

CHIEF EXECUTIVE OFFICER'S STATEMENT

Service Revenue

RM8.91
billion

(▲0.5% YoY)

EBITDA

RM4.33
billion

(▲5.0% YoY)

Profit After Tax

RM1.56
billion

(▲11.8% YoY)

DEAR VALUED SHAREHOLDERS,

2025 was a landmark year for Maxis. As we celebrated our 30th anniversary, we didn't just commemorate three decades of connecting Malaysia; we delivered one of our strongest financial performances in our history. It was a year that validated our strategy, demonstrated our strength in execution, and set a new benchmark for our future. I am proud of what we have achieved.

Our strategy is clear: to evolve from a mobile-centric telecommunications provider into Malaysia's leading integrated solutions partner. Our results from 2025 are a strong endorsement of this vision. Against a hyper-competitive backdrop, we achieved double-digit profit growth and demonstrated our ability to create sustainable value. Our Profit After Tax (PAT) grew by 11.8% to RM1.56 billion, driven by our disciplined focus on operational excellence that also increased our EBITDA by 5.0% to RM4.33 billion. This strong performance, underscored by a 17.2% increase in our Operating Free Cash Flow to RM3.58 billion, reassures us that we can invest confidently in our future while continuing to deliver strong returns to you, our shareholders.

Our success is built on two powerful growth engines: our Consumer and Enterprise Businesses.

In the Consumer segment, our "Customer Fortress" strategy is delivering exceptional results. We are winning the battle for high-value customers, growing our postpaid base by a remarkable 7.0% to 4.15 million subscribers. We also deepened our relationship with Malaysian households through our converged offerings, with our Home Connectivity revenue growing 2.4% to RM1.02 billion. In a revolutionary expansion beyond connectivity, we launched Maxis Home Solar. This initiative transforms our role from a telecommunications provider to a true "Household" partner, enabling our customers to embrace clean energy and contribute to a greener Malaysia.

Our Enterprise Business is rapidly becoming a cornerstone of the national digital economy with revenue growing 3.4% to RM1.67 billion in 2025. Notably, our Fixed & Solutions revenue grew by 5.1% as we pivoted towards high-value digital services. We are also cementing our position as the infrastructure partner of choice for Malaysia's AI and data centre boom. Our success in providing high-grade fibre solutions to 47 major data centres places Maxis at the very heart of our nation's technological future, powering the global hyper-scalers, digital infrastructure players and local entrepreneurs who are committing huge investments to our country.

Underpinning these achievements is our relentless commitment to our customers and our network. Our investment in Generative AI has revolutionised our service, from the new AI-powered Maxis App to the intelligent tools that support our customer care agents. This focus on a superior experience earned us a Touchpoint NPS of +71 and, most importantly, the trust of our customers. None of this would be possible without our award-winning network – recognised as Malaysia's Most Reliable – in which we invested RM986 million in 2025 to ensure it remains one of our strongest competitive advantages.

Finally, our success is a direct reflection of our people. Our "Because You Matter" initiative has fostered a culture of healthy engagement and high performance, earning us external recognition as a top employer in our industry. It is the passion and dedication of the Maxis team that turns our strategic vision into reality.

As we enter 2026, we do so with healthy momentum and a proven formula for success. We will fortify our core, expand our enterprise solutions, and continue to leverage AI and digitalisation to enhance every facet of our business. We are connecting 10 million people and over 100,000 businesses to the future and a world of possibilities, and our journey has only just begun.

Thank you for your continued trust and partnership.

Sincerely,

GOH SEOW ENG

Chief Executive Officer