



Samart I-Mobile PLC

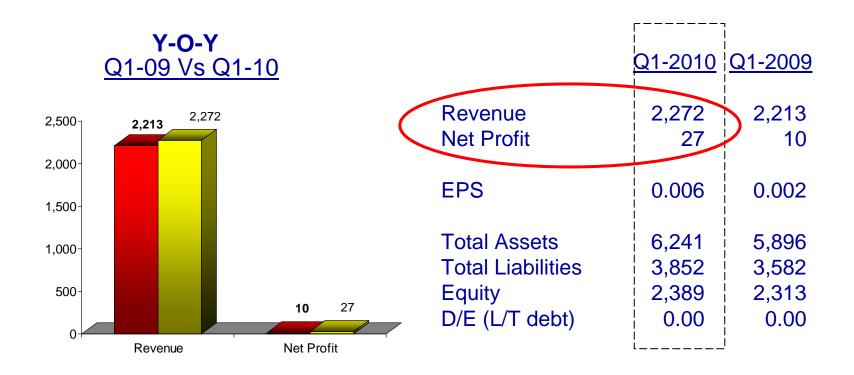
Q1-2010 Audited Results







Q1-2010 Performance





3%

- Net Profit

170%







Q1-2010 Consolidated Performance

- Consolidated revenues were up 3% mainly due to positive performance from
 - → Handset revenues >>>>>> up 5%
 - → Content revenues >>>>>> up 27%
 - → Other income >>>>>> down 65%
- Gross margins were up from 15% to 20% in Q1-10 due to better handset margins
- S&A expenses were up 13% mainly due promotional expenses related to i-mobile 3GX
- Financing costs (interest expenses) were lower 29% mainly due to effective inventory management
- Net profit was up by 170% mainly due to lower interest expenses and higher margin





Consolidated Balance Sheet

(
	<u>Mar 2010</u>	<u>Dec 2009</u>	%Variance			
Cash & Cash equivalents	123	180	(31%)			
Total Current Assets Total Current Liabilities	5,619 3,828	5,517 3,766	2% 2%			
Net Working Capital	1,791	1,751	-			
Total Assets Total Liabilities	6,241 3,852	6,138 3,774	2% 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)

Hands	set sales by value	Q1-2009	Q1-2010	
	Domestic H/S Sales International H/S Sales	1,438 453	1,569 420	mill mill
	Total Value	1,891	1,989	mill
Hands	set sales by volume	Q1-2009	Q1-2010	
	Domestic	675,370	745,197	
	International	100,544	82,818	

Value



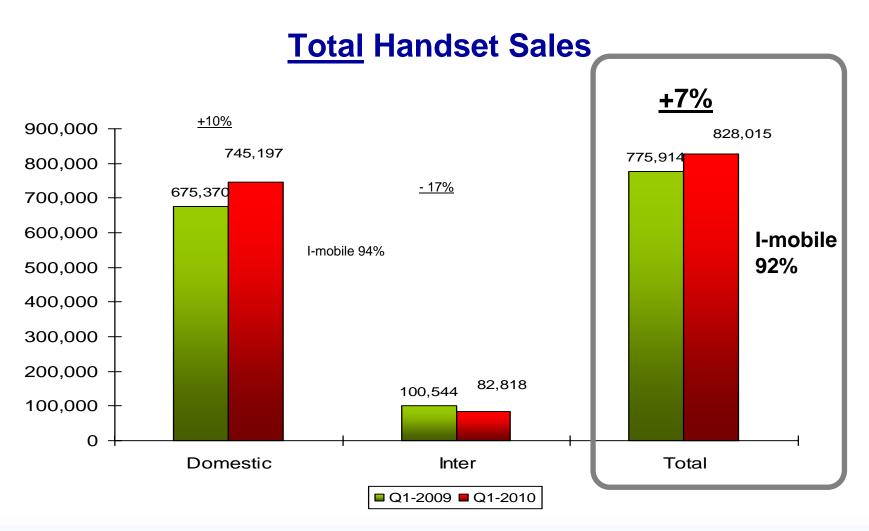
5% Volume







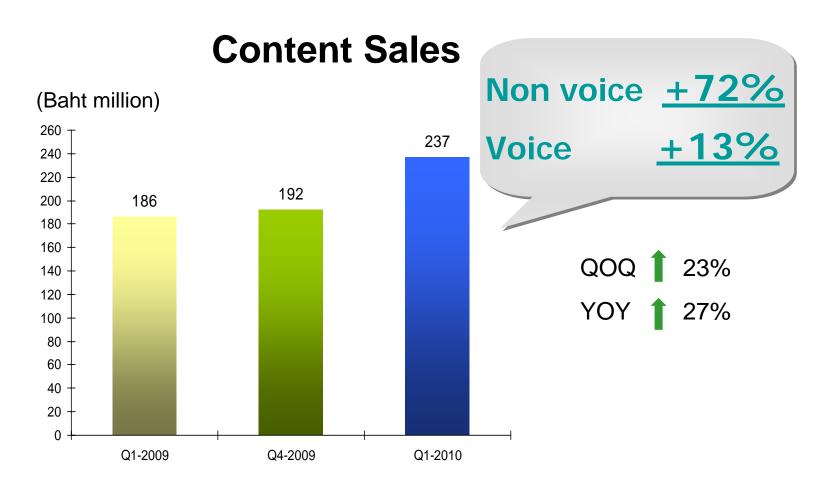
Q1-2009 vs. Q1-2010







THEBU5 Highlights







Q1,10: Performance Highlight



 Market share increase from 29% to 31%, which strengthen no.2 market share in Thailand



•Gross profit is much better than Q1,09. Gross profit is 21% compared to 13% in Y09 mainly due to new product line up which is responsive to the market



•Inventory is lower than 30 days reflecting to higher %gross margin



 Acquired approx. 50,000 subscribers in Q1,10 or 75% of customer portfolio of TOT3G



 Both voice and non-voice service are breaking a revenue record. These are from operator co-promotion package, platform service of CAT CDMA etc.



 Reposition to focus only prospect markets namely Malaysia, Indonesia and India to avoid risk of foreign exchange & operation risk



Q2,10: Business positioning

Handheld devices

Distributor

Retail services

Merchandizing

From "trading business"

To

"recurring revenue business"

Mobile phone package Device + App + Airtime



i-mobile messenger



i-Key

Multimedia business

- Subscriptions
- Advertising fees
- Applications
- Ring back tone services

Telecom services

MVNO



 Future telecom service, such as Intl roaming, Chat Engine etc.

Towards Sustainable Growth



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





Q2,10: Business Highlight (Inter business)

Customize product to suit with country's requirements



Big Battery phone –
Stand by time up to 30
days

Towards Sustainable Growth



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

- Net SIM แบบเติมเงิน
- Unlimited package*
- Blackberry*
- International roaming*

Pre-sales

Post-sales

- Online top up
- แลกเงินเป็นวัน

Point of service

- E-Pay (Q2,10)
- MLM (Q2,10)
- IT Channel (Q2,10)
- i-mobile shop
- 7/11
- Direct sales
- Corporate sales
- Mobile dealer



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

