

# THAI AIRWAYS INTERNATIONAL PLC.

## Q1/2011

(Updated on 23 June 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**





	MTHB	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

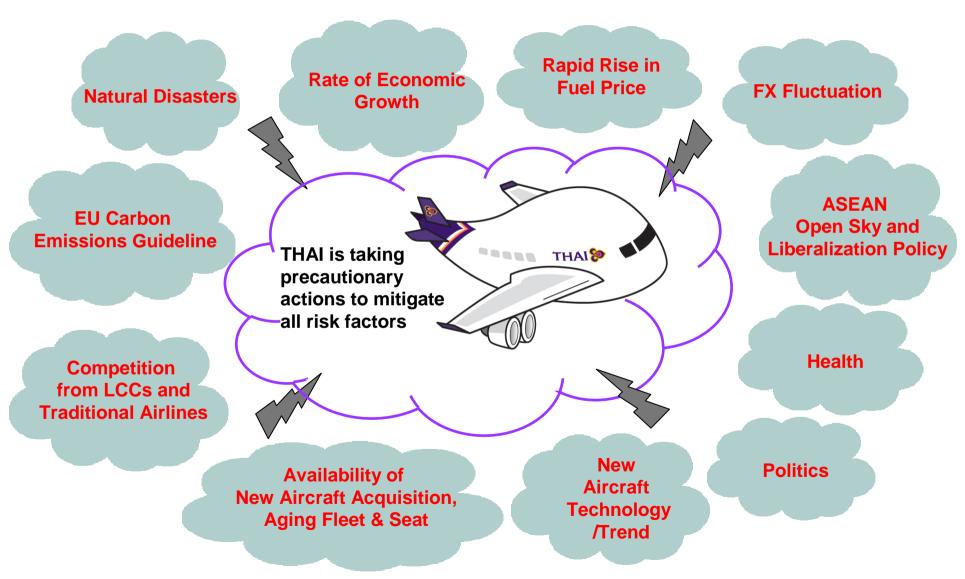


	Million	% Change
Passengers carried (# of people)	18.2/annum	-1.7
Available Seat Kilometers (ASK)	55,676	+5.9
Freight Transport (tons)	713.9 /annum	+30.8
Available Ton Kilometer (ATK)	2,895	+38.4





## **Factors Affecting Aviation Business**



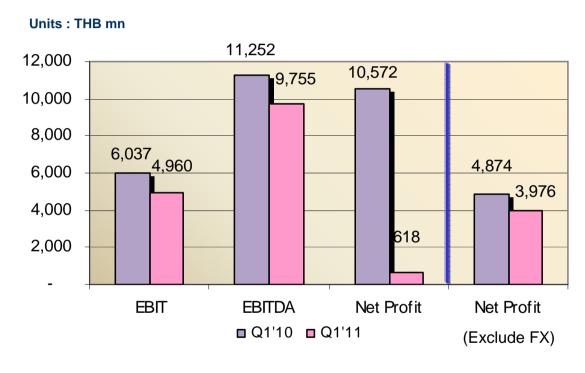


# **Operating Summary**

	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 : Yield includes fuel surcharge				
Avg. Fuel Cost	USD/gallon	2.89	2.15	+34.4



## EBIT, EBITDA and Net Profit (Q1/2010 & Q1/2011)



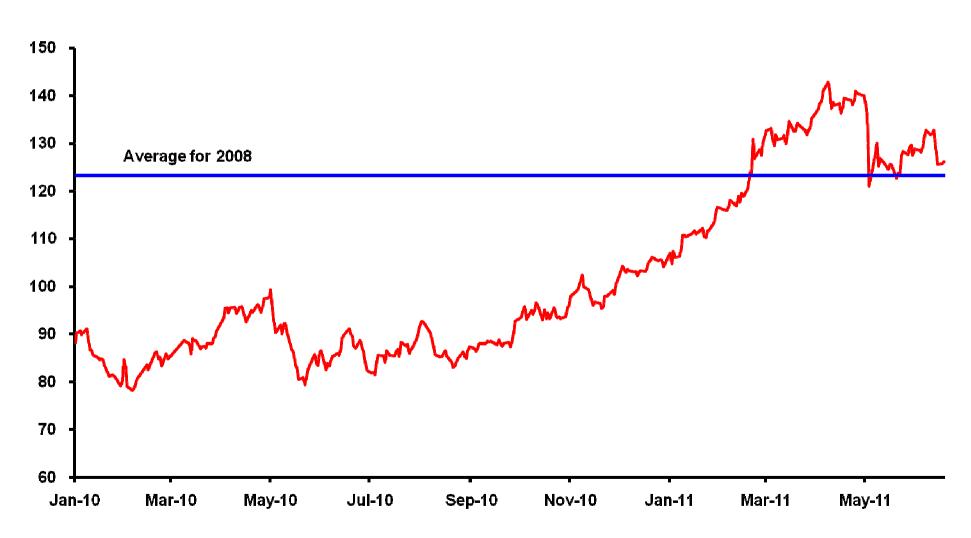
## **Factors Impacting Q1'11 Results**

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





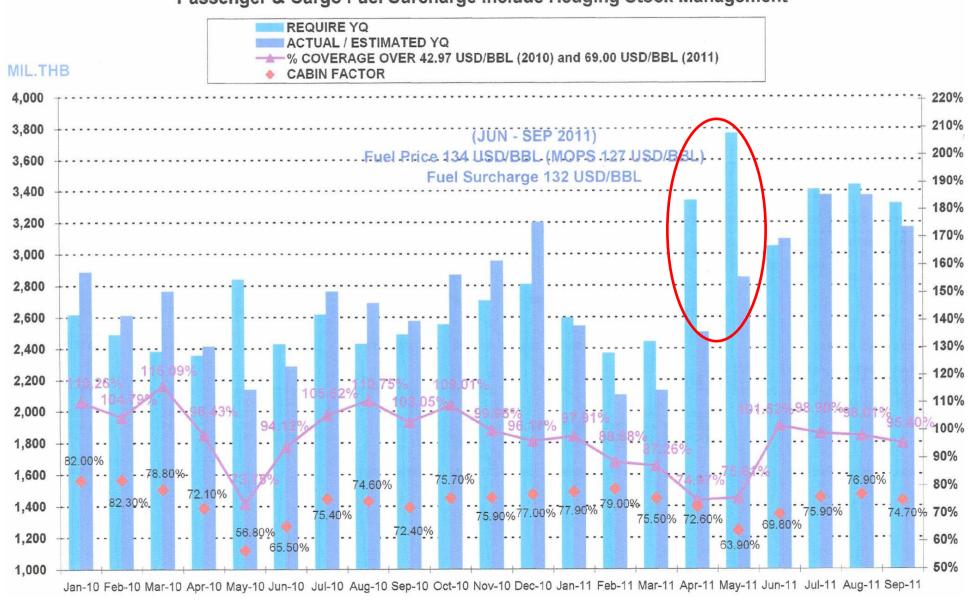
# Price of Jet Fuel (US\$/BBL) (Singapore Spot Price)





## Fuel surcharge now covers fuel cost

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

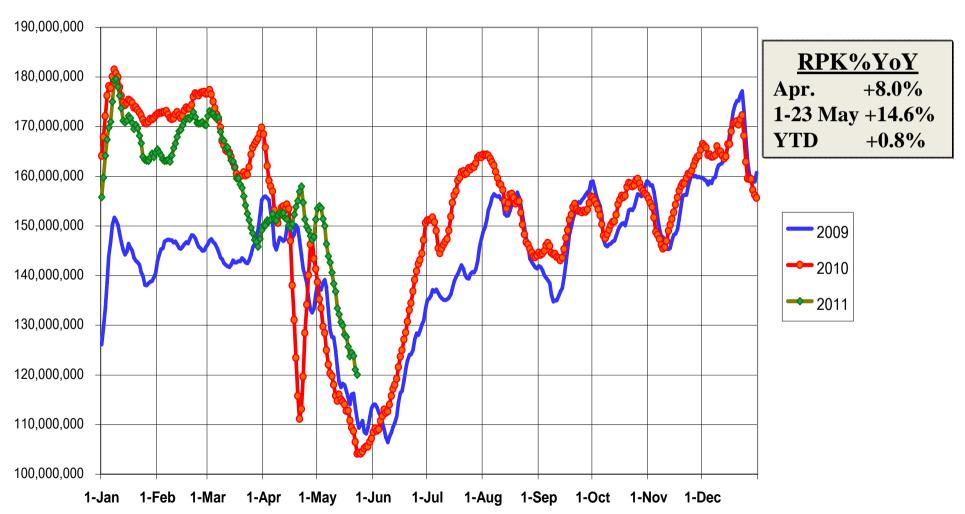




## RPK is slightly higher than last year

## DAILY REVENUE PASSENGER KILOMETRE (RPK)

(7 Days Moving Average up to 23 May 2011)





## Change in RPK by Region (%YoY)

	Total	Domestic	Indo China	Western	Southern	Northern	North Pacific	Europe	Australia	Africa, ME, Others
% RPK/Day										
Jan-May	100.0%	5.6%	1.1%	7.5%	4.6%	24.1%	2.9%	38.7%	12.4%	3.1%
% YoY G	rowth									
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	8.0%	5.8%	18.8%	5.1%	24.2%	-1.8%	-4.8%	10.3%	6.9%	63.7%
May-11	13.9%	18.2%	23.2%	8.9%	38.8%	22.8%	11.2%	1.3%	19.6%	-



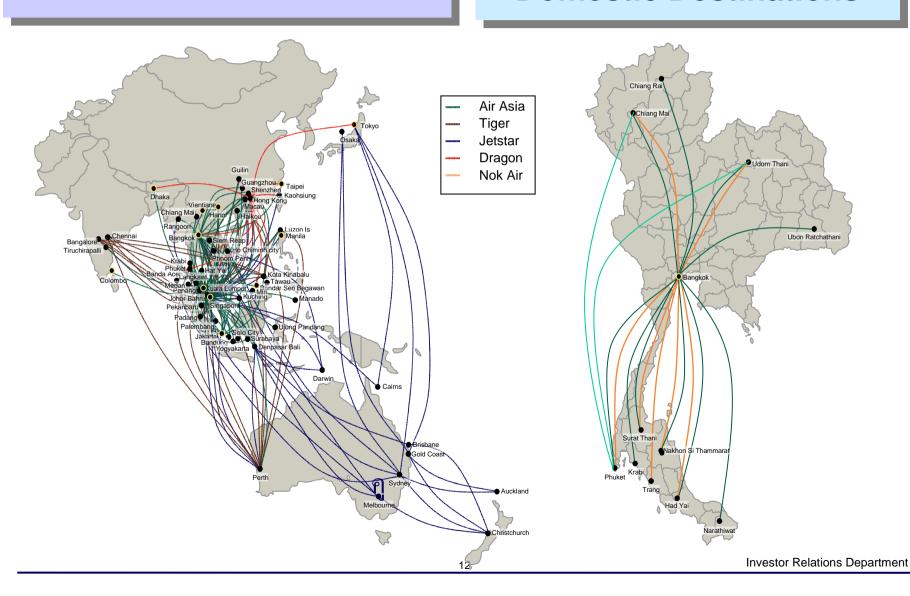
## **Competitors Have Increased Significantly**





## **International Destinations**

## **Domestic Destinations**

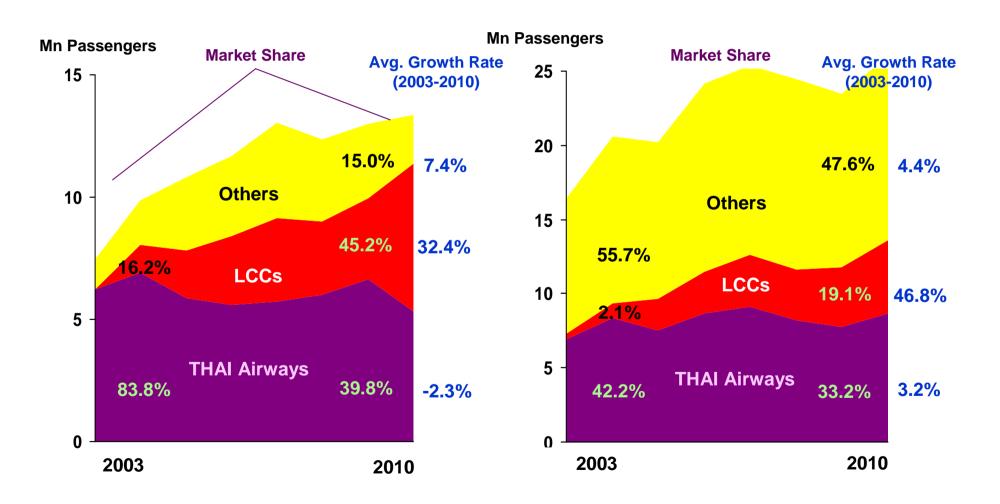




## **Market Share of LCCs Up Dramatically**

## **Domestic Market**

## **Regional Market**



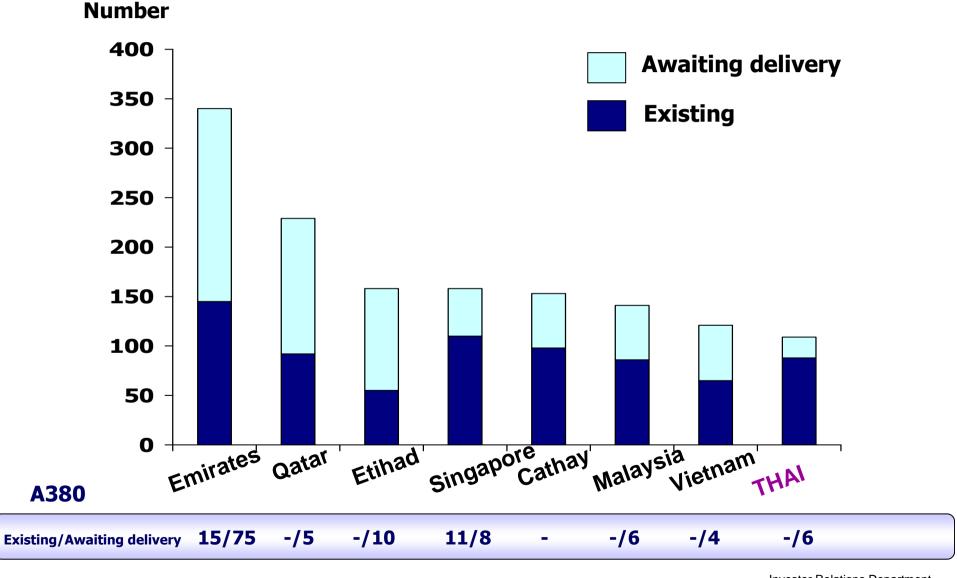


## **New Strong Competitors from Middle East**

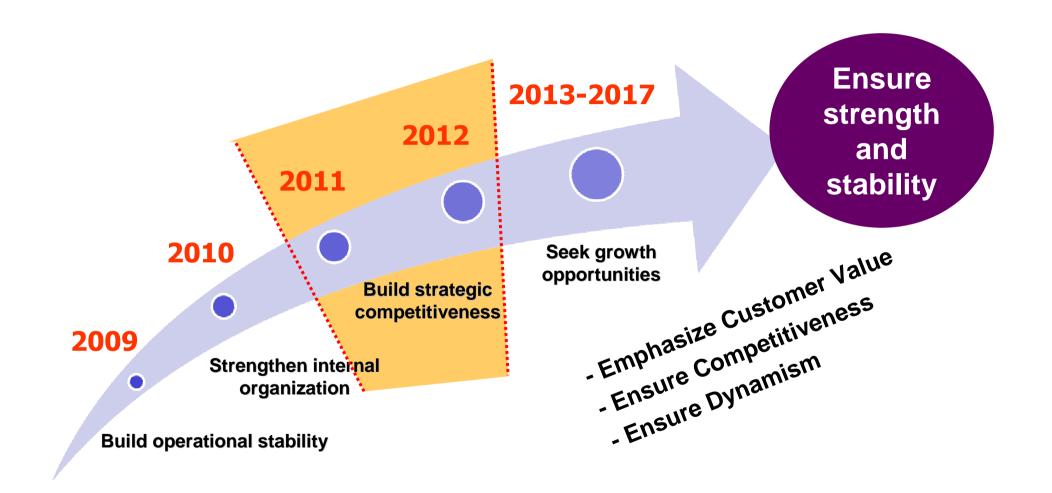


## **Competitors' Fleet Expansion Plan**

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



# **Overarching Strategic Plan**







## **Overall Strategic Roadmap**

#### **Core Value**

"Striving together towards a strong and sustainable THAI"

Customeroriented

Competitive

**Dynamic** 



### **Ultimate Goal**

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

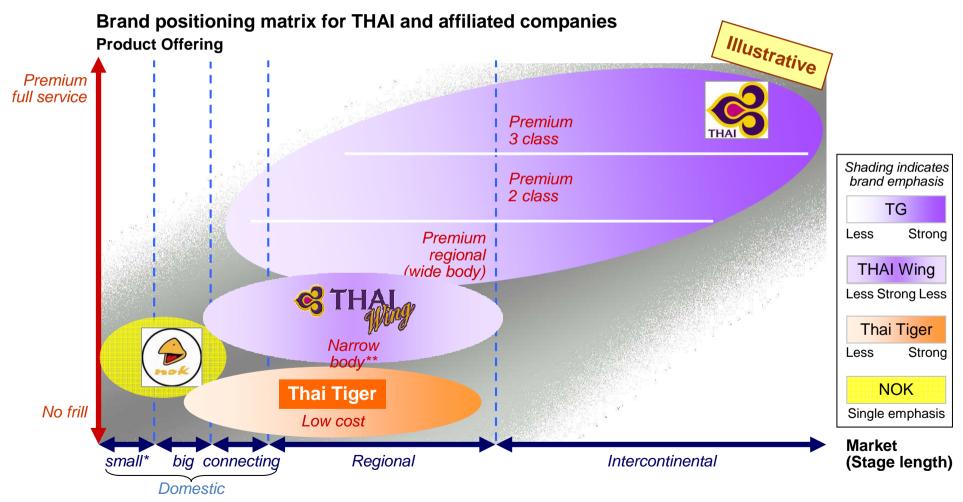
as a leading
Asian carrier
that is
consistently
among the top 3
carriers in Asia
and top 5 in the
world

for overall customer experience"



## Strategic Tools to closing THAI business gap

# 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

18 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>
THAL	Regional carrier	LOW to MEDIUM  • Low cost base achieved through aspects of LCC model, such as single aircraft type, new fleet, etc.
Jack Constitution of the c	Domestic value-for-money carrier	LOW to MEDIUM  • Domestic focus with some added value and maintaining very low cost
Thai Tiger	Regional Ultra-low cost carrier	LOW to ULTRA LOW  • No Frills (max seat density, max utilization)



## **Competition for THAI Wing**

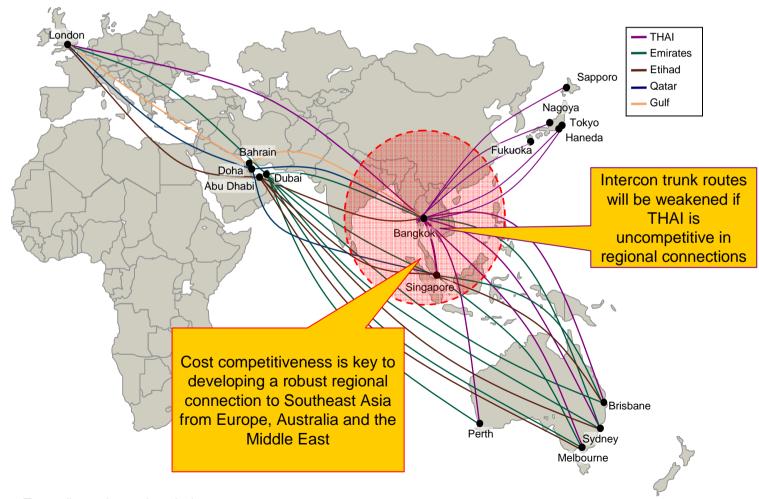


Source: Team discussion and analysis

## **THAI Connecting Traffic**

# 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)





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





## **Product & Service Enhancements**

## **Call Center**



Food & Beverage



# Increase Selection of Entertainment



# 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





## **E-Payment Services**

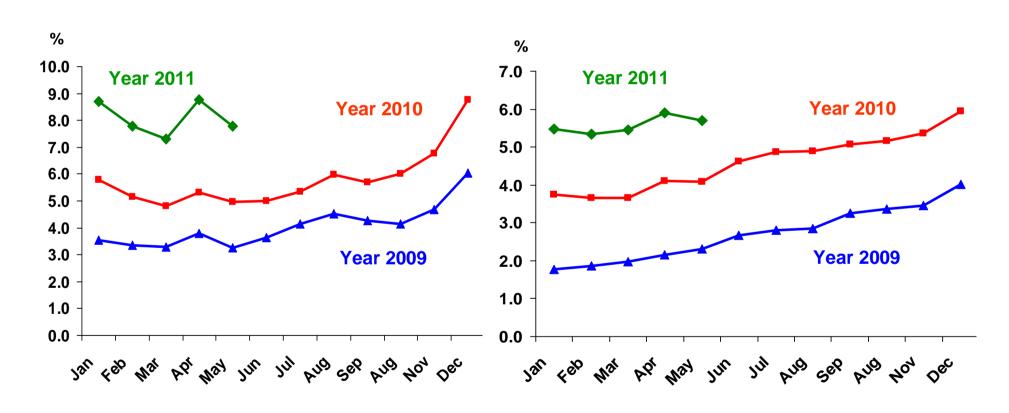




## Statistic on Internet Check-in

## **Ticket Sales Via Internet**

## **Check-in via Internet**





## **Awards and Accolades**

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

	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					
	<b>≪</b> THAI	5	9	10					
***	الإنجار ETIHAD	6	6	7					
***	<del>6</del>	7	5	8					
***	QANZAS	8	7	6					
***	TURKISH () AIRLINES	9	-	•					
***	Emirates	10	8	5					
***	<b>€£</b> mala <u>ysia</u>	\	10	9					

#### Skytrax 2011



Best Airline Seat - Economy Class Best On Board Catering - Economy Class

#### Skytrax 2010

Best Airline Lounge – First Class
Best Airport Services

#### **Norwegian Grand Travel Award**

Best Intercontinental Airline

#### **Business Traveler's Award**

Best Ground Service Best Lounges



#### **TTG Award**

**Best Business Class** 

Best Southeast Asian carrier

#### Go Asia Award

Best Asian carrier

Investor Relations Department



## **Current Fleet**

## **Current Fleet: 88 Aircraft**

(As of June 2011)

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

leased to Nok





Aircraft Type	Version	# of Aircraft			# of Seat			Financial Method
			First	Business	Premium Economy	Economy	Total	
A300-600	36R1	8	0	46	0	201	247	130
	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, 4 OL, 5 FL
	3303	7	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	
B777-300ER	7739	3	8	30	0	274	312	3 OL
Total		88	40	532	42	3,529	4,143	45 O, 12 OL, 31 FL

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



## **Deliveries Over the Next 3 Years**

	2011	2012	2013	Total
A380-800		3	3	6
B777-300ER		2	6	8
A330-300	5* + 2	3	2	12
Total	7	8	11	26

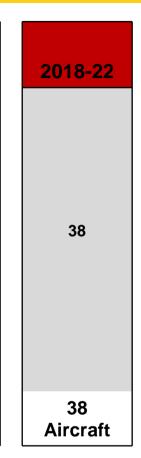
\*Note: the 5 A330s deferred arrival is included in 2011's delivery plan





## 2011-2017 Deliveries Plan

	2011-2017									
	2011	2012-13	2014-15		2014-17	201	6-17			
Туре	A330-300	A320	A320	B777-300 ER	B787	A350	A350			
# of A/C	7*	6**	5**	6	8	4	8			
Method	FL	OL	FL	FL	OL	FL	OL			
Contract Terms	12 yrs.	12 yrs.	-	-	12 yrs.	-	12 yrs.			
Body Type	Narrow	Narrow	Narrow	Wide	Wide	Wide	Wide			
TOTAL	37 Aircraft									









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

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

< 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	



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



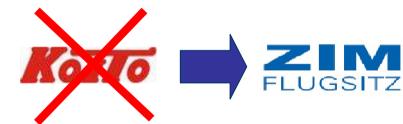
Note: Based on available slot for purchase



## **Resolving Koito Seat Problem**









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
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# **Upgrades and Retrofit Schedule**

	# of Aircraft	First	Business	Economy	Tentative Completion
3777-300	6		Retrofited		■ Completed
3747-400 No. 7-12	6	Retrofitted	Retrofitted		■ May – Dec. 2011
3777-200	8		Retrofitted		■ Sept. 2011 – Jun. 2012
3747-400 No. 13-18	6	9-1		5800	■ Feb. 2012 – Oct. 2012
Airbus 340-600	6				<b>2013</b>
Airbus 340-500	4				<b>2014</b>
B777- 200ER	6				<b>2014</b>



## **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

## **First Class Seats**



## **Business Class Seats**



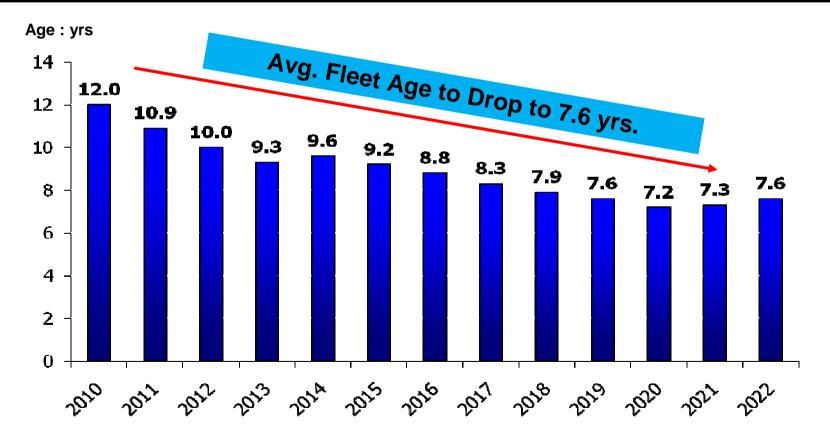
## **Economy Class Seats**





## **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	1	1	-	11
Total	3	7	38	75





## **2011 Route Network Changes**

## Changes were made to better reflect customer demand



# THAI'S WORLD ROUTE MAP

## **Increased flights**

Paris 7 to 10 flts/wk

Oslo 5 to 7

Moscow 3 to 4

Nagoya 7 to 10

Fukuoka 5 to 7

## **New Destinations**

Haneda 7 flts/wk

**BKK-Gaya-Varanasri** 

3 flts/wk

## Relaunch

Johannesburg 4 flts/wk

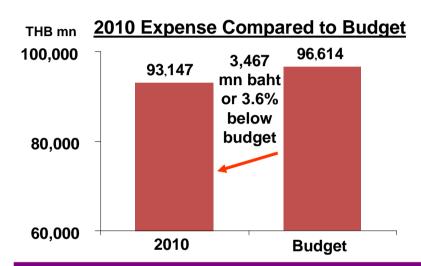


#### **Further Cost Control Measures**

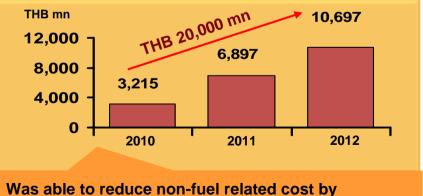
# THAI is committed to achieving the THB 20,000 mn cost reduction target agreed to with the Ministry of Finance through 2012

#### **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





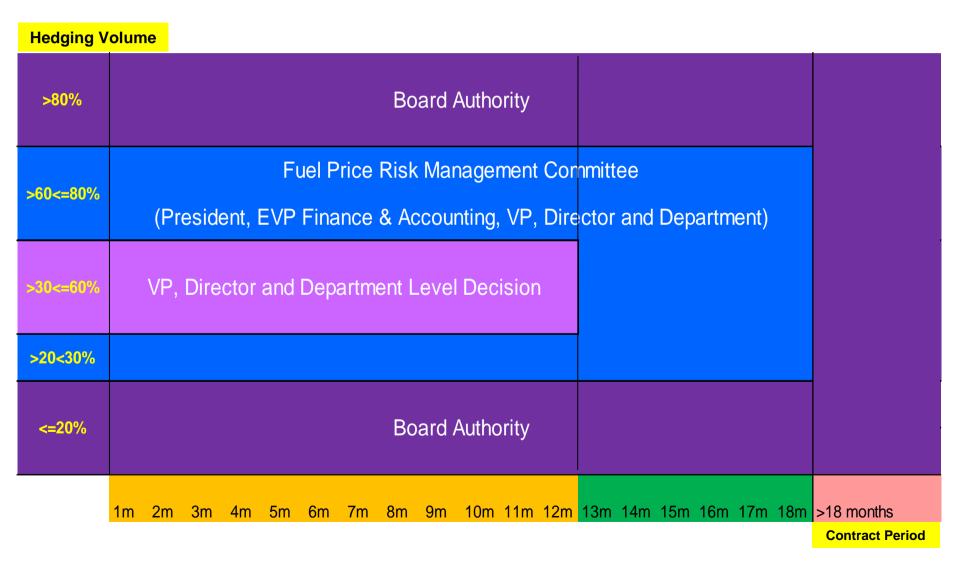


was able to reduce non-ruel related cost by

THB 252 mn or a 7.8% reduction



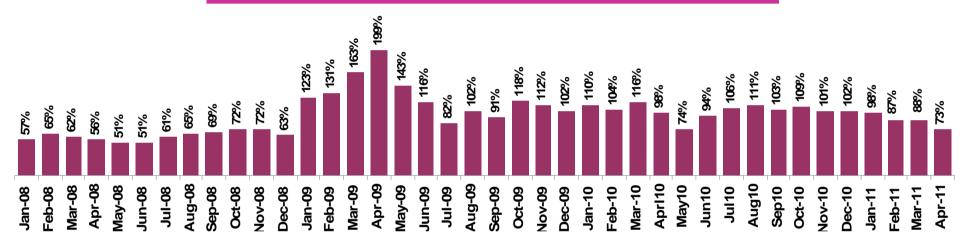
#### Minimum 20% fuel hedging requirement to mitigate risk of rapid fuel cost rise



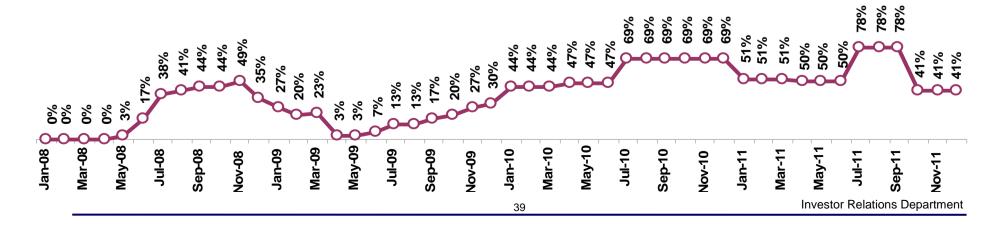


Hedging combined with fuel surcharge greatly mitigates fuel price fluctuation risk

#### 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

# **Emissions Trading**

#### 2012

#### **Monetary Value**

Amount of CO<sub>2</sub> ~1.07 mn tons THB 646 mn



- CERs 0.47 mn tons THB 239 mn
- EUAs 0.60 mn tons THB 407 mn

### **Carbon Offset**



• Launched the carbon offset program



# Improvements in Dynamism

# **Project**

Uphold the principles of Good Corporate
Governance

Facilitate means to expedite decision making

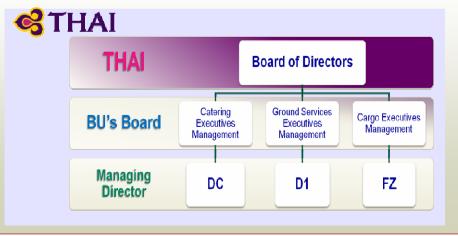
**Invest in IT** 

**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"







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 Capital Structure**

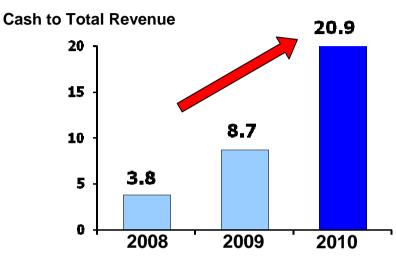
# Raised 15,000 MTHB in new equity

Received additional borrowing from financial institutions

Obtained Revolving Credit Lines

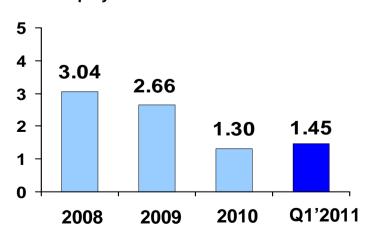
8,000 MTHB Debenture issued in May 13, 2011

## **Improved Cash Position**



# **Capital Structure Strengthened**

Net interest bearing Debt to Equity



**Investor Relations Department** 



THAI's share price reflects the confidence in the improved health of the Company Share price **Drafted &** peaked at THB **implemented** 57.75 upon being inducted back strategies THB/share into the MSC under TG 100 Success 60 **Implemented** recapitalization 55 recovery plan 50 45 **Cash flow crisis** 40 **35 Fuel price** 30 25 137.57 103.61 **USD/bbl** 20 USD/bbl @ 20 Apr. '11 15 @ 9 Dec. '10 10 5 MSCI = Morgan Stanley Capital International 0 417010<sup>9</sup> 417010<sup>9</sup> POINA POITIA 4/4/09 47109 <sup>601414</sup> Oriria 414170 POINA Orina AITOITO 417177 414177



# **Financial Performance**



# GCO

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

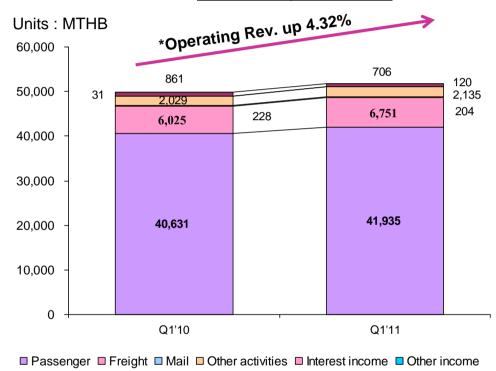
THAI and its subsidiary

	Jan-	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)

#### **Operating Revenue**



#### **Total Revenue**

Revenue	% Change	% to 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 Q1'10 = 49,805 MTHB Total revenue Q1'11 = 51,851 MTHB

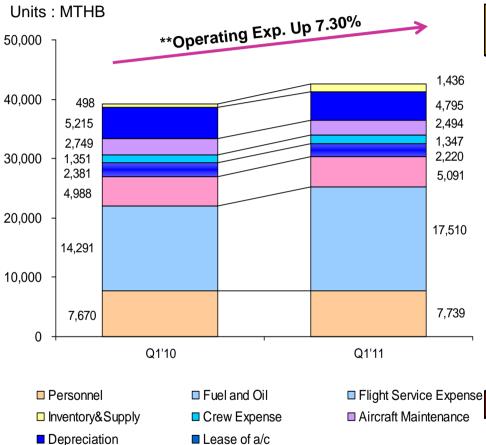
<sup>\*</sup>Excludes Interest & Other income Operating revenue Q1'10 = 48,913 MTHB Operating revenue Q1'11 = 51,025 MTHB



### **Financial Performance**

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





#### **Total Expense**

	% Change	% of
Expense	YoY	Tot. Exp.
Personnel expense	0.90	15.53
Fuel and oil	22.52	35.14
Flight service expense	2.06	10.22
Inventories and supplies	- 6.74	4.46
Crew expense	- 0.32	2.70
Maintenance/overhual	- 9.25	5.01
Depreciation/amortisation	- 8.05	9.62
Aircraft lease/spare parts	188.51	2.88
Other expense	- 504.00	14.44
**Total Expense	33.36	100.00

Total expense Q1'10 = 37,362 MTHB Total expense Q1'11 = 49,826 MTHB

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

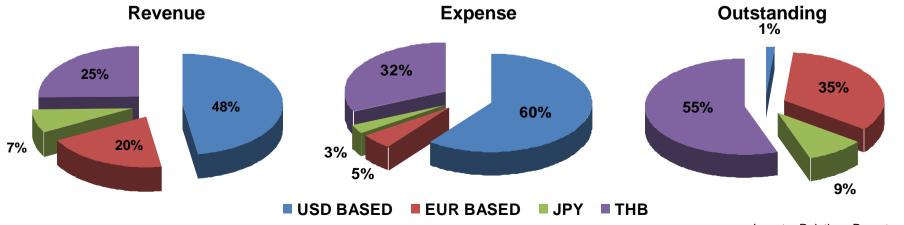


# **Financial Performance**

**Unit: MTHB** 

# Foreign Currency Exposure (Year 2010)

	Reve	nue	Expe	ense	Surplus	C	utstanding	Borrowing	S
					or Deficit	Before	Swap	After	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

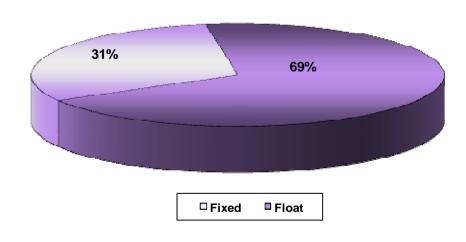


## **Financial Performance**

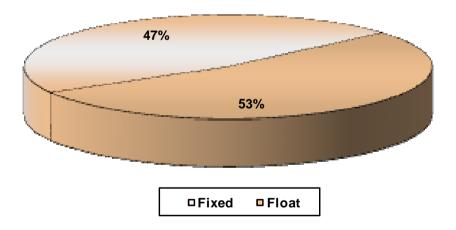
# Proportion of Fixed and Float (As of Apr 2011)

## **Before Swap**

## **After Swap**



Percentage of TOTAL (TOTAL = 144,738 MTHB)



Percentage of TOTAL (TOTAL = 144,797 MTHB)

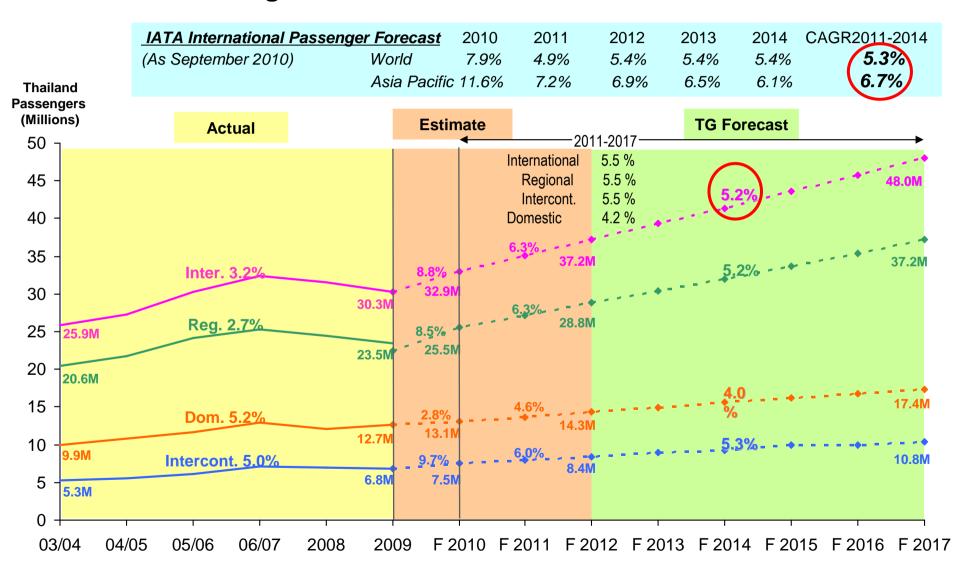


# Economic & Airline Industry Trend and Growth for 2011-2012

- 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**

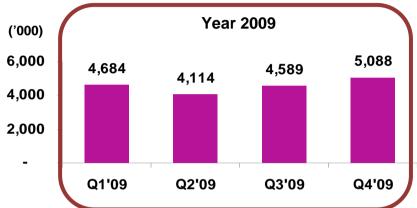


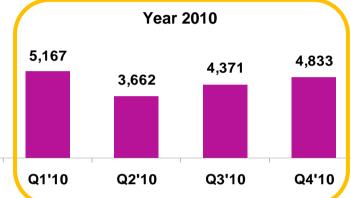
# **Operating Statistics**

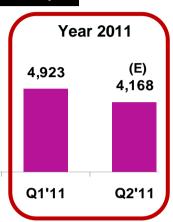
# **Passenger Carried**

**Year 2010 = 18.2 million (decreased 1.7% YoY)** 

Q2/11 (E) = 4.2 million (increased 12.5% YoY)



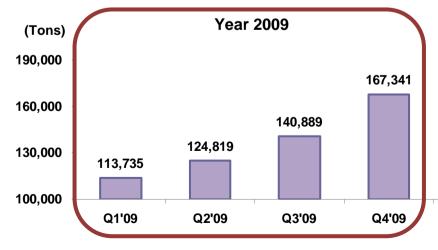


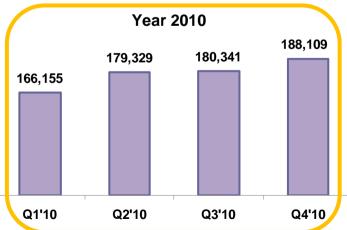


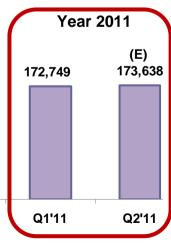
# **Freight Carried**

**Year 2010 = 713,931 tons (increased 30.8% YoY)** 

Q2/11 (E) = 173,638 tons (decreased 3.2% YoY)



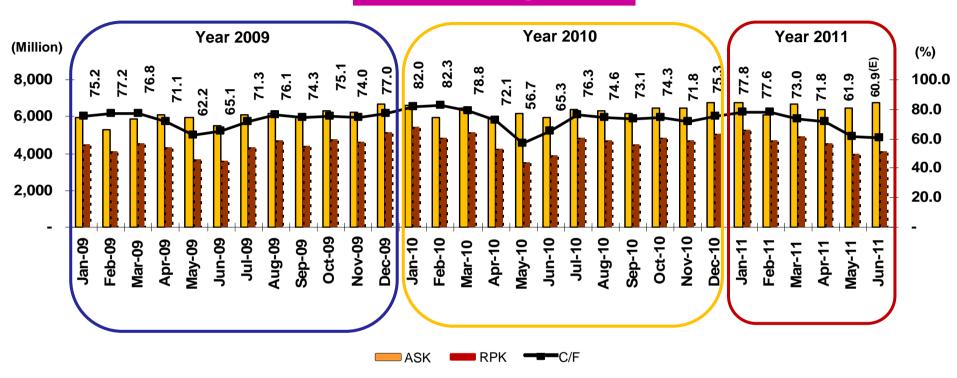






# **Operating Statistics**

### **Passenger**

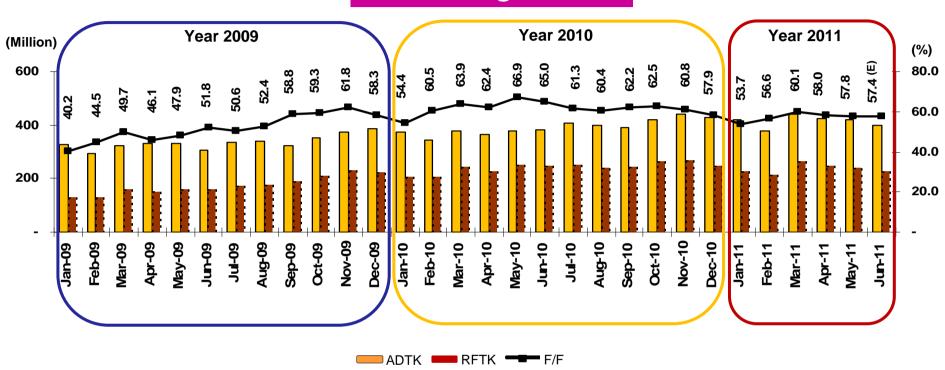


	YoY (Month)			YoY (Quarter)			YoY (Year)		
	Jun'11(E)	Jun'10	YoY%	Q2'11(E)	Q2'10	YoY%	Year'10	Year'09	YoY%
MASK	6,731	5,919	13.7	19,545	17,972	8.8	75,600	72,031	5.0
MRPK	4,099	3,867	6.0	12,660	11,605	9.1	55,676	52,593	5.9
Cabin factor%	60.9	65.3	- 6.8	64.8	64.6	0.3	73.6	73.0	0.9



# **Operating Statistics**

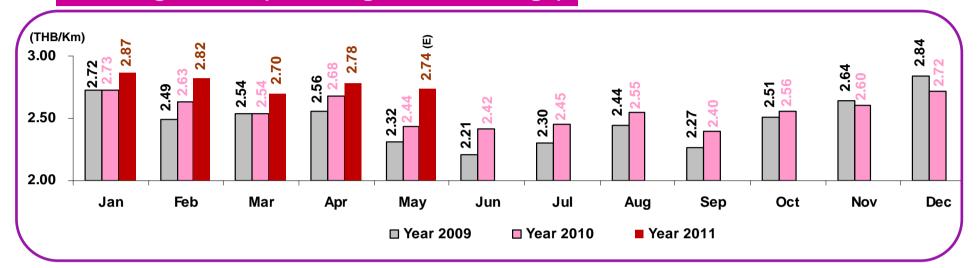
## **Freight**



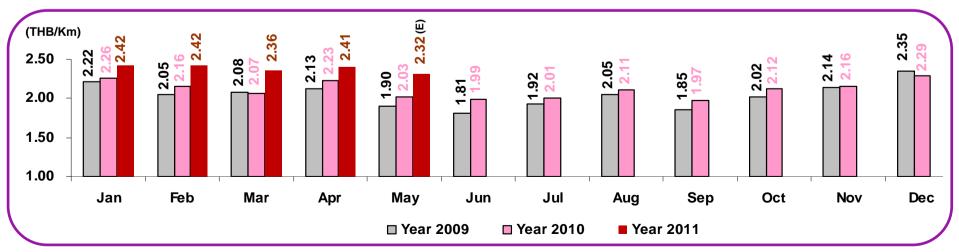
	YoY (Month)			Yo	Y (Quarte	r)	YoY (Year)		
	Jun'11(E)	Jun'10	YoY%	Q2'11(E)	Q2'10	YoY%	Year'10	Year'09	YoY%
MADTK	397	383	3.7	1,240	1,125	10.2	4,708	4,016	17.2
MRFTK	228	249	- 8.4	716	729	- 1.8	2,895	2,092	38.4
Freight Factor%	57.4	65.0	- 11.7	57.7	64.8	- 10.9	61.5	52.1	18.0



### Passenger Yield (Including Fuel Surcharge)

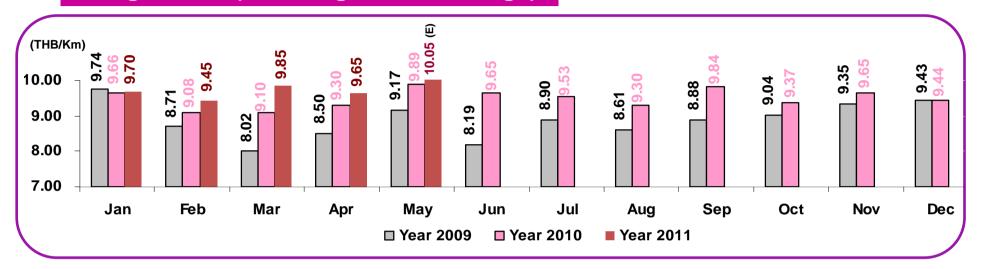


## Passenger Yield (Excluding Fuel Surcharge)





#### Freight Yield (Including Fuel Surcharge)



### Freight Yield (Excluding Fuel Surcharge)

