

Business Overview

Based in Bangkok and listed on the Stock Exchange of Thailand (SET: TRUE), True is Thailand's only integrated communications solutions provider and its convergence lifestyle leader. We offer a "quadruple play" of voice (fixed-line and mobile), TV and data services, and are well placed for future growth through the convergence of our networks, services and content. We have more than 18 million subscribers/households and our businesses include Thailand's third-largest mobile phone operator (TrueMove), the country's largest broadband and dial-up Internet provider, the largest fixed-line phone operator in the Bangkok Metropolitan Area or BMA, the only nationwide pay-TV provider (TrueVisions), and mobile payment leader TrueMoney.

Our Products & Services

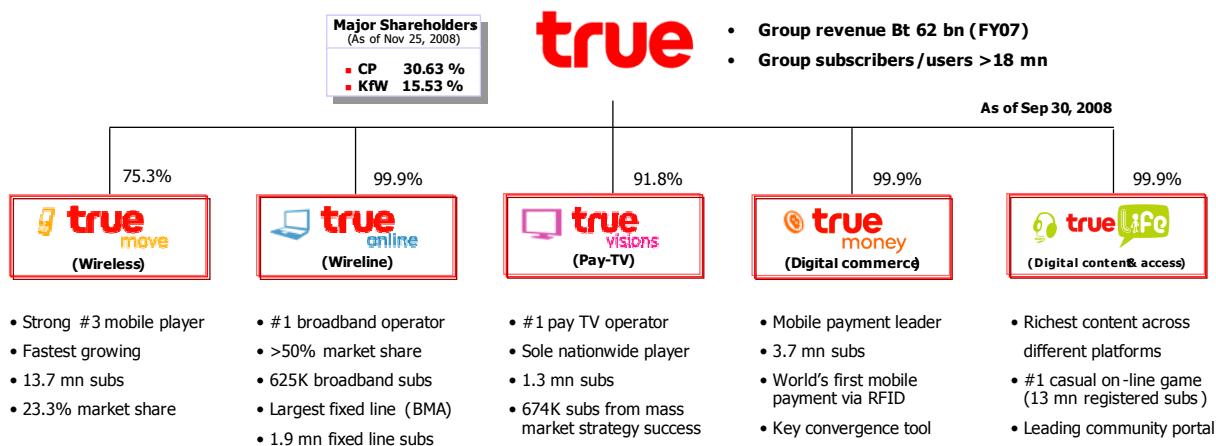
- True has a full range of products and services for home, SME and corporate customers including:
 - **TrueOnline:** Broadband and hi-speed Internet, including Wi-Fi and gaming, VoIP and IPTV; fixed lines for home and office; public phone booths; WE PCT (personal communication telephone); IDD and value-added fixed line services, such as call waiting and forwarding.
 - **TrueMove:** Mobile voice and non-voice services, including music, games, sport and other downloadable content.
 - **TrueVisions:** More than 90 national and international pay-TV channels, most on an exclusive basis.

Quick Numbers

- Market capitalization Bt 5.3 bn.
- Leading BMA wireline provider with 1.9 mn lines in use.
- Country's largest Broadband operator with 625,000 subscribers and a BMA market share of 80%.
- Thailand's third-largest mobile operator True Move, with 13.7 mn subscribers.
- Thailand's only nationwide pay-TV operator, TrueVisions, with 1.3 mn subscribers.
- Annual group turnover of Bt 62 bn (incl IC).
- Infrastructure investment of more than Bt 100 billion.
- Employs 13,000 staff.

Strategy and Vision

- True's convergence lifestyle strategy is unique within the Thai market. It focuses on providing customers with their preferred combinations of content and services from our full range of telecommunications offerings. Our ability to offer bundled packages reduces the need to compete solely on price, improving our customer loyalty, reducing our churn rates, and increasing our market share.



Note: Financial results of TrueMoney and TrueLife are included in TrueOnline

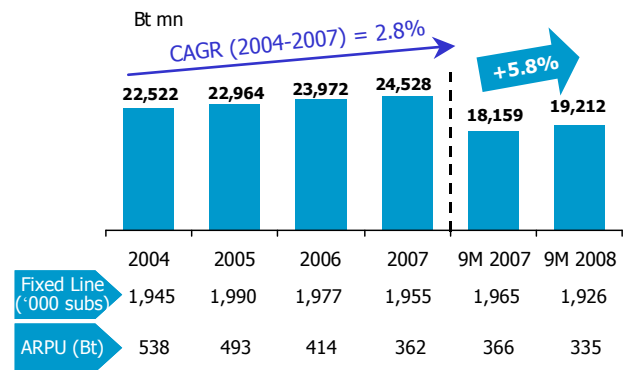
Unique, Thailand's only fully integrated operator, with quadruple play capability

Our Business Segments

TrueOnline

- True is one of Thailand's leading **Internet** Service Providers (ISPs). True **Broadband** is the largest broadband operator in the country with around an 80% share of the BMA ADSL market and 625,000 subscribers.
- True is the Wi-Fi market leader with 15,000 hotspots and 87,000 Wi-Fi subscribers.
- True is the largest **fixed-line** provider in the BMA with a 58% market share, a 2.6 million line capacity and almost 2 million lines in commercial use.
- True's **Data Services**, with a BMA market share of around 30%, offers data transfer technologies and an outsourced data network management service.
- True operates the '006' International Direct Dialing service, 26,000 public telephones and WE PCT, which has 299,000 subscribers.

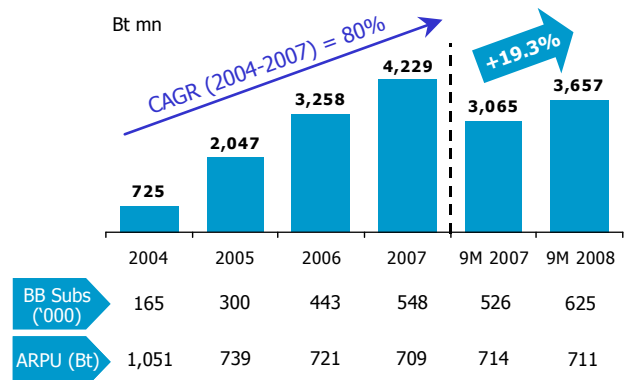
TrueOnline Service Revenue



TrueMove

- True's mobile business, TrueMove, operates an advanced GSM network in the 1800 MHZ frequency band, covering 93% of the Thai population. True has nationwide GPRS coverage and EDGE service in the BMA.
- TrueMove has 13.7 million subscribers, having grown rapidly since launching full commercial service in March 2002.
- Market share of 23.3%, measured by subscribers, has risen from 12.8% in 2004 with the business capturing around one-third of market net adds each year from 2004 to 2007 (34.7% in 2007).
- Service revenue grew at a compound annual growth rate of 22% from 2004 through 2007. Market share of service revenue has risen from 9.7% to 15.7% (excl IC).
- Higher-margin non-voice business contributes more than 10% of TrueMove revenue, and is growing steadily.
- True is set to roll out 3G services (on 850 MHz) in late 2008.

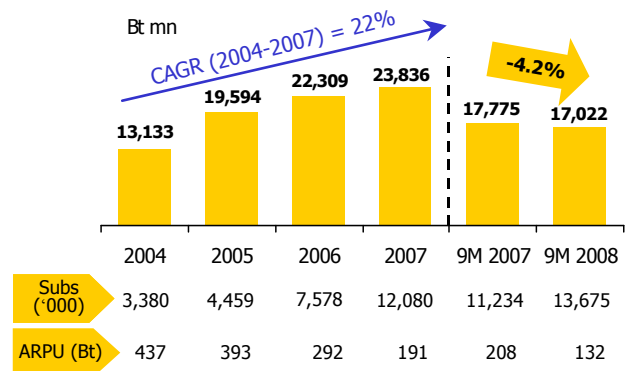
Broadband Revenue



TrueVisions

- TrueVisions (formerly UBC) is Thailand's only nationwide pay-TV operator, offering international and local programming across a range of subscription packages.
- Subscriber numbers grew by a compound annual growth rate of 31.4% from 2004 to 2007, now exceeding 1.3 million subscribers.
- Upcountry areas have been successfully penetrated through mass market strategies. These areas offer strong growth potential and now constitute 50% of TrueVisions' subscriber base.
- TrueVisions' ARPU is second-highest amongst its regional peers.
- Negotiations on pay-TV advertising are progressing. Every 1% market share in TV advertising can generate revenue to TrueVisions of about Bt 500 – 600 million per year.

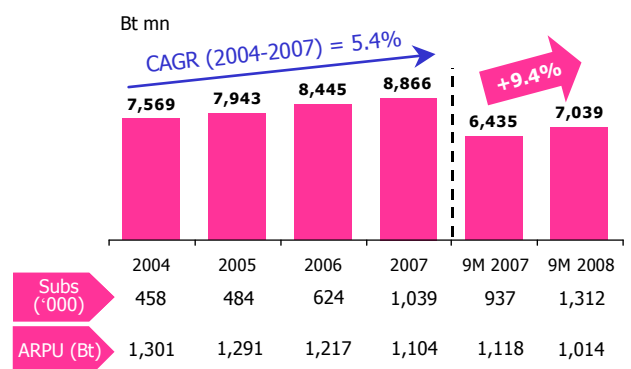
TrueMove Service Revenue (excl. IC)



TrueMoney

- TrueMoney is a digital commerce service that allows top-up, pay-transfer and withdrawal of money from electronic wallets with a mobile phone SIM card.
- More than 3.7 million subscribers enjoy TrueMoney's anytime/anywhere convenience.

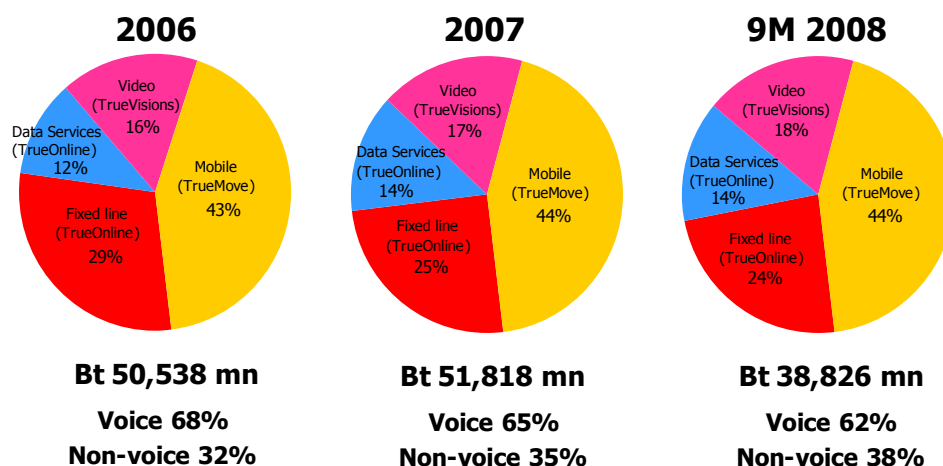
TrueVisions Service Revenue



TrueLife

- TrueLife provides digital content and access for other True business segments.
- It allows True to make better use of its convergence synergies and to differentiate itself from its peers.

Revenue diversification (Consolidated)



Note: 1. Revenues exclude product sales and Interconnection Charges(IC), after intersegment eliminations
 2. Data Services includes Broadband Internet and Data network combined fixed line and data services represent contribution TrueOnline
 3. Non-voice includes data service video (pay-TV) and mobile non-voice
 4. 9M 2008 EBITDA contribution by business TrueMove 31%, TrueVisions 15% and TrueOnline 54%
 5. Revenue of TrueMoney and TrueLife are recorded under TrueOnline

Our Performance (9M 2008) *(Unless otherwise stated, comparisons are with 9M 2007)*

- **Consolidated service revenue** (excluding interconnection charges or IC) increased 0.6% to Bt 39 bn in 9M08 as growth in TrueVisions and TrueOnline (9.4% and 5.8% respectively) offset declines at TrueMove (4.2%).
- **EBITDA** stood at Bt 13.9 bn, down 6.8% Y-on-Y due mainly to the lower revenue from TrueMove and greater IC impact.
- **NIOGO**, before non-recurring items, was loss Bt 467 mn (compared with a profit of Bt 486 mn the previous year) following IC impact whereas higher income taxes were basically offset by lower depreciation & amortization expenses, interest expenses, and minority interest.
- **Capex** was Bt 362 mn lower at Bt 5.4 bn, including 3.3 bn at TrueMove.
- True continued to strengthen its **balance sheet**, repaying Bt 3.1 bn in debt (excluding finance leasing). **Consolidated net debt to EBITDA** continued to fall, reaching 3.6 times.
- **Free cash flow** improved significantly to Bt 4.8 bn due to higher cash flow from operations.

Consolidated results of operations

(Baht in millions unless otherwise indicated)

| | <u>9M 2008</u> | <u>9M 2007 (re)</u> | <u>2007 (re)</u> | <u>2006 (re)</u> | <u>2005 (re)</u> |
|---|----------------|---------------------|------------------|------------------|------------------|
| Total revenue | 46,067 | 45,748 | 61,641 | 51,955 | 44,073 |
| EBITDA | 13,940 | 14,964 | 19,754 | 17,255 | 15,705 |
| EBITDA Margin | 30% | 33% | 32% | 33% | 36% |
| Net income (loss) from ongoing operations | (467) | 486 | (1,056) | (5,986) | (2,760) |
| Net income (loss) to equity holders of the parent | (1,162) | 916 | 1,158 | (4,028) | (3,263) |
| Net income (loss) | (1,805) | 950 | 1,558 | (3,895) | (3,394) |

Assets and capital (Consolidated)

| | | | | | |
|--------------------------------|---------|---------|---------|---------|---------|
| Total assets | 118,856 | 126,385 | 125,754 | 122,509 | 117,384 |
| Total debts | 80,116 | 83,401 | 81,786 | 88,945 | 82,281 |
| Shareholders' equity | 8,201 | 6,504 | 10,051 | 7,358 | 7,912 |
| Paid-up capital | 45,032 | 45,025 | 45,032 | 45,015 | 40,947 |
| No. of shares (million shares) | 4,503 | 4,503 | 4,503 | 4,502 | 4,095 |

Key debt ratios (Consolidated)

| | | | | | |
|-------------------------|-----|-----|-----|-----|-----|
| Net debt/EBITDA (times) | 3.6 | 3.6 | 3.5 | 4.5 | 4.8 |
| EBITDA/Interest (times) | 2.7 | 2.7 | 2.7 | 2.7 | 3.3 |

Others

| | | | | | |
|-------------------------------------|-----|-----|-----|-----|------|
| Book value per share (Baht) | 1.8 | 1.4 | 2.2 | 1.6 | 1.9 |
| Share price at end of period (Baht) | 3.1 | 6.7 | 5.8 | 6.1 | 10.0 |

Note: 1/ TRUE started to consolidate TrueMove (formerly TA Orange) in 2001.
 2/ TRUE started to consolidate TrueVisions (formerly UBC) in 2006.

For more information about TRUE visit www.truecorp.co.th