

Our Value Creation Outcome 1: Creating A Digitally Inclusive Society

Mapping
against
SDGs



OUR CONSUMER PRODUCTS

Delivered winning mobile and home connectivity through convergence

Maxis has been a cornerstone of the Malaysian consumer mobile space since we started our operations over 27 years ago. As the nation's leading converged solutions provider, our value propositions now encompass a wide range of products and services that complement each other to offer a complete, converged connectivity experience.

TECHNOLOGY AND INNOVATION

Over the last few years, we have seen the COVID-19 pandemic further accelerate the adoption of consumer digital lifestyles. We continue to make the most of this opportunity through our investments in and deployment of technology and innovation as a key part of our strategy.

Elevating Experiences through Maxis Fibre and Prime

The last year saw us take another step forward towards enhancing the converged experience for our customers, through the launch of our Max WiFi by Maxperts service. Max WiFi is the first-ever WiFi subscription service in Malaysia that delivers total WiFi coverage for your home. Through this service, Maxperts will perform a WiFi strength analysis on our customers' homes before installing EasyMesh in strategic locations. This service comes with next-day tech support to provide immediate troubleshooting services or to help set up WiFi connectivity devices.

We launched our Maxis Home Fibre campaign to raise awareness about the importance of a better home WiFi experience. We offer households an enhanced WiFi experience by providing them with the latest routers and home devices that are available through affordable monthly installment payments. Customers can enjoy better WiFi coverage that have been optimised by Maxperts, enabling more Malaysian families to enjoy improved connectivity at home.

Enhancing Digital Lifestyles through Maxis Postpaid Mobile

We continue to drive the consolidation of accounts through the Maxis Family Plan to accelerate the uptake of digital services within families. The Maxis Family Plan was subsequently expanded to encompass eight mobile lines. In addition, we took steps to enhance customer experience by offering greater personalisation in terms of device offerings, rewards and value propositions. Efforts in this area were guided by the recognition that the customer needs of Maxis Postpaid, our core mobile product, is evolving. As part of our Always Be Ahead™ commitment, we are continuously building capabilities to develop products and services that provide an uninterrupted and worry-free experience for our customers.

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Providing Affordable Mobile Services through Hotlink Prepaid & Hotlink Postpaid

The Hotlink Prepaid and Postpaid plans are designed to provide customers with exceptional experiences that are both affordable and provide excellent value.

In 2022, we launched our Hotlink Pantas plan, tailored for customers seeking great value high-speed internet. This complements our Hotlink Unlimited plan, which provides a worry-free unlimited prepaid internet solution. We have also enhanced our Hotlink Postpaid plans with generous data quotas, unlimited talk time and texting along with device bundles offering savings on the latest smartphones. This gives customers the freedom to use it to fulfil their needs, be it for work, social, content, gaming or browsing.

Driving Customer Engagement through Hotlink Rewards & Hotlink App

Our new and enhanced Hotlink Rewards programme now provides our customers with internet based rewards and partner vouchers via the Hotlink App. For instance, Hotlink customers can redeem free internet and discount vouchers with every internet purchase or at every postpaid billing cycle. Hotlink credits can be utilised to enrich our customers' mobile digital experience through digital streaming services, carrier billing for Google Play and the Apple App Store, as well as the ability to purchase music streaming services. Through these services Hotlink customers are able to enjoy the best converged services that we have to offer.

SUSTAINABLE BUSINESS GROWTH

Key to our sustainable business growth strategy is our Zerolution ownership programme, which provides our customers with affordable and accessible ownership of the latest smart devices. Requiring zero upfront payment and interest-free payments, Zerolution has proven to be a popular proposition for our customers. In further enhancing the programme, we expanded the payment period from between 12 months and 36 months to give our customers greater flexibility. The Zerolution programme now extends beyond smartphones and accessories to include home appliances that complement our Maxis Fibre broadband service, fulfilling our commitment to offering converged solutions. We have also added a new functionality to enable our customers to switch from Fixed Wireless Broadband to Fibre via the Maxis App, thereby making the process more convenient.

Overall, we continued to focus on:

- Expanding product and segment propositions to drive acquisition and increase subscriber market share, especially in the M40 and T20 segments.
- Focusing on customer segment propositions with differentiated and attractive devices, content and solutions, with communications tailored to drive relevancy with the target audience.
- Strengthening channel capabilities to expand our reach and reinforce our go-to-market approach.
- Seizing opportunities with our own build infrastructure to drive under penetrated fibre areas or areas yet to be fiberised.
- Proactive base management to retain and grow customer lifetime value by enriching customers' experiences from rate plan / speed upgrades to seamless customer journeys from in-store experience to Maxis App.

FUTURE PLANS

Over the Short Term

- Expand target segments and wider product offerings to accelerate subscriber growth
- Continue to strengthen the family concept and convergence to accelerate share line penetration, account consolidation and drive Average Revenue Per Account (ARPA) growth
- Expand Segment of One (SO1) capabilities beyond connectivity to maximise value through convergence and solutions
- Accelerate the expansion of our own-build fibre network through the JENDELA programme, and target greenfield areas through partnerships to expand market share

Over the Medium Term

- Achieve our next major milestone by reaching one million household subscribers
- Become the industry leader for Convergence (Mobile + Fibre / FWBB) subscriber market share
- Become the leading Augmented and Virtual Reality Experience Provider in Malaysia
- Fully automated SO1 recommendations platform that delivers an unmatched personalised experience to our customers

Over the Long Term

- Become the undisputed leader of converged solutions for Malaysian families

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OUR ENTERPRISE SOLUTIONS

Trusted partner for digital transformation of businesses

We remain focused on providing attractive Enterprise offerings to our customers – this includes continuously refining and optimising our portfolio and rolling out innovative, customer-first solutions in order to strengthen our market leadership in the sector.

BEING THE TRUSTED DIGITALISATION PARTNER FOR EVERY BUSINESS

We invest in technology and innovation to provide products and service offerings that address the needs of our Enterprise customers, and bridge the digital gap in support of national priorities.

Accelerating Digitalisation among Small-Medium Businesses

Committed to accelerating digital transformation across SMEs, Maxis continues to drive the adoption of transformative enterprise solutions and innovation. Maxis has supported over 25,000 SMEs in their digitalisation journey via our UsahaWIRA programme. Through this, we educated and inspired SMEs to grow and scale their businesses digitally while alleviating their financial burden. Partnering with AmBank, BSN, MDEC and the Malaysian Retail Chain Association (MRCA), we hosted nationwide networking sessions to connect local businesses. Over 500 local entrepreneurs were inspired by the journeys of their peers, and to explore solutions on digital marketing, electronic point-of-sale, remote working and more.

Launch of the Maxis Business Innovation Centre

In April, we have launched our very own Maxis Business Innovation Centre (MBIC) which is a key milestone in our journey as Malaysia's leading converged solutions provider.

MBIC functions as a concept space which showcases best-in-class applications and experiences to inspire our Enterprise customers as they embark on their digital journeys. In 2022, we hosted >1,000 attendees across >130 engagement sessions with our partners and customers, helping them to bridge the gap between their businesses and technology.

Forming the Maxis 5G Alliance

In line with shaping our 5G ecosystem, Maxis led and formed the 5G Alliance programme in June 2022, with the aim of catalysing the development of 5G technology use cases and next generation IoT solutions. The 5G Alliance has seen positive traction with its members growing from the initial 16 to 23, comprising local and global technology companies, ecosystem builders, and industry leaders across different verticals. This 5G ecosystem initiative is in line with the national digital agenda to unlock the value of IR4.0 and represents Maxis' commitment to fostering greater innovation in the country.

Ramping Up Our Internal Capabilities

Maxis has invested heavily in the upskilling and accreditations of our people. In addition to becoming a Microsoft Gold Certified Partner, we were the first Malaysian converged solutions provider to be an Authorised Device reseller for Microsoft Surface. Maxis also holds 9 Gold and 4 Silver competencies with accreditations encompassing cloud platform and productivity, data centre, security, application development and integration, among others. In the new Microsoft Cloud Partner Programme, Maxis is one of the first Microsoft partners to attain the designations of Solutions Partner for Data & AI (Azure) and Solutions Partner for Modern Work.

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Maxis is also the first Malaysian converged solutions provider to participate in the AWS Solution Provider Programme, designated as an AWS Advanced Consulting Partner and AWS Public Sector Partner. We currently have a total of 410 AWS Accreditations and 49 AWS Certified employees. Additionally, Maxis is a Cisco Premier Partner with Premier Certified Integrator, Premier Provider Cloud and Managed Services Programme and Small Business Specialisation. Maxis, in partnership with VMWare, has also been recognised as a Cloud Verified Programme Partner. In addition, Maxis forged strong strategic partnerships with the likes of Cisco, Sophos, Fortinet, Peplink and many more.

Maxis also introduced the Maxis Right Expertise™, our end-to-end fully Managed Network Services - across strategic ICT advisory, analytics, cybersecurity, cloud, IoT, 5G and many more - to support the digitalisation of businesses. We are backed by a 230 strong and growing team of globally accredited and certified specialists.

Maxis Mobile Private Network

Maxis introduced the Mobile Private Network in October 2022, providing wireless connectivity to power industrial automation and IoT needs and driving IR 4.0. It offers scalability, flexibility, high speeds, and networking ability to enhance data security and compliance for critical industries such as manufacturing, oil and gas, and logistics.

The Mobile Private Network leverages Maxis MEF (Metro Ethernet Forum) 3.0, and is a one-stop centre for smart manufacturing, cloud and MEC. This platform provides

customers with a competitive edge in productivity, cost efficiency, inventory management, and reduced order lead time.

As part of the Smart & Sustainability Manufacturing Journey showcase, Maxis collaborated with Omron, a member of the Maxis 5G Alliance, to showcase autonomous mobile robots powered by Maxis Business' next generation network. These autonomous robots enable 24/7 plant operation with zero downtime, reducing operational costs while improving safety and productivity.

FUTURE PLANS

Our Enterprise segment will continue to grow core and drive digitalisation across Malaysian businesses in a holistic way, with targeted engagements with all customer segments to scale our market position. Our aspirations going forward are to:

- Continue to scale up our core offering across mobile and fixed in providing right-fit connectivity needs across the business segments.
- Develop well-curated Enterprise ICT solutions for our business segments, including a strong push of our Maxis Right Cloud™ offerings underpinned by best-in-class network infrastructure and supported by our Maxis Right Expertise™ team.
- Provide market-leading customer experiences.
- Accelerate all round sales execution and performance management while maintaining sales excellence.

OUR NETWORK

Expanded our leading converged network to serve more Malaysians

Maxis continues to expand its network coverage footprint, while enhancing service quality and adopting more state-of-the-art capabilities to provide a reliable and seamless Unmatched Personalised Experience for our customers.

UNMATCHED CONVERGED NETWORK EXPERIENCE

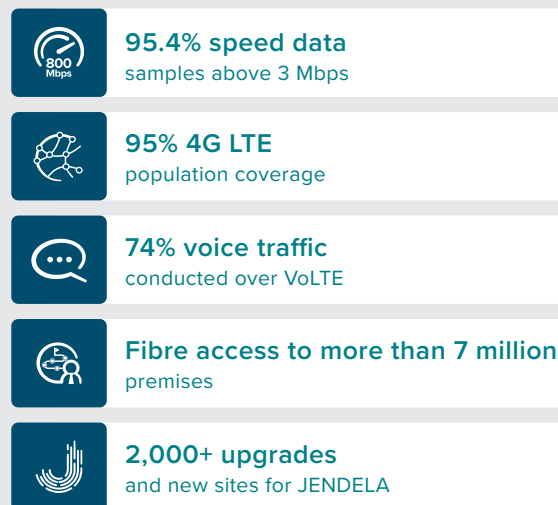
In 2022, we have grown our 4G network to cover 95% of the nation's populated areas, and enhanced our network capacity ahead of the demand curve hence assuring consistent network service quality. These measures included the upgrade of 4G radio access network, deployment of advanced transmission high-speed microwave and strengthening of fibre network architecture to enhance network resiliency, resulting in network speed and stability improvement. We also maintained a consistent customer experience with 95.4% of speed test samples achieving over 3 Mbps, which is recommended for good High-Definition video experiences.

Maxis has fibre access to more than 7 million premises nationwide, from which our connected subscribers have increased to more than 750k inclusive of fixed wireless broadband. We are also expanding our own fibre footprint to support multiple services (Mobile, Enterprise and Home), which is at 21,000 km nationwide and growing. We are proud of our network achievement in delivering consistent subscribed speed for our home users, hence delivering an Always-On experience commitment.

We saw encouraging progress in our Voice over LTE (VoLTE) service take-up rate, with 74% of our voice traffic conducted over VoLTE, surpassing our 2022 target. This allows our customers to enjoy faster call setup times, better voice clarity, and robust and uninterrupted connectivity. Meanwhile, we also exceeded our JENDELA commercial network build targets for 2022, with 157 new and 1,847 upgraded mobile sites.

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Our Network Leadership Highlights



LEVERAGING ON TECHNOLOGY FOR OPTIMISED CONNECTIVITY

In March 2022, Maxis successfully deployed the world's first commercial Frequency Division Duplex (FDD) Tri-band (LTE 1800 MHz, 2100 MHz & 2600 MHz) Massive-MIMO site on a live network in Malaysia. This deployment helped to enhance network capacity and improve user experience by up to four times in heavy traffic scenarios. To further improve network performance, Maxis also implemented advanced radio transmission features that utilises AI algorithms to distribute traffic and achieve better network efficiencies. Meanwhile, we have been testing new technologies such as Open RAN (ORAN), which is based on open standards and virtualised architecture, to improve network agility and efficiency.

We also successfully trialled 10G PON (Gigabit Passive Optical Network) technology over our live, next generation fibre-to-the-home (FTTH) network, where we achieved close to 10 Gbps download speeds. Such capabilities are important to support future bandwidth demands for cloud computing, virtual reality, augmented reality and full-fibre campuses.

We are also extending our network leadership superiority through the exploration of Multi-access Edge Computing (MEC) as a digital solution for enterprises. MEC substantially accelerates data processing time for time-critical applications such as data analytics, AI, automation and machine learning (ML).

Specifically for customers in East Malaysia, Maxis deployed regional core network in Kuching and Kota Kinabalu to support mobile traffic growth and localised content distribution. Such network setup will significantly improve latency and increase download speeds in Sabah and Sarawak, enabling a comparable mobile internet experience with the rest of our customers in West Malaysia.

ENHANCING CONNECTIVITY FOR BUSINESSES

Maxis provides a suite of connectivity and managed services for businesses, including new products such as Backup as a Service (BaaS), Managed Cloud Voice and 5G Internet of Things (IoT), which were launched in 2022. We are also proud to be MEF 3.0 Software Defined Wide Area Network (SD-WAN) certified for both IPV4 and IPV6 in Malaysia.

These solutions also help us deliver on our Always-On proposition, strengthening our network's resiliency by supporting advanced IP transmission and providing seamless fail-safe backups. In 2022, 700 of our Enterprise circuits were migrated to make use of advanced IP transmission, and 77 legacy copper transmissions were migrated to fibre, effectively enabling higher network speed and quality for our customers.

As a result of these initiatives in pursuit of service excellence, our Net Promoter Score (NPS) has improved to a commendable 71 for Service Delivery and an excellent 82 for Service Management.

EFFICIENCY THROUGH DIGITALISATION AND PROCESSES

The network team continues to leverage on digitalisation and has adopted new technologies to improve the effectiveness and efficiency of our network design, processes and operations.

By leveraging on AI, ML, robotic process automation (RPA) and advanced analytics, we have digitalised 40% of network processes, improving fault detection and prevention, reducing downtime and enhancing customer experience. These digitalisation initiatives have contributed to cost savings of close to RM14 million.

In 2022, we developed and tested 82 use cases, with 70% of them completed by our 190 Network Digital Talents.

Maxis embraces the International Organisation for Standardization (ISO) standards in our quest for efficient operational processes while assuring robustness in the security of our systems and network. To date, we have received the following certifications:

- Certified ISO 9001:2015 Quality management system.
- Certified ISO 22301:2017 Business continuity management system.
- Certified ISO 27001:2022 Information security management system.

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NETWORK READINESS

Maxis delivered uninterrupted connectivity during special events in 2022. In the 15th General Election (GE15) for example, specific measures were successfully implemented, namely:

- Managed 175 events nationwide with customer-focused dashboards and on-site support.
- Activated a 'war room' to coordinate network monitoring and mitigation during GE15.
- Managed the surge of mobile traffic trends with traffic offloading and balancing.
- Monitored network health at key constituencies, polling stations, vote counting stations and key GE15 locations.
- Deployed 7 Mobile Coverage Vehicles for increased capacity at GE15 locations.

In December 2022, the year-end monsoons caused flooding that impacted over 100 sites in East Coast Malaysia, affecting more than 290,000 Maxis subscribers. To mitigate the impact of the floods, we implemented various measures, including:

- Proactively monitoring high flood risk zones and equipping sites with standby gensets.
- Deploying free WiFi at selected Pusat Pemindahan Sementara (PPS).
- Equipping regional teams with drones for aerial surveillance.
- Stationing critical equipment at regional offices for faster on-site restorations.
- Collaborating with the Royal Marine Police Academy for Maxis Response Team training.
- Connecting 55 flood hotspots with backup gensets.
- Conducting site security hardening on selected sites.

Following the Batang Kali landslide tragedy, Maxis' network team responded promptly to support the search and rescue mission. Recognising the challenges posed by the rugged terrain and dense forest areas, we quickly allocated necessary resources and assets to establish network connectivity. We optimised and upgraded nearby sites, installed 4G VSAT, and deployed a Mobile Coverage Vehicle to extend coverage to the Batang Kali Landslide Command Centre achieving our objective to provide the search and rescue team with the essential digital tools required to carry out their operations efficiently.



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OUR INNOVATION

Fostered innovation through strategic investment in new growth areas

Maxis places great emphasis on innovation as a fundamental catalyst for growth and productivity, especially in the rapidly-evolving digital landscape. As a result, we invest not only in innovative measures to improve our operations, but also in funding new ventures and growth areas in strategic verticals.

MAXIS AWARDS

The Maxis Awards was launched in 2021 to recognise Malaysian heroes who have been making an impact in our communities and inspiring other Malaysians to be positive agents of change. Winners are selected based on three important criteria, namely the value of the project to the community, the innovativeness of the project and if the project is tech-enabled. Recipients of the Awards since its inception include the following organisations:

- **PROJECT EARTH BY BLUE BEE TECHNOLOGIES:** Project Electronic Recycling Through Heroes (ERTH) utilises a network of freelance heroes to collect old, used or unwanted electronics directly from Malaysian homes and businesses.
- **PROJECT BENIH BY TRCRC:** Project Benih by the Tropical Rainforest Conservation and Research Centre (TRCRC) implements long-term solutions for community-led restoration projects to address climate resilience and strengthen sustainable livelihoods.
- **VIVA ODYSSEY:** Viva Odyssey is a leading provider of safety technology and integration systems that strives to reduce workplace accidents worldwide.
- **SEAD INDUSTRIES:** SEAD Industries is an impact enterprise providing building design and environmental consultancy services with hopes of creating a Sustainable Bamboo Harvesting Programme.
- **FOOD AID FOUNDATION:** Food Aid Foundation strives to reduce food wastage as well as improve the efficiency of collection and food supply delivery through an integrated system that can streamline logistics and inventory management.

MAXIS VENTURES

In 2022, Maxis continued its efforts to foster innovation in Malaysia and boost the digital economy by acquiring significant stakes in two tech-driven ventures. These ventures were selected for their potential to create synergies with Maxis' network, including people, technology, and converged solutions that benefit our customers.

GuruLab

GuruLab is a Malaysian-based education analytics startup that empowers teachers to effectively provide personalised English education. GuruLab utilises data analytics to assess students' written work and verbal responses to create a detailed profile of their strengths and areas that require improvement. The feedback algorithm then recommends the

best practices for each student, addressing the shortcomings of the 'one-size-fits-all' approach used by schools and tuition centres.

In 2022, Maxis partnered with GuruLab to assist students with essay writing during the Maxis eKelas' English Highly Immersive Programme (HIP) Storyfest competition. The collaboration involved running a workshop for students and utilising the GuruLab platform to evaluate essays.

ComeBy

ComeBy is a Malaysian retail tech startup that offers a platform to help offline retailers understand their shoppers' preferences and sell more effectively. By using active and passive tracking and a network of QR codes to deliver contextual information, ComeBy enhances shopper engagement and conversion rates. ComeBy has conducted pilots with several popular retail partners in Malaysia and Singapore.

FINTECH

Maxis aims to support the shift towards greater accessibility and inclusivity in financial services through its wholly-owned subsidiary, Maxis Collections Sdn Bhd (MCSB). As an approved E-Money Issuer by Bank Negara Malaysia, MCSB seeks to develop strategic partnerships in digital payments, financing, lending, insurance, and other financial products. MCSB is desirous of positioning itself as a viable fintech partner for banks and non-bank service providers to create new digital-first products and enhance customer experiences.

MAXIS IP POLICY

In recognition of the importance of innovation within Maxis and the increasing levels of intellectual property emanating from within the organisation, we launched the Maxis Intellectual Property (IP) Policy in July 2021, providing a framework to manage, protect and commercialise Maxis IP. In conjunction with the IP Policy, a series of IP awareness workshops and engagements were rolled out to key business stakeholders in 2021 and subsequently organisation-wide in 2022, educating and empowering our businesses to own their innovation journeys.

With our businesses rallying behind our convergence call-to-action, the organisation's intellectual capital continues to grow, evidenced by our filing of four patent applications in 2021 and the extension of those patent filings internationally in 2022. We established the Maxis IP Committee, comprising Maxis' CEO, CTSO, CNO, CIO, CHRO, Head of Legal, Head of Business Planning and Head of Enterprise Products as part of IP governance. The role of the IP Committee is to provide guidance on homegrown IP, balancing business needs for commercialisation against overall IP protection and risk management.