

Our Customers



Delighting Digital Natives

Technology continues to play a key role in redefining service standards and expectations. Customers expect nothing but the best from us and this remains our highest priority, with customer service at the core of our sustainable business strategy. Our focus is to institutionalise a strong culture and mindset of adding value at every touch point with our customers in our commitment to deliver an Unmatched Customer Experience.

To that end, Maxis' ongoing business and IT transformation is geared towards customer centricity throughout the organisation, focused on improving and simplifying our customers' journey. Our emphasis on customer journey improvements is managed through customer experience insights derived through Voice of Customers (VoC) as well as performance metrics and indicators such as our Net Promoter Score (NPS).

We have grown our presence with a total of 57 modernised Maxis Centres and 210 Maxis Exclusive Partners, offering lifestyle solutions such as the new MaxisONE Prime, as well

as a wide selection of plans, smart devices and accessories for both consumer and enterprise customers segment. These are easily available to our customers through 'easy to own' and 'worry-free' programmes like Zerolution, backed by our great network infrastructure.

Our Contact Centre and retail stores continue to be hubs in maintaining strong engagement with our customers; hubs that we have been upgrading by moving from a transaction-based model to a customer experience-based model.

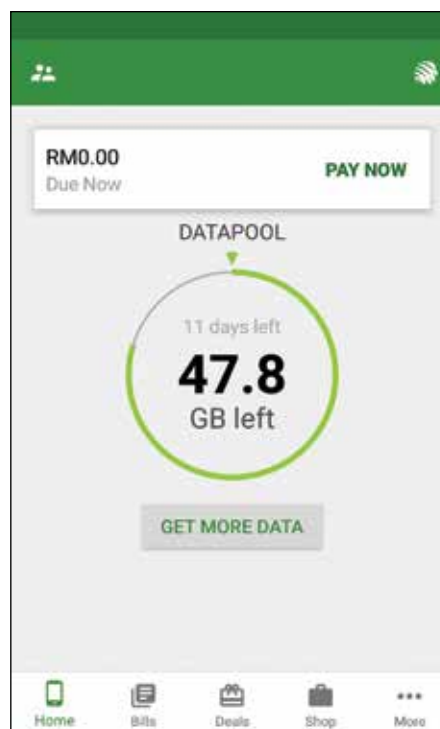


Our Customers



We are accelerating our self-service and online efforts to empower our customers to interact with us digitally. This means that our customers can manage simple interactions with us anytime, anywhere, at their convenience. MyMaxis and Hotlink RED apps, which have over 3.0 million active users in 2017, along with our expanded livechat via the MyMaxis app, are increasingly becoming our customers' preferred mode of engaging with us for their routine day-to-day needs. For the rest, our retail and contact centres are equipped with the necessary tools to provide the best experience to our customers at every contact.

Customer satisfaction with our multiple touch points, seamless customer accessibility, and an overall worry-free proposition continues to be the drivers behind all that we do.



Our Products



Unmatched Digital Experiences

In this digital age, the Internet has totally revolutionised communications. Consumers are turning to mobile Internet as their preferred medium to stay connected. Our mobile devices have become a complete multi-tasker, becoming integral to life for all kinds of activities from social media and Internet browsing to online shopping and navigation. To serve Malaysians' increasingly digital lifestyle, Maxis continues to follow this formula for success:

Product Innovation + Great Network + Unmatched Customer Experience

In our product development process, we identify consumers' pain points and then find ways to make their digital experience more seamless and enjoyable than before. We also acknowledge the expanding role of the mobile phone in our lives – and so, we at Maxis strive to set up a one-stop ecosystem to fulfill all of our customers' digital needs.

Since 2017, it is now possible for our customers to manage their mobile, home Internet and device subscriptions under one account. Our prepaid products are also even more flexible – with the introduction of a data free-for-all Happy Hour, and the option to get S.O.S Kredit. You can read all about it in our summarised run-through of Maxis' product innovations in 2017.



Our Products

For our **postpaid and integrated services** segments, these are our developments in the year 2017:



What can you get with RM1 these days?

With the Power of ONE campaign, customers can now pair their postpaid plans with:

- Smartphones
- Unlimited roaming for 1 year
- Content subscriptions
- Gadgets & accessories



We introduced **MaxisONE Prime**, a whole new concept of integrated mobile and home Internet solution. This also means the capacity for endless data and no home Internet downtime!

- 4G mobile and home fibre Internet in one account
- Zerolution Prime – instalment plan for home devices alongside our normal mobile offerings

NeXT Best-in-class 4G smartphones: NeXT M1 & NeXT X1

We introduced a range of high-spec phones called the NeXT series. This worry free offering includes:

- extended warranty
- instant one-to-one replacement
- screen protection



MaxisONE Home Broadband offers high-speed Internet connectivity of up to 100Mbps via fibre broadband. Now available in Sabah and Sarawak too!

- Unlimited calls to mobiles and landlines
- Unlimited iflix access at home and on mobile
- One-stop installation service from our Maxperts
- 30-day money back guarantee



MyMaxis App

Our **MyMaxis App** users have grown steadily, driven by all-in-one access to

account management, bills, data usage and **MyMaxis Deals**. This also includes the new single account management for MaxisONE Prime.

- **MOC Payday:** exclusive deals on 28-30th of each month
- **Maxis Shopback:** higher cashback amounts for purchases on almost anything on Shopback



MaxisONE Go WiFi was introduced for customers who are constantly on the lookout for WiFi at home or on-the-go. Customers can choose between a home modem, which does not require installation, or a portable MiFi which they can take with them wherever they go. Our East Malaysia customers can also enjoy 4G Internet both at home or on the go with the **MaxisONE 4G Combo**, which expands our data pool concept to include the 4G modem.



Our Products

For our **prepaid segment**, these are our developments in the year 2017:



Hotlink FAST offered a wide variety of Internet passes for monthly, weekend and daily use.

Highlights include our biggest Internet pass yet at 17GB data at RM50.

- Free calls to five friendz
- RM1 add-on Internet promotion
- RED Pass with up to 46GB high-speed Internet, with unlimited calls to all networks



Happy Hour allowed our customers to choose one hour of free 1GB high-speed Internet to be used for anything,

everyday. It gives our customers the freedom and control to use their data on whatever they desire, be it surfing, chatting or streaming.



Hotlink RED App & HotlinkMU

On the RED app, we added HotlinkMU deals which are personalised offers based on the customer's historical usage. Our customers will only be alerted to the deals that are best suited to them.



Hotlink Super Pack

We introduced a bundled package of IDD minutes and Internet for our Indonesian users. We also added:

- free high-speed Internet everyday from 1am-9am
- free 8GB of 4G Internet every weekend



Hotlink FAST East Coast and East Malaysia edition

The pack provides free weekend surfing for 4G LTE customers, free late night surfing every day and free calls to five Hotlink/Maxis numbers via **Hotlink Friendz**.



Our customers can now purchase Google Play items with **Hotlink Credit** conveniently without either a credit or debit card (includes discounts on in-app purchases and buy-1-free-1 deals).



Our **S.O.S Kredit** gives customers instant credit or mobile Internet pass when they really need it. We provided both airtime loans and Internet package loans.

These are only Maxis' first forays into a more integrated, innovative and personalised service. As our company heads toward the end goal of our digital transformation journey, we will have the capacity to launch bigger and more ambitious ideas. With the best 4G LTE network as our foundation, we are excited to accelerate Malaysia into a digital future.



Our Products

Enterprise

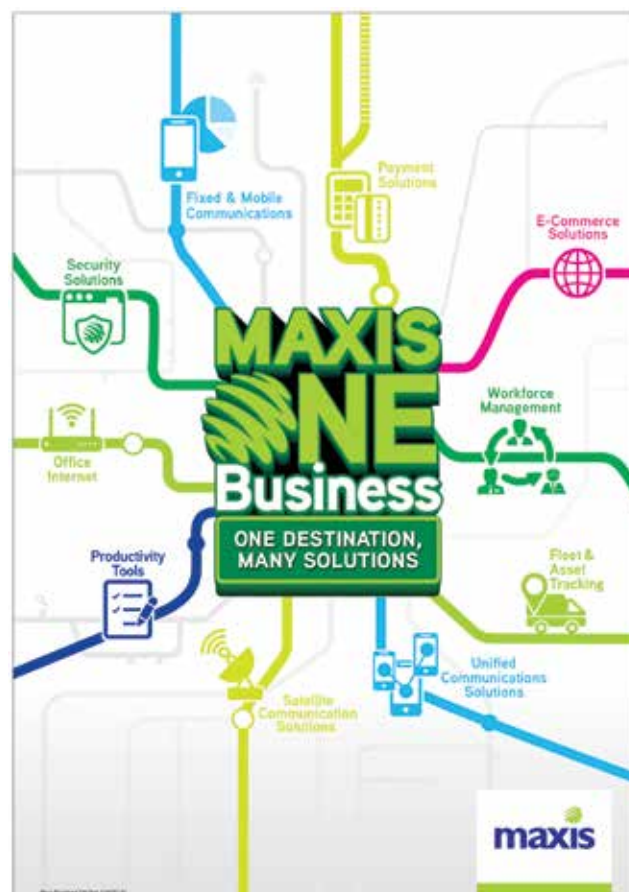
In 2017, Enterprise continued its journey in digitalising Malaysian businesses and facilitating them to redesign the way that they work, operate and interact with their customers in the digital age. By continuing to expand the range of powerful solutions we offer, complemented by reliable and fast connectivity, Maxis aims to become the integrated solutions provider of choice for companies from various industries and fields.

To drive this, we introduced several new solutions in 2017:

- With the introduction of **FlexiFund** for FlexiShare, businesses are given even more flexibility to select devices of their choice at any time within 24 months. They also have an improved range of devices to choose from, depending on their business needs.
- **Maxis mShop** is a service which enables businesses to expand their sales and marketing channels online. It involves the creation of an online store, digital marketing to widen brand reach, and data analysis to assist in optimising marketing expenditure and sales.
- In order to expand our customers' **Internet of Things** portfolio, Maxis also launched a managed end-to-end security solution for our customers. It protects data transferred across various types of transactions, especially for payment and financial transactions. By providing this service, Maxis is enabling businesses to focus on what matters most instead of having to worry about the security of their day-to-day operations. What's more, we are able to help them remove the complexities of deploying and managing their network for payment services.
- Maxis expanded its **Track & Trace** portfolio to include a tracking solution, **mPatrol**, for physical goods and personnel. This solution utilises satellite technology, enabling businesses to track various types of assets in both urban and remote locations.
- With the aim of further digitalising our customers' experience, we launched the **MyMaxis Biz** mobile application. The application complements the functions of the ONEBusiness Hub, allowing individual business users to view the services they use, purchase data passes and enjoy rewards - all from their own mobile device.

To further drive the digital mindset, Enterprise also incorporated new ways of working internally in order to better understand our customers' pain points and experiences. Enterprise Business Partners utilise tablets during sales presentations, all of which are equipped with an **Enterprise Managed Mobility** solution, which helps to keep company data secure on devices.

Maxis has also adopted cashless payments by our employees at our Megabite Café using **mPOS** – a mobile-based credit card payment solution which was developed in partnership with Maybank.



Our Network



Excellent Internet connectivity has become a necessity. Consumers and businesses are looking for high-speed data connectivity in their quest to do more in the most efficient way possible.

In 2017, significant demand for mobile Internet and mass adoption of Internet-based applications and content amongst our customers has driven higher expectations for a fast and consistent Internet experience. And Maxis has been at the forefront in delivering the best network experience to Malaysians. We are the telco that consistently delivers smooth high-definition (HD) video streaming, according to YouTube's Video Checkup tool across all 14 states in Malaysia.

Maxis has also been voted the Best Telco Provider for three years and Best LTE Network for four consecutive years by Lowyat.NET Community Choice Awards Malaysia, proving that our data network is the best in the country with fast and stable connections in both LTE and non-LTE coverage areas. To top it off, we were also chosen as having the Best Network in 2016 by MCMC Wireless & Wired Broadband Services. This is enabled by a strong network infrastructure, skilled and dedicated team of

technical experts in addition to an investment of RM1.03 billion for continuous enhancement of our network and IT infrastructure.

Continuous network upgrade to match rapid growth, sustaining superior Internet experience

The penetration of 4G-enabled devices grew significantly in 2017 to 57% of total devices in Maxis, compared to 37% in 2016. Paired with the increase in video traffic consumption at close to half of total traffic, data traffic usage per subscriber continues to soar. The average usage per subscriber in 2017 saw a hike to about 7.4GB/month compared to 4.1GB/month in 2016, about 81% more data usage per subscriber. Driven by this demand, our Network team has proactively and tirelessly enhanced our network capacity and quality, enabling our customers to enjoy consistently great Internet experience.



Our Network

Our 4G LTE network has expanded over the years and now stands at 92% of population coverage, enabling more Malaysians to enjoy a fibre-like speed experience on their LTE devices. Having covered all major cities and towns, the Maxis 4G LTE network promises download speeds of more than 3Mbps 95% of the time, while in key market centres, download speeds of more than 5Mbps for 90% of the time. In addition, Maxis customers are now able to enjoy Maxis 4.5G with LTE Advanced Pro features such as Carrier Aggregation, Higher Order Modulation and Multiple Antenna technologies which promise superfast download speeds of up to 500Mbps.

In 2017, we have also fully modernised our 2G and 3G network nationwide. Now, 96% of the population is covered by our modernised network for enhanced voice and quality data.

Strong infrastructure enabling best data experience

Continuing with our momentum from 2016, we made substantial investments to provide diverse fibre paths to reduce



the number of customers impacted by any single point of failure. Multiple initiatives were also implemented to protect against theft and fibre cuts. As a result, we have been able to reduce the number of complaints over the past three years by more than half.

In 2017, we also embarked on a digitalised way of working. We started using a Customer Experience Management tool, which enables us to further fine-tune our network and improve our customers' experience, helping us to provide more proactive responses.

Delivering our commitment to the telecommunications industry, we have successfully fulfilled MCMC's requirement on spectrum migration within the stipulated period of time and with seamless impact on our network quality. For efficient use of our capacity, we have also re-allocated more spectrum for our 4G LTE network to almost two-thirds of our total spectrum allocation in 2017.

Bringing better connectivity for a digital lifestyle and preparing our network for tomorrow

At Maxis, we envision our lifestyle to be further enhanced with better, faster and more reliable Internet connectivity. Today, Maxis is the first to use 2x40MHz of spectrum for 4G LTE to deliver the fastest and best data network in Malaysia. And it does not stop there. With the increasing adoption of Internet of Things (IoT), Maxis is enabling more devices and machines to be connected via our superior network and we are collaborating with key industry players such as utilities to mainstream IoT solutions for their businesses.





Our Network

2017 was also the year where Maxis successfully trialed the capability of delivering approximately 1Gbps peak download speeds with Licensed Assisted Access technology. This technology will enhance LTE speed in traffic congested areas like shopping malls and indoor venues, approaching 5G like throughput via 4.5G technology.

We continue to improve in last-mile fibre with more than 90% of our last mile connections being either direct to fibre or 1 hop to fibre, which translates to higher speed and less buffering for our customers. Another initiative that we have planned for our transport network is to consolidate our IP network, which allows enhancement in capacity deployment and better latency performance to support Mobile, Enterprise and Home services requirements.

Adopting new technologies to further improve our network is also one of our main areas of focus. Our network virtualisation journey has kick-started with the first deployment of virtualised

data core network function in Malaysia. The virtualisation of network elements is part of Maxis' efforts to make the network more agile and cost-efficient. We are also planning to introduce Software Define Network (SDN) solutions and cloud-based platforms, which allow seamless integration and automation of network management and provisioning. These new technologies will provide us the flexibility for future network improvements and expansion.

Over the years, the Network team has also worked on digitisation initiatives that contribute to our ability to proactively detect faults and quality issues in real-time. We have achieved a much improved service level detection, whereby escalation and isolation lead-time is reduced, enabling a competitive restoration time and uptime in our network. Today, we have reached a network availability of 99.77%. Ongoing digitalisation initiatives continue to be our focus in further competing on the global front with regards to restoration and availability statistics.



Embodying
the MaxisWay.



Our People



Driving a high performance culture

The Maxis People Promise

Maxis people, working in great work spaces and supported by a positive, vibrant culture, are passionate in delivering great business results. They are equally passionate about delivering the Company's transformation.

To support this, in 2017, we continued expanding on the Maxis People Promise: to help employees Know, Grow and Engage. Delivering on these promises has shown improvement in employee engagement and growth, with a direct impact on business results.

Driving a high performance culture

As the driving force of the Company, our people embody the MaxisWay culture. It is about who we are, what we do, how we work and how we want to be perceived. It is about being constantly inspired to become better as an individual, as a team player, as well as embracing our new ways of working together towards making Maxis, a company that is admired for excellence. Our people manifest our high performance culture,

driven by our values of passion, positivity and collaboration in a fun and dynamic workplace. To ensure our employees continue to thrive in this environment that inspires innovation, we have robust talent management and learning programmes.

We encourage our employees to use digital tools to grow as well as be efficient and productive in their jobs. Workday HR systems, Lynda (online video learning tool from LinkedIn), Harvard ManageMentor (online leadership training tool from Harvard Business Publishing) and SmartUp (online digital micro-learning platform) provide our employees opportunities to upskill themselves anytime, anywhere, at their convenience. The modern and digital work environment has resulted in a more engaged and productive workforce.



Our People

For each of these tools, we are, according to their providers, amongst the most intensive and effective users of their products in the world.

We built on this with a very successful implementation of HireVue, a digital recruiting tool, which has become an effective hiring and branding tool. Apart from recruitment, we are also using it in other areas, such as managing our sales force.

We refocused our scholarships and management trainee programmes to target more mature young talents who are aligned with and able to support our vision of becoming a fully digital company.

It's also important that we nurture and grow our talents. We initiated a series of leadership training programmes to equip our leaders with all of our management tools – digital or otherwise – to manage our talents. We are rolling out further versions of these programmes, each meant to increase the competencies of our leaders and raise the bar of what it takes to be a manager in Maxis.

Our efforts to recruit, retain and motivate great people showed in 2017's Voice of Maxis (VOM) employee engagement survey results. We saw an improvement over an already impressive score from 2016. We did better in all aspects, and also scored higher in all areas against approximately 150 Malaysian companies' scores. We also significantly outperformed global telcos and even the Global High Performance Companies' benchmarks. Crucially, we showed very high improvement in areas such as readiness for organisational change and company leadership.

Working with our employees, we continued to analyse and share information about their total rewards. This is part of our commitment to provide our employees with as much information



as possible on critical areas of their work and employment. This also gives us a great tool to analyse and manage our resource costs.

International recognition

Towards the end of 2017, we were honoured with the Asian Human Capital Award (AHCA), jointly awarded by Singapore's Human Capital Leadership Institute and the Ministry of Manpower. This award is given once every two years to two companies in Asia that have demonstrated excellence in managing human capital. It's one of the most highly regarded human capital awards in Asia, and we are delighted with our international recognition for the large company segment.

What's Next: Fuelling our digital journey

Moving forward, our focus is on ensuring Maxis' people and organisation are ready to be part of the new digital Maxis. This involves a major transformation from being an excellent traditional telco that is world-class in many areas, into a truly new organisation that lives and breathes digital. It is a massive transformation that will allow Maxis to compete and excel in a vastly different playing field.

A core part of our challenge is to build new capabilities to support the new digital Maxis. The Maxis of the future will be one that has moved from offering simple products to more complex suites of solutions and services. It will also have fully digitalised channels and internal operations.

In order to transition our people into this future, we have been identifying and recruiting the right people as well as constantly upgrading the capabilities of our existing employees. We also are constantly reviewing our organisational structures in order to maximise collaboration and fit into the new way of delivering a digital business.

The new digital Maxis will focus on delivering the best customer experience through great products, services and technologies. We will be closer to and more receptive of our customers' needs. These new agile and forward-leaning teams will be fully supported by our development programmes that will ensure they have all the resources necessary to upskill themselves into becoming great digital team members and leaders.

Sustainability Report



Digitally empowering communities

Strategy and approach

Our business plays a vital role in helping our customers take advantage of new technologies that can empower them in the digital world. At Maxis, sustainability means being future ready in our business and bringing about positive changes to the communities we operate in. As a digital enabler, we are in the best position to do this. We see our success as closely tied to how we help them thrive in this environment.

The CEO leads and drives our sustainability agenda. He reports on progress and key developments to the Board. To ensure direct oversight on key strategic areas, the CEO meets with key divisions and project teams on a weekly and monthly basis. The management team is also present in these meetings to ensure that the teams execute initiatives successfully and targets are met. Additionally, we announce our financial and operational performance results to the public on a quarterly basis.

Scope

This sustainability report provides detailed disclosure of management of our key sustainability matters for the financial year ended 31 December 2017. Maxis is a Malaysian-based company and therefore this report covers our operations in Malaysia. In selecting the content for this sustainability report, we have followed Bursa Malaysia's Sustainability Reporting Guide and the GRI-G4 guidelines.

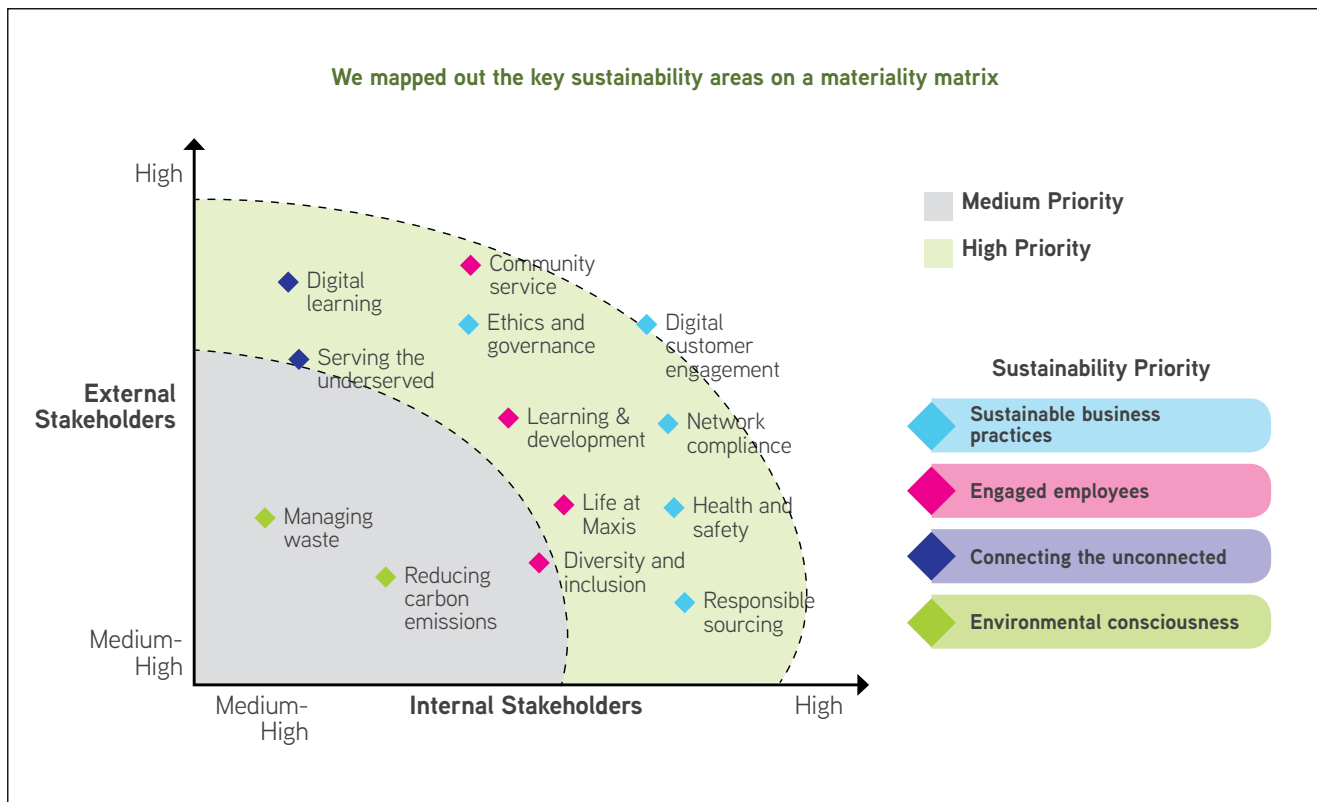
Understanding what matters to us

We use a comprehensive materiality assessment to identify priority areas based on the business strategy outlined in our rolling plan. This was formulated using insights gained from market research, alongside reviews of key concerns from our customers, regulators and employees. This section provides a better understanding of how we approach areas which are important to our sustainability- from how we support and empower our customers to how we make Maxis a great place to work, and how we connect with communities.



Sustainability Report

We mapped out the key sustainability areas on a materiality matrix



Digitalisation of our business

By the end of 2018, most of our core and supporting business processes will be fully digitalised. Our focus is to deliver the best digital experiences to our customers. Initiatives implemented in 2017 include:

Channel digitalisation

Through digitalisation, our customers are gaining greater control of their accounts and services. They can decide how, when and from where they interact with us via mobile applications and other self-serve options.

- **MyMaxis App:** Customers can manage their account and data allocation, access and pay bills, as well as enjoy a whole suite of Maxis deals such as in-dining, travel, entertainment, health, beauty offers and shopping. Our Hotlink RED app allows our prepaid customers to top-up their balance instantly, purchase attractive data passes with a single touch and check their balance. These apps currently have over 3.0 million active users. We have also expanded our livechat support to 24 hours and enabled it on the MyMaxis App.

- **Business Solutions showcase** at Maxis Centres nationwide: Making it easier for our business customers to purchase Enterprise solutions. They can also access and manage their business accounts under a single, secured platform at their convenience through their online ONEBusiness Hub account.
- **MyMaxis Biz App:** Making the Maxis experience simple so that our business customers can access details of their data and call usage, amount due, PUK code and rate plan at their convenience. The app also gives them access to the MyMaxis Deals and rewards.
- **Hotlink HERO Dealers App:** Supporting our dealers by helping them register prepaid lines, perform reloads, purchase Mobile Internet passes, as well as provide upsell and cross sell recommendations during top-up. The app allows our dealers to activate a new registration in less than two minutes. This enabled us to reduce our physical top-up ticket distribution as it is now digitalised.



Sustainability Report

Digitalisation of our procurement operations

We have embarked on the journey to digitalise our procurement operations. We aim to be fully digital in the way we interact and transact with our suppliers. In December, we successfully implemented the first phase of this journey to migrate data to the new platform and manage procurement workflow - from sourcing to contracting suppliers.

Through digitalisation, we are automating processes for greater efficiency, increased quality, cost savings, and more sustainable business practices.

Network compliance

All our base station sites are designed and built in compliance with guidelines set by the Malaysian Communications and Multimedia Commission (MCMC), local councils and international bodies. Our own site implementation guidelines set consistent

standards in five key areas: legal compliance, environmental impact, Radio Frequency (RF) emissions, site planning and selection, and health and safety. So far, tests conducted by the Malaysian Nuclear Agency have been consistent in recording that none of our base stations or equipment has in any way exceeded radiation guidelines. The standards and guidelines also apply to our contractors and their sub-contractors, from the planning and acquisition of sites to the construction and maintenance of base stations.

Health & safety

Our employees and partners are assured of a safe working environment through our Health, Safety and Environment Management System (HSEMS). While the HSEMS serves as a point of reference, additional measures have been taken to cultivate a safety-first culture through various initiatives.

There were no fatalities in 2017.

HSE-related activities/initiatives carried out in 2017

Business

4WD Defensive Driving Training (DDT) to equip field operation drivers with proper understanding of 4WD pick-up truck handling. This also assesses the drivers' ability to drive defensively to avoid accidents.

Installation of eight units of Automated External Defibrillators to treat sudden cardiac arrests in selected office locations.

Working-At-Height (WAH) training - for operation employees who are working-at-height on sites. This covers safe work techniques for rooftops, towers, monopole or similar structures using the pre-installed fall arrest system and the use of work restraints.

Partners

WorkSafe training programmes

Half-yearly audits of contractors

Quarterly communication sessions with our 79 main-contractors' Safety and Health Officers

57



Safety Briefing/ Training

750

Workforce Participation/ Awareness Programmes



90



Safety Inspection

4

Partners Documentation Audit



Note: Audit frequency is conducted on a half-yearly basis.

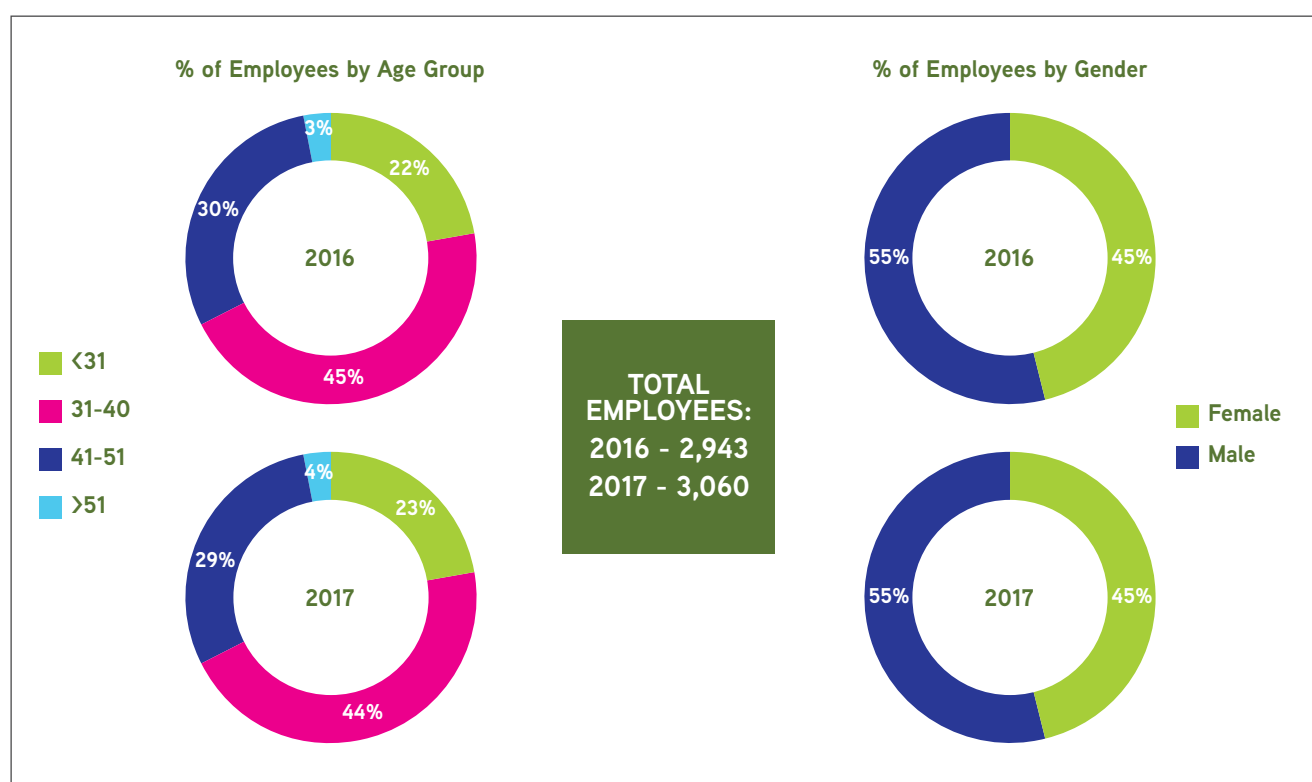


Sustainability Report

Engaged employees

Diversity & inclusion

We believe in having a diverse and inclusive workforce. Diversity ensures that we have a breadth of skills available to our business needs and helps us to understand the needs of all our customers.



We value our multi-generational workforce. We continuously improve our talent and recruitment programmes to ensure we have the capabilities to deliver on our ambition well into the future. To attract and nurture young talents, we have the following programmes:

- **Young Talent Programmes:** Maxis Management Associate Programme (MMAP) which builds leadership skills through a challenging and fulfilling two-year assignment. Our Management Associates experience different areas of our operations while developing the necessary skillsets.
- **Advanced Talent Programmes:** For candidates with three to five years of working experience, we have the Advanced MMAP, What's Next Finance Talent, Maxis MBA Internship and Maxis Inspire programmes. These programmes are aimed at giving industry exposure, mentorship by Maxis leaders and the opportunity to participate in our digitalisation journey.

Further details of the programmes are available at <http://www.maxis.com.my/en/about-maxis/maxis-career.html>

We continue to benchmark our compensation and benefits regularly to ensure competitive and fair package for our employees. This year, we added a new benefit for employees who are adopting infants – a trend which we noted is becoming more common. To make a real positive impact on peoples' lives, we now allow for 30 days of fully paid or 60 days of half paid leave for female employees who adopt an infant while male employees are entitled to seven days of fully paid leave.



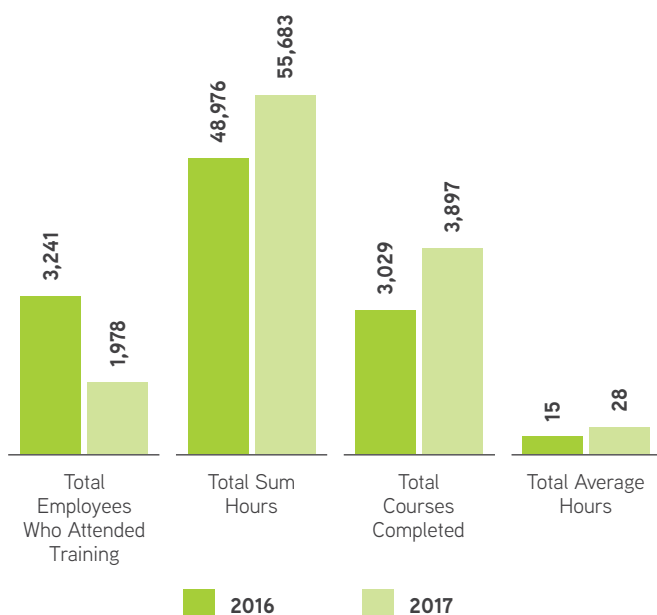
Sustainability Report

Learning & development

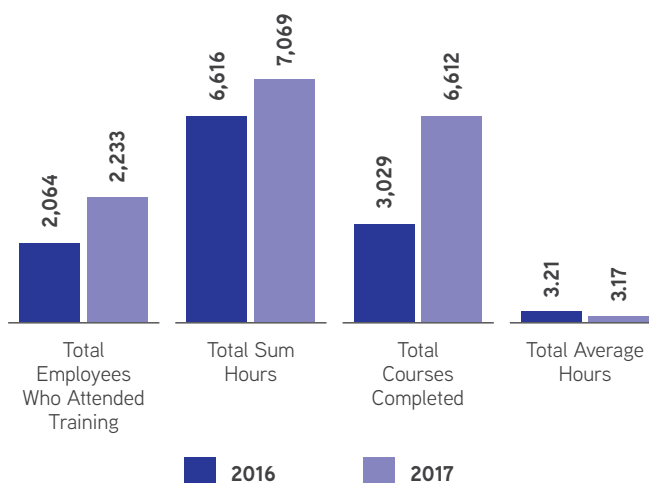
We continue to push our “I Grow” agenda, where we encourage our employees to develop and grow their career. A core part of the agenda is “Learn Anytime, Anywhere” where we provide a wide variety of digital learning solutions. These solutions are complementary to our other training offerings such as classroom training at the Maxis Academy and training by external providers.

A key priority in 2017 was making sure that all the digital learning platforms we have at our disposal such as the “Lynda” digital video learning platform from LinkedIn, “Harvard ManageMentor” from Harvard Business Publishing, the “Learning Management System” from Net Dimensions and “SmartUp” from SmartUp Inc., are fully utilised by our employees. Apart from ensuring that we get the best returns on our investment, this also formed part of our strategic thrust to ensure that our employees are ready for the full digitalisation of our Company.

2017 Classroom Training Hours



2017 Online Training Hours



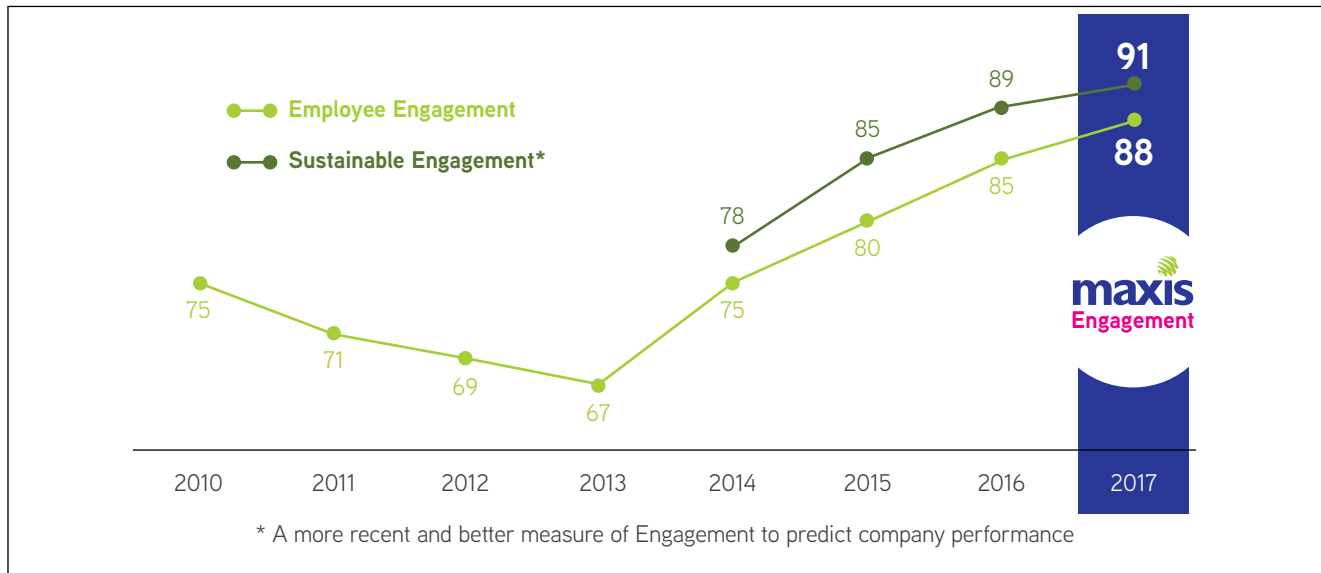
Ensuring #lifeatmaxis is great

We believe happy employees lead to happy customers. Our focus this year has been to drive a digital mindset among our employees. New initiatives that we implemented include exposing our employees to the latest technology innovations, getting them to use big data to create new revenue or customer experience opportunities through a hackathon and organising sharing sessions by key influencers in the digital space.

We kept our employees highly engaged by continuing to promote a vibrant internal communications via Yammer, having regular townhall meetings and introducing new activities into #FitterFasterStronger, our all-year holistic well-being programme. Our annual Voice of Maxis survey which monitors the overall health of our employee engagement, has been on an uptrend and in 2017, it was the highest ever recorded for Maxis. Our scores outperformed similar engagement metric scores of over 150 Malaysian companies, as well as those of global telcos.



Sustainability Report



Connecting the unconnected

Empowering communities with digital learning

Our Maxis eKelas programme, an after-school learning initiative, brings digital learning closer to the community. Leveraging on technology and the Internet, the eKelas programme aims to improve the academic performance of students in rural communities. Its focus is on three subjects - Science, Mathematics and English for Form 1, 2 and 3 students. eKelas offers a combination of live tutorials, group learning and interactive digital content which is in line with the Malaysian School Syllabus. The programme is delivered at Pusat Internet

1Malaysia (PI1Ms), which are community broadband centres that serve as digital hubs for communities in underserved areas.

More than 2,400 students are already benefitting from the live tutorials delivered at 20 PI1Ms nationwide under Maxis' care. We took another leap by launching the eKelas portal, a cloud-based resource of learning content, where students can take charge of their learning and at the same time discover how to learn collaboratively. With the launch of the eKelas portal, our ambition is to expand eKelas in phases to an additional 25 locations, making it a total of 45 PI1Ms nationwide with at least 10,000 students accessing the portal by the end of 2018.



Sustainability Report



Serving the underserved

We work closely with MCMC to provide broadband connectivity to underserved communities. Through 118 P11Ms under Maxis' care nationwide, we play a key role in facilitating the adoption of ICT and digital lifestyle. We have installed and deployed 528 WiFi Komuniti locations nationwide to ensure that there is wireless broadband access for the rural population.

We participated in the TIME 3 initiative, where we built mobile tower and base station infrastructures in underserved areas. Under this initiative, we provided 2G and 3G services at 1,551 underserved locations nationwide. Our services are made available to surrounding communities within these underserved areas through Domestic Roaming and Radio Access Network (RAN) sharing with other service providers.

Giving back to the community

We recognise that giving back is also an important part of how we make a difference to the community. This is why we encourage our employees to volunteer their time, energy and skills. In 2017, we had 11 major activities where 300 employees came together to clock 2,400 volunteer hours. Our employees volunteered for eKelas, our digital learning programme as facilitators and tutors as well as in our festive Corporate Responsibility (CR) initiatives.

Keeping people connected during a flood is an important part of helping the community. We support the state Governments by providing hotline numbers and sending emergency alerts via SMS to affected customers. As a post flood initiative, we helped affected communities to rebuild their lives. This year, we helped to clean a school in Tasek Gelugor, Penang and also distributed school uniforms to students in Rantau Panjang, Kelantan.



Sustainability Report

Environmental consciousness

Energy use and efficiency within our network

We have improved our energy usage over the years by implementing various energy efficiency initiatives at our base stations and Technical Operations Centres. In 2017, our Average Energy Consumption per base station reduced further by 3% even as the size of our network increased in response to customer data demand. We achieved this reduction by changing our 2G radio to compact 2G and 3G radio, converting our BTS cabins to outdoor cabinets, installing free cooling systems, energy-efficient air-conditioners and LED lighting, and installing high capacity solar panels at some of our remote BTS.

Consequently, by undertaking these energy efficiency initiatives, we have kept our CO₂ emissions at a relatively steady level even as our network expanded.

Reducing our total carbon emissions

We are always looking at how we can mitigate the impact of our business operations' on the environment. Besides keeping a close eye on our consumption of electricity and fuel, we are also mindful of the generation of greenhouse gas (GHG) emissions associated with our operations.

We completed major renovations at three of our offices and one of our warehouses in 2016. As a result, we recorded a reduction of 34% in power consumption. In 2017, we successfully maintained our power consumption with a marginal reduction of 0.018% compared to the year before.

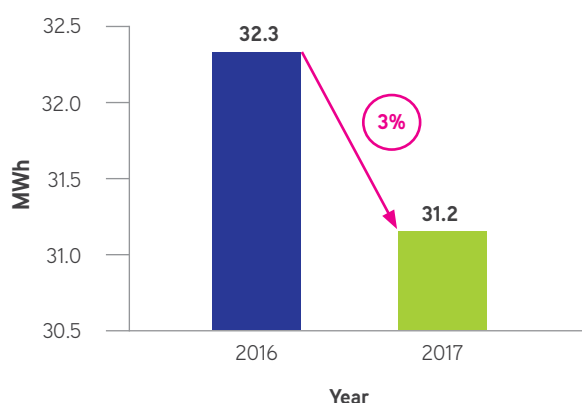
Waste management

We are always looking for new ways to improve our waste management from two operational perspectives; office waste and mobile e-waste.

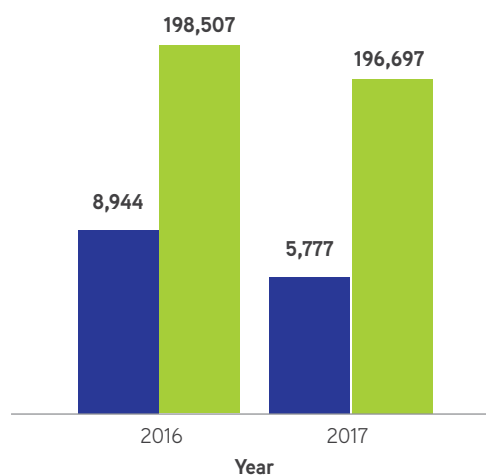
Office waste

We are now in our second year of partnership with Pertubuhan Kebajikan Masyarakat Melalui Kitar Semula (CRC) to recycle our office waste. Funds collected from our recycling efforts were donated to charity.

Average Energy Consumption per Base Station (MWh/Base Station)



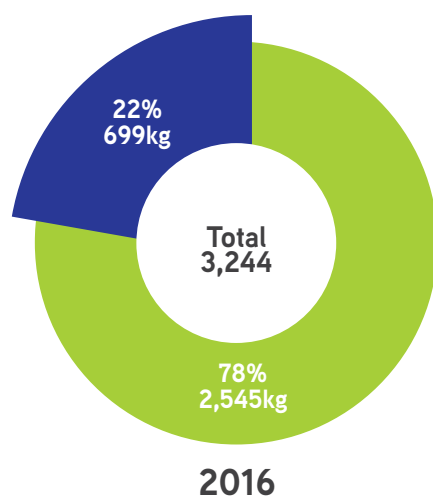
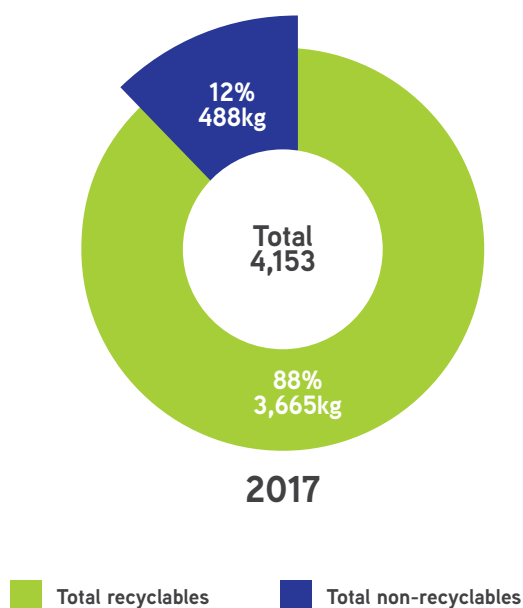
Our CO₂ Emissions (CO₂ tonnes)



- Scope 1 emissions are direct emissions from owned or controlled sources
- Scope 2 emissions are indirect emissions from the generation of purchased energy

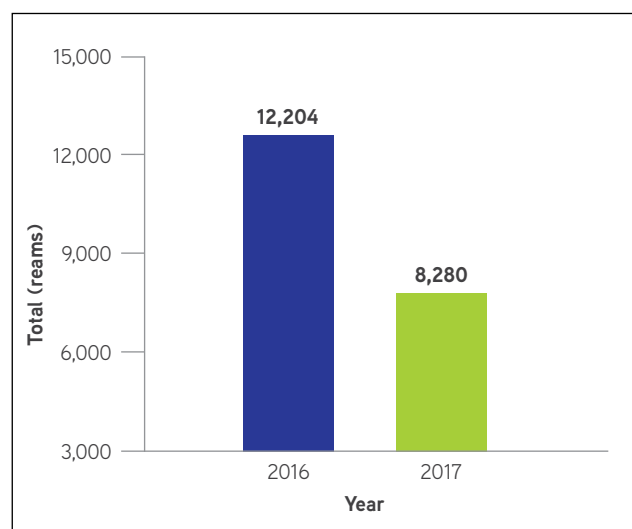
Sustainability Report

Waste collection at Maxis



As our business expands, our increasingly digital working environment is showing continuous improvement in paper usage. In 2017, we reduced our usage by a third.

Paper use at Maxis



Mobile e-waste at Maxis Retail Stores

Our three key initiatives in our mobile e-waste recycling programme are:

- Provision of e-waste bins at various Maxis Centres nationwide and selected P11Ms;
- Participation in International Recycling Day where Maxis employees gave away their mobile e-waste; and
- Interactive sessions with members of the public on the importance of recycling mobile e-waste in a safe manner.

To encourage customers to drop their mobile e-waste into our collection boxes, we gave a promotional discount of 20% on selected mobile accessories in our Maxis Centres. We collected 211 units of mobile phones and 196.6kg of e-waste as of December 2017.



Sustainability Report

Commitment to operate responsibly and ethically

What we do matters, but so does how we work. The MaxisWay sets out the way we work, which is to always be positive, passionate and collaborative. Our MaxisWay values, together with our “Code of Business Practice”, define the mindset and behaviour that we expect from our employees. We have also extended the Code of Business Practice to our vendors across our extensive supply chain. Apart from looking at improving processes and cost efficiency, we have included environmental performance in supplier selection during the Request for Information (RFI) process as well.

Engaging our stakeholders

Regular engagements with our stakeholders help us identify key issues, risks and opportunities which are important to them and critical to our long-term sustainability.

Key Stakeholders	Key Engagement Areas	Methods of Engagement	Frequency
Customers  1	• Network provision • Solutions offerings • Customer service • Data security protection	• Maxis centres and stores, and roadshows • Maxis website and social media platforms • Customer service platforms • Net Promoter Score (NPS)	Monthly, quarterly, annually & as required
Employees  2	• Working culture • Training and development • Salaries, rewards and incentives • Performance review • Diversity and inclusion	• Engagement events • Voice of Maxis survey • Quarterly leadership survey • Yammer social media site • Internal intranet page	Monthly, quarterly, annually & as required
Shareholders & Investors  3	• Financial performance • Dividend payout • Strategy and vision	• Annual Report • Quarterly investor report • Annual General Meeting • Analysts and investor meetings • Maxis website's investor relations page	Annually, quarterly & as required
Government & Regulators  4	• Spectrum management • Universal Service Provision (USP) • Strategic industry development • Collaboration in national agenda	• Regular reports • Formal meetings on progress and agenda • Participation in events	Ongoing
Suppliers & Partners  5	• Onboarding programme • Relationship management • Business collaboration	• Formal and informal meetings • Exchange in products and services	Ongoing