



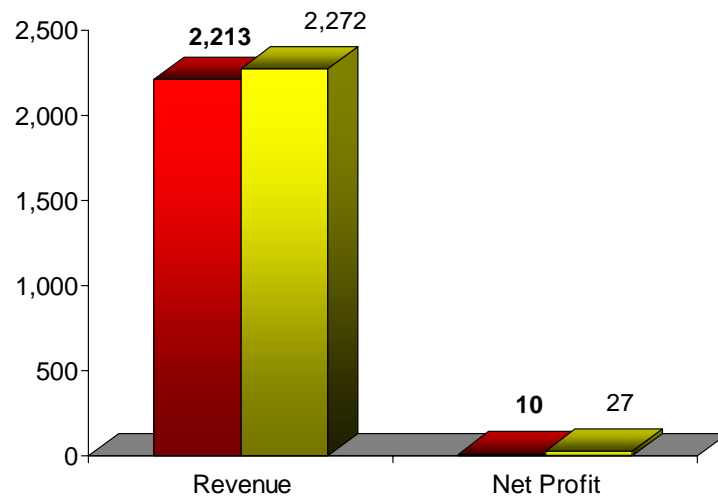
Samart I-Mobile PLC

Q1-2010
Audited Results

SMART
i-MOBILE

Q1-2010 Performance

Y-O-Y
Q1-09 Vs Q1-10



	Q1-2010	Q1-2009
Revenue	2,272	2,213
Net Profit	27	10
EPS	0.006	0.002
Total Assets	6,241	5,896
Total Liabilities	3,852	3,582
Equity	2,389	2,313
D/E (L/T debt)	0.00	0.00

- Revenues 3%
- Net Profit 170%

Consolidated Balance Sheet

	<u>Mar 2010</u>	<u>Dec 2009</u>	<u>%Variance</u>
Cash & Cash equivalents	123	180	(31%)
Total Current Assets	5,619	5,517	2%
Total Current Liabilities	3,828	3,766	2%
Net Working Capital	1,791	1,751	-
Total Assets	6,241	6,138	2%
Total Liabilities	3,852	3,774	2%
Retained Earnings	826	799	9%
Company shareholders equity	1,913	1,838	4%
Total Shareholders Equity	2,389	2,364	1%

Handset Value & Volume (y-o-y)

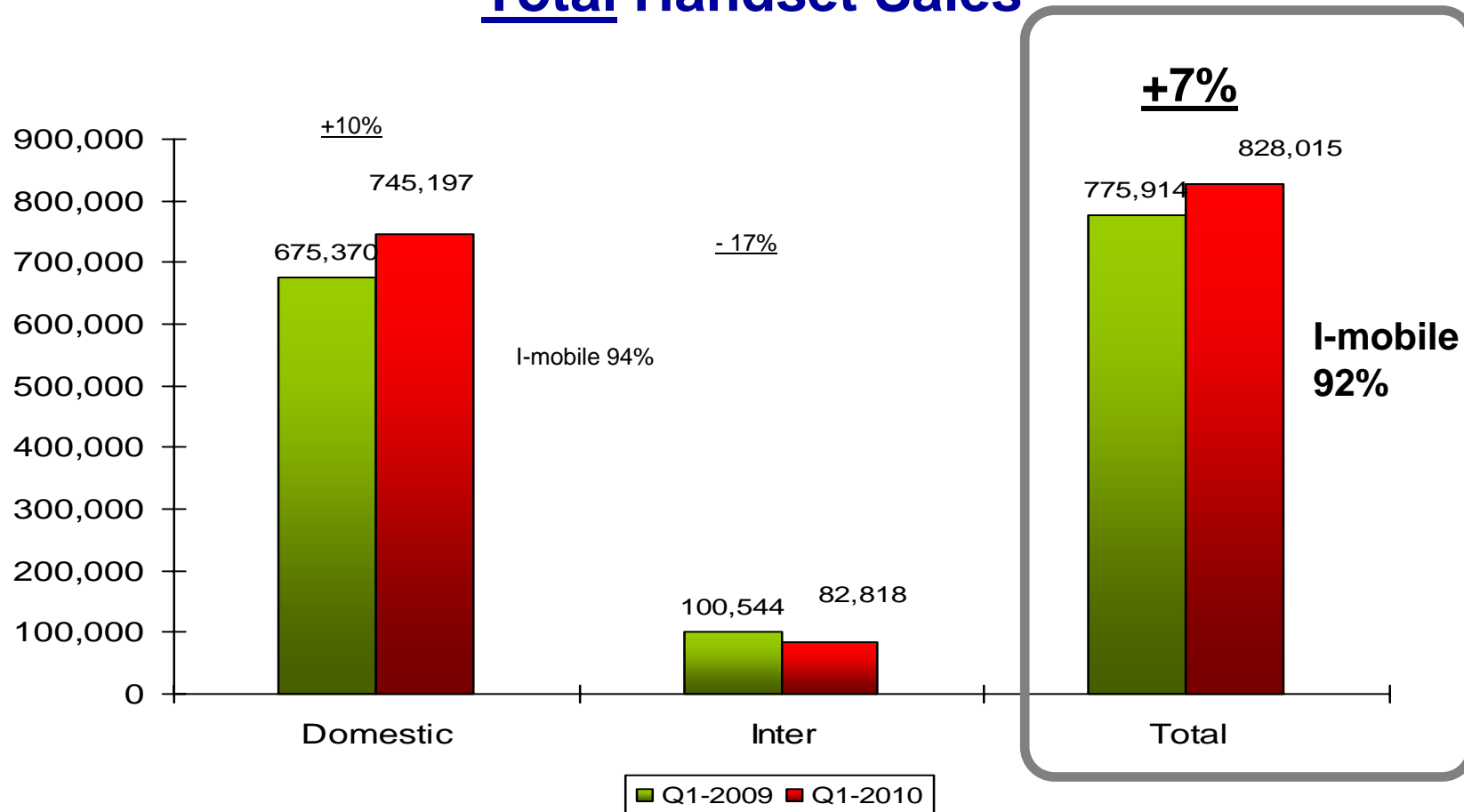
Handset sales by value	Q1-2009	Q1-2010	
Domestic H/S Sales	1,438	1,569	mill
International H/S Sales	453	420	mill
Total Value	1,891	1,989	mill

Handset sales by volume	Q1-2009	Q1-2010
Domestic	675,370	745,197
International	100,544	82,818
Total Handset Sales	775,914	828,015

Value  5% Volume  7%

Q1-2009 vs. Q1-2010

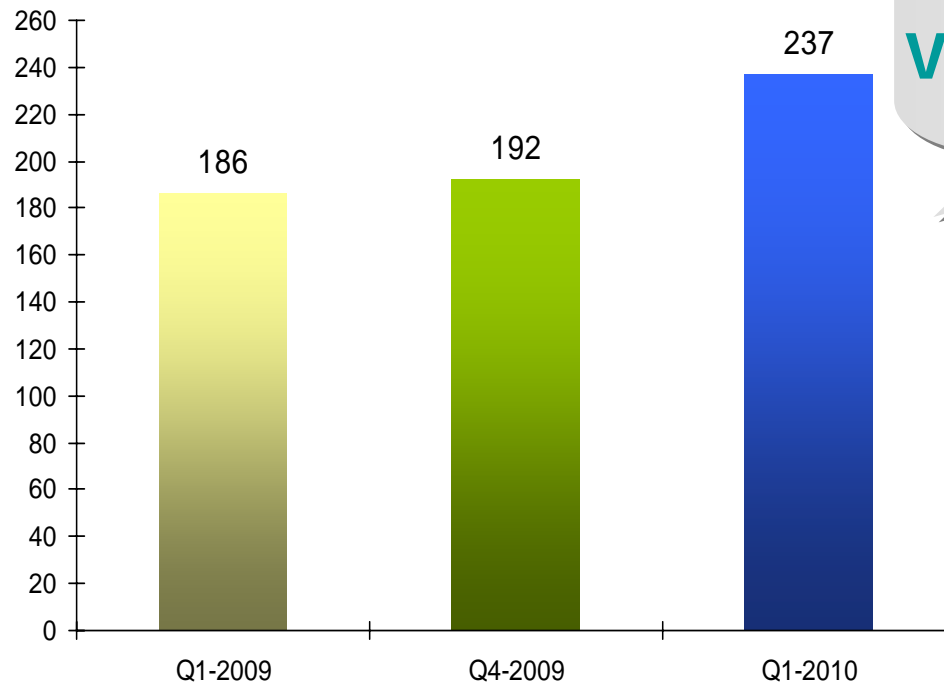
Total Handset Sales



THEBUG Highlights

Content Sales

(Baht million)

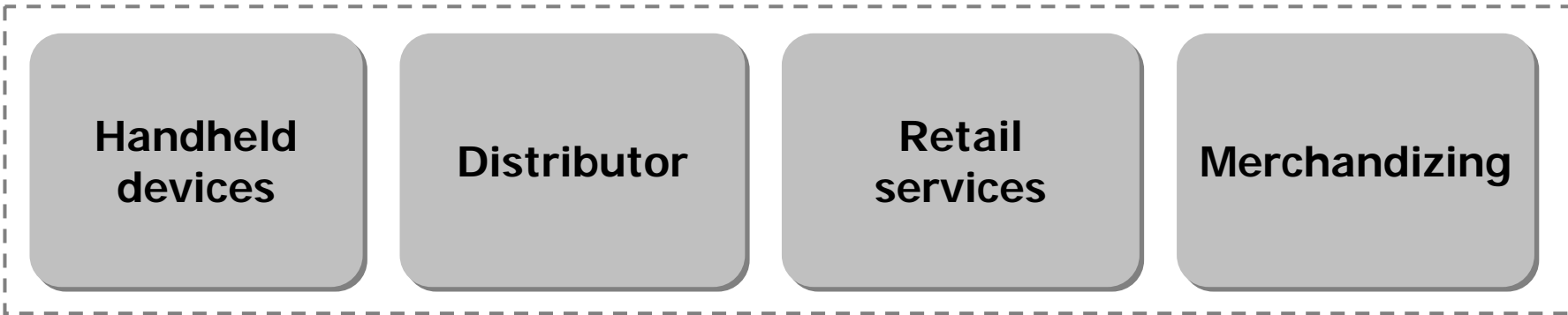


Non voice +72%
 Voice +13%

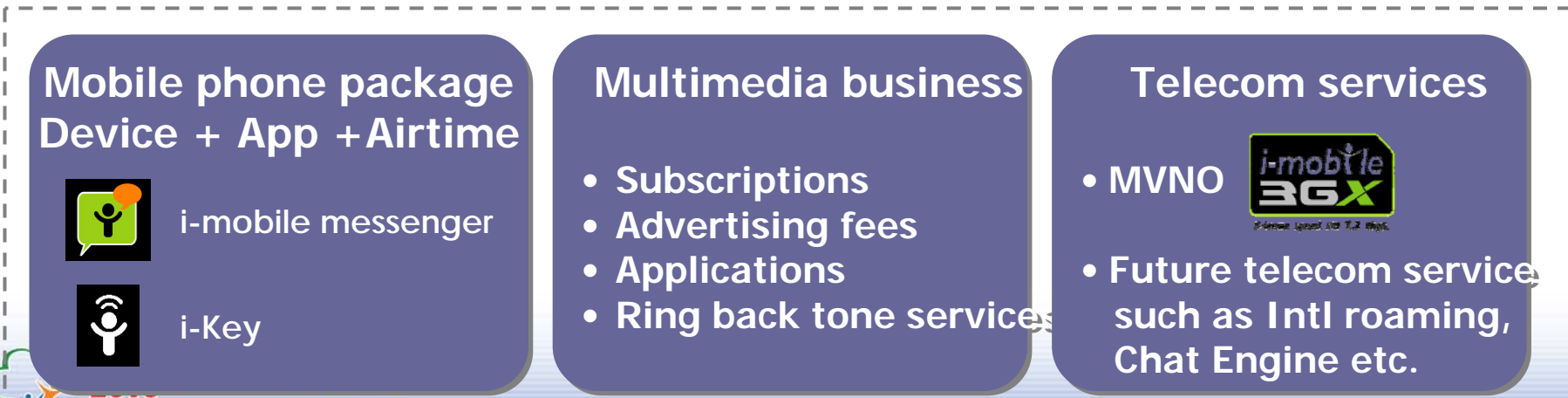
QOQ ↑ 23%

YOY ↑ 27%

Q2,10: Business positioning



From "trading business"
 To
 "recurring revenue business"



Q2,10: Business Highlight (Domestic market)

Launch over 20 models of 2G and 3G products in Q2,10 to drive market volume across all channel

Q1, Y10

Q2, Y10

3G



U 3500

HSDPA 7.2 Mbps,
EDGE / GPRS
SMS / PhotoBook



JE 5512

Half QWERTY Touch
HSDPA 3.6Mbps,
3 MP+VGA, VIDEOCall
MSN, Facebook



JE 8500

Android, HSDPA, WIFI
5 MP MSN, Facebook



JE 5520

Android, 7.2MSUPA
HSDPA 3.6Mbps, TV
2 MP, MSN, Facebook

JE 10

TV, 8 MP

i 858
Android,
HSDPA,
WiFi,
TV, 5 MP,
GPS



100,000
units

2G



Hitz3201
DualSIM,
VGA, TV

GM 5 220 Game

IM 5230 QWERTY



Hitz2206
DualSIM
CIF Cam



Hitz 2207



Hitz 2210



Hitz 2211



Hitz 2200



Hitz 1011
CIF Cam
MP3, FM,



Hitz 107



Hitz 1012



Hitz1200



Hitz 1015

Over
20 models
Launch
on Q2,10

S381
DualSIM
Trackpad



S350
Touch, TV
DualSIM



Q2,10: Business Highlight (Inter business)

Customize product to suit with country's requirements



**Big Battery phone –
Stand by time up to 30**



**FM/AM phone –
Support AM
radio**



**QWERTY phone –
Keyboard input
keypad**

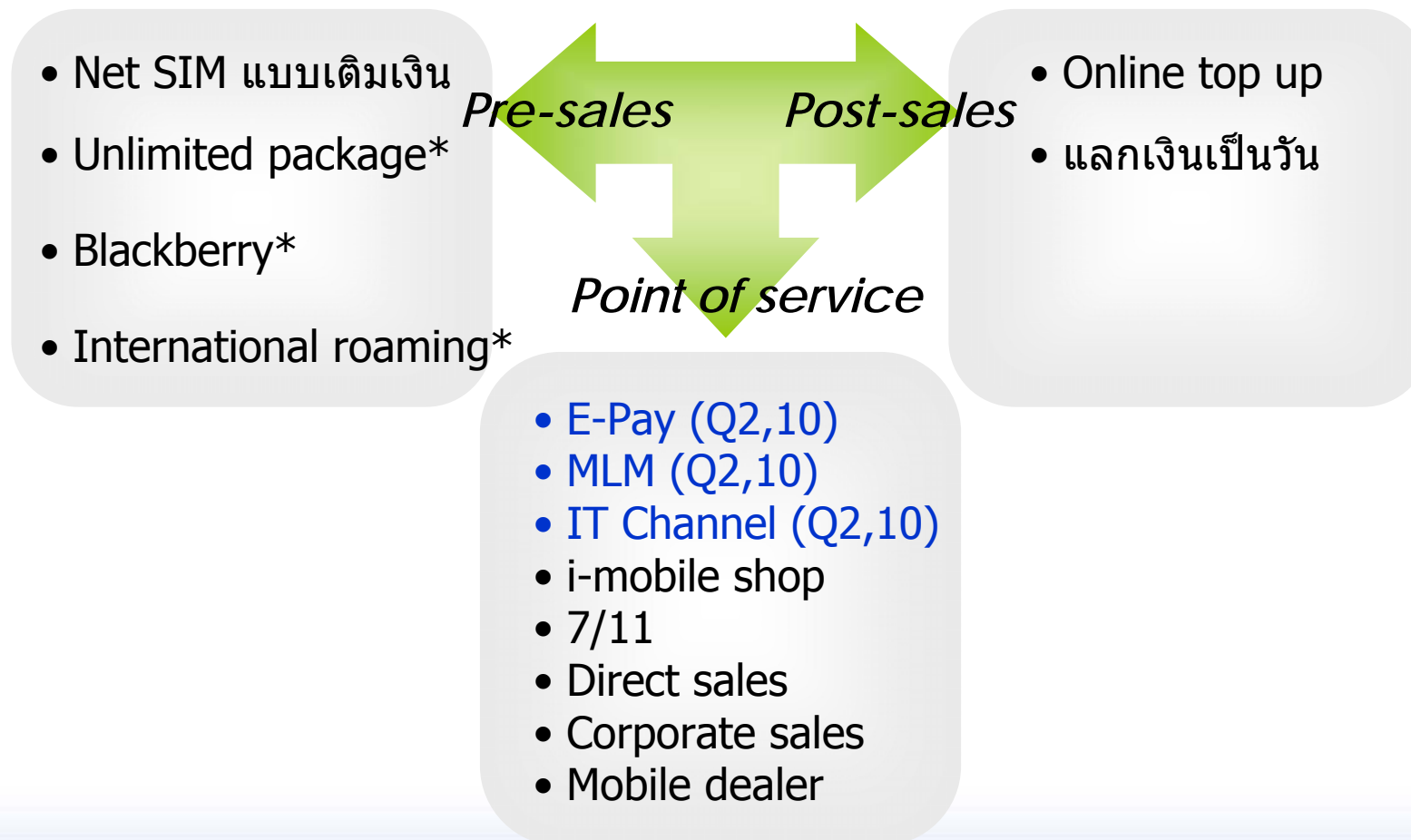
Q2,10: Business Highlight (Content business)

Capitalize world cup 2010, co-promotion with key partner and introduce new service are key projects in Q2,10

- **Horo buffet:**
Continuing successful package which contributed over 500,000 users
- **Thai Premier League content**
Co-activity with Siam Sports to expand TPL digital content to market
- **Ring back tone of CAT CDMA:**
Distribute ring back tone service thru. CDMA network
- **Video call center:**
Launch VDO call center as VAS on 3G network
- **Gossip SMS:**
Update star gossip news and entitled to win meet & greet dinner with celebs

Q2,10: Business Highlight (MVNO business)

Increase no. of subscriber through product and market expansion strategy



Remark: *On process to negotiate with TOT

Outlook Q2-10

SIM:

- Content Business to benefit from Football World cup
- 20 handsets with modern features shall be launched
- Ramp up i-mobile 3G X subscriber base to 100,000
- Exploring new dealers to expand in existing markets in Indo & India

Q & A