



ASIAN PAY TELEVISION TRUST

31 DECEMBER 2019

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AGENDA

1. 31 DECEMBER 2019 RESULTS
2. OUTLOOK & STRATEGY
3. STRATEGIC REVIEW UPDATE
4. BUSINESS OVERVIEW
5. BUSINESS DRIVERS

31 DECEMBER 2019 RESULTS



Broadband market penetration improved to 33%; Improved EBITDA margin to 57.8% for the quarter



Lower EBITDA for Q4 2019 and full-year 2019 but margins improved

- Revenue and ARPUs under pressure due to a saturated cable TV market, heightened competition from IPTV and from mobile operators offering unlimited wireless data
- Revenue for the quarter at S\$74.3 million and year at S\$292.6 million
- EBITDA for the quarter at S\$42.9 million and year at S\$174.5 million; higher EBITDA margin at 57.8% and 59.4%
- Operating expenses decreased by 11.6% for the quarter and 8.6% for the year due to lower broadcast and production costs



Growth in subscriber base

- Premium digital cable TV and Broadband subscribers have been steadily increasing over the past seven quarters
- Added c.5,000 Premium digital cable TV and c.6,000 Broadband subscribers in the quarter and c.18,000 Premium digital cable TV and c.22,000 Broadband subscribers in the year, which more than offset Basic cable TV churn; total subscribers increased to c.1,181,000



Growth in Broadband market penetration

- Deepened market penetration to 33%, from 29% a year ago, driven by growing data usage and demand for higher speed plans
- Continued efforts to drive higher speed plans and tap opportunities in data backhaul



Distributions

- Distribution of 0.30 cents per unit declared for Q4 2019
- Re-affirmed distribution guidance for 2020; the distribution is expected to be 1.20 cents per unit for 2020, subject to no material changes in planning assumptions
- It is anticipated that the distribution will continue to be paid quarterly at 0.30 cents per unit

Strategic review

- Following preliminary discussions with various interested parties, the Special Committee and Bank of America Securities have shortlisted select parties for more in-depth discussions in relation to APTT and its investment in TBC; discussions are progressing
- There is no assurance that any transaction for APTT or TBC will materialise from the Strategic Review



KEY OPERATING METRICS

Premium and Broadband RGUs have been steadily increasing over the last seven quarters, which more than offset Basic cable TV churn, raising total subscriber base to c.1,181,000

	RGUs ¹ ('000)			ARPU ² (NT\$ per month)			
	As at			Quarter ended		Year ended	
	31 Dec 2019	30 Sep 2019	31 Dec 2018	31 Dec 2019	30 Sep 2019	31 Dec 2019	31 Dec 2018
Basic cable TV	729	734	750	489	489	490	500
Premium digital cable TV	214	209	196	107	112	112	127
Broadband	238	232	216	366	376	383	426

- **Basic cable TV:** Saturated cable TV market in Taiwan, resulting in RGUs declining; c.729,000 as at 31 December 2019, ARPU remained unchanged quarter-on-quarter. RGUs were impacted by i) video piracy issues, ii) competition from aggressively priced IPTV and iii) expectations from consumers for discounts as they compare with the lower cable TV pricing outside of TBC's³ five franchise areas, particularly in the Taipei region
- **Premium digital cable TV:** RGUs increased to c.214,000. ARPU was lower due to promotions and discounted bundled packages that were offered to generate new RGUs and to retain existing RGUs. Video piracy issues and aggressively priced IPTV have also impacted ARPU
- **Broadband:** RGUs increased to c.238,000. The focus on RGU growth, in the face of competitive market conditions from unlimited wireless data offerings from mobile operators, resulted in strong increase in the quarter and for the full-year. The availability of low-cost unlimited data offerings from mobile operators is necessitating fixed-line operators to offer higher speeds at competitive prices to acquire new RGUs and re-contract existing RGUs. Broadband churn rates remained very low, averaging around 1% in Q4 2019

Notes: (1) RGUs refer to Revenue Generating Units

(2) Average Revenue Per User ("ARPU") is calculated by dividing the subscription revenue for Basic cable TV, Premium digital cable TV or Broadband, as applicable, by the average number of RGUs for that service during the period

(3) TBC refers to Taiwan Broadband Communications group

FINANCIAL RESULTS



Q4 2019 and full-year 2019 EBITDA lower than pcp due to weaker ARPUs but margins improved; Cost management efforts lowered operating expenses by 11.6% for Q4 2019 and 8.6% for full-year 2019

Group ¹ (\$'000)	Quarter ended 31 Dec			Year ended 31 Dec		
	2019	2018	Variance ² %	2019	2018	Variance ² %
Revenue						
Basic cable TV	59,067	63,905	(7.6)	232,151	250,044	(7.2)
Premium digital cable TV	3,181	3,349	(5.0)	12,797	13,849	(7.6)
Broadband	12,012	12,200	(1.5)	47,677	49,962	(4.6)
Total revenue	74,260	79,454	(6.5)	292,625	313,855	(6.8)
Total operating expenses³	(31,352)	(35,470)	11.6	(118,165)	(129,266)	8.6
EBITDA	42,908	43,984	(2.4)	174,460	184,589	(5.5)
EBITDA margin	57.8%	55.4%		59.6%	58.8%	

In constant Taiwan dollars (“NT\$”), total revenue down 6.8% for the quarter and 5.4% for the year as foreign exchange contributed 0.3% positive variance for the quarter and 1.4% negative variance for the year compared to the pcp

- **Basic cable TV:** Down 7.9% for the quarter and 5.8% for the year in constant NT\$ terms mainly due to lower subscription revenue, driven by lower number of subscribers and ARPU compared to the pcp. Non-subscription revenue for the quarter and year was lower mainly due to lower revenue generated from channel leasing and airtime advertising sales
- **Premium digital cable TV:** Down 5.3% for the quarter and 6.2% for the year in constant NT\$ terms. Generated predominantly from TBC’s average Premium digital cable TV RGUs each contributing an ARPU of NT\$107 per month during the quarter and NT\$112 per month during the year for Premium digital cable TV packages, bundled DVR or DVR-only services
- **Broadband:** Down 1.8% for the quarter and 3.2% for the year in constant NT\$ terms. Generated predominantly from TBC’s average Broadband RGUs each contributing an ARPU of NT\$366 per month during the quarter and NT\$383 per month during the year for high-speed Broadband services

Total operating expenses: Lower operating expenses for the quarter and year, mainly due to lower broadcast and production costs and other operating expenses, partially offset by higher staff costs

Notes: (1) Group refers to APTT and its subsidiaries taken as a whole; (2) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group

(3) Total operating expenses exclude depreciation and amortisation expense, net foreign exchange gain/loss and mark to market movements on foreign exchange contracts, in order to arrive at EBITDA and EBITDA margin

NET PROFIT



Net profit for the year 2019 sufficiently covers the distribution payout; Net profit includes non-cash items such as depreciation and amortisation expense, foreign exchange, mark to market movements and deferred taxes

Group ¹ (S\$'000)	Quarter ended 31 Dec			Year ended 31 Dec		
	2019	2018	Variance ² %	2019	2018	Variance ² %
Total revenue	74,260	79,454	(6.5)	292,625	313,855	(6.8)
Operating expenses						
Broadcast and production costs	(13,742)	(15,363)	10.6	(53,431)	(60,049)	11.0
Staff costs	(7,585)	(6,750)	(12.4)	(28,836)	(28,056)	(2.8)
Trustee-Manager fees	(1,844)	(1,836)	(0.4)	(7,315)	(7,285)	(0.4)
Other operating expenses	(8,181)	(11,521)	29.0	(28,583)	(33,876)	15.6
Total operating expenses	(31,352)	(35,470)	11.6	(118,165)	(129,266)	8.6
EBITDA	42,908	43,984	(2.4)	174,460	184,589	(5.5)
Other expenses						
Depreciation and amortisation expense	(22,866)	(21,507)	(6.3)	(86,563)	(78,613)	(10.1)
Net foreign exchange loss	(3,026)	(1,683)	(79.8)	(847)	(1,053)	19.6
Mark to market (loss)/gain on derivative financial instruments	(69)	921	(>100)	582	2,642	(78.0)
Amortisation of deferred arrangement fees	(845)	(16,123)	94.8	(3,339)	(23,125)	85.6
Interest and other finance costs	(12,471)	(13,271)	6.0	(50,161)	(53,847)	6.8
Income tax (expense)/benefit	(3,936)	159	(>100)	(14,719)	(22,859)	35.6
Total other expenses	(43,213)	(51,504)	16.1	(155,047)	(176,855)	12.3
Net (loss)/profit	(305)	(7,520)	95.9	19,413	7,734	>100

Notes: (1) Group refers to APTT and its subsidiaries taken as a whole; (2) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group

SELECTED FINANCIAL INFORMATION



Selected financial information¹ are key financial metrics of APTT's business

Group ² (\$S'000)	Quarter ended 31 Dec			Year ended 31 Dec		
	2019	2018	Variance ³ %	2019	2018	Variance ³ %
Revenue						
Basic cable TV	59,067	63,905	(7.6)	232,151	250,044	(7.2)
Premium digital cable TV	3,181	3,349	(5.0)	12,797	13,849	(7.6)
Broadband	12,012	12,200	(1.5)	47,677	49,962	(4.6)
Total revenue	74,260	79,454	(6.5)	292,625	313,855	(6.8)
Total operating expenses⁴	(31,352)	(35,470)	11.6	(118,165)	(129,266)	8.6
EBITDA	42,908	43,984	(2.4)	174,460	184,589	(5.5)
EBITDA margin ⁵	57.8%	55.4%		59.6%	58.8%	
Capital expenditure						
Maintenance	8,111	6,374	(27.3)	21,772	19,903	(9.4)
Network, Broadband and other	12,967	19,328	32.9	53,085	55,480	4.3
Total capital expenditure	21,078	25,702	18.0	74,857	75,383	0.7
Income tax paid, net of refunds	(740)	(3,395)	78.2	(10,182)	(16,742)	39.2
Interest and other finance costs paid	(22,393)	(13,236)	(69.2)	(50,524)	(53,536)	5.6

Notes: (1) Some of the selected financial information includes non-IFRS measures

(2) Group refers to APTT and its subsidiaries taken as a whole

(3) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group

(4) Total operating expenses exclude depreciation and amortisation expense, net foreign exchange gain/loss and mark to market movements on foreign exchange contracts, in order to arrive at EBITDA and EBITDA margin

(5) EBITDA margin is a non-IFRS financial measure and is calculated by dividing EBITDA by total revenue

Debt management programme to strengthen balance sheet

Group (S\$'000)	As at 31 Dec	
	2019	2018
Assets		
Current assets		
Cash and cash equivalents	79,101	73,576
Trade and other receivables	11,956	13,471
Other assets	17,895	3,260
	108,952	90,307
Non-current assets		
Property, plant and equipment	338,796	328,308
Intangible assets	2,390,549	2,371,838
Other assets	1,232	1,065
	2,730,577	2,701,211
Total assets	2,839,529	2,791,518
Liabilities		
Current liabilities		
Borrowings from financial institutions	15,400	5,694
Trade and other payables	39,278	23,133
Income tax payable	7,582	11,444
Other liabilities	54,502	61,176
	116,762	101,447
Non-current liabilities		
Borrowings from financial institutions	1,511,288	1,504,674
Deferred tax liabilities	84,793	74,575
Other liabilities	42,156	37,090
	1,638,237	1,616,339
Total liabilities	1,754,999	1,717,786
Net assets	1,084,530	1,073,732

- **Cash and cash equivalents:** Cash balance of S\$79.1 million
- **Depreciation/amortisation:** Depreciation is computed on a straight-line basis over the estimated useful lives of the assets as follows:
 - Buildings: 3-50 years
 - Leasehold improvements: 3-10 years
 - Network equipment: 2-10 years
 - Transport equipment: 5 years
 - Plant and equipment: 2-5 years
 - Right of use assets: Lease period

BORROWINGS



Refinancing of borrowing facilities in 2018 and extension of interest rate swaps lowered effective interest rate by 30 basis points to 3.3% in 2019

Group debt		As at 31 Dec	
		2019	2018
Total size available	S\$ million	1,628	1,626
Total outstanding	S\$ million	1,545	1,531
Effective interest rate - constant dollar	% p.a.	Q4 - 2.6; Full year - 2.7	Full year - 3.2
Effective interest rate - SGD	% p.a.	Q4 - 3.2; Full year - 3.3	Full year - 3.6
Net debt / EBITDA ¹	Multiple	8.4	7.9
Interest cover ²	Multiple	3.5	3.4
Gearing ³	%	53.8	54.1

- Successfully completed the refinancing of borrowing facilities in November 2018 at lower interest margin and arrangement fees, which demonstrated strong lender support and confidence in APTT's business and its management
- Additional interest rate swaps were entered into in April 2019, thus hedging approx. 95% of outstanding onshore facilities through to 2021 (from approx. 80% as at 31 December 2018). The average fixed rate on TAIBOR swaps is approx. 0.82%
- The refinancing and extension of interest rate swaps resulted in substantial annual savings through lower interest costs
- Effective interest rate in constant dollar terms of 2.6% p.a. for the quarter and 2.7% p.a. for the full year compared to 3.2% p.a. for 2018. Actual effective interest rate in SGD was 3.2% p.a. for the quarter and 3.3% p.a. for the full year compared to 3.6% p.a. for 2018
- Approx. S\$84 million of revolving facilities are available to fund future initiatives

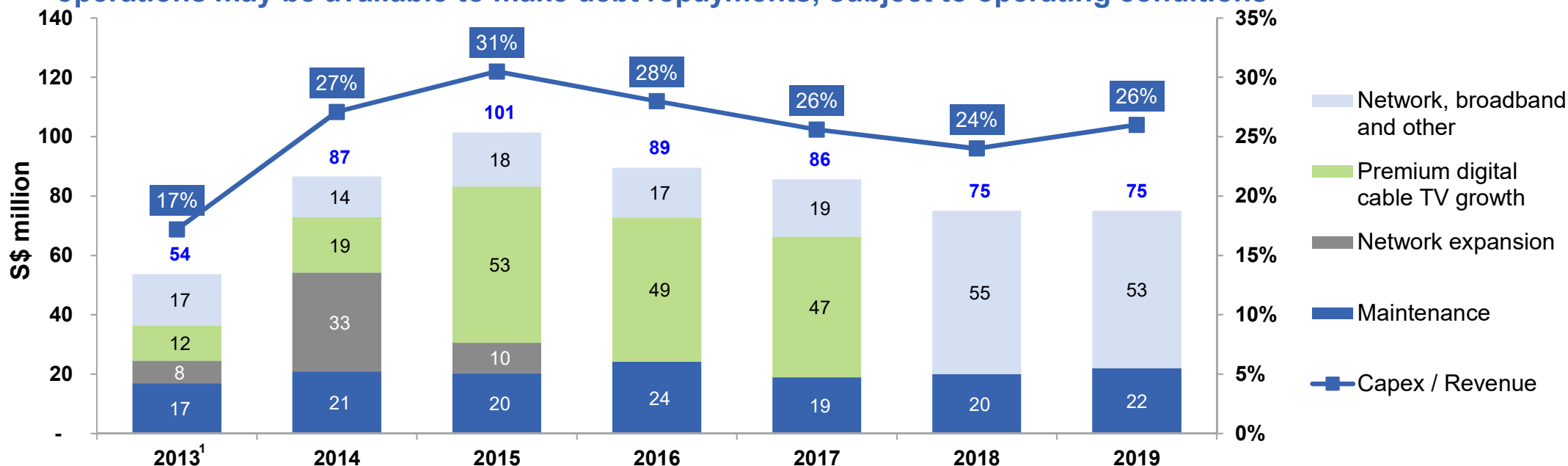
Notes: (1) Total debt outstanding less cash divided by LTM EBITDA

(2) Interest and other finance costs divided by LTM EBITDA

(3) Total debt outstanding (net of unamortised arrangement fees) divided by total assets

CAPITAL EXPENDITURE

Capex for full year 2019 was elevated but is expected to trend down from 2020; more cash generated from operations may be available to make debt repayments, subject to operating conditions



- Capital expenditure was higher from 2015 to 2017 due to the regulatory requirement to switch-off analogue broadcasting and complete the digitisation of TBC's subscriber base by 2017
- The deployment of fibre deeper into the network was a key investment initiative for 2019, to drive the Broadband business, as it will help to increase network capacity, speed and enhance data backhaul infrastructure. This in turn enables APTT to meet the growing demand for data and high-speed broadband services, support wireless carriers in their network rollouts, and pursue other opportunities for the long-term success of the Trust
- Capital expenditure for full year 2019 was elevated due to the key network and Broadband investments, but it is expected to trend down from 2020; more cash generated from operations may be available to make debt repayments, subject to operating conditions
- Focus will continue to be on areas that will have the best potential in generating growth and sustainability for the long-term

Capital expenditure in 2019 comprised the following:

- Maintenance capital expenditure to support TBC's existing infrastructure and business
- Network, broadband and other capital expenditure included items related to expanding the fibre network such as cabling, additional equipment to upgrade the headends, backbone and fibre nodes, DOCSIS and GPON deployments for higher speed customers, high-speed broadband modems and cable line extensions for new buildings

Note: (1) Capital expenditure for full year 2013 are included here for information purposes only; APTT's ownership of TBC commenced from 29 May 2013

OUTLOOK & STRATEGY



POSITIONED FOR THE MID TO LONG-TERM

Initiatives to strengthen operations and drive growth, against an increasingly challenging and competitive environment

Capital Management

- Interest rate swaps covering ~95% of outstanding onshore facilities are hedged through to 2021 to reduce the risk of rising interest rates
- Average fixed rate on TAIBOR swaps is ~0.82%

Strengthen Balance Sheet

- Distribution expected to be 1.20 cents per unit for 2020, subject to no material changes in planning assumptions
- Continue to use operational cash flows to fund capital expenditure and reduce the dependence on borrowings

Key Investments

- Investments to focus on:
 - Driving higher speed plans
 - Positioning APTT to benefit from Taiwan's upcoming 5G rollout and drive data backhaul business

Broadband Growth Strategy

- Be data-backhaul ready; data backhaul through TBC's network is expected to become a material part of the broadband business within the next few years as wireless carriers tap into TBC's network for their network rollout
- Develop new market segments, including enterprise clients
- Introduce value-added solutions (e.g. IoT, smart home devices) that will leverage the Android gateway

APTT is positioned to grow in a measured way

GROWTH DRIVERS



UP-SELL & CROSS-SELL

- Continue to build on the up-sell & cross-sell initiatives across TBC's subscriber base to drive growth in future cash flows
- Leverage TBC's product offerings and strong subscriber base for growth



BROADBAND RGU GROWTH

- To navigate the competitive market environment, especially with mobile operators offering unlimited wireless data, continue to focus on Broadband RGU growth by offering discounted packages in order to acquire new RGUs from competitors and to retain existing RGUs
- High fixed broadband penetration in Taiwan; opportunity to gain more market share
- Rising demand for higher-speed broadband plans due to rapidly growing demand for data



SCALABLE & EFFICIENT COST STRUCTURE

- Headroom in network capacity that allows provision of additional services at limited incremental cost
- Support inorganic growth in future



PREMIUM DIGITAL TV

- Room for growth as Digital cable TV penetration in Taiwan is still lower than that of Korea, Singapore and Hong Kong
- Consumer preference for better quality video and interactive services
- Growing number of HD television sets in Taiwan

OPERATING ENVIRONMENT



CHALLENGING ENVIRONMENT

- Total RGUs expected to increase in 2020
- ARPUs continue to remain under pressure due to growing popularity of online TV, challenges from video piracy issues and aggressively priced IPTV and competition from mobile operators offering unlimited wireless data
- Decline in demand for home shopping and competition from internet retailing negatively impacting channel leasing revenue for cable industry



HIGHLY REGULATED

- Announced by the local authorities before the end of 2019: Basic cable TV rates for 2020 across all five franchise areas have been maintained at the same rates as 2019

While Premium digital cable TV and Broadband RGUs are expected to grow in 2020, total revenue will be influenced by the ability to maintain ARPUs which will remain under pressure; Total operating expenses in 2020 expected to be in line with 2019

STRATEGIC REVIEW UPDATE



Special committee, comprising all four independent directors and the CEO, leading the strategic review

- As announced on 20 June 2019, the Trustee-Manager appointed Merrill Lynch (Singapore) Pte. Ltd. (“Bank of America Securities”) as its exclusive financial adviser in connection with the independent strategic review of options available for APTT and its investment in TBC. Bank of America Securities reports directly to the special committee
- Following preliminary discussions with various interested parties, the Special Committee and Bank of America Securities have shortlisted select parties for more in-depth discussions in relation to APTT and its investment in TBC; discussions are progressing

Important note:

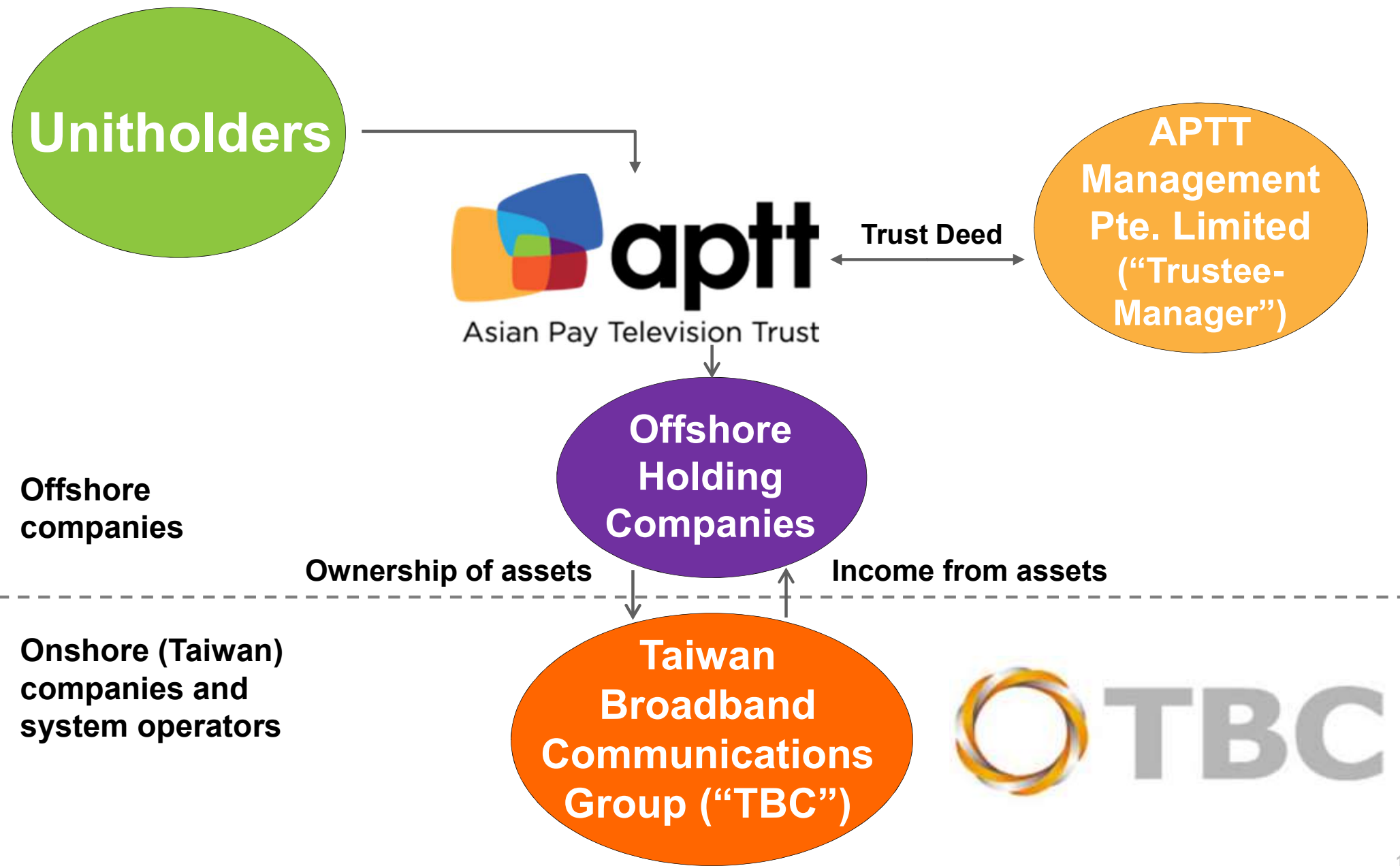
The Trustee-Manager wishes to emphasise there is no assurance that any transaction for APTT or TBC will materialise from the strategic review. Further announcements will be made when appropriate.

Unitholders of APTT are advised to refrain from taking any action in respect of their units or other securities of APTT which may be prejudicial to their interests, and to exercise caution when dealing in such units or other securities.

BUSINESS OVERVIEW



TRUST STRUCTURE



OVERVIEW



APTT is a business trust with a mandate to own & operate pay-TV & broadband businesses in Taiwan, Hong Kong, Japan & Singapore

- Independent directors comprise majority of the Board of Directors (4 out of 6)
- **Sole investment in Taiwan Broadband Communications (“TBC”) – Taiwan’s third largest cable TV operator**



Sole cable TV operator in five franchise areas in Taiwan, with network coverage of more than 1.2 million homes

- Owns 100% of the hybrid fibre coaxial cable network in the five franchise areas
- Resilient business with high barriers of entry due to high network roll out requirements
- Large customer base makes TBC attractive to local content providers; unique commercial arrangement with content providers
- Long standing relationship with subscribers; deep understanding of Taiwanese viewers’ preference

PRODUCT OFFERINGS

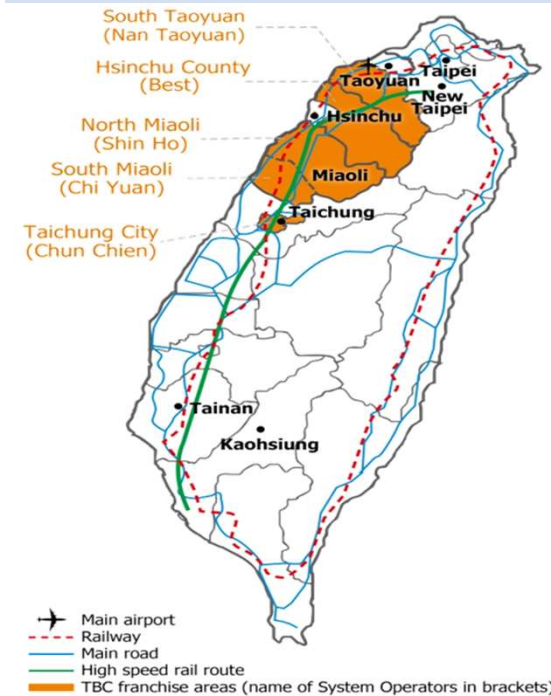
Approx. 86% of revenue is subscription-based from the three products¹

BASIC CABLE TV	PREMIUM DIGITAL CABLE TV	BROADBAND
Over 100 channels on Basic cable TV, including all of top 20 channels in Taiwan; most of the popular channels are only available on cable TV	Up to 74 additional channels including 64 HD channels, through MPEG4 platform 29% Premium digital cable TV penetration ¹ with large addressable market of 100% digital set-top box penetration	33% Broadband penetration ¹ with ability to cross-sell to remaining market on 100% DOCSIS 3.1 enabled HFC network and current speed offerings up to 1 Gbps

Note: (1) As at 31 December 2019

FRANCHISE AREAS IN NORTHERN & CENTRAL TAIWAN

Each of the five franchise areas shows unique growth potential



- Highly attractive demographics and low churn rate of 0.7%¹ for Basic cable TV (729K¹ Revenue Generating Units)
- Limited competition from IPTV and DTH operators
- Up-sell Premium digital cable TV and cross-sell Broadband to large Basic cable TV subscriber base

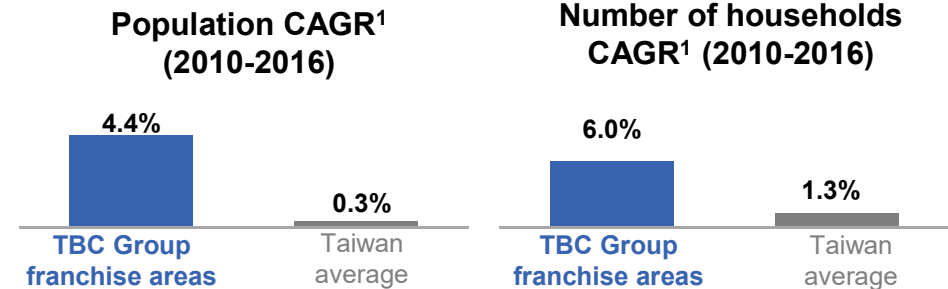
BUSINESS DRIVERS



TBC'S FRANCHISE AREAS

Approx. 1.2 million households across five franchise areas in four counties of Taiwan

- Well connected via major railways, road transportation and/or international airports
- Increasing population due to workforce seeking employment in TBC Group's franchise areas
- Population growth in the five franchise areas (4.4%) outstrips national average (0.3%); Growing number of new households as more young Taiwanese set up families



South Taoyuan



- Home to Taiwan Taoyuan International Airport and close proximity to Taipei
- Service area covers 918 square km and constitutes over 75% of the total area in Taoyuan County
- Approx. 389K households and population of 1.1 million

Hsinchu



- Hsinchu Science Park is home to 360 high tech companies, the city has the highest income level in Taiwan²
- Approx. 188K households and population of 553K

Miaoli (North & South)



- Suburban mountainous region geographically located between Hsinchu and Taichung
- Well connected via major railway and road transportation systems
- Approx. 186K households and population of 551K

Taichung City



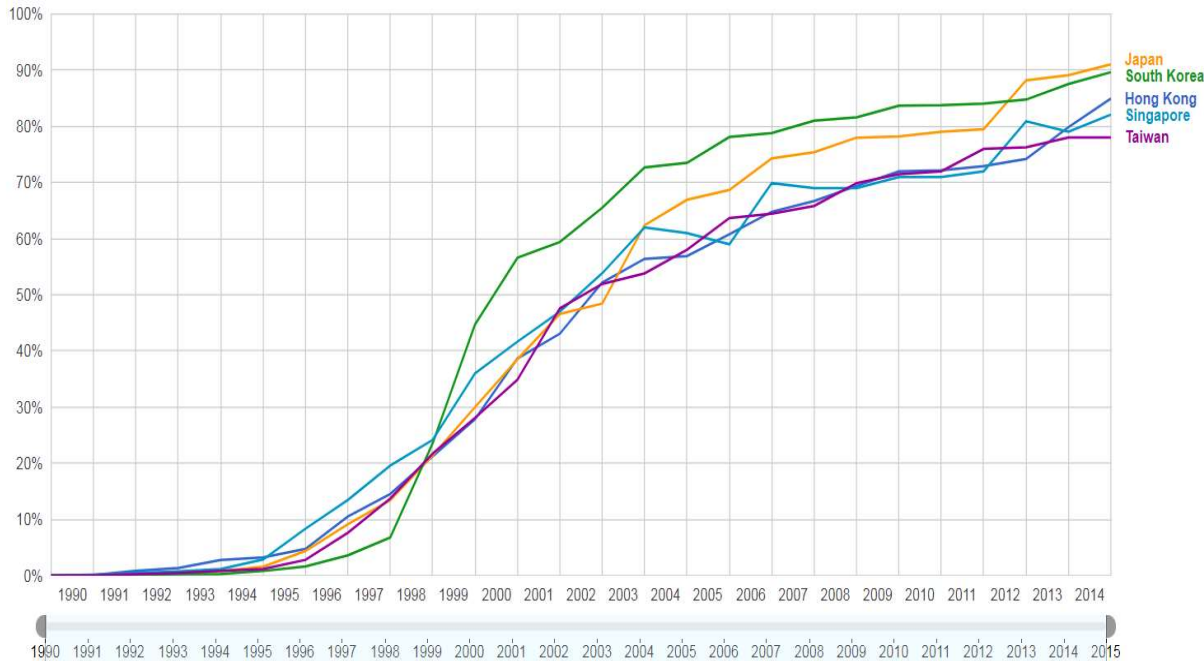
- Second largest city in Taiwan, approx. 2.8 million population; home to Taiwan's third airport - Taichung International Airport
- Vibrant, diverse economy: large industrial areas and a thriving commercial sector that incorporates traditional businesses, small family-run shops & factories
- Approx. 581K households

Notes: (1) National Statistics, R.O.C. (Taiwan) 2016
 (2) Ministry of Labor, Taiwan

TAIWAN MARKET – POTENTIAL IN BROADBAND



Relatively lower Broadband penetration and speed compared to other developed APAC markets



- Internet penetration has increased exponentially; but Broadband penetration remains lowest among the other four developed APAC markets (Japan, South Korea, Hong Kong, Singapore)
- Taiwan’s average broadband speed also ranked last among the developed APAC markets at approx. 16.9 Mbps
- TBC’s market penetration in its five franchise areas is approx. 33%
- Opportunity for TBC to gain more market share and meet rising demand for higher-speed broadband plans due to rapidly growing demand for data

International Telecommunications Union

Region	Unique IPv4 Addresses	Average Connection Speed (Mbps)	Average Peak Connection Speed (Mbps)	% Above 4 Mbps	% Above 10 Mbps	% Above 15 Mbps
ASIA PACIFIC						
Hong Kong	3,248,227	21.9	129.5	94%	71%	54%
Japan	46,179,708	20.2	94.5	93%	73%	52%
South Korea	26,226,184	28.6	121.0	98%	85%	69%
Singapore	1,882,779	20.3	184.5	94%	72%	51%
Taiwan	9,524,660	16.9	94.7	95%	65%	38%

GROWING BROADBAND MARKET PENETRATION



TBC's broadband market penetration in its franchise areas: 33% in 2019 vs 29% in 2018

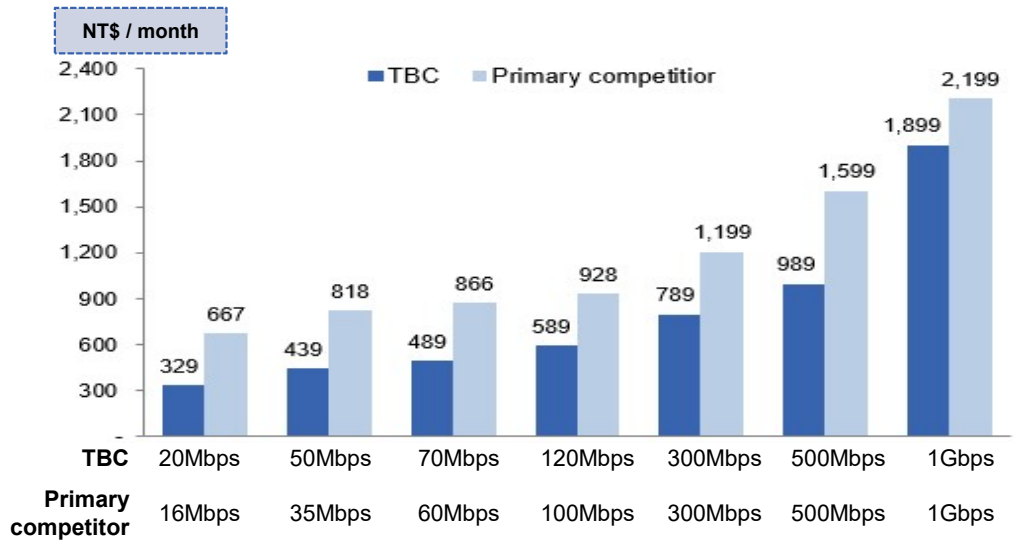
Broadband RGUs ('000) and penetration

2010-19 Broadband RGU CAGR: 5.0%



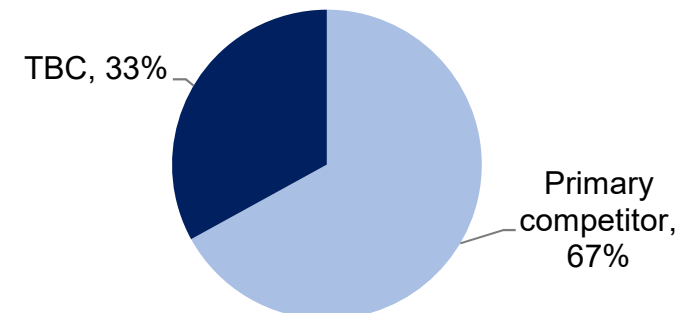
- DOCSIS 3.1 enabled network that meets consumer demand for high-speed internet; 1 Gbps launched in Q4 2019
- Competitive pricing and optional bundling with digital TV
- Launch of value-added services including Android OTT gateway and karaoke singing box. Will continue to introduce value-added solutions (e.g. IoT, smart home devices) that will leverage the Android gateway
- Develop new market segments, including enterprise clients
- Support wireless operators with their network development by leveraging TBC network for data backhaul

TBC Group offers competitive prices¹ with reliable services



Note: (1) Primary competitor pricing based on NCC data

Approx. market penetration of Broadband in TBC's five franchise areas

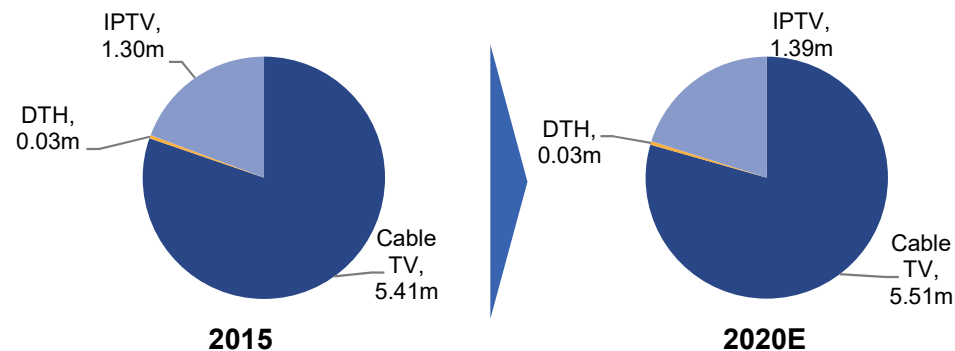


HIGH BARRIERS TO ENTRY AGAINST CABLE ENTRANTS IN TAIWAN

Cable TV continues to be the dominant TV platform

- Superior content portfolio at competitive pricing
- Affordable services
- Adoption of superior technology by operators
- Political and technological disadvantages of IPTV in Taiwan

Pay-TV subscriptions share by platform¹



Barrier to entry against new cable entrants

- High network roll-out requirements
- Long standing relationships with subscribers; strong brand awareness
- Deep understanding of Taiwan viewers' preferences

Top 20 channels in Taiwan (2018)

1	Sanlih Taiwan Channel
2	Cti News
3	TVBS News
4	EBC News
5	Sanlih E-Television News
6	Formosa TV News
7	YOYO TV
8	Unique Satellite TV
9	GTV Drama
10	Sanlih City Channel
11	ERA News
12	Star Chinese Channel
13	Star Chinese Movies
14	EBC Movies
15	TVBS
16	MoMo Kids
17	EBC Financial News
18	Videoland On-TV
19	Next TV News
20	Videoland Movies

ORGANIC GROWTH POTENTIAL: PREMIUM DIGITAL CABLE TV



Capitalising on the rising demand for HD TV sets and better quality videos

Premium digital cable TV RGUs ('000) and penetration

2010-19 Premium digital cable TV RGU CAGR: 16.2%



- Digital cable TV penetration in Taiwan lower than that of Korea, Singapore and Hong Kong
- Consumer preference for better quality video and interactive services; growing number of HD television sets in Taiwan
- Regulatory push by NCC and government - 100% digitisation target by 2017 → TBC was the first large cable TV operator to reach 100% digitisation

Cross-selling initiatives

Set-top boxes

- Promotional set-top boxes launched in March 2012
- Completed digitisation of its subscriber base across all five franchise areas in 2017 and switched off analogue TV broadcasting

Premium digital channels

- 10 free channels, including 7 HD channel
- Better video quality across channels
- Incentivises customers to get Premium digital cable TV to access up to 74 additional channels, including 64 HD channels

DVR service

- Offered as part of bundling package as well as stand-alone service
- Leverages external hard disk drives which is more cost efficient
- Creates stronger customer loyalty

Sales follow up / bundling

- Attractive bundling promotions
- Educate subscribers on usage and benefits of digital TV

STATE-OF-THE-ART DELIVERY PLATFORM ADVANCED HFC NETWORK



Substantially invested in an advanced Hybrid fibre-coaxial (HFC) network which combines optical fibre and coaxial cable for TBC

- Ownership of HFC network and fibre backbone allows TBC to operate independently of third-party networks
- Covers substantially all of ~1.2 million households in TBC Group's franchise areas
- TBC's Cable TV and Broadband services delivered over one advanced HFC network
- 100% DOCSIS 3.1 enabled, fully supporting 1 Gbps Broadband services
- MPEG4 delivery platform set up as early as 2009
 - 100% digital penetration
 - Better video quality
 - Greater video transmission capacity
 - More efficient provision of value-added features such as HDTV and DVR services

Forefront of digitisation in Taiwan



- TBC completed the digitisation of its subscriber base across all five franchise areas in 2017 and switched off analogue TV broadcasting. TBC was the first large cable TV operator in Taiwan to reach this milestone
- Well positioned to provide subscribers with the opportunity to watch the latest TV offerings in high definition digital format

SUBSCRIPTION-BASED MODEL WITH EFFICIENT COST STRUCTURE



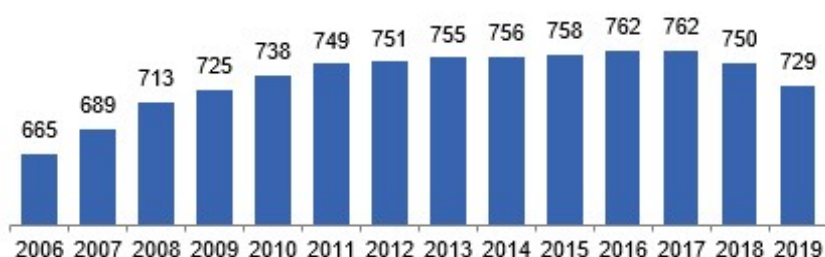
Utility-like, subscription-based business model with majority of payments made in advance

Strong EBITDA and EBITDA margin, competing effectively against alternative platforms & withstanding economic downturns

Resilient business with large Basic cable TV RGU base

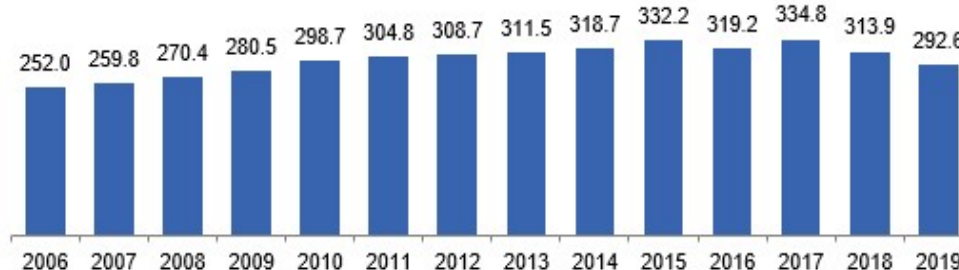
Basic cable TV RGUs ('000)

2006-19 Basic cable TV RGU CAGR: 0.7%



Revenue (\$)

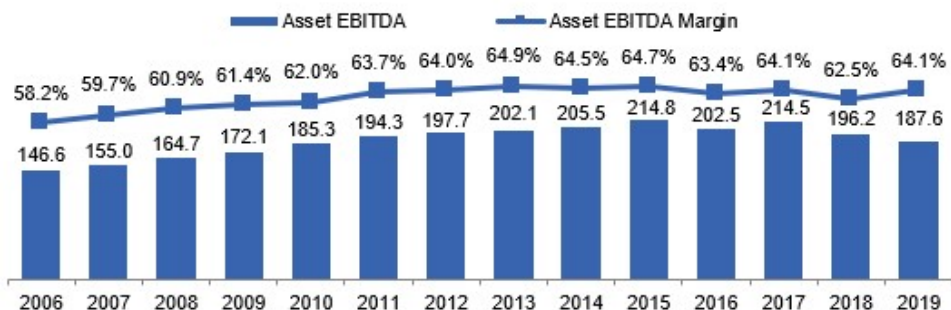
2006-19 Revenue CAGR: 1.2%



Growing EBITDA due to scalable & efficient cost structure

Asset EBITDA (\$\$) and Asset EBITDA margin¹

2006-19 EBITDA CAGR: 1.9%



Key operating drivers supporting cost efficiency

- Majority of popular channels are local, inexpensive content
- Lack of “killer content” resulting in strong negotiating position
- Headroom in network capacity allowing provision of additional services at limited incremental cost
- Low churn rate from enhanced customer experience and strong customer loyalty

Note: (1) Asset EBITDA and Asset EBITDA margin are non-IFRS financial measures. Asset EBITDA represents EBITDA at TBC level. Asset EBITDA margin is calculated by dividing Asset EBITDA by total revenue

NAVIGATING CHALLENGES



- ✓ **Achieve balance sheet flexibility to effectively compete in this economic and operating environment**
- ✓ **Continue to lower operating and financing costs**
- ✓ **Closely monitor capital expenditure to focus on areas that will have the best potential in generating growth and sustainability for the long-term**

Key Challenges

- **Pressure on cable TV revenue** due to growing popularity of online TV and internet retailing
- **Competition from mobile operators** offering unlimited wireless data offerings
- **ARPU**s are expected to remain under **pressure** in this economic and operating environment

Strategy to Navigate Challenges & Strengthen Business

- Reduce dependence on borrowings and strengthen balance sheet
- Use operating cash flows to **fund capital expenditure** and reduce the dependence on borrowings
- **Strong cost and cash flow management** by managing operating expenses and through lower interest and other finance costs
- **Manage cable TV churn** by continuing to **offer superior content at competitive pricing** and leverage strong Basic cable TV subscriber base, as well as **new and attractively priced product offerings** to improve up-selling and cross-selling of services across subscriber base
- **Drive growth in Broadband business for long-term sustainability¹**
- Continue to **offer higher speeds at competitive prices** to attract and retain subscribers to fixed-line Broadband services

Note: (1) Refer next slide for Broadband growth strategy

Drive growth in Broadband business for long-term sustainability

- **Expand market share:** Number of Broadband subscribers continue to increase in 2019; continue to expand Broadband market penetration beyond the current 33% by increasing RGUs through attractively priced packages to acquire new subscribers from competitors and to retain existing ones
- **Support wireless operators with their network development:** TBC's network is beginning to provide data backhaul to some of Taiwan's major wireless operators. With continued wireless network development, data backhaul through TBC's network is expected to become a material part of the Broadband business within the next few years as wireless carriers tap into TBC's network for their network rollout
- **Develop new market segments,** including enterprise clients

END

