



Message from the President

With regard to overall economic situation throughout the year 2015, CAT Telecom Public Company Limited or CAT has faced many challenges continuously. It is the year that CAT strived to maintain current operation standard while improving its efficiency. Besides, CAT is looking for new business opportunities to meet various demands in the future. We have pushed forward 3 business groups: wireless communication, internet broadband and cloud & IDC. We also initiated a new brand to expand the market to students, undergraduates, including newly employed people who always need data service. At the same time, we established additional 500 base stations to support the current 13,500 ones for future customer groups from which we expect to have new 1 million service numbers. CAT is now preparing to put MVNO forward by approving private sector to participate in MVNO business in order to increase the revenue and manage the business risks.

For the second business group which is Internet broadband, CAT changed its service name to be "C internet" aiming at expanding the market to GEN C or Generation of Connectivity; a group of people who are into online connections. This service is expected to be the best solution for Internet users. The third group is cloud & IDC, CAT is expanding its customer base to additional users of digital content and digital media.

Apart from directions of business operation above, CAT realizes the importance of internal factors of organization to achieve success by improving its personnel, financial and management operations to be more flexible as same as the private sector and ready for every kind of competitions in the future.

Colonel 
(Sanpachai Huvanandana)
Director of CAT Telecom Company Limited
Acting President