & DATA PRIVACY- STRATEGY

Cybersecurity operation framework



Personal data protection framework

Data governance

Awareness raising and training

Risk follow-up and assessment

Personal data breach prevention and response

AIS SIGNIFICANT ENHANCING RELIABLE SYSTEM



Capabilities & Awareness Building

99 %

of total personnel passed compulsory tests for cyber security and data classification knowledge



Certification & Standards

The **ISO27001** Information Security Management System (ISMS) Certification since 2015, with the scope of the CSOC's security operations expanded to monitoring as a service in 2020 and to incident response (IR) as a service in 2022



Technology & Process Improvement

AIS has adopted **the zero-trust model** to elevate its cybersecurity standards.



The zero-trust model is a security framework requiring all users in a computer system to be authenticated, authorized, and validated prior to being granted access to the system.

02

Management Approach for Climate-Related Issues



INTEGRATE CLIMATE-RELATED ISSUES IN COMPANY-WIDE STRATEGY

1 Materiality assessment

Conduct materiality assessment every 3 years to evaluate sustainability-related issues and broader emerging challenges



3 Set targets and plans

Define strategy and measurable targets, as well as adaptation and mitigation plans



2 Risk and opportunity analysis

Assess the climate-related risks and opportunities, and potential financial impacts using climate models to perform scenario analysis



4 Implementation and monitoring

Related BUs execute proper adaptation and mitigation plans. SDC monitors the implementation to ensure the effectiveness



UNDERSTAND RISKS AND OPPORTUNITIES

Our impact on the environment

Nearly Triple Growth for IoT connected device

2021	11 Bn	Acceleration of hyper-connected world creates upwards pressure on operators' energy usage
2030	29 Bn	

More emission from the electricity usage

Our responsibility to reduce the emissions



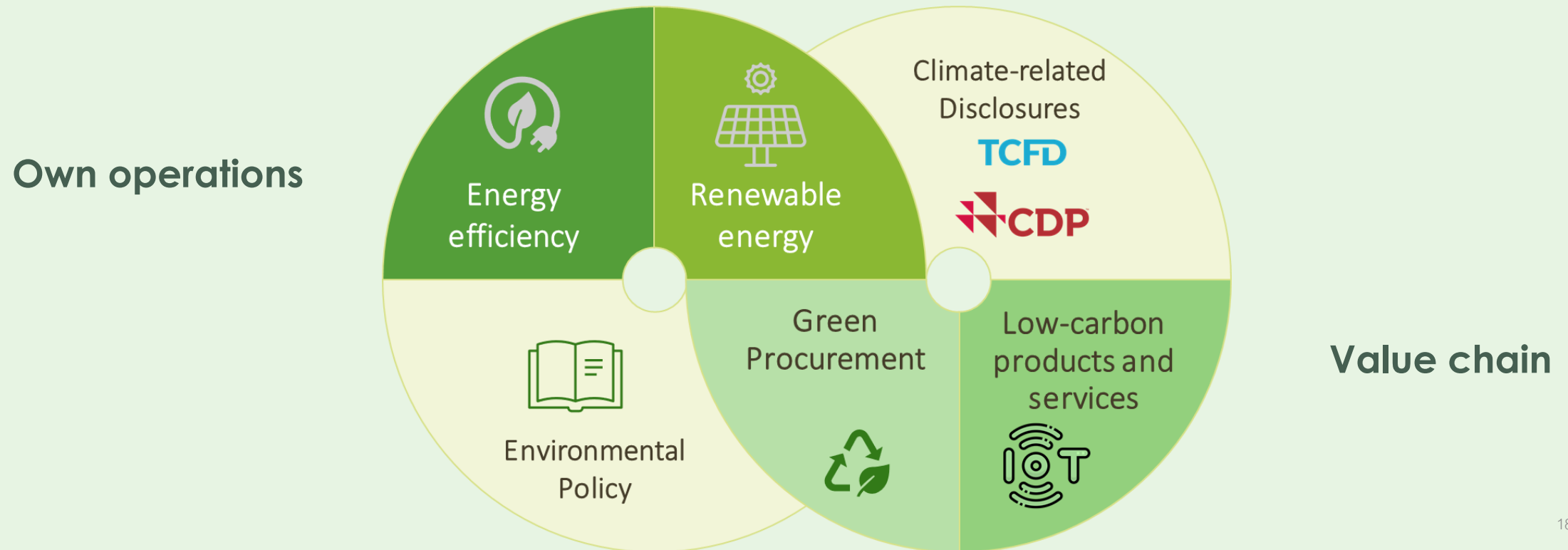
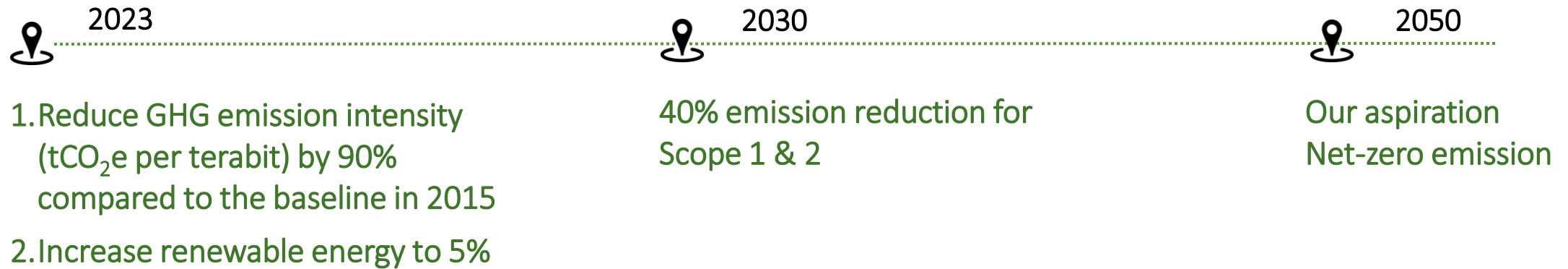
Risks

<h3>Physical risks</h3> <ul style="list-style-type: none"> Great flood 2011 affected 14% of GDP In top 10 most flood-affected country <p>Network and Infrastructure disruption</p>	<h3>Transition risks</h3> <ul style="list-style-type: none"> Regulatory change Stakeholders' Expectations <p>Financial impact for the transition</p>
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Opportunities

<p>Mobile industry emissions</p> <p>0.4%</p> <p>of global emissions</p>	<p>Digitalization enables reduction in other sectors</p> <p>10 times larger</p>
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OUR ASPIRATIONAL TARGETS AND STRATEGY



SHAPE A GREENER FUTURE IN OUR OPERATIONS

Energy efficiency

- **Installation of Multi-mode station** equipment (3G, 4G, & 5G) and improve efficiency of network equipment
- **Use AI** to analyze network utilization, which helps manage network channels and maximize power efficiency.
- **Resource allocation plan** to manage servers at data centers according to customers' usage



Renewable energy

- **Install solar panels** at 3,190 more locations (base stations, Data centers, Switching centers) during 2022.
- **Power Purchase Agreement (PPA)** projects are approved, which will contribute to the expansion of solar farms and solar roofs for lower operating and management costs.



SHAPE A GREENER FUTURE IN THE VALUE CHAIN

Procurement process

Conduct ESG assessment and apply ESG scoring on significant suppliers

- 01 Initial selection
- 02 Pre-procurement screening (ESG and/or green regulations)
- 03 Registering suppliers and entering the procurement process
- 04 Annual audit and assessment

Full E Concept as low-carbon services

- 1) my AIS App
- 2) E-Bill
- 3) E-Receipt and
- 4) E-Payment



สะดวก ง่าย ครบ
รวมไว้ทุกบริการ

Avoided-emission products for enterprise customers

- Smart factory, Smart building, Smart logistics
- Use case: 5G Autonomous vehicles support SCG to reduce 35% of emissions.



Scope 3 assessment and reporting the emissions in TCFD.

Upstream activities

Downstream activities

PERFORMANCE HIGHLIGHTS

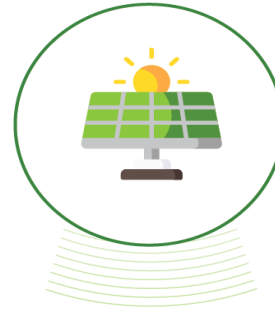
Emission Reduction



13,414

(tCO₂e)

Energy Efficiency Programs



12,094

(tCO₂e)

Renewable Energy Projects

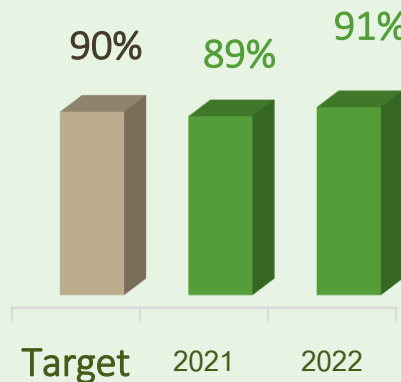


14,994

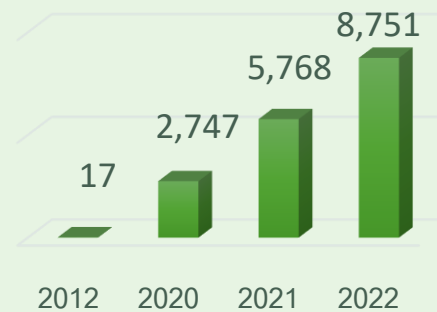
(tCO₂e)

Low-carbon Products and Services

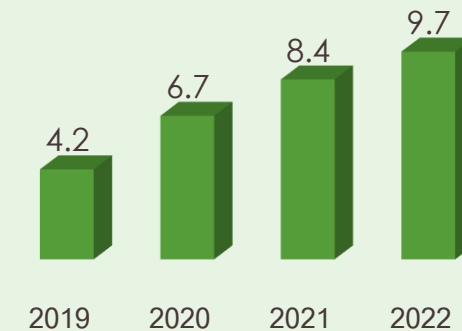
Emission intensity reduction

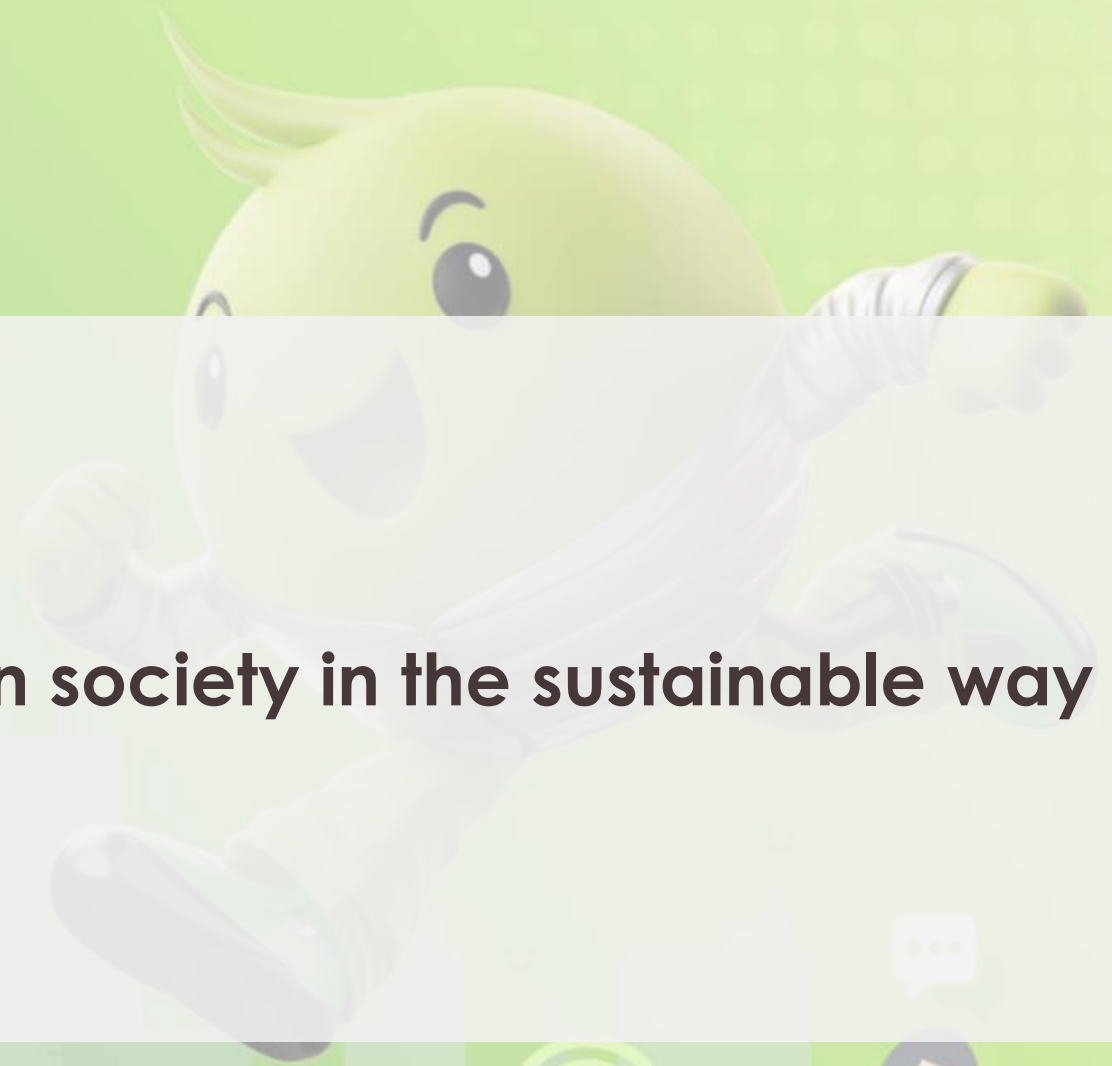


No. of base stations with solar cell



E- bill subscriptions (Million billing accounts)





03 Creating positive impacts on society in the sustainable way



DIGITAL WELLNESS – CHALLENGES AND OPPORTUNITIES

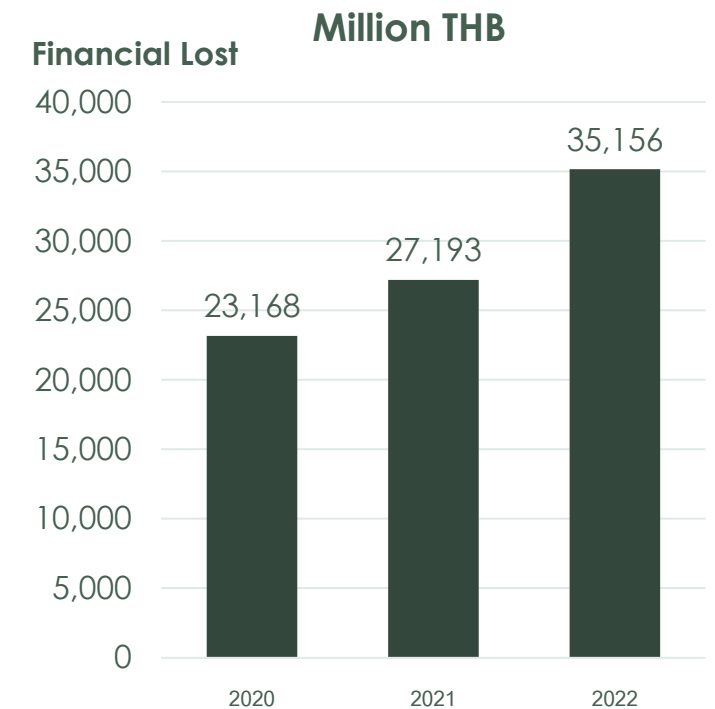
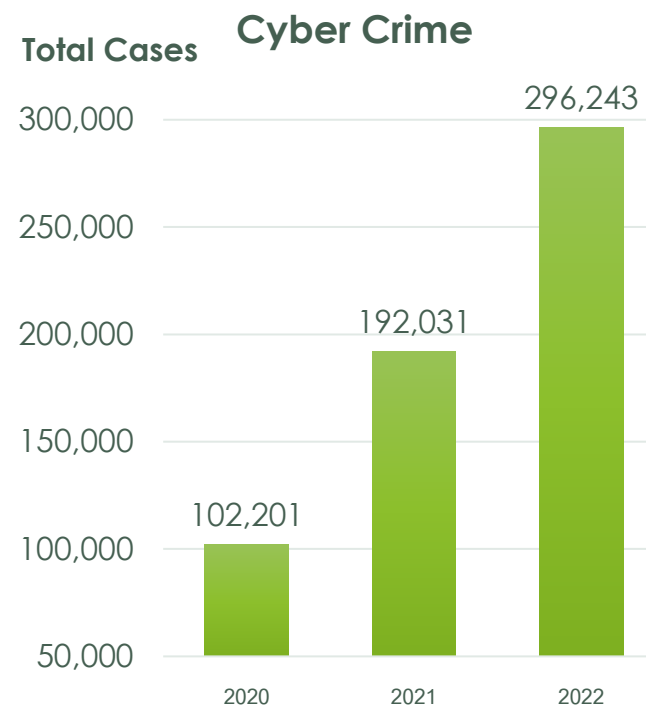
Internet Use of Thailand in 2022



Average
Day time Spent Internet/ Day
8.06 Hours/Day

Source : Digital 2022 Global Overview Report, We Are Social.

Cyber Crime in Thailand 2020-2022



Source : www.Thaipoliceonline.com, Royal Thai Police

DIGITAL WELLNESS

Target

Empower digital citizenship by providing digital solutions and tools for 3M people by 2027

Strategy

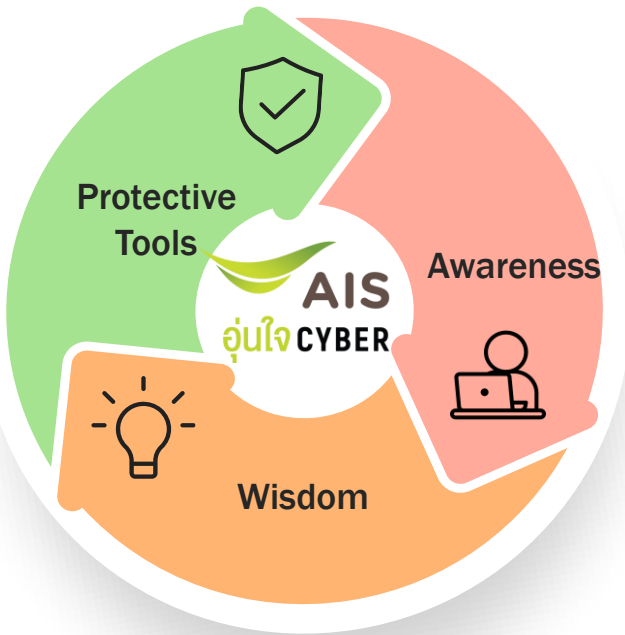
สายด่วน 1185

Google Family Link

AIS Secure Net

ZIPS Protection

Bitdefender



VDO Theme :
#WisdomToSurvive

Thailand Cyber Wellness Index

Aunjai Cyber Syllabus

- Key stakeholders: Vulnerable groups of internet users
- Key issues: Safe and proper use of internet

- Business objectives: Trusted brand & customer engagement, value added services
- Social benefits: Promote safe digital footprint & responsible use of internet, cyber risk prevention

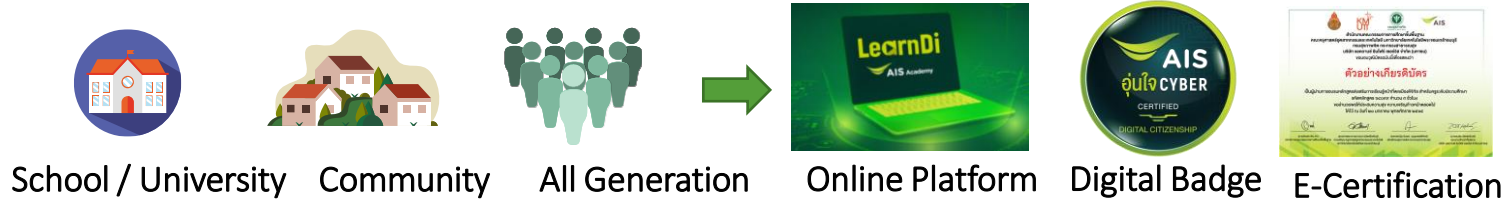
DIGITAL WELLNESS MILESTONE



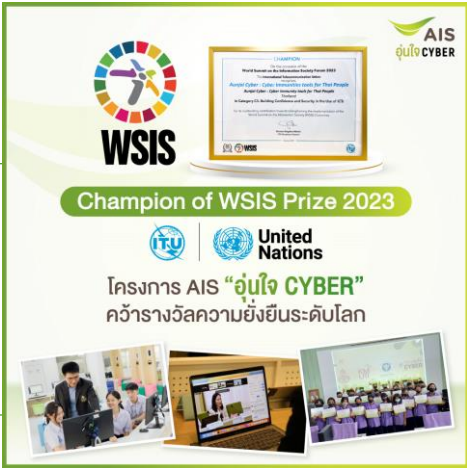
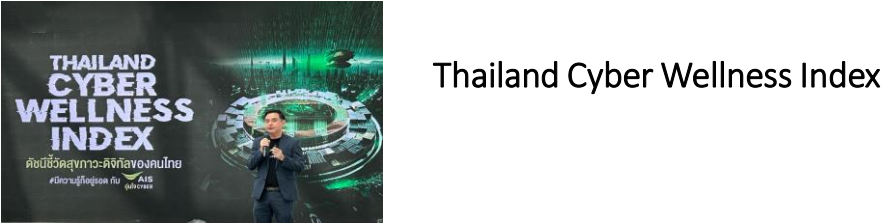
2022 - 2027

Aunjai Cyber Syllabus to 3M people

Aunjai Cyber Syllabus Penetration



Digital Literacy & Wellness Measurement



Awareness + Engagement

Kaihuaror Comic Books Wisdom to Survive VDO

Total IMC

- Above the line
- Below the line
- Social Media

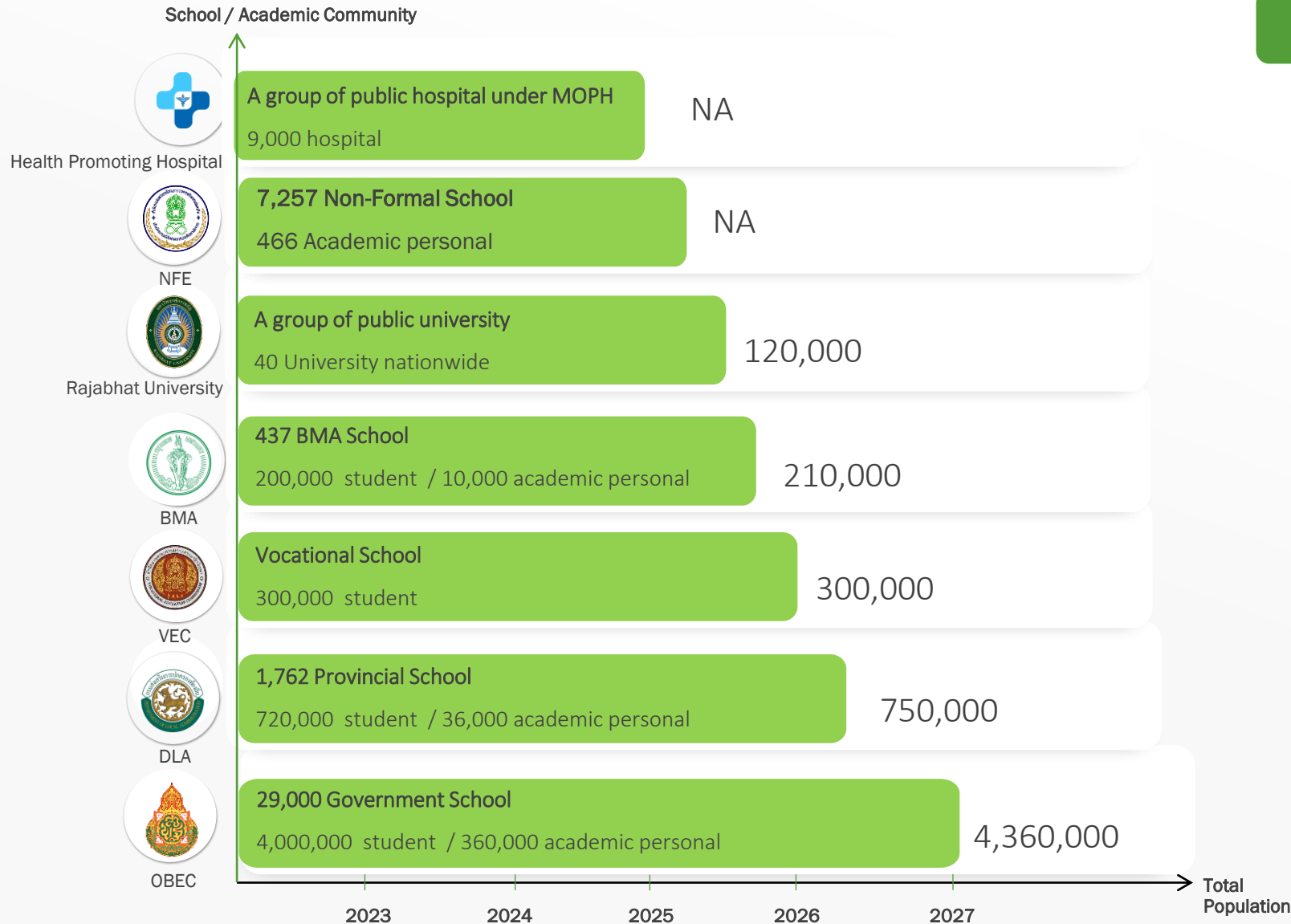
Brand Trusted



Champion of WSIS Prize 2023

DIGITAL WELLNESS PROGRESS

Target groups

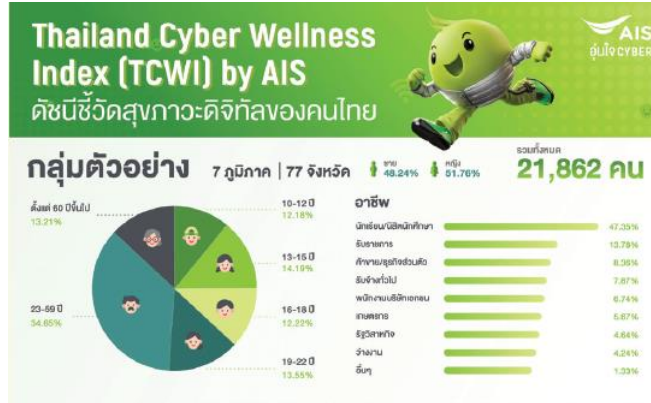


Updated Progress (2020-31 July 2023)

No.	School / Academic Community	Total (2020-31 July 2023)
1.	OBEC	65,674
2.	DLA	189,644
3.	University	7,872
4.	BMA	3,540
5.	Private Sector	12,200
6.	General Public	2,979
Total		281,999

SOCIAL & COMMUNITY IMPACT

THAILAND CYBER WELLNESS INDEX



Extending learning outcomes to educational and public sectors





THRIVING IN A GREENER AND INCLUSIVE DIGITAL WORLD



Appendix



AIS: TOWARDS BECOMING COGNITIVE TECH-CO

Unleash Excellence in Digital Customer Experience

Mobile

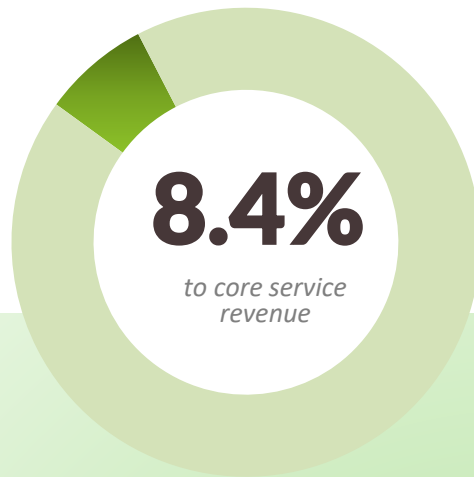


Offering higher value & 5G monetization

Bt29.5bn

As of 2Q23
Growth 1.0% YoY

Fixed Broadband

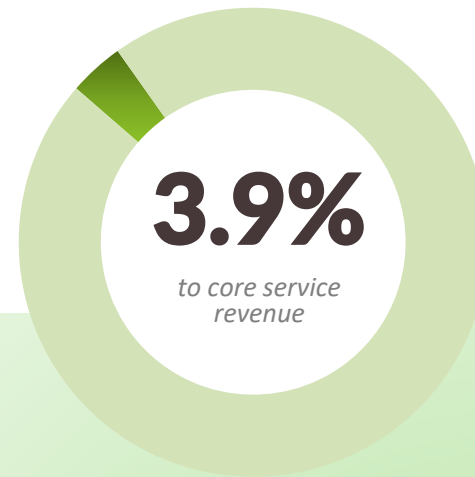


Focusing on high-quality subs acquisition

Bt2.5bn

As of 2Q23
Growth 15% YoY

Enterprise Non-mobile Business



Providing end-to-end solutions for industry

Bt1.3bn

As of 2Q23
Growth 2.2% YoY

Digital Services



Building digital adjacencies to engage customers

AIS BUSINESS SUSTAINABILITY STRATEGY



Drive Digital Economy

Enable people and businesses to grow in the digital economy

- Expand 5G connectivity to support economic growth
- Drive digital services to both consumers & enterprise
- Maintain resiliency for data security and privacy
- Enhance human capital capabilities to support business transformation

Promote Digital Inclusion

Build inclusive and responsible digital access in our products & services

- Provide inclusive digital access to promote social & economic wellbeing
- Support consumers to be digitally responsible and promote livelihood

Act on Climate

Shape a greener future of life for consumers and society









- Manage our own network and operation to be light to the environment
- Support our customers and supply chain to reduce environmental footprint

TARGETS FOR SUSTAINABLE DEVELOPMENT

Drive Digital Economy	Promote Digital Inclusion	Act on Climate
<p>Digital Innovation</p> <ul style="list-style-type: none"> • 8% of revenue generated from new digital services that enable the digital economy by 2027 <p>Cybersecurity and Customer Privacy Protection</p> <ul style="list-style-type: none"> • Uphold security standards equivalent or better than our peer group of companies in our industry and our region as verified by an independent third party by 2027 • Enhance cybersecurity and data privacy to protect the critical business value chains by 2025 <p>Human Resource Management</p> <ul style="list-style-type: none"> • 90% of AIS employees is equipped with new digital skills and literacy by 2025 	<p>Social Inclusion</p> <ul style="list-style-type: none"> • Improve the socio-economic condition of 5 million people by 2027 <p>Digital Wellness</p> <ul style="list-style-type: none"> • Empower digital citizenship by providing digital solutions and tools for 3 million people by 2027 	<p>Climate Actions</p> <p>Short term target (2023)</p> <ul style="list-style-type: none"> • Reduce GHG emissions intensity as calculated from the ratio of direct and indirect emissions to data traffic by 90% compared to the baseline in 2015 • Increase renewable energy usage to 5% of total energy consumption <p>Long term target</p> <ul style="list-style-type: none"> • Net-zero emissions by 2050 <p>Waste Management</p> <p>Short term target (2023)</p> <ul style="list-style-type: none"> • Zero e-waste to landfill <p>Long term target</p> <ul style="list-style-type: none"> • Maintain zero e-waste to landfill

SUSTAINABILITY HIGHLIGHTS

“THRIVING IN A GREENER AND INCLUSIVE DIGITAL WORLD”

Drive Digital Economy	Promote Digital Inclusion	Act on Climate
<p>4.1% of revenue generated from new digital services</p>	<p>Improving the socio-economic condition of 2.2 Million People</p>	<p> Reducing GHG emissions by 25,508 tCO₂e</p>
<p>Enhancing cybersecurity system with the zero-trust model </p>	<p>Expanding 5G network to cover 85% of the total population </p>	<p>Installing additional solar panels at 3,186 base stations </p>
<p> MOST INNOVATIVE KNOWLEDGE ENTERPRISE Thailand Most Innovative Knowledge Enterprise (MIKE) Award 2022</p>	<p>Increasing the awareness and promoting the skills needed to be a digital citizen through AUNJAI CYBER program for  a total of 169,930 People</p>	<p> Using blockchain technology to develop e-waste+ application</p>
<p>Encouraging 1,482 employees to gain knowledge about the Robotic Automation Process (RPA)</p>	<p> Launching the 1185 hotline or AIS Spam Report Center</p>	<p>Expanding e-waste drop points to over 2,500 locations nationwide</p>



Thank you

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The statements are based on our management’s assumptions and beliefs in light of the information currently available to us. These assumptions involve risks and uncertainties which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Please note that the company and executives/staff do not control and cannot guarantee the relevance, timeliness, or accuracy of these statements.