

How We Create Value



INTELLECTUAL CAPITAL

Our approach

Mapping to Our Strategy and Material Matters



G2

E2

CelcomDigi remains competitive by having diversified and reliable product portfolios. We are committed to advancing service innovations beyond connectivity to enrich our customers' expanding digital lifestyle needs. Our long-standing commitment to operating responsibly, guided by our values and robust internal controls, has resulted in strong ESG performances, as benchmarked by independent rating agencies and sustainability indices.

We have a greater role to play in advancing the nation towards being digitally competent, in safeguarding and strengthening our network by deploying advanced cybersecurity tools, and in continuing to advocate for safe internet practices to protect our customers from emerging cybersecurity threats.

Key inputs in 2022

- Long-standing commitment to advancing ESG standards
- A range of customer-centric connectivity and digital solutions
- Strategic innovation partners to support digitalisation initiatives
- Comprehensive data protection and security governance

Outputs

- Sustaining our reputation as a trusted brand
- Leveraging our strong brand proposition as the leader in high-speed internet
- Elevating customer experience with the introduction of 5G services
- Pursuing strategic partnerships for new growth opportunities
- Tightening data protection and cybersecurity controls

Looking ahead

We will continue to curate products and services that offer best-value deals and bundles for all segments and walks of life. To drive uptake of 5G technology across Malaysia, we will develop inclusive and affordable bundled plans to cater for a wider group of customers and to address industry-specific needs. In parallel, positive customer experiences and engagements will strengthen CelcomDigi's brand affinity.

- ▶ Continue efforts to deliver on our sustainability commitments
- ▶ Unlock 5G access to more customers
- ▶ Improve overall privacy and cybersecurity compliance

- ▶ Enhance internet bundles to cater for all customer segments
- ▶ New partnerships for building scale






Sustaining our reputation as a trusted brand

In FY2022, we sustained our reputation as a responsible business leader by advocating for and embedding good ESG practices within the organisation. This increased stakeholders' confidence in our ability to create long-term value through our business decisions. Moving forward, we will establish our ESG priorities based on matters that are most material to CelcomDigi by establishing measurable baselines and targets and cohesively disclosing our sustainability performance.

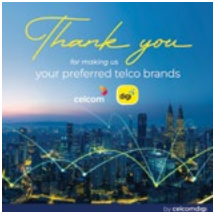
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Sustaining our reputation as a trusted brand (Continued)

Maintaining strong ESG performance

 <p>FTSE4Good Bursa Malaysia Index Member of ESG indices Within the Top 25 percentile</p>	 <p>SUSTAINALYTICS ESG Risk Rating Maintained Low-Medium Risk</p>	 <p>CDP DRIVING SUSTAINABLE ECONOMIES Voluntary Environmental Disclosure Carbon reporting since 2009 via Telenor Group</p>	 <p>MSCI ESG RATINGS AA MSCI ESG Rating Maintained at AA</p>
 <p>Bloomberg Gender-Equality Index (GEI) 2022 Recognition for gender reporting and advancing women's equality</p>	 <p>IR Award nominee South East Asia 2021 Investor Relations Magazine SEA Awards Certificate of Excellence for Best ESG Materiality Assessment in Integrated Annual Report 2021</p>	 <p>The EDGE Malaysia ESG Awards 2022 Gold Trophy for Telecommunications & Media Sector</p>	

Industry recognitions



Both Celcom and Digi were recognised by Malaysians as preferred brands for Communication Networks at the 2022 Putra Brand Awards.

The silver award for our respective brands marks a significant first step in our unification as CelcomDigi. We are now even more motivated and inspired to bring Malaysians the best of both brands' products and services, customer experience, and innovation.



CelcomDigi bagged three awards at the MCMC Star Rating Awards held in December 2022:

- Best in Quality of Service** – Celcom Axiata Berhad
- Best Mobile Network Operator with above 5 Million Subscribers** – Digi Telecommunications Sdn. Bhd.
- Best in Compliance with CMA 1998** – Digi Telecommunications Sdn. Bhd.

The recognitions are a testament to our unwavering commitment to providing the best digital experiences for our customers and to being their foremost trusted brand.



We took a podium finish at the recent APPIES Asia Pacific Awards, winning the Bronze in the Pro Bono / Festive / Govt / Entertainment category for our Digi Kaamatan 2021 - Tiga Kali Satu Hari campaign.

The APPIES showcase and recognise some of the best marketing strategies and campaigns in the region.

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Leveraging our brand proposition as the leader in high-speed internet

- ▶ Offering a wide range of products catering for all our customer segments, backed by our position as the nation's fastest and most consistent network since September 2020.
- ▶ Curating affordable, attractive smart bundles and entry-level plans to enable our customers to access reliable and secure connectivity and digital services.
- ▶ This included deals across Postpaid, Prepaid, and Home Fibre products which are bundled with free smartphones and unlimited data access.

Juara Internet Sinaranku



Juara Internet Familiku



Juara Internet Untuk Semua



Monthly Offers



Hari Gaji



Elevating customer experience with the introduction of 5G services

- ▶ Creating effective digital ecosystems, such as strengthening mobile connectivity through 4G and introducing 5G mobile plans for both Celcom's and Digi's product brands.
- ▶ Increasing the adoption of 5G by providing easy upgrade options to existing customers.
- ▶ Driving innovation in 5G solutions and use cases as well as in new adjacent services with industry players and vertical partners.



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Pursuing strategic partnerships for new growth opportunities

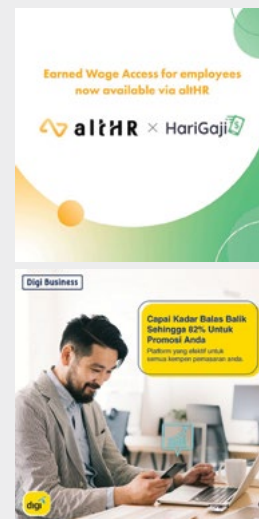
- ▶ CelcomDigi is well placed to attract partnerships with local and global digital companies to invest and drive digitalisation, innovation, and sustainable growth in line with MyDIGITAL aspirations.
- ▶ In 2022, we partnered with two leading platforms to enhance our digital offerings to large enterprises and SMEs.

Launched altHR's Earned Wage Access (EWA) feature to improve businesses' financial accessibility

In collaboration with financial wellness platform HariGaji, the new EWA feature on the altHR application enables employers to offer salary advances without compromising their own working capital, while also assisting employees with greater financial access and management.

Launched exclusive and targeted Digi Business Plans for all Lazada sellers and merchants

Registered Lazada sellers are eligible for exclusive 'seller benefits' when purchasing Digi Business plans, which include payment fee waivers for new sellers and sponsored advertising credits.



Tightening data protection and cybersecurity controls

- ▶ Data protection and privacy are, understandably, of increasing concern to customers, especially as we expand our digital interfaces. We strive to strengthen our internal controls, drive a responsible business culture, and educate our employees to practise a good data and security stewardship.

In 2022, we increased our focus on protecting customers and business partners' data through the implementation of various measures such as:



Enhancing third party vendor management with thorough scrutiny and due diligence in ensuring the application of adequate data protection instruments.



Conducting a privacy incident simulation and roundtable discussion with targeted stakeholders.



Enhancing privacy and cybersecurity controls (including data retention and disposal, user access management, and encryption).



Inventorying records of data processing activities.

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Tightening data protection and cybersecurity controls (Continued)

As a responsible business, we welcome legislative changes and ensure continuous compliance with legal and regulatory requirements. We are also committed to ensuring our customers' privacy rights are always respected.

Our Data Protection Practices

CelcomDigi is responsible for ensuring your personal data is processed according to our Privacy Notice(s) and applicable laws.



Data Collection

CelcomDigi collects your personal data to improve our services to you.



Data Access

Access to personal data within systems or applications is restricted to authorised employees only.



Data Security

CelcomDigi ensures your personal data is safe and secure at all times.



Data Sharing

Sharing of personal data is only limited to our approved business partners to fulfil the provision of our services.



Data Retention & Deletion

CelcomDigi does not store your personal data longer than necessary.



Individual Rights

Customers have the right to access and correct their personal data, as well as opt out from receiving marketing messages.

Business Continuity Management System (BCMS)

We implement robust BCMS practices to ensure operational reliability and to strengthen our ability to deliver products and services credibly to our customers even during unforeseen disruptions to the business. Our practices have been accredited in accordance with internationally recognised standards such as the BCMS ISO22301:2019 of the British Standards Institution (BSI) in 2021. In 2022, we completed the required audits and maintained the accreditation.

During the year, together with BCP Asia Sdn. Bhd., we conducted a Business Continuity and Identity Threat Detection and Response (ITDR) simulation exercise with our Enterprise Business and support functions.

Scenarios involving data security breaches were simulated to allow teams to experience disruptions first-hand and put their business continuity plans to the test. The outcomes from the exercise will help the teams strengthen and enrich their operational resilience and preparedness for future mitigations.



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Tightening data protection and cybersecurity controls (Continued)

Advocating Privacy and Cybersecurity-first Culture

We reinforced our privacy and cybersecurity compliance by requiring all employees to undergo scenario-based training pertinent to our operations.

These training modules were critical to educate our employees on cyber-aware behaviour while expanding employees' understanding of privacy and cybersecurity risk mitigation measures.

Modules	% Completion
Managing Privacy Risk	92.7%
Security in Privacy	96.1%

Note:
a) Reported data limited to Digi only

Looking Ahead

Leadership commitment to data privacy

In conjunction with International Data Privacy Day 2023, our CEO Datuk Idham Nawawi reaffirmed CelcomDigi's commitment to upholding the highest standards in protecting data privacy across our operations every day.



Watch the video here:
<https://youtu.be/IZ21LkxUo9U>



CelcomDigi privacy notice is now in infographics

As part of our continuous efforts to be transparent in our privacy practices, we recently simplified our privacy notice into an easy-to-digest infographic. The concise infographic provides customers with a holistic understanding of our data practices, avoiding lengthy statements and improving transparency and customer experience.

