

CAT Telecom Public Company Limited does an Information technology and telecommunications business in the market with rapid change in technology and customer demand as well as among other competitive private operators. In the meantime, CAT is also obligated, by the government policy, to develop and maintain the national information and communication technology infrastructure. As a result, CAT has been under the consequential impacts as follows:

1. More intense competition from new entrants both domestic and international new entrants as well as price cutting affects CAT's market share and profit margin
2. Changes in technologies and customer demand the continually charge in customer demand along with rapid change in information system and telecommunication service provisioning technology has resulted in outdated infrastructure and services therefore consumers could gain better service options from competitors with more modern technology and better customer response causing the reduction in CAT's market share and profit margin or increment investment to technology
3. Policies and Regulations from state agencies such as National Broadcasting and Telecommunication Commission (NBTC), Ministry of Finance, Ministry of Information and Communication Technology (MICT) especially the telecommunication regulations prescribed by NBTC, e.g., service fee structure and temporary measures for consumers under expired mobile concession 2012, significantly affect CAT's operations and turnover as well as mandatory business structure and nationalization policy prescribed by Ministry of Finance and MICT.