

## THAI AIRWAYS INTERNATIONAL PLC.

## **Asian Transport Conference 2011**

June 27, 2011





The information contained herein is intended to represent the Company's operating and financial position at a given point in time and may also contain forward looking information which only reflects expectations based on the prevailing geo-political, economic and non-controllable factors. Such information has been obtained from sources believed to be most reliable and the means in analyzing and preparation of such information for disclosure are based on approved practices and principles in the investment industry. The views are based on assumptions subject to various risks and uncertainties and no assurance is made as to whether such future events will occur, that projections will be achieved, or that the assumptions here-in are correct. Consequently no assurance is made as to the accuracy or completeness of information presented in this document.

This document should not be construed as an investment guide or as an offer or solicitation of an offer to buy or sell the Company's stock.

## **THAI in 2010**

ANNIVERSARY 1960-2010



	МТНВ	USD mn Equiv.	% Change
Assets	293,760	9,792	8.1
Total Revenue	180,588	6,020	11.7
Net Profit	15,398	514	107.6

# of Aircraft	90*	
Destinations Served	72	
Countries Served	35	

### \*Excluding 6 B 737-400 leased to Nok Air

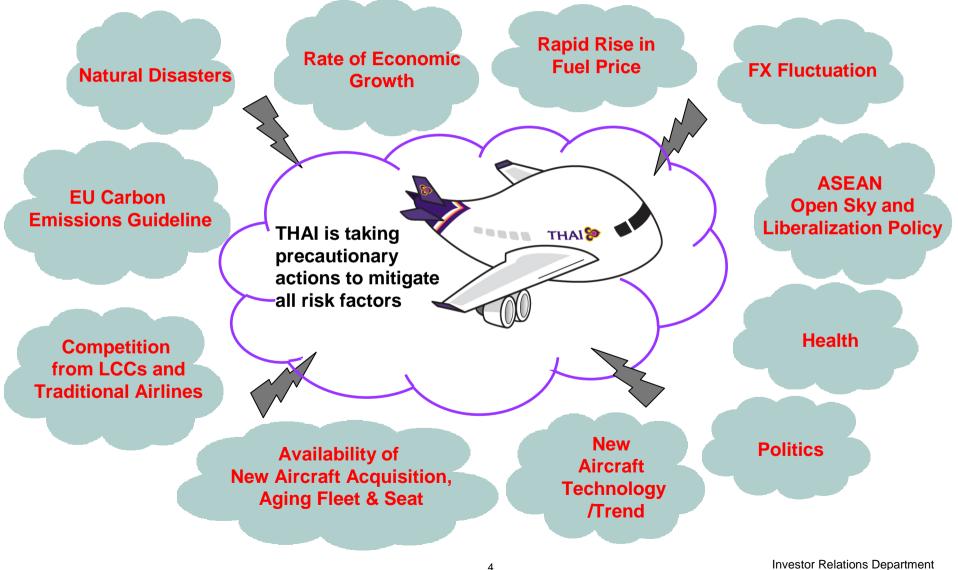


	Million	% Change
Passengers carried (# of people)	18.2/annum	-1.7
Available Seat Kilometers (ASK)	55,676	+5.9
Freight Transport (tons)	713.9 /annum	+30.8
Available Ton Kilometer (ATK)	2,895	+38.4
3		Investor Relations Departme



**Factors of Concern** 

### **Factors Affecting Aviation Business**



Investor Relations Department



	Units	Jan-Apr'11	Jan-Apr'10	% Change
Passenger Production	MASK	25,952	24,927	+4.1
Passenger Traffic	MRPK	19,460	19,666	-1.0
Cabin Factor	%	75.0	78.9	-5.0
Passenger Yield (April)	THB/km	2.82	2.68	+5.2

Note : Yield includes fuel surcharge

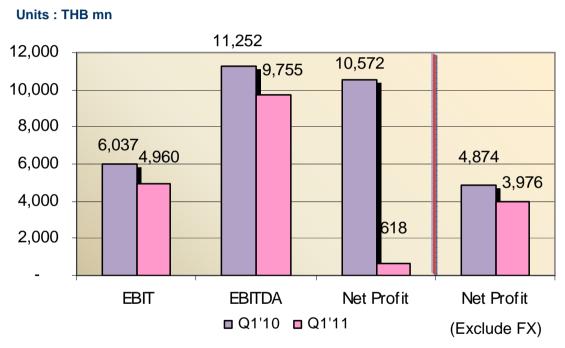
Freight Production	MADTK	1,659	1,461	+13.6
Freight Traffic	MRFTK	945	881	+7.3
Freight Factor	%	57.0	60.3	-5.5
Freight Yield (April)	THB/km	9.65	9.30	+3.8
Note - Violatingludes fuel surphores				

Note : Yield includes fuel surcharge

Avg. Fuel Cost	USD/gallon	2.89	2.15	+34.4
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## EBIT, EBITDA and Net Profit (Q1/2010 & Q1/2011)



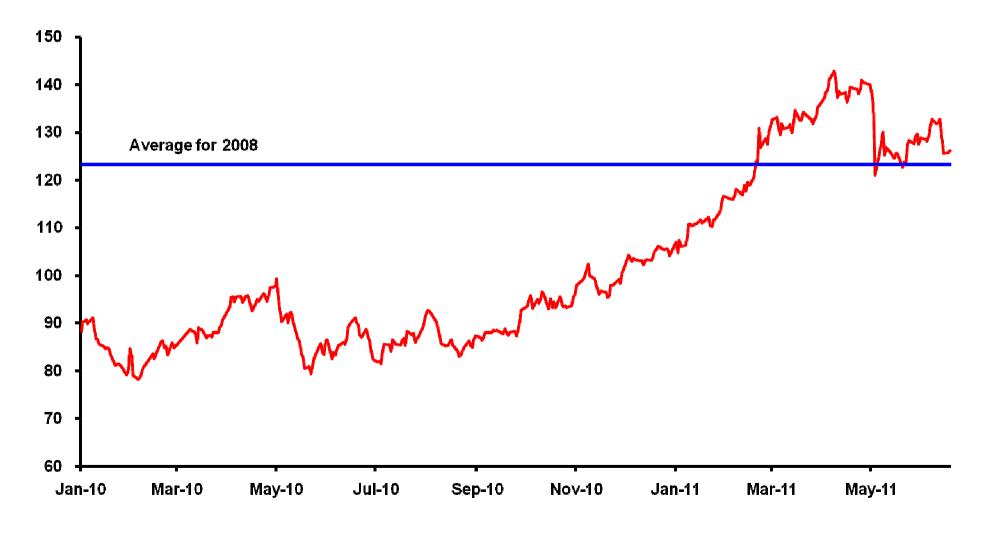
### Factors Impacting Q1'11 Results

- Stronger contribution from freight business
- Higher average PAX yield
- Effective fuel hedging policy
- Impact from Japan
- High fuel price
- Lower # of passenger



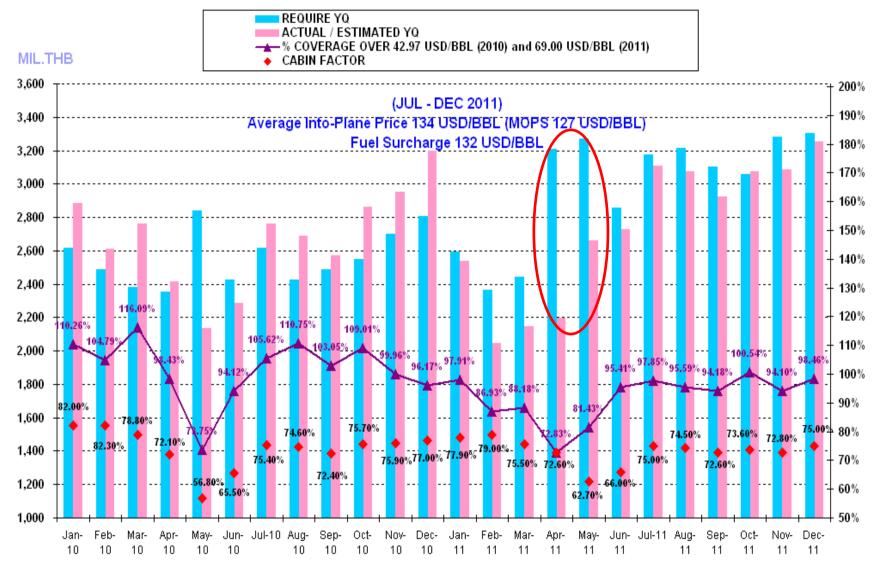
## **Rising Fuel Cost**

Price of Jet Fuel (US\$/BBL) (Singapore Spot Price)

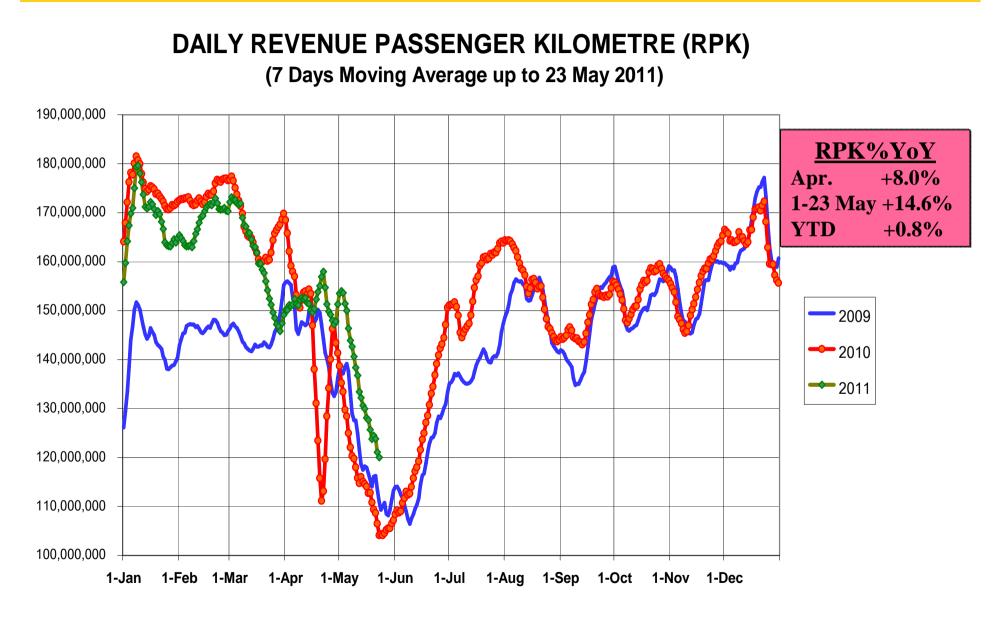




### Passenger & Cargo Fuel Surcharge Include Hedging / Stock Management









## Change in Revenue Passenger Kilometre :RPK (%YoY)

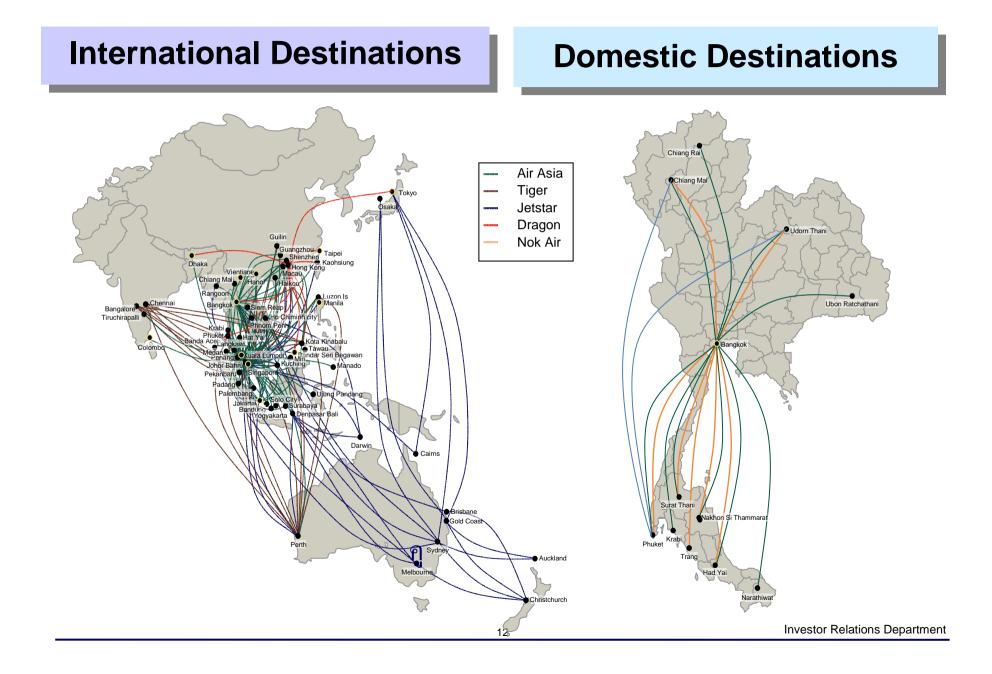
										Africa,ME
	Total	Domestic	Indo China	Western	Southern	Northern	North Pacific	Europe	Australia	Others
%RPK/day										
Jan-Apr 11	100.0%	5.7%	1.1%	7.2%	4.3%	23.6%	2.8%	39.3%	12.2%	3.8%
%YoY grow	/th									
Jan-11	-3.1%	-15.7%	0.7%	-5.6%	1.8%	1.8%	4.9%	-5.2%	-3.1%	9.6%
Feb-11	-3.0%	-16.1%	8.3%	3.1%	2.1%	1.7%	4.3%	-5.4%	-3.5%	-6.3%
Mar-11	-4.4%	-12.7%	1.5%	4.7%	10.3%	-2.7%	3.7%	-6.6%	-13.3%	12.7%
Apr-11	7.5%	5.6%	18.7%	4.7%	24.0%	-1.8%	-5.1%	10.2%	6.7%	63.4%
May-11	14.1%	18.4%	23.2%	9.3%	39.1%	22.9%	11.4%	1.6%	19.8%	62.8%
1-20 Jun-11	9.5%	25.7%	23.8%	6.6%	9.9%	25.2%	1.7%	-1.9%	13.4%	8.3%
YTD	2.0%	-5.5%	23.8%	3.3%	14.0%	5.2%	3.4%	-1.8%	1.6%	15.6%



## **Competitors Have Increased Significantly**



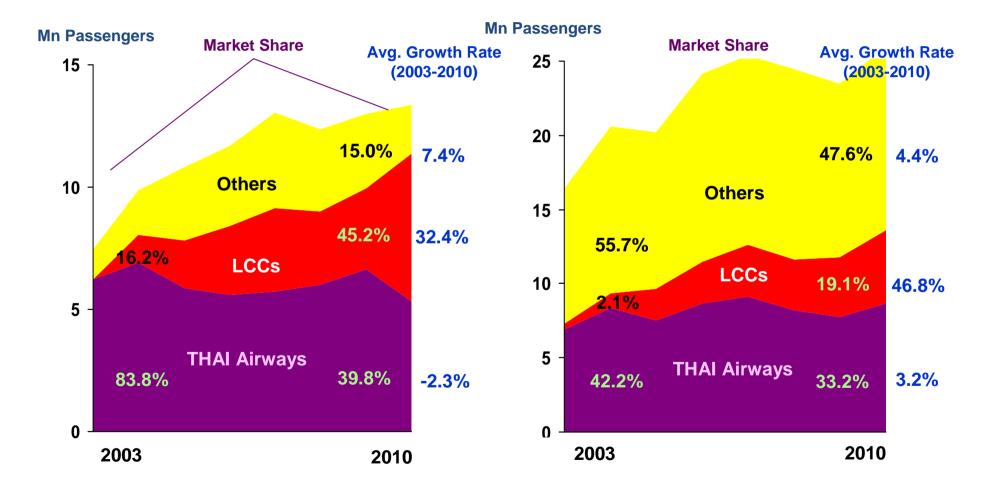






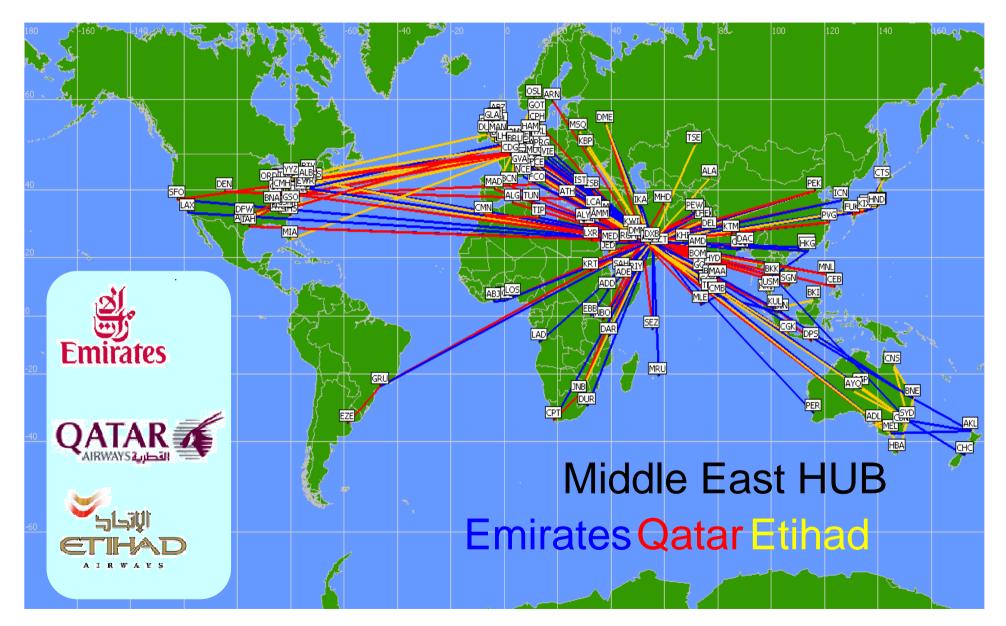
## **Domestic Market**

## **Regional Market**



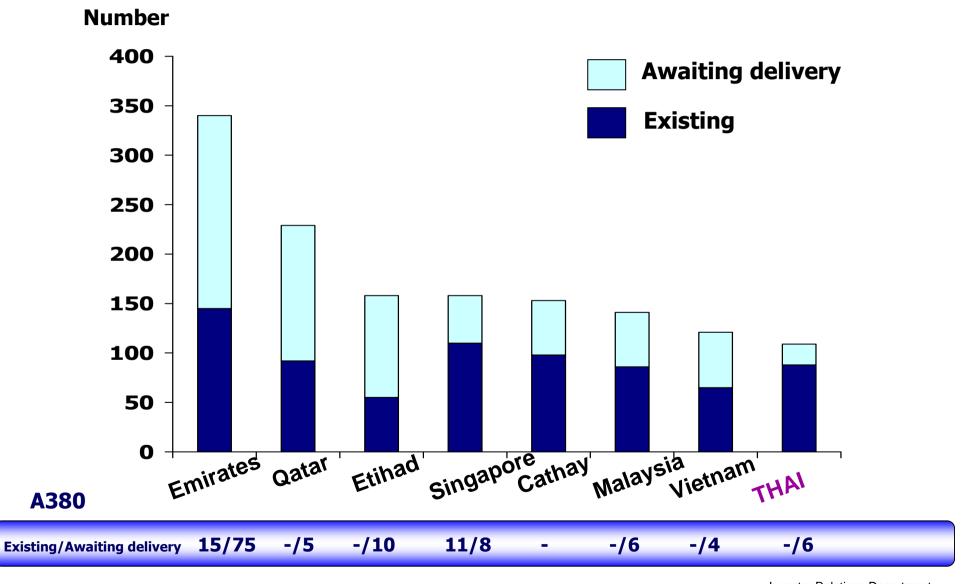


## **New Strong Competitors from Middle East**



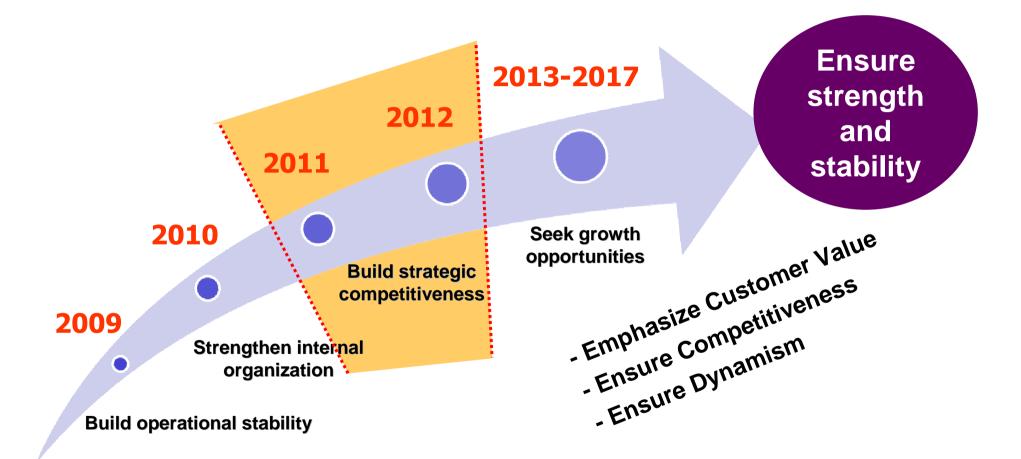


### **Competitors' Fleet and Expansion Plan**



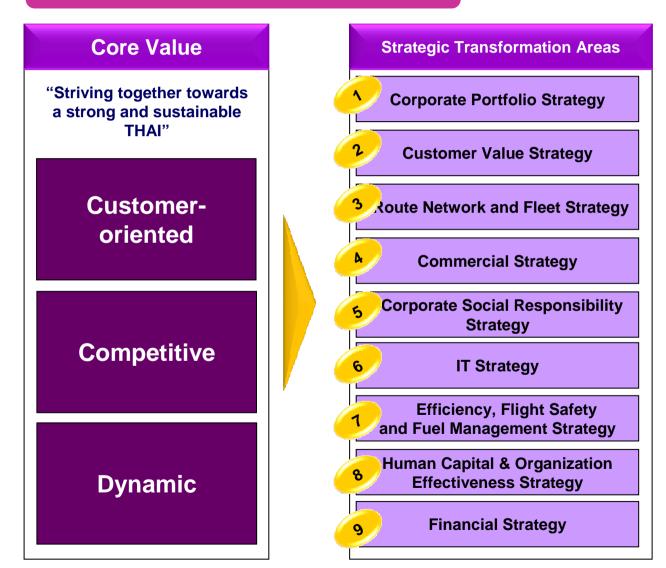








## **Overall Strategic Roadmap**



### **Ultimate Goal**

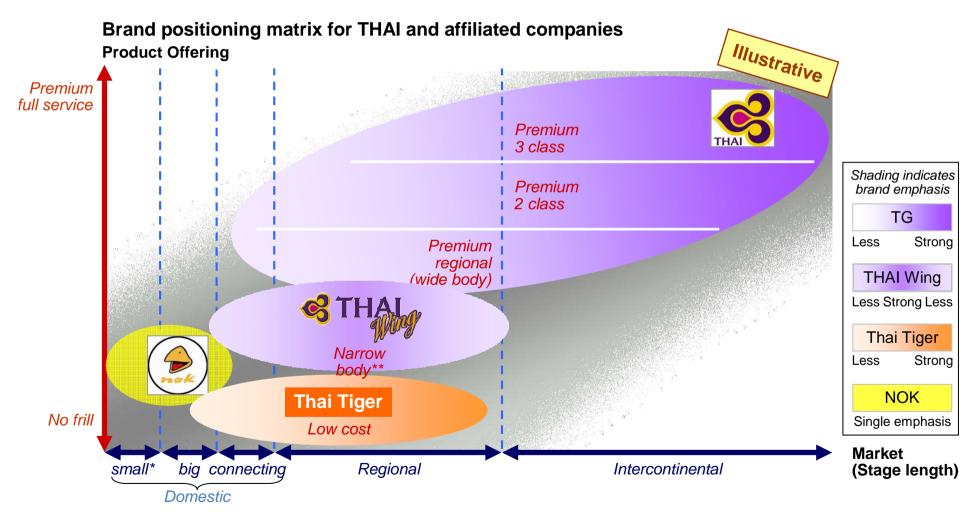
"Restore THAI to be the pride of Thailand around the world,

as a leading Asian carrier that is consistently among the top 3 carriers in Asia and top 5 in the world

> for overall customer experience"



### THAI Wing and Thai Tiger will provide a comprehensive product offering for THAI's product portfolio



Note: \* NOK focuses on DMK only; \*\* Possibilities surrounding expanding fleet to include wide-body aircraft will be evaluated as opportunities arise Source: Team discussion Investor Relations Department



### **Product by Cost Base**

Brand	Brand positioning	Cost base
THAI	Premium network carrier	<ul> <li>MEDIUM to HIGH</li> <li>Minor improvements could be made in cost efficiency</li> </ul>
	Regional carrier	LOW to MEDIUM • Low cost base achieved through aspects of LCC model, such as single aircraft type, new fleet, etc.
() Kok	Domestic value-for-money carrier	<ul> <li>LOW to MEDIUM</li> <li>Domestic focus with some added value and maintaining very low cost</li> </ul>
Thai Tiger	Regional Ultra-low cost carrier	<ul> <li>LOW to ULTRA LOW</li> <li>No Frills (max seat density, max utilization)</li> </ul>

Source: Team discussion and analysis

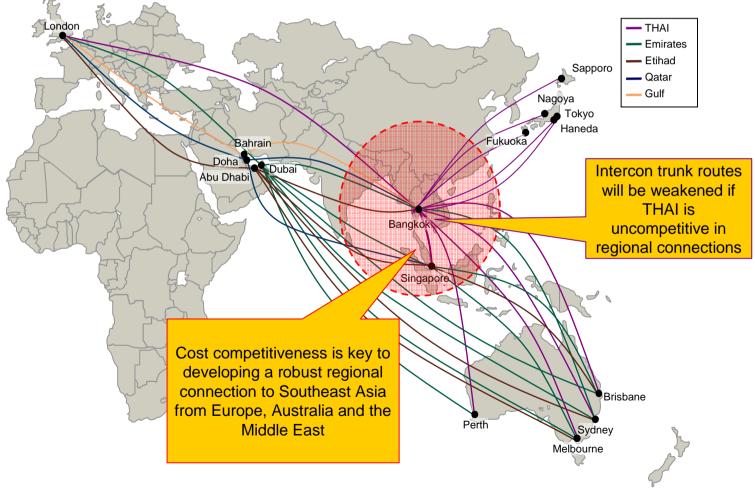




Source: Team discussion and analysis



# Thai to build short-haul and regional network strength to capture connecting traffic from Europe, Australia, and the Middle East



Selected Kangaroo routes for the ME carriers and THAI (2009)

Source: Team discussion and analysis



Enhancing and improving products and services at all touch points to ensure consistent quality service.





## **Product & Service Enhancements**

### **Call Center**

### Increase Selection of Entertainment



### Food & Beverage



# CATS DOGS



### Minimize Time for Baggage Claim

### **Premium Lounges**



### **Royal Orchid Plus**









## **Enhance E-Service Capability**

### E-Service on Mobile





### Internet check-in with home print boarding pass

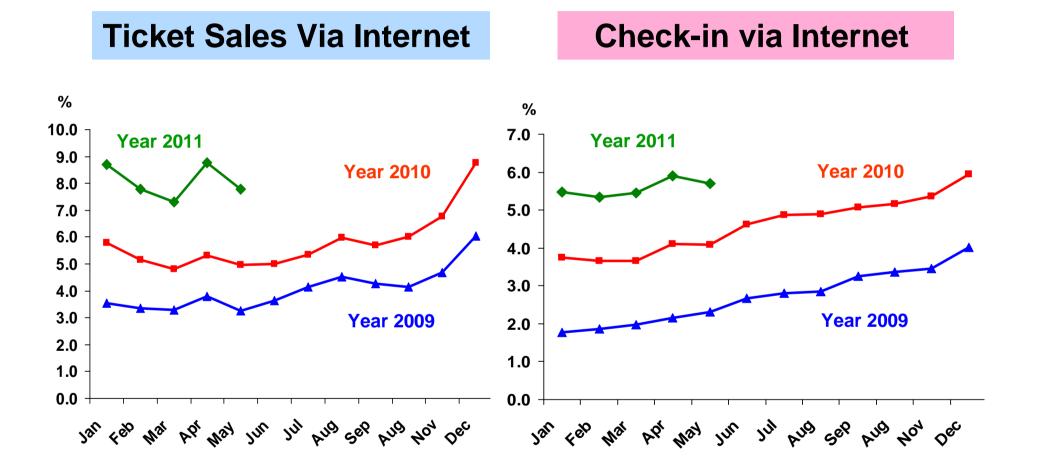


### Internet Booking



#### **E-Payment Services CRATE** Complet Purchase Review VERIFIED MasterCard Language help **Payment Information** Eare Amount 55.220.00 THB Card Type VISA 💌 Credit Card Number \* The owner of the credit card or Visa/MasterCard debit card used for payment must also travel. Failure to present this card at check-in may result in denied boarding. \*\*If passengers are not credit card owners, please <u>click here</u> to observe the regulations and <u>download</u> the Form of Consent. Valid until (mm/yy) CVV (Card Verification Value) ? Name On Card ard issuing banks may charge you a transaction fee, depending on the country of departure or currency of your card. credit card bank for the details of those charges.







### To Be Top 3 in Asia and Top 5 in the World

	The World's	The World's Top Pier Airlines – Skytrax							
		2011	2010	2009					
☆☆☆☆☆	QATAR	1	3	4					
☆☆☆☆☆	SINGAPORE AIRLINES	2	2	2					
☆☆☆☆☆	ASIANA AIRLINES	3	1	3					
╈╈╈╈╈	CATHAY PACIFIC	4	4	1					
x x x x	😪 thai	5	9	10					
x x x x	SLIU ETIHAD	6	6	7					
☆☆☆☆	G	7	5	8					
☆☆☆☆		8	7	6					
☆☆☆☆	TURKISH	9	•	•					
☆☆☆☆	Emirates	10	8	5					
☆☆☆☆☆		-	<mark>10</mark>	9					
	Source: Skytrax		26						



Best Business Class Best Southeast Asian carrier

### Go Asia Award

Best Asian carrier

Investor Relations Department



### **Current Fleet**

**Current Fleet: 89 Aircraft** 

Exc. 2 of ATR-72 4 of 737-400

leased to Nok





Aircraft Type	Version	# of Aircraft			Financial Method			
			First	Business	Premium Economy	Economy	Total	
A300-600	36R1	8	0	46	0	201	247	<b>〕</b> 13 O
	36R3	5	0	28	0	232	260	
A340-500	3452	4	0	60	42	113	215	1 O, 3 FL
A340-600	3461	6	8	60	0	199	267	6 FL
A330-300	3302	12	0	42	0	263	305	10 O, 5 OL, 5 FL
	3303	8	0	36	0	263	299	
B737-400	7341	5	0	12	0	138	150	2 O, 3 OL
B747-400	7442	6	14	50	0	325	389	🖕 13 O, 5 FL
	7443	12	10	40	0	325	375	
B777-200	7723	8	0	30	0	279	309	6 O, 2 OL
B777-200ER	77E1	6	0	30	0	262	292	6 FL
B777-300	7732	5	0	34	0	330	364	}6 FL
	7732 TKE	1	0	34	0	325	359	J
B777-300ER	7739	3	8	30	0	274	312	3 OL
Total		89	40	532	42	3,529		45 O, 13OL, 31 FL

O = Owned / OL = Operating lease / FL = Financial lease



## **Long-term Fleet Strategy**

New Acquisition	2011-2013	2011-2013 2014-2017		Total
Medium sized body aircraft		26	21+17 = 38	47 + 17 = 64
Narrow body aircraft	11		-	11
Total	37		38	75

	2011	2012	2013	2014	2015	2016	2017	2012-17
Aircraft Fleet	89	93	94	98	100	102	105	
Total Seats	26,444	28,249	29,310	30,712	31,581	32,391	33,660	
Seat Growth		6.8%	3.8%	4.8%	2.8%	2.6%	3.9%	4.1%



Investor Relations Department



## **Fleet Acquisition Summary**

Aircraft	Body	Qty	Acquisition Method	2012	2013	2014	2015	2016	2017	Total
A320	Narrow	6	Lease	4	2					11
A320	Narrow	5	Purchase			2	3			
A350-900	Wide	2	Lease					2		
A350-900	Wide	6	Lease						6	12
A350-900	Wide	4	Purchase					2	2	
B777-300ER	Wide	6	Purchase			3	3			6
B787-8	Wide	6	Lease			4	2			8
B787-9	Wide	2	Lease						2	0
Total		37		4	2	9	8	4	10	37



### Re-fleeting to enhance fuel efficiency, increase reliability & enhance overall customer satisfaction

		-			-		
	<			PLAN			• TOTAL
	2552	2553	2554	2555	2556	2557	5 YEARS
	2009	2010	2011	2012	2013	2014	(2010-14)
TOTAL INCOMING AIRCRAFT	3	3	9	12	13	9	49
Previously Approved	3		5	3	3		14
- A330-300 HGW (High Gross Weight	3		*5				8
- A380-800				3	3		6
Additional Aircraft (New)		3	4	9	10	9	35
- A320				4	2	2	8
- A330-300			2	3	2		7
- B777-300ER		3	2	2	6	3	16
- B787-800						4	4
TOTAL OUTGOING AIRCRAFT	1	5	5	7	11	5	34
- B747-400 (B744)			2	2	2		6
- B777-300ER (Jet Airways)					5		5
- B737-400	1	1				2	4
- A300-600		4	3	3	2	3	15
- A340-500				2	2		4

### Target avg. fleet age in 2017 = 8.5 yrs from current 11.8 yrs

\*Note : the 5 A330s deferred arrival is included in 2011's delivery plan



### **OL & FL Aircraft Proportion - Plan**



Note : Based on available slot for purchase







ZIM will be providing economy class seats and enabling the 5 new A330-300 aircraft to join the fleet in the following months.

Delivery March April May June July	ry March April		Delivery	April
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### **Upgrades and Retrofit Schedule**





## **Aircraft lease to Supplement Capacity**

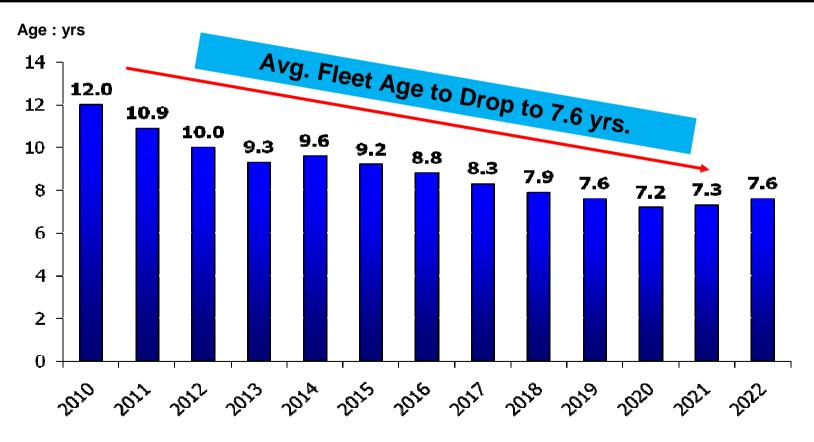
- Leased 3 B777-300ER aircraft from Jet Airways for 3 years
- Another 2 B777 300ER will be leased from Jet Airways beginning October 2011
- Used on European flights and to replace routes where older A330-300 aircraft flies in the region





### **Long-term Fleet Strategy**

	2011-2013	2014-2017	2018-2022	Total
Medium sized body aircraft		26	21+17 = 38	47 + 17 = 64
Narrow body aircraft	11		-	11
Total	3	7	38	75





### Changes were made to better reflect customer demand





Paris7 to 10 flts/wkOslo5 to 7Moscow3 to 4Nagoya7 to 10Fukuoka5 to 7		Increased	<u>l flights</u>
Moscow3 to 4Nagoya7 to 10		Paris	7 to 10 flts/wk
Nagoya 7 to 10	-	Oslo	5 to 7
	-	Moscow	3 to 4
Fukuoka 5 to 7	N. Salar	Nagoya	7 to 10
	A.M.	Fukuoka	5 to 7

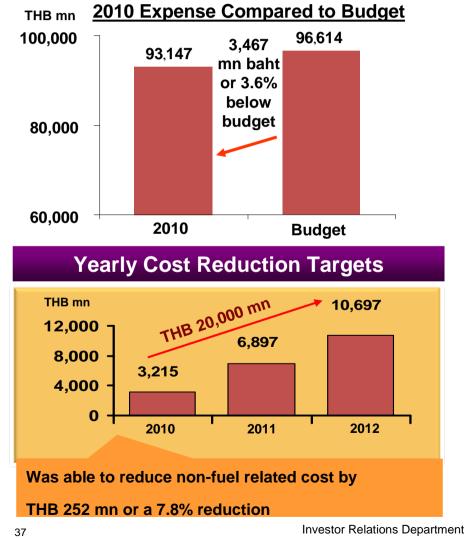
7 flts/wk
3 flts/wk
4 flts/wk



THAI is committed to achieving the THB 20,000 mn cost reduction target agreed to with the Ministry of Finance through 2012

#### Strategy to Reign in Costs

- Improved fuel management
- Increased proportion of ticket sales via internet & minimize commission payment
- Launched early retirement program / Mutual separation plan / Continue to offer Golden Handshakes / Use of Wingspan / Manage reduction in crew accommodation cost
- Reduction of management & admin. Expense
- Continued to negotiate with all suppliers
- No pay leave project
- Changed approach in undertaking marketing and advertising initiatives





#### Minimum 20% fuel hedging requirement to mitigate risk of rapid fuel cost rise

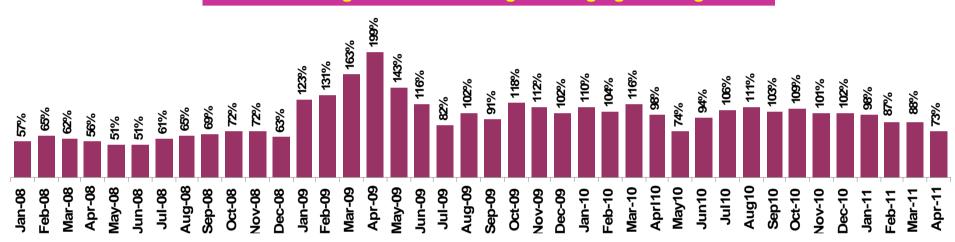
**Board Authority** >80% Fuel Price Risk Management Committee >60<=80% (President, EVP Finance & Accounting, VP, Director and Department) >30<=60% VP, Director and Department Level Decision >20<30% **Board Authority** <=20% 2m 3m 4m 5m 6m 7m 8m 9m 10m 11m 12m 13m 14m 15m 16m 17m 18m >18 months 1m **Contract Period** 

#### Hedging Volume

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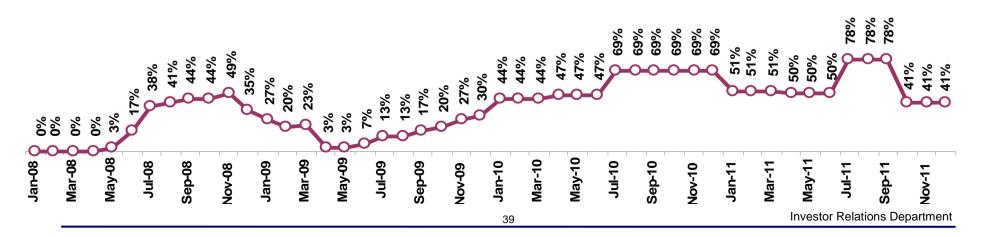


#### Hedging combined with fuel surcharge greatly mitigates fuel price fluctuation risk



#### Percentage of Fuel Surcharge & Hedging Coverage

Monthly fuel hedging 2008-2011 - % of consumption by month





## **Emissions Control**

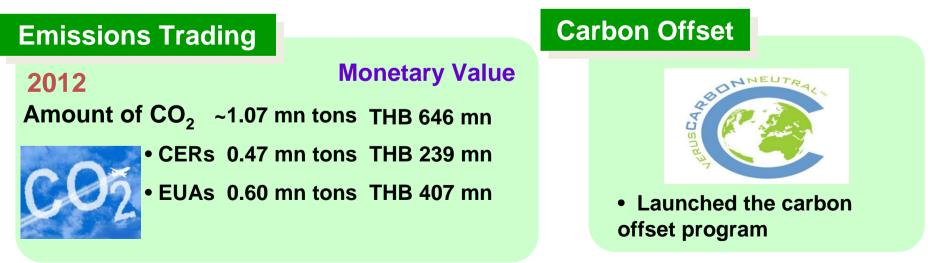
# THAI is the first Asian airline to sign an agreement with IATA to find means to mitigate fuel



### **Carbon Footprint**



•Determined the carbon foot print of 2 meals and provided labeling for customers to choose





## **Improvements in Dynamism**

## Project

Uphold the principles of Good Corporate Governance

Facilitate means to expedite decision making

**Invest in IT** 

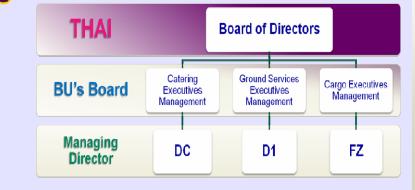
**Performance-based Culture** 

Structural change to enhance flexibility but also responsibility

## Changes Made

- Ensuring transparency in all areas of operations
- Whistle Blower Policy
- Reduce steps to improve decision process
- IT capability improves not only efficiency, decision making but also enhances customer satisfaction
- Senior management having clear cut KPIs and compensation is measured accordingly
- Geared for BUs to enhance efficiency in decision process & management
- Signed "Service Level Agreements"

#### 😪 THAI





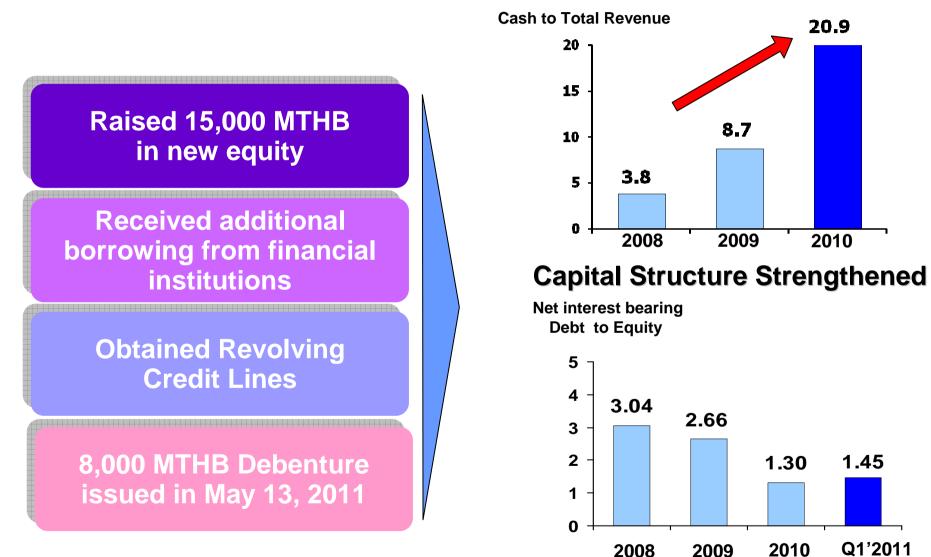
EC US Cargo DOJ US Cargo Class Action Korea Rescinded all charges against THAI Stopped further proceedings Settled by paying USD 3.5 mn Pending charges is for KW 2.85 mn

# Wrote back a portion of reserves that were set aside

4,290 MTHB 2,507 MTHB







#### **Improved Cash Position**

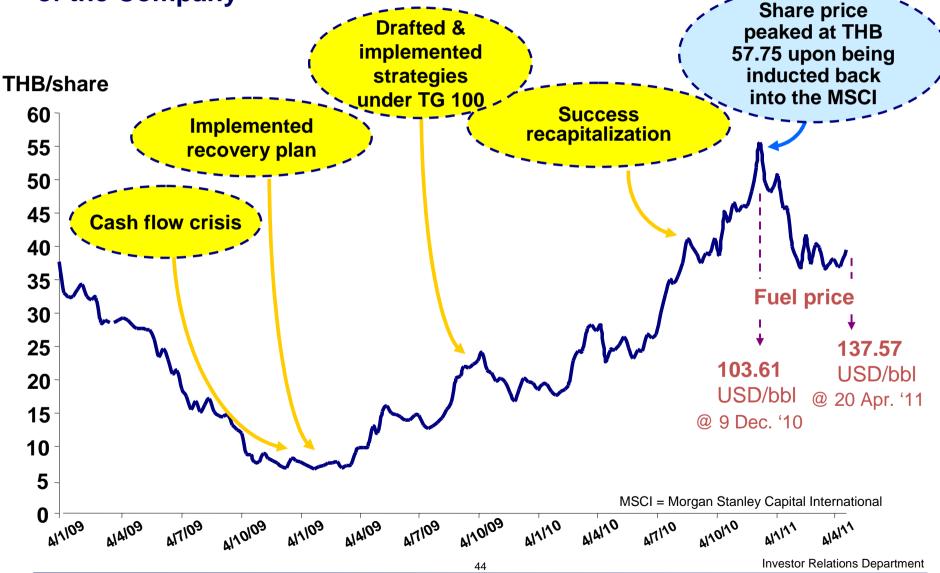
**Investor Relations Department** 

Q1'2011

1.45



THAI's share price reflects the confidence in the improved health of the Company





## **Financial Performance**

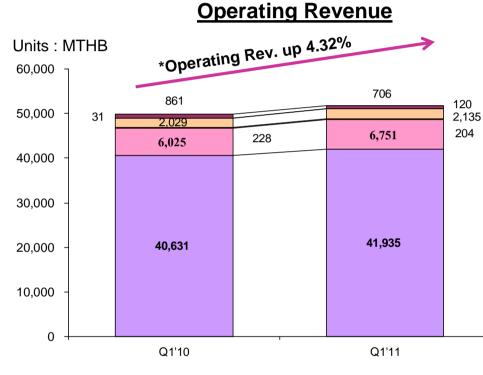


## **Performance Summary (Q1/2011)**

THAI and its subsidiary					
	Jan-I	Jan-Mar			
(Units : MTHB)	2011	2010			
Total Revenue	51,851	49,806			
Total Expense	-46,468	-43,061			
Foreign currency exchange (Gain)	-3,358	5,698			
Share of losses of investments by the equity method	38	-7			
Profit(Loss) before finance costs, income tax	2,063	12,436			
Financial Cost	-1,309	-1,345			
Income tax expense	-121	-499			
Net profits (losses)	633	10,592			
Profits (losses) Attributable to:					
Non controlling interest	-15	-20			
Equity holders of the parent	618	10,572			



## Operating / Total Revenue (Q1/2010 & Q1/2011)



□ Passenger □ Freight □ Mail □ Other activities □ Interest income □ Other income

\*Excludes Interest & Other income Operating revenue Q1'10 = 48,913 MTHB Operating revenue Q1'11 = 51,025 MTHB

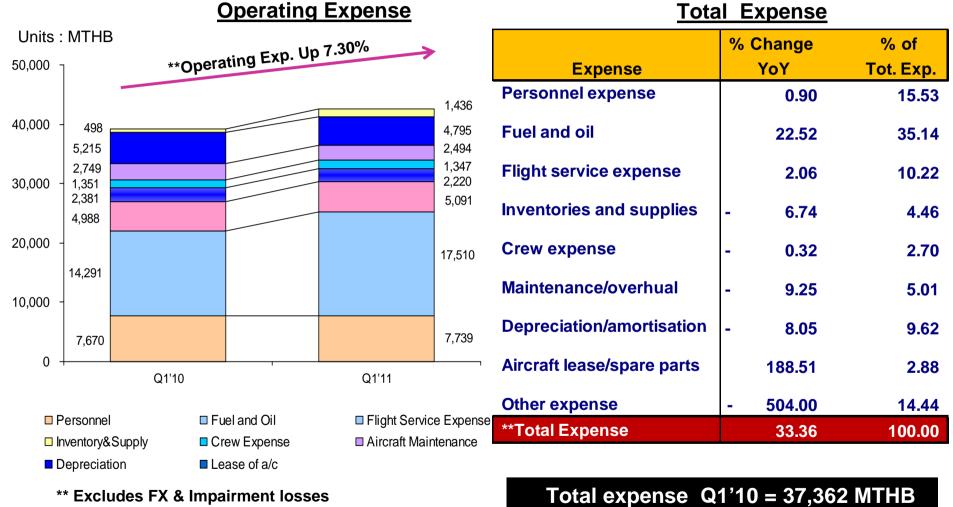
		% to
Revenue	% Change	Tot. Rev.
Passenger	3.21	80.88
Freight	12.05	13.02
Mail	- 10.19	0.39
Other activities	5.19	4.12
Interest income	291.51	0.23
Other income	- 18.06	1.36
Total Income	4.11	100.00

#### Total Revenue

#### Total revenue Q1'10 = 49,805 MTHB Total revenue Q1'11 = 51,851 MTHB



## **Operating / Total Expense (Q1/2010 & Q1/2011)**



\*\* Excludes FX & Impairment losses
 Operating expense Q1'10 = 42,973 MTHB
 Operating expense Q1'11 = 46,111 MTHB

Total expense Q1'11 = 49,826 MTHB



## Ratios – Q1'2010 & Q1'2011

Ratios	units	Q1'10	Q1'11
Earnings Per Share	(THB)	6.22	0.28
EBIT	(MTHB)	6,037	4,960
EBITDA	(MTHB)	11,252	9,755
EBITDAR	(MTHB)	11,750	11,191
Book Value	(MTHB)	63,670	76,712
Book Value per Share	(THB)	37.48	35.14
Total Debt to Equity	(Times)	3.90	2.80
Net Debt to Equity	(Times)	2.35	1.88
Debt Service Coverage	(Times)	2.00	1.50
Interest Coverage	(Times)	8.40	7.50
Operating Profit Margin	(%)	12.30	9.70
Net Profit Margin	(%)	21.60	1.20
EBITDA Margin	(%)	23.00	19.10
Return on Total Assets	(%)	3.80	0.80
Return on Total Equity	(%)	20.10	0.20



## **Foreign Currency Exposure (Year 2010)**

Unit : MTHB

	Revenue		Expe	ense	Surplus	0	utstanding	Borrowing	S
					or Deficit	Before	Swap	After S	Swap
	Amount	%	Amount	%	Amount	Amount	%	Amount	%
USD BASED	85,801	48	89,994	60	- 4,193	1,977	1	1,212	1
USD	18,604		79,340						
Others <sup>(1)</sup>	67,197		10,654						
EUR BASED	35,210	20	8,030	5	27,180	49,796	34	50,584	35
EUR	16,809		5,623						
Others <sup>(2)</sup>	18,401		2,407						
JPY	13,509	7	3,980	3	9,529	13,766	9	13,766	9
ТНВ	45,753	25	47,228	32	- 1,475	80,741	55	80,741	55
TOTAL	180,273	100.00	149,232	100.00	31,041	146,280	100	146,303	100
	-								

Revenue

48%

25%

7%

20%



50

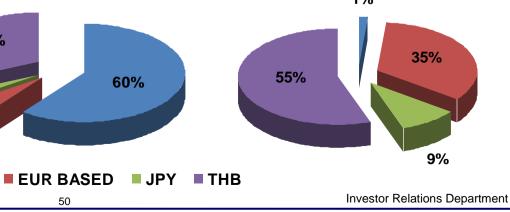
32%

3%

USD BASED

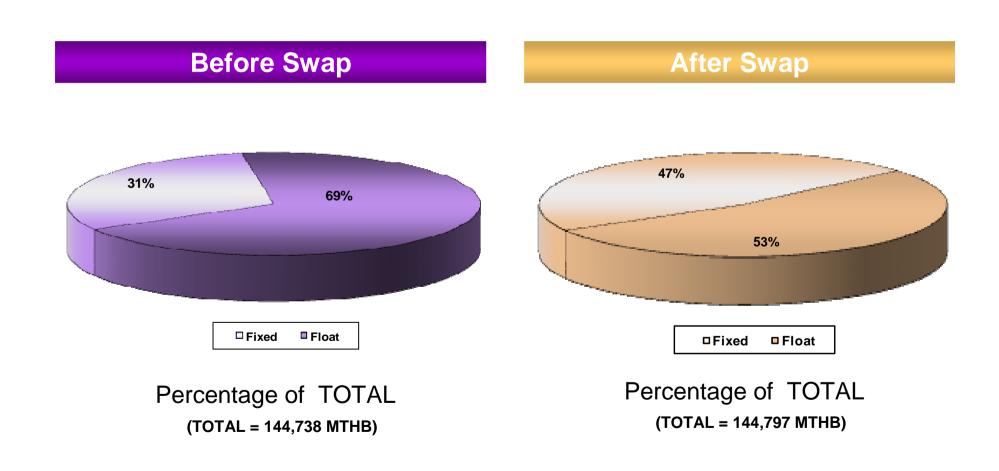
5%







### Proportion of Fixed and Float (As of Apr 2011)







Economic & Airline Industry Trend and Growth for 2011-2012

• Global Economy expected to grow by 5% - IMF

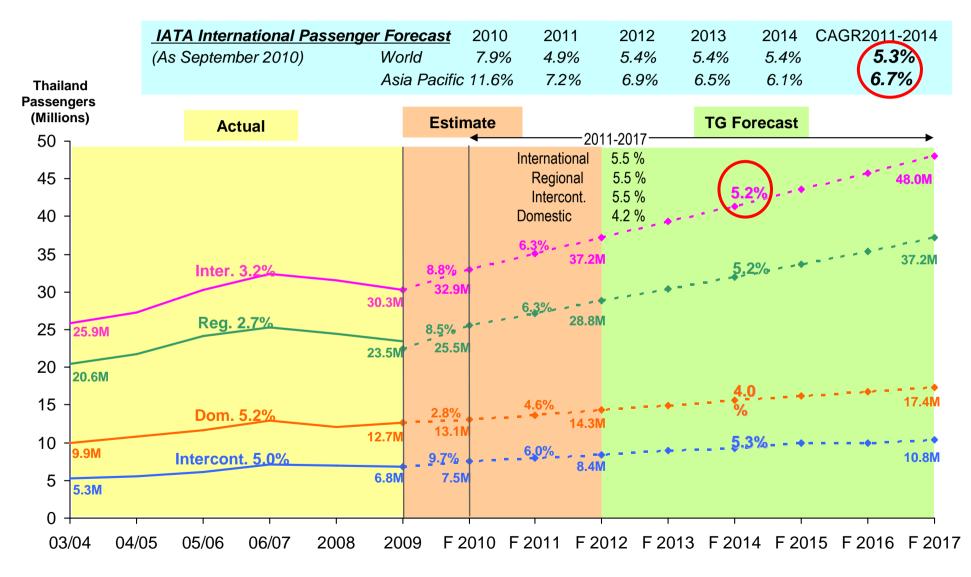
• Global # of Tourists expected grow by 4-5 - UNWTO

Passenger Traffic expected to grow by 5.2% - IATA

• Air Traffic Transportation expected to grow by 5.5% - IATA



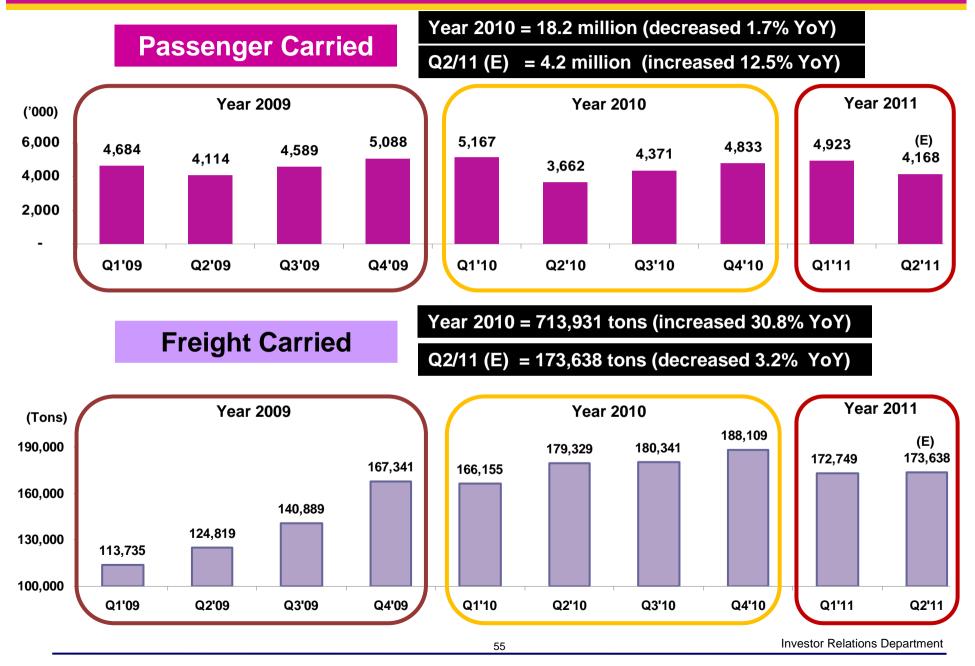
#### Passenger from / to Thailand Forecast 2011-2017



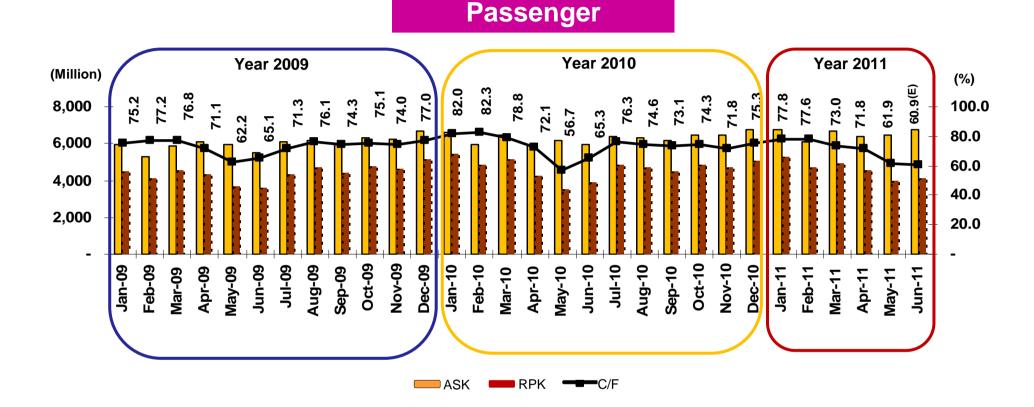


## Appendix



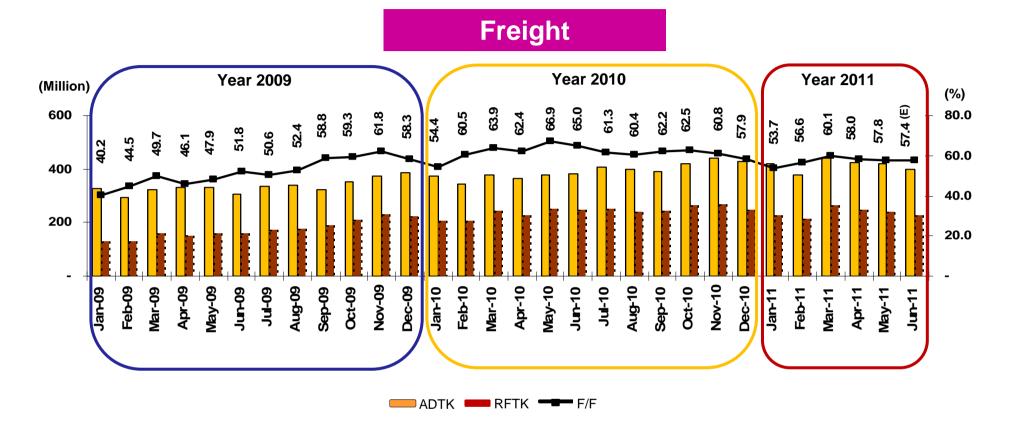






	YoY (Month)			YoY (Quarter)			YoY (Year)		
	Jun'11(E)	Jun'10	YoY%	Q2'11(E)	Q2'10	YoY%	Year'10	Year'09	YoY%
MASK	6,731	5,919	13.7	19,545	17,972	8.8	75,600	72,031	5.0
MRPK	4,099	3,867	6.0	12,660	11,605	9.1	55,676	52,593	5.9
Cabin factor%	60.9	65.3	- 6.8	64.8	64.6	0.3	73.6	73.0	0.9



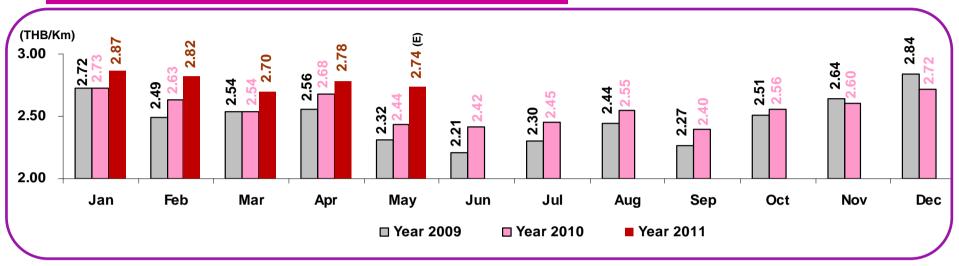


	YoY (Month)			YoY (Quarter)			YoY (Year)		
	Jun'11(E)	Jun'10	YoY%	Q2'11(E)	Q2'10	YoY%	Year'10	Year'09	YoY%
MADTK	397	383	3.7	1,240	1,125	10.2	4,708	4,016	17.2
MRFTK	228	249	- 8.4	716	729	- 1.8	2,895	2,092	38.4
Freight Factor%	57.4	65.0	- 11.7	57.7	64.8	- 10.9	61.5	52.1	18.0

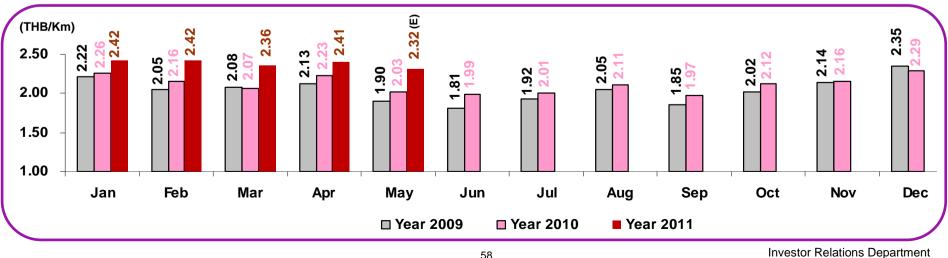
Investor Relations Department



#### **Passenger Yield (Including Fuel Surcharge)**

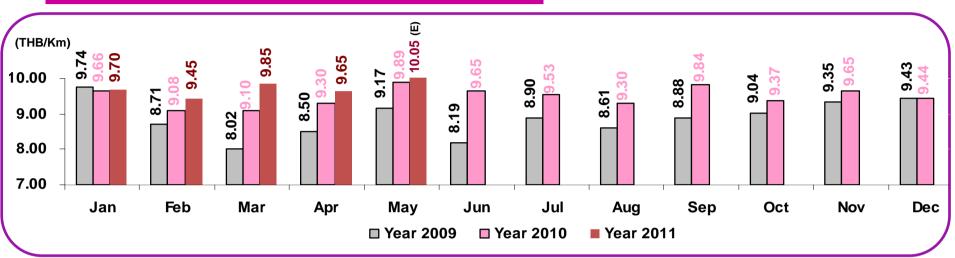


#### **Passenger Yield (Excluding Fuel Surcharge)**





#### Freight Yield (Including Fuel Surcharge)



#### Freight Yield (Excluding Fuel Surcharge)

