



# THAILAND

## MARKET SHARE



- AIS Fibre - 45%
- DTAC - 29%
- True Move H - 24%

- Population: 68.2 million
- SIM penetration: 123%
- Smartphone penetration: 70%
- Local Tax: 7%
- Currency: Thai Baht
- Languages: Siamese Thai, English
- Regulator: NBTC
- Credit card penetration: 6%

## TRANSACTION TYPES

- In app purchase
- Premium
- Subscriptions

## PRICE POINTS

- Flexibe

## PRE PAY VS POST PAY

- 83% vs 17%