


Our Corporate Strategy

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OUR AMBITIONS



CLEAR LEADER ACROSS THE MOBILE MARKET



FASTEST-GROWING PLAYER IN HOME AND ENTERPRISE



LEADING INNOVATION IN MALAYSIA








TOP 5 EMPLOYER/PARTNER OF CHOICE IN MALAYSIA



TOP 5 ESG PERFORMER IN MALAYSIA BY 2025

OUR STRATEGIC PILLARS

STRATEGIC FOCUS AREAS

	<p>Accelerate Integration, Synergies, and Operational Excellence</p>	<p>Accelerating the sustainable integration of two leading telcos' networks, IT systems, channels, and people into one merged entity in order to quickly realise synergy savings and efficiencies that can be used to reinvest in future growth</p>	<ul style="list-style-type: none"> • Enhancing the Network, IT, and Commercial working streams to drive better customer experience and unlock synergies for greater efficiencies • Driving operational excellence across the company through simplification and application of advanced technology and OE mindset change
	<p>Win in the Core</p>	<p>Building upon the growth momentum of 2022 and maintaining leadership across every business segment</p>	<ul style="list-style-type: none"> • Maintaining market leadership position across all segments while actively growing high-value and differentiated customer segments as a priority • Building a strong convergence base by leveraging our significant mobile base • Curating a wider range of 5G offerings for mass consumers and businesses • Enabling our teams via analytics and differentiated customer, device, network, and digital experiences
	<p>Build New Core</p>	<p>Leveraging innovation, digitalisation, and technology to generate sustainable new business growth across Enterprise, Home, and Fibre, as well as similar adjacent telecom segments</p>	<ul style="list-style-type: none"> • Accelerating the growth of the Home and Fibre segment in the market • Growing significant market share across all Enterprise segments through strategic partnerships enabled by beyond connectivity solutions • Establishing an Innovation Centre to drive research and development of new digital start-ups and local digital ecosystem • Inculcating a culture of innovation in our workplace, catalysed by enhanced scales to explore new technologies and innovative solutions
	<p>Shape Assets for Future Growth</p>	<p>Unlocking the value of our physical and digital assets to create new revenue streams, and service innovation</p>	<ul style="list-style-type: none"> • Driving overall efficiencies by optimising cost and capital allocation and exploring new ways to promote digital ecosystems through the development of other technological advancements • Modernising and integrating network and IT systems to achieve efficient zero-touch operations
	<p>Succeed with Talents</p>	<p>Providing a robust platform to drive the development of future skills and the growth of digital talent for core and new businesses, while establishing CelcomDigi as the best place to work for career advancement (Employer of Choice)</p>	<ul style="list-style-type: none"> • Rebuilding core competencies to ensure breadth and depth of skills to meet our business needs now and in the future • Developing next-gen talent programmes and providing internal job mobility options to enable more opportunities for career growth • Promoting innovation and new ways of working to develop a unique CelcomDigi culture as part of building a robust employer brand