

How We Create Value



MANUFACTURED CAPITAL

Our approach

Mapping to Our Strategy and Material Matters



As a telecommunications and digital services provider, we are committed to being a part of the concerted efforts to accelerate the national digitalisation agenda and drive the growth of our local digital ecosystem. Our combined networks strengthen our competitiveness to deliver the most consistent, high-speed, and secure connectivity, underpinned by continuous investment in network modernisation.

Our network infrastructure assets also determine how we differentiate ourselves in an increasingly competitive industry, with industry peers vying to utilise the developing national 5G infrastructure. As part of our modernisation journey, we have prioritised investment in employing technologies such as Robotic Process Automation (RPA) and Artificial Intelligence (AI)/Machine Learning (ML). For our distribution network, we strive to increase the scope of customer services on our digital touchpoints to provide better customer accessibility.

Key inputs in 2022

- Widest population coverage for both 4G and 4G+ networks
- Automation of operational excellence
- Modernised network infrastructure with 5G-ready equipment
- Strong presence of combined retail stores across the nation
- Synergised digital touchpoints

Outputs

- Delivering the widest and most consistent network experience nationwide
- Supporting the national digitalisation agenda
- Driving modernisation and automation initiatives towards operational excellence
- Connecting with our customers through our digital and physical touchpoints

Looking ahead

With the government's ongoing agenda to form a digitally driven nation, CelcomDigi foresees persistent hikes in data usage in line with an accelerated pace of digital adoption. We will continue to provide superior network quality via our leading 4G experience, in addition to revitalising our telco solutions by supporting widespread introduction of 5G technology nationwide.

- ▶ Continue investing in network infrastructure to improve network quality and coverage
- ▶ Continue supporting JENDELA efforts

- ▶ Accelerate adoption of touch-free operations for greater efficiency
- ▶ Quality-based management
- ▶ Enhance our physical and digital touchpoints' services

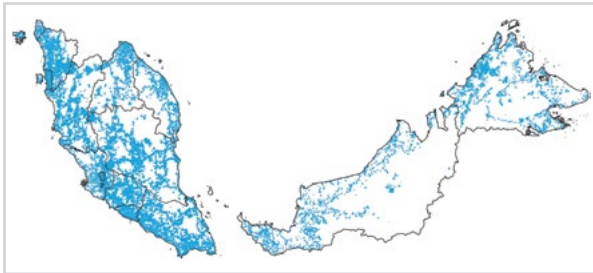
How We Create Value

Delivering the widest and most consistent network experience nationwide

We have been proactively investing in upgrading our network infrastructure and driving modernisation initiatives to enhance digital capabilities of our customer-facing platforms and internal processes.

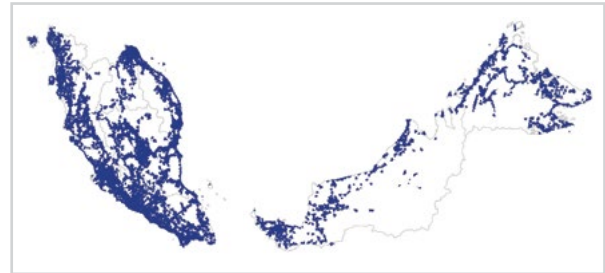
Equal strength in network quality and reliability

Celcom Network



Population Coverage:	4G : 96.4% 4G+ : 90.3%	Fibre footprint:	10,434 KM
Number of sites:	12,000+	Spectrum holdings:	65 MHz¹

Digi Network



Population Coverage:	4G : 95.9% 4G+ : 90.4%	Fibre footprint:	10,654 KM
Number of sites:	11,000+	Spectrum holdings:	60 MHz¹

Note:
¹ Including Altel Spectrum

Network performance highlights in FY2022:

1 As of FY2022, CelcomDigi's 4G LTE and LTE-A cover over 96% and 90% of populated areas, respectively, cementing our commitment to providing the widest network coverage nationwide and underlining our efforts to expanding Malaysia's 4G coverage in line with national digitalisation plans.

2 Both Celcom and Digi maintained the highest network speeds and consistency by sustaining Top 2 positions in terms of consistency, video experience, and download speeds, as measured by independent mobile analytics firms.

3 Our combined fibre footprint expanded to over 21,000 km, marking a new milestone as we improved 4G network experience for all customers.

4 With the full shutdown of 3G network, CelcomDigi has in tandem strengthened our network coverage and quality by building new sites and upgrading existing sites to ensure 5G-readiness.

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Supporting the national digitalisation agenda

CelcomDigi has successfully delivered all targets set under JENDELA's Phase 1 through building new sites and upgrading existing sites in identified rural and remote areas. Our combined achievements under the JENDELA programme are as follows:

Connecting Malaysians through JENDELA



New Sites

65 (100% met)
(FY2021: 119 (98% met))
(FY2020: 269 (99% met))



Upgrades

1,489 (100% met)
(FY2021: 2,191 (100% met))
(FY2020: 2,979 (100% met))

Driving modernisation and automation initiatives towards operational excellence

CelcomDigi has been improving efficiency by adopting touch-free initiatives across our value chain.

We have set a touch-free operations target of 100% and are currently working on delivering digital transformation initiatives driven by the technologies highlighted below:

Our transformation towards touch-free operations



Process-driven
via Robotic
Process
Automation
(RPA)



Data-driven
via AI/ML



Proactive detection
& self-healing in
cybersecurity



Energy
efficiency



Development
Security &
Operations
(DevSecOps)

Connecting with our customers through our digital and physical touchpoints

Our wide distribution network, comprising both Celcom's and Digi's physical and digital customer touchpoints, aims to provide quality customer experiences.

Largest retail network in Malaysia



12,000+
retail touchpoints



500+
branded and
franchised stores



10.7 mil
users on MyDigi and
Celcom Life apps

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Connecting with our customers through our digital and physical touchpoints (Continued)

Branded stores

▶ Over 500 Celcom and Digi branded and franchised stores provide personalised customer service and enriched in-store experiences that matter to the customers.



MyDigi and Celcom Life app features



MyDigi

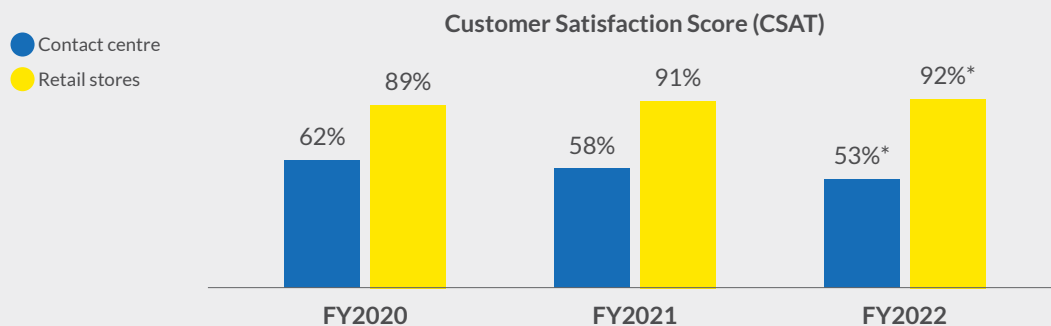


Celcom Life

▶ Our mobile applications offer a streamlined, all-in-one experience, making it easier for customers to:

- Pay bills
- Reload
- Track internet quota
- Buy add-ons
- Claim rewards and deals
- Manage accounts for friends and family
- Get support via live chat

Customer satisfaction is our top priority. We have a dedicated customer service team, committed to providing personalised and valuable customer service experiences at our retail stores and through engagements via our contact centre, mobile applications, and online channels. We acknowledge on-going customers' issues on service quality and actively implement solutions to close the feedback loop.



Notes:

a) Reported data for FY2020 - FY2022 limited to Digi only

b) *Customer Satisfaction data for FY2022 has been independently assured by KPMG PLT