

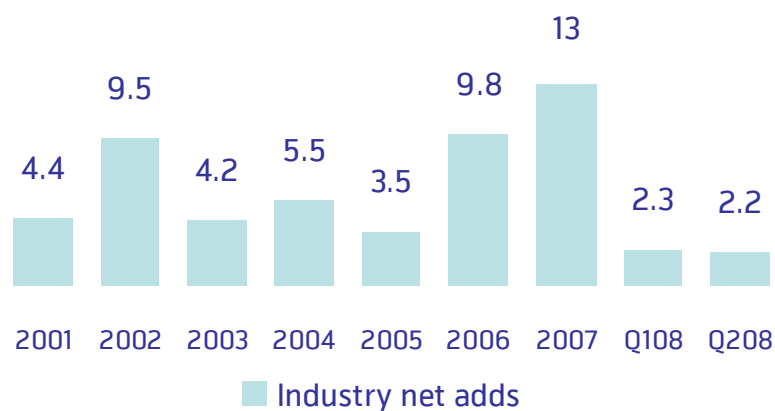
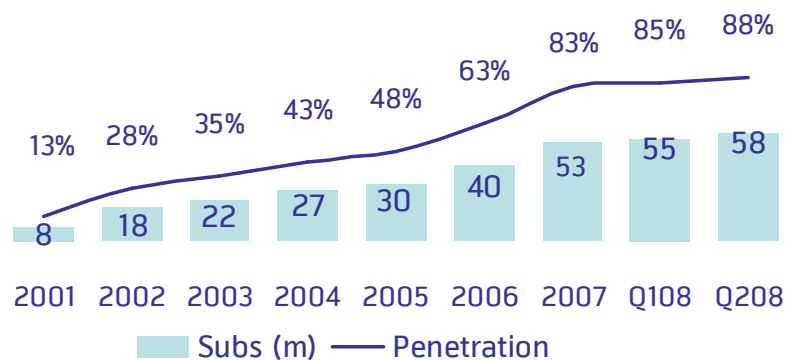
Total Access Communication PLC

September 2008

1. Industry Outlook

Thai wireless market continues to grow

Unit: Million Subscribers

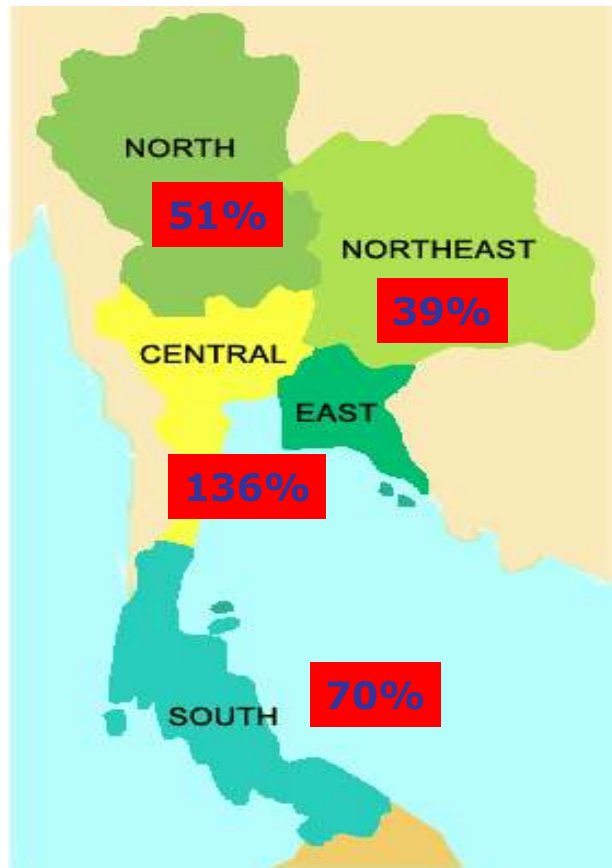


Source: Company Estimation

- Close to 20 pp. increase in penetration rate in 2007
- Mainly driven by
 - Introduction of IC
 - Low price/free SIM
 - Cheap handsets
- Total industry subs approach 60 million
- Double SIM users estimated at 20 - 25% of total sub base

Continued subscriber growth in North and Northeast

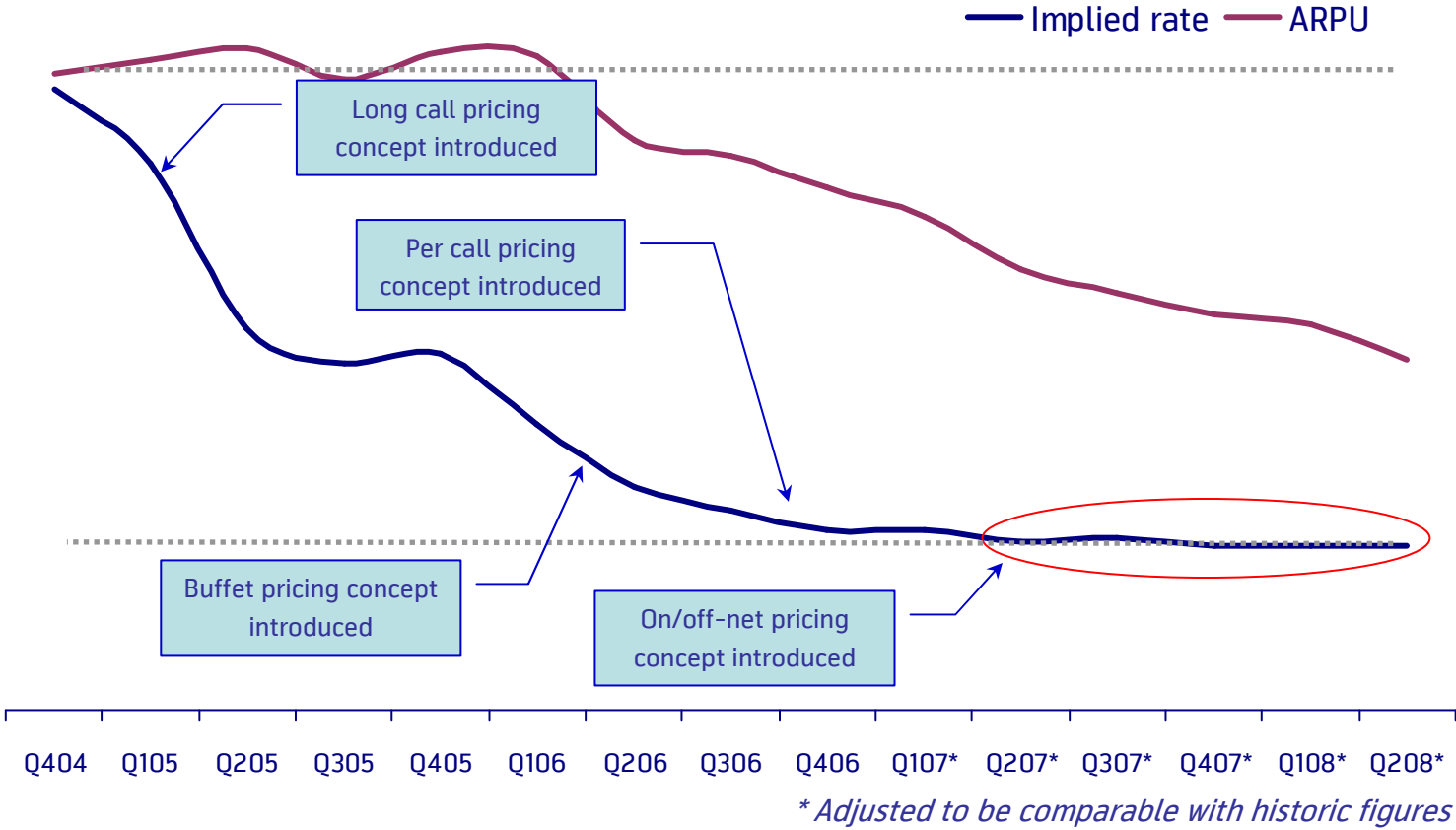
Penetration rate in each region*



* Estimated by dtac

- Continue penetrating into new areas with low penetration
 - Penetration rate in North and North east are still low
 - Combined population of 32 million
 - TM has limited presence in these area
 - low GDP per capita compensated by less competition and lower cost
 - Distribution channels are strengthened and extended along with network coverage

IC has rationalized pricing since 2007



Improving regulatory environment

Interconnection Charge

- dtac has entered into the legal-binding IC agreements with True Move, AIS, Triple T Broadband, dtac network, and DPC
- dtac is negotiating with TOT on IC agreement whereas CAT, Hutch, True and TT&T are still pending at Dispute Resolution Commission (DRC)

Access Charge

- TOT filed a civil lawsuit against CAT and dtac for overdue payment of AC/IC amounting to THB 11.7 billion
- CAT and dtac submitted the statement of defence stating that this case should be under “Administrative Court” process

3G on 850 MHz

- Incumbent operators were allowed to provide 3G services under existing concessions
- Dtac got all necessary approvals and start selecting vendor for 3G equipments

3G on 2100 MHz

- The NTC consultants is conducting the public hearing regarding to 3G operation and states its intention to issue 3G license in H209

MNP

- The NTC finished a public hearing process and plans to implement MNP within H208

Concession Conversion

- CAT has indicated interest in converting the concession agreement into network rental agreement from which dtac will benefit the title and right to future assets and telecom license
- No commercial term and specific schedule has been concluded

outlook for 2008

Market

- 95+% penetration by end of 2008

Subs

- 8 – 10 million net adds for the industry
- dtac aims to maintain its market share

Revenue

- Service revenue growth depends on economic sentiment
- dtac targets mid single-digit underlying service revenue growth

EBITDA margin

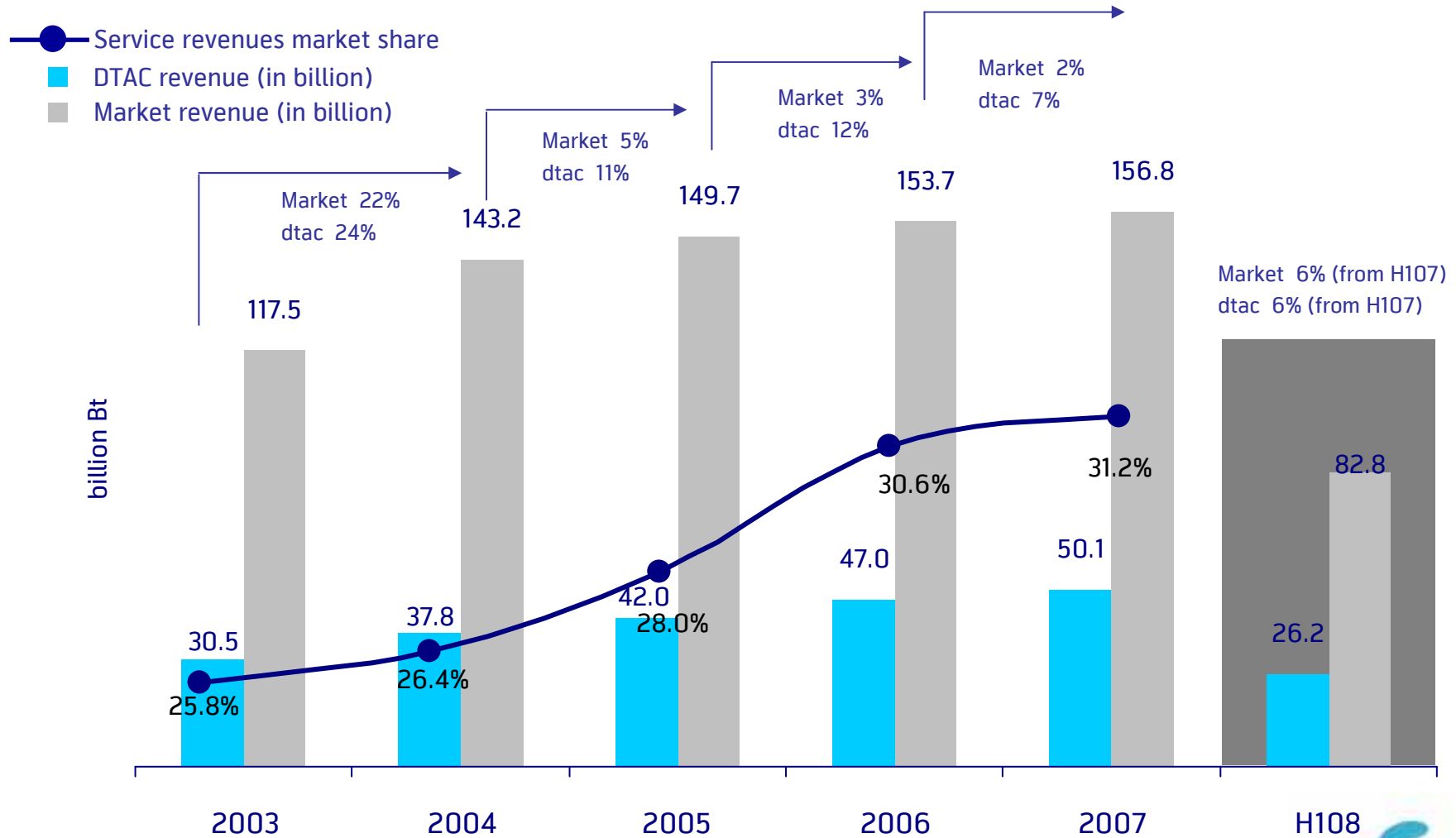
- Net IC is a key variable to drive EBITDA margin
- dtac targets the margin at 30 - 32% of total revenues (excluding the DPC settlement)

CAPEX

- dtac and AIS have continuously expanded network coverage
- dtac plans to invest approx. THB 11.0 billion (excluding 3G)

2. Company's Strategies and Prospects

dtac has constantly outperformed the market



To counter impact of slowdown in growth

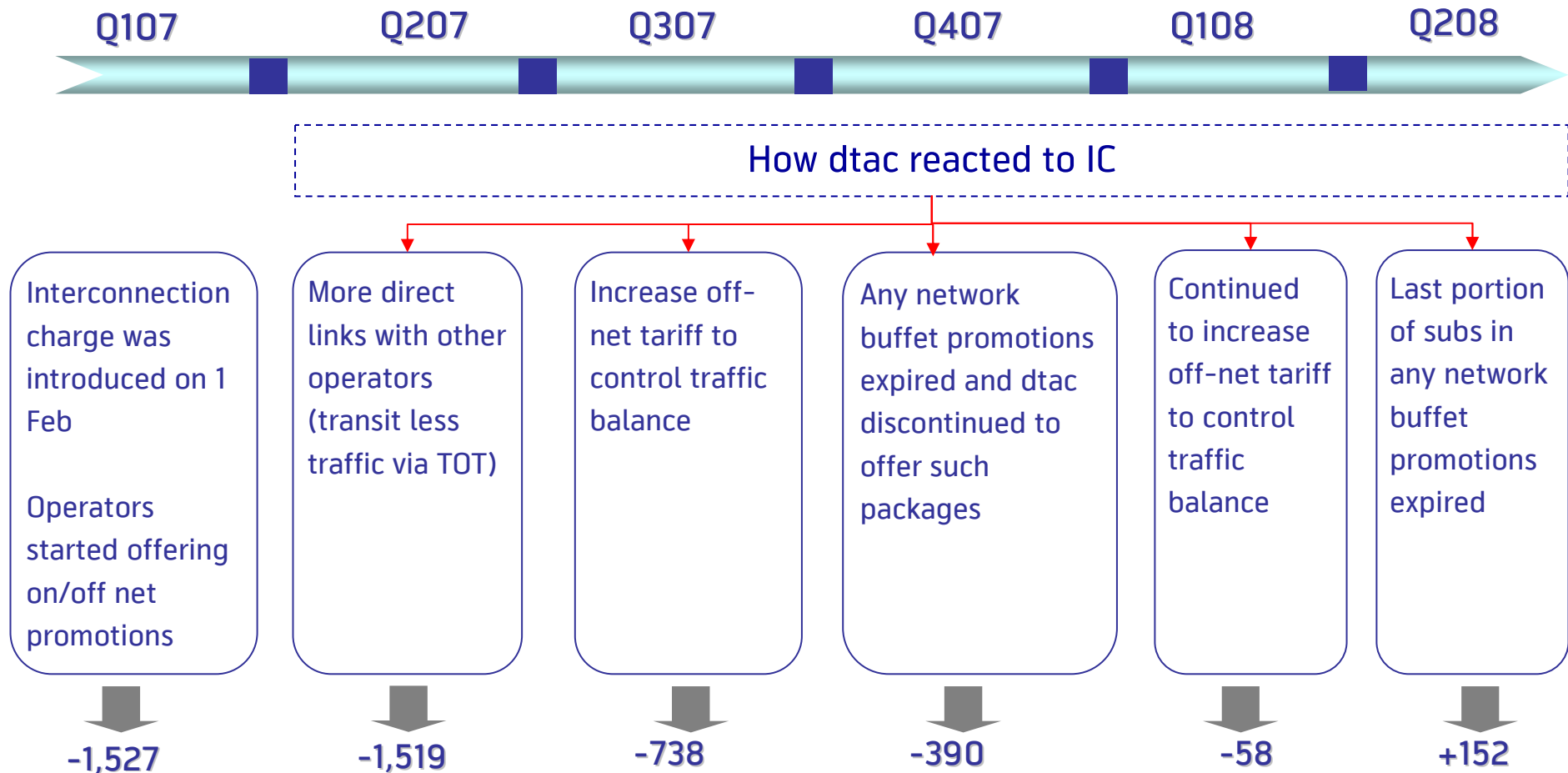
Increase
share of wallet

Maintain
market share
momentum

Cost initiatives

mid single-digit underlying service revenue growth
EBITDA margin guidance maintained

Secure margin by managing net IC



Unit: Million Baht

Wireless broadband via 3G: A potential investment

Thai Internet Market

- Current internet penetration is approximately 15%
- There are only 3 million internet connections, 2 million on dial-up and 1 million on broadband.

Large untapped market

Fixed-Line ADSL



- Current broadband penetration rate is limited, remaining flat at 10%
- In addition, the real speed is often significantly lower than what ISPs commercially claim in the market

Low quality and penetration of fixed broadband

dtac believes that wireless broadband can compete with fixed-line business because of its superior technology and accessibility.

Efficient combination 3G: 850 MHz and 2.1 GHz

	850 MHz	2.1 GHz
coverage	area covered by one 850-MHz cell site requires 3-4 2.1-GHz cell sites	
indoor coverage	more efficient	less efficient
capacity	max. 2 carriers	max. 3 carriers
CAPEX for nationwide coverage	THB 5 billion	THB 10-15 billion
handset	~65 models and increasing	250+ models
fees	revenue share to CAT (currently 25%)	license fee to the NTC (minimum 6.5% plus up-front fee)
reuse of 2G assets	yes	uncertain
time to launch	1H 2009	9-12 months after getting a license from the NTC

3. Investment Highlights

Investment Highlights

1 *Significant room for growth*

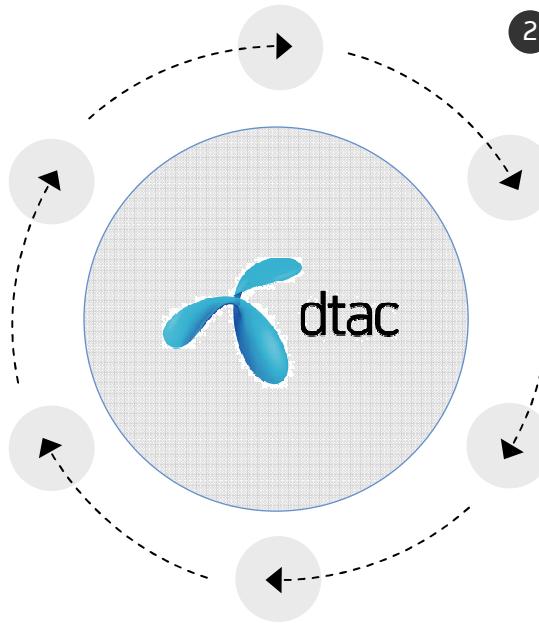
Room for wireless penetration to improve significantly in rural and second sim markets

6 *More customer centric strategies*

New service concepts will be continuous introduced, such as “feel good”, to promise service excellence

5 *New Technology Platform*

Revenue can be driven by new business opportunity such as wireless broadband



2 *Increase number of distribution channels*

Along with network expansion, customers can access to our products more easily via non-telecom mass market distributors

3 *Strong brand recognition in Thailand*

One of the most recognized consumer brands domestically

4 *Service Innovation*

- To cover all potential segments, including corporate customers
- Developing new applications to grow revenue from VAS

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