

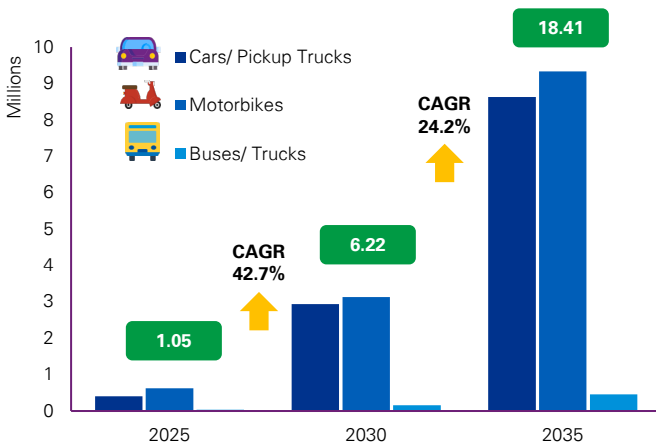
Electric Vehicles in Thailand



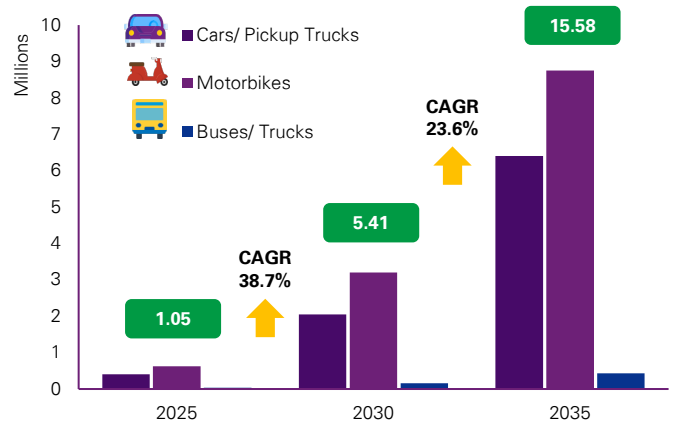
Emergence of the EV Market

Electric Vehicles, or EVs, are gaining increased interest in Thailand. In the context of transformation in the transportation industry and the push towards decarbonization, EV is a game changer. The movement is being driven by the strong will of all stakeholders – the government, corporates, and consumers – who, as part of their own personal carbon journeys, are increasingly moving towards EVs. As a result, Thailand has developed a favorably evolving policy environment to provide the right push to the EV market and accelerate the development of EV production and related value chain.

Thailand's EV Production Targets (units)



Thailand's EV Use Targets (units)



Source: Ministry of Industry, the information released in March 2021
Remark: CAGR = Compound Annual Growth Rate.



EV Value Chain

	Manufacturing	Sale	Use	End of life
Key products/ services	<ul style="list-style-type: none"> ✓ Battery ✓ Material/auto parts ✓ Charger equipment ✓ Car assembly 	<ul style="list-style-type: none"> ✓ Dealer ✓ Leasing ✓ Insurance 	<ul style="list-style-type: none"> ✓ Charging station ✓ Maintenance & repair ✓ EV business solutions/platform 	<ul style="list-style-type: none"> ✓ Battery repack/ reuse/ recycle
Key considerations	<ul style="list-style-type: none"> • Extensive investments • R&D & technology • Transition from Internal Combustion Engine (ICE) to EV production • Cost control • Model options 	<ul style="list-style-type: none"> • Market strategies (e.g., upfront price, moments of truth) • Parity of Total Cost of Ownership (TCO) • Customer confidence • Customer awareness 	<ul style="list-style-type: none"> • Recharging time • Charge point network coverage • Service network • Service bundling • Customer experience 	<ul style="list-style-type: none"> • Battery lifespan • Environment (end of life management plan, waste management, etc.)

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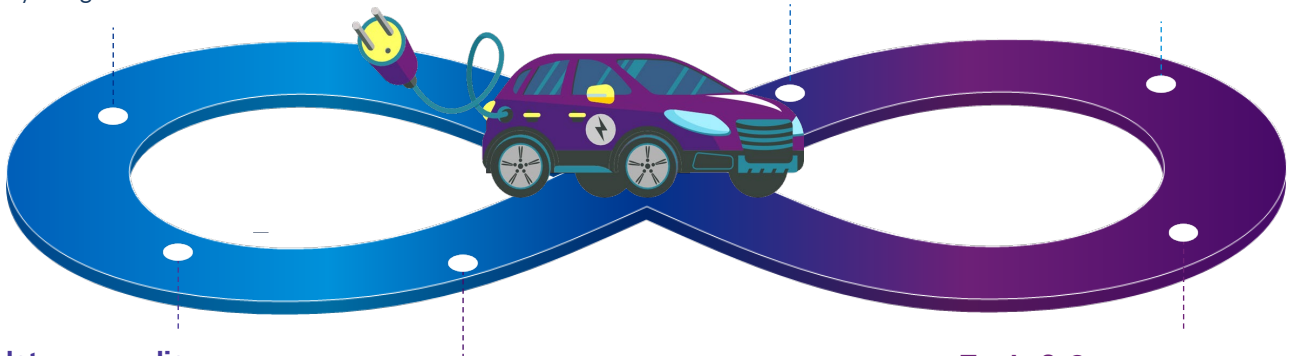
How KPMG can help

KPMG has end-to-end capabilities in delivering solutions that help you address your needs and challenges across the EV value chain and throughout the project lifecycle. Our team includes experts from around the world who have accumulated extensive experience in various areas pertinent to EV. Key areas where we can assist include but not limited to:

Growth strategy: we help you to assess the market potential to identify and implement EV growth opportunities that match your growth ambitions.

Financial and commercial feasibility: we support you in assessing financial and commercial feasibility of your EV investment project.

Business and operating model design throughout the EV value chain: we define business and operating model to decide 'where to play' and 'how to win' to achieve your strategic vision.



Regulatory compliance: we provide legal advices on legal structure, licensing and other compliance with relevant laws and regulations and how these will impact your business model.

Financing the growth: we assist you in preparing for an IPO and/or seeking potential business partners to secure capital investment for future business expansion.

Trade & Customs: we provide advices on business establishment and compliance with local laws and regulations associated with cross-border trade (e.g., import/ export, BOI, FTA) to maintain strategic advantage and mitigate risks.

Apart from our focus areas above, we can also support you on:

- Operational excellence – business process/performance improvement, and technology enablement;
- Organization & people advisory – organization design, workforce/talent management, transformation change management
- Risk management & internal control – internal control review, risk compliance, and forensics;
- Compliance management e.g., domestic and international standard compliance, environmental compliance, human rights compliance, and other regulatory compliance.
- Environmental, Social and Governance (ESG) – ESG advisory, ESG assurance

Let us be your clear choice to support you along the journey.

Contact us



Sukit Vongthavaravat

Head of Advisory

T: +66 2677 2350

E: sukit@kpmg.co.th



Tanate Kasemsarn

Partner, Advisory

T: +66 2677 2750

E: tanate@kpmg.co.th



Malika Bhumivarn

Partner, Tax

T: +66 2677 2146

E: malika@kpmg.co.th



Tidarat Chimluang

Partner, Advisory

T: +66 2677 2617

E: tidarat@kpmg.co.th

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