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 develop an effective presentation

**Analyst presentation slides**

- Identity
- Performance
- Event

**Extraordinary events**
- Deal roadshow
- Crisis

**Events**
- SET's Opportunity day
- Quarterly Analyst Briefing
- Non-deal roadshow
- Company visit
- Investment Conference
### Identity

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

### Performance

**Contents:**
- Key achievements
- Market updates
- Operational performance highlights
- Financial performance highlights
- Analysis of the results
- CAPEX plans
- Maintenance schedules
- Outlook

### Event

**Contents:**
- Executive summary
- Rationale of the transaction
- Transaction information
- Impact
- Timeline
- What happened?
- Impact
- Solution / What’s next?
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Sample of Identity slide

Our Company

- Thaiicom Public Company Limited (formerly named Shin Satellite) was founded on 7th November 1991, part of Intouch Holdings Public Company Limited.
- His Majesty King Bhumibol Adulyadej of Thailand graciously named the first national communications satellite, "THAICOM" which stands for "Thai Communications."
- The Company became a listed company on the Stock Exchange of Thailand on 18th January 1994.

Our Satellite Fleet

<table>
<thead>
<tr>
<th>De-orbited</th>
<th>In-orbited</th>
<th>Upcoming</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- THAICOM 4 (PSTN)
  - Concession: 2005
  - Launch: 2006
- THAICOM 5 (PSTN)
  - Concession: 2006
  - Launch: 2006
- THAICOM 6 (PSTN)
  - Concession: 2007
  - Launch: 2007
- THAICOM 7 (PSTN)
  - Concession: 2008
  - Launch: 2008
- THAICOM 8 (PSTN)
  - Concession: 2009
  - Launch: 2009

Overall Performance

- THAICOM Share Performance
  - Overview
  - 2014 Share price: 13.25 Bhat
  - 2012 Share price: 3.80 Bhat
- THAICOM Market Cap: 14.25 Billion Bhat
- THAICOM Total Market: 14.25 Billion Bhat
- THAICOM Dividend: 1.45 Bhat
- THAICOM Book Value: 10.40 Bhat
- THAICOM Debt: 141.97 Bhat
- THAICOM Peer Group:
  - 2014 Share price: 13.25 Bhat
  - 2012 Share price: 3.80 Bhat

Our Future:
Developing the new chapter of THAICOM fleet

"Follow-on satellite systems to ensure long term viability"
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Sample of Performance slide

3Q15 Key Achievements
- Continued positive financial performance amid economic slowdown
- 3Q15 Consolidated Normalized Net Profit grew 33% YoY to 645 M
- 9M15 Consolidated Normalized Net profit was 1,850 M, grew 32% YOY
- Satellite business highlights
  - Recognized revenue from China’s Synetone revenue sharing
  - More utilization of Thaicom 7
- Number of satellite TV channels on THAICOM satellites at 78.6E
  - Increased from 766 channels in 2013 to 774 channels in 3Q15
  - 12% HD channels increased (112 to 126 channels)
- Sustainable Development
  - 1st APEC CEO Summit 2014
  - Named in Thailand Sustainability Investment 2015
  - "Excellent" CSR, scoring 5 for 3rd consecutive year (2013 - 2015)

3Q15 Normalized Net Profit continued to grow
- Consolidated Results
- 3Q15 Normalized Net profit
  - + 24% QoQ
  - + 34% YoY

9M16: Maintain Positive Momentum on Satellite Revenues and EBITDA Growth
- Satellite Revenues: rose 3% YoY
- Satellite EBITDA Margin improved to 55%
- Satellite EBITDA: rose 9% YoY
- Broadband: 56% (2015) vs. 52% (2014)
- Conventional: 46% (2015) vs. 54% (2014)

Moving Forward
- Sustainable Organization & Profitable Growth
- Connectivity, Innovation, Responsibility, Corporate Governance
How to develop an effective presentation

Sample of Event slide
## How to develop an effective presentation

### Analyst presentation pitfall

<table>
<thead>
<tr>
<th>Story and Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Lack of convincing storyline</td>
</tr>
<tr>
<td>- Not structured and illogical</td>
</tr>
<tr>
<td>- Lack of fact and/or rationale</td>
</tr>
<tr>
<td>- Document sections are not clearly linked together</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Management Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>- No clear messages</td>
</tr>
<tr>
<td>- In adequate supporting data</td>
</tr>
<tr>
<td>- Confusing strategy</td>
</tr>
<tr>
<td>- Just present fact with no guideline or what’s next?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professional Arrangement</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Not attractive &amp; professional visual appeal</td>
</tr>
<tr>
<td>- Inconsistency in terms &amp; reference</td>
</tr>
<tr>
<td>- Unclear graphs, misaligned text</td>
</tr>
<tr>
<td>- Poor quality of printing</td>
</tr>
</tbody>
</table>
How to develop an effective 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 develop an effective presentation

**Five steps to successful presentation**

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How to develop an effective presentation

- New
- Beginner
- Experienced
- Experts
How to develop an effective presentation

**Five steps to successful presentation**

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Sample 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: new product, innovation
- Management competence/credibility
- Sustained financial performance
- Corporate partnership
- Social responsibility
### How to develop an effective presentation

#### Common investment story

<table>
<thead>
<tr>
<th>Mistake</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate Differentiation</td>
<td>“Me too!” mistake</td>
</tr>
<tr>
<td>Disconnection</td>
<td>“Not knowing your audience” mistake</td>
</tr>
<tr>
<td>Too much emphasis on earnings</td>
<td>“Death by numbers” mistake</td>
</tr>
<tr>
<td>Too much like a mission statement</td>
<td>“Wish list” mistake</td>
</tr>
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</table>
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A Storyboard is the key starting point for structuring presentation

“A storyboard lets 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 develop an effective presentation

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<thead>
<tr>
<th>Company Data</th>
<th>Industry Data</th>
<th>Economic Data</th>
<th>IC Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial data</td>
<td>Industry-specific publications</td>
<td>Bank of Thailand</td>
<td>Sell and Buy-Side Analysts</td>
</tr>
<tr>
<td>Financial statements</td>
<td>Market Research</td>
<td>Financial sector data, interest rates, exchange rates</td>
<td>Reports, In-house analysis</td>
</tr>
<tr>
<td>(Finance &amp; Account departments)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-financial data</td>
<td>Industry studies</td>
<td>Ministry of Finance</td>
<td></td>
</tr>
<tr>
<td>Company database and statistics (Other related business units)</td>
<td>Market Research</td>
<td>Government income, budget, public investment projects, GDP growth</td>
<td></td>
</tr>
<tr>
<td>Context</td>
<td>Competitors</td>
<td>National Statistical Office</td>
<td></td>
</tr>
<tr>
<td>Company Strategy, Vision, Mission (Management)</td>
<td>Suppliers</td>
<td>Employment, population</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>National Economic &amp; Social Development Board (NESDB)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retail sales, direct investment</td>
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Samples of Text Exhibits

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- His Majesty King Bhumibol Adulyadej of Thailand graciously named the first national communications satellite, “THAICOM” which stands for “Thai Communications”.

Our Broadband Services

- The first and only High Throughput Satellite (HTS) in Asia Pacific
- PRESENCE in 13 COUNTRIES 17 GATEWAYS
- 5,000 small-cell 3G sites in Japan
- 90,000 broadband users in Australia and New Zealand
- 26,000 schools & 5,500 rural telephony project sites in Thailand
- 6,000 communities/villages/schools in Malaysia
How to develop an effective presentation

Samples of Diagrams

Aspen Holdings Ltd. (Temasek Holdings) 41.62%

Intouch Holdings Plc (1,2)

IPSTAR Global Service Ltd.

IPSTAR Australia Pty Ltd. 100.00%

IPSTAR Japan Co., Ltd. 100.00%

IPSTAR New Zealand Co., Ltd. 100.00%

IPSTAR International Pte Ltd. 100.00%

IPSTAR Global Service Ltd. 100.00%

International Satellite Co., Ltd. 100.00%

IPSTAR Co., Ltd. 100.00%

IPSTAR Nucleus Co., Ltd. 100.00%

Satellite Services

Advanced Info Service Plc. 2)

Thaicom PLC 2)

TC Broadcasting co., Ltd. 99.99%

Orion Satellite Systems Pty Ltd. 100.00%

Spacecode Lic. 70.00%

Telephone and Internet access services

Shenington Investments Pte Ltd. 51.00%

Lao Telecom Co., Ltd. 49.00%

Cambodian DTV Network Ltd. 100.00%

DTV Service Co., Ltd. 99.99%

CS LoxInfo Plc. 42.07%

AD Venture Public Co., Ltd 99.99%

Teleinfo Media Plc. 99.99%

Media and services

1) Holding Company
2) Listed Company on the Stock Exchange of Thailand

* As of July 2014
How to develop an effective presentation

Samples of Graphs

**Bottom Line Grew Significantly from Satellite Performance**

- **Consolidated Sale & Services Revenues**
  - Unit: MB
  - 2010: 5,858
  - 2011: 6,624
  - 2012: 7,984
  - 2013: 8,966
  - 2014: 10,004

Revenue grew continuously with strong cash flow.

**Normalized Net profit and Normalized Net profit margin**

- Unit: MB
- 2010: 1,399
- 2011: 1,630
- 2012: 6,248
- 2013: 6,496
- 2014: 8,714

Continuously improved in Normalized Net Profit and Normalized Net Profit margin.

**Broadcast**

**Ultra HD TV demand seen surging**

- **Global Ultra HD via satellite Channels by Scenario**
  - **Baseline CAAP 6.3% (2015-2020)**
  - **High Growth Scenario**
  - **Low Growth Scenario**

**Average selling prices**

- **World-wide**
  - 2012: $7,851
  - Estimate 2014: $8,167

- **China**
  - 2012: $4,563
  - Estimate 2014: $5,073

- **North America**
  - 2012: $1,120
  - Estimate 2014: $1,956

- **More channels**
- **Lower TV set prices**
- **More households**
- **More bandwidth**

- Provide a neutral platform as an incubator for satellite TV operators
- Promote a transition of satellite TV standard from SD to HD/UHD
- Expand to other markets in AEC
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

<table>
<thead>
<tr>
<th>Color</th>
<th>Fonts</th>
<th>Charts and graphs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use your corporate colors or colors that match your corporate images</td>
<td>• Use professional fonts such as Calibri, Arial, Cordia New</td>
<td>• Make charts and graphs clear to understand</td>
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<tr>
<td>• Be consistent throughout the presentation</td>
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How to use the right types of slide and visual aids?

Presentation Dos and Don’ts

**Dos**

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

**Don’ts**

- 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?

Samples of Dos and Don’ts

- Grow & Turn
- Bounce
- Swivel
- Teeter
- Spin

CAGR = 37%

22%
18%
86%
31%
1,222
How to use the right types of slide and visual aids?

Samples of Dos and Don’ts

Our Satellite Footprints

Coverage Area

TC4
TC5
TC6
TC7
TC8

Conventional Satellite Capacity (TPE)

<table>
<thead>
<tr>
<th></th>
<th>TC4</th>
<th>TC5</th>
<th>TC6</th>
<th>TC7</th>
<th>TC8</th>
</tr>
</thead>
<tbody>
<tr>
<td>119.5°E</td>
<td>119.5°E</td>
<td>78.5°E</td>
<td>78.5°E</td>
<td>120°E</td>
<td>78.5°E</td>
</tr>
<tr>
<td>C</td>
<td>Ku</td>
<td>C</td>
<td>Ku</td>
<td>C</td>
<td>Ku</td>
</tr>
</tbody>
</table>

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