



Investments Since 2008

Capex + Opex

USD10.1 billion

In 2014

126,000
Jobs Created

Procurement from Locally
Registered Vendors

85%

0.9% (USD2,771 million)
Contribution to GDP

Malaysia

Malaysia has a well-developed mobile market, with mobile penetration of over 148.5% in 2014. The customer base for mobile services in the country is projected to reach over 50 million by 2015.

Celcom

Celcom defended its market share in 2014 despite a challenging year for the telecommunications industry in Malaysia. At the end of the year Celcom had the largest share of the market with 13 million subscribers and 1.4 million broadband customers. Celcom has the widest network in Malaysia, covering 98% and 85% of the population with its 2G and 3G networks respectively. Currently with approximately 1500 LTE sites, Celcom continues to invest in network coverage, capacity and performance to maintain its technology leadership.

Last year Celcom launched an IT transformation process aimed at achieving competitive advantage and delivering the best customer experience to Celcom customers in the long term. Celcom is poised to introduce more innovative products in 2015, following the completion of the IT transformation project.

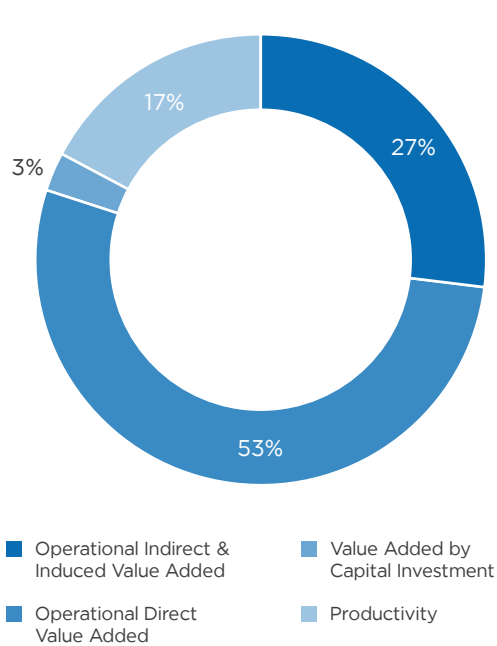


Figure 1: GDP contribution in Malaysia from 2008 - 2014

Our Economic Contribution

By the end of 2014, we had 28.7 million people covered through our network. Over the 7 year period from 2008 - 2014, our total expenses in Malaysia amounted to USD10.13 billion, whereas the Capital expenditure was USD1.8 million and Operational expenditure of USD8.3 billion.

In 2014, we contributed USD2.77 billion or 0.9% of Malaysia's GDP in 2014. Figure 1 provides a breakdown of the value added contribution to the GDP in 2014. 85% of our procurement were from vendors registered in Malaysia. Additionally, our contribution to the Universal Service Provision (USP) amounted to USD322.7 million last year.

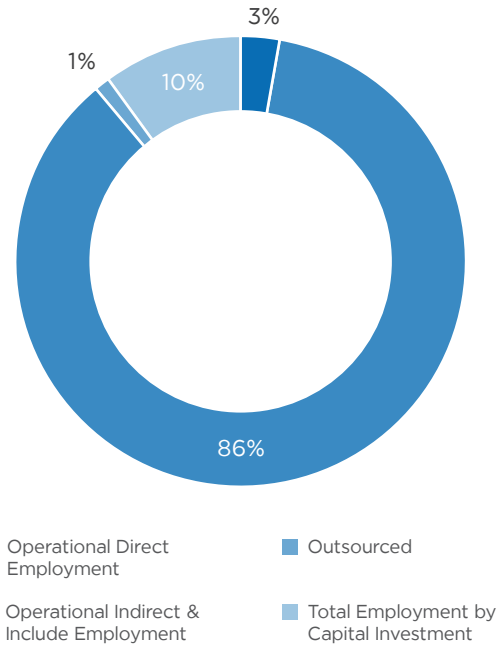


Figure 2: Employment impact in Malaysia

Our Social Contribution

On average, we have supported 131,300 employment opportunities annually in Malaysia between 2008 and 2014. In 2014, we provided direct employment to 4,445 people and supported indirect employment opportunities for more than 121,500 individuals. Figure 2 provides further breakdown of the employment opportunities supported in 2014.

In 2014, we continued the Axiata's Young Talent Programme (AYTP) and further developed the Celcom's 1Malaysia Training Scheme Programme - SLIM providing training to young Malaysian Graduates. From a disaster preparedness perspective, Celcom managed to take necessary steps to ensure its network was the most resilient during the 2014 floods on the East coast of Malaysia.

National Agenda

Supporting our local business partners forms part of our broader sustainability strategy of adding value for the communities and economies in which we operate. In 2014, RM1.09 billion of the spend was for Malaysian companies.

Gross revenue generated from mobile content for local market in 2014 increased by 15% with a total of RM422 million.

Celcom continues to establish new key partnerships through Local Partner Development Programme (LPDP) not only to support local vendors (VDP) but also stretching into business partners (BDP) and strategic partners (SDP). We have entered MoU with MITI for the development of local vendors (VDP) to become more competitive in the industry and to be ready to venture into regional market.

Celcom has initiated discussions in exploring opportunities offered by relevant government agencies to be Celcom anchor partners to provide access to financing, training, knowledge transfer and skills upgrading. As a result, Celcom is in the midst of signing MoUs with SME Bank, CEDAR and MARA. Celcom Partner Capacity Building Centre (PCBC) will house all capacity building information and activities for the use of Celcom Vendors, Business Partners and Strategic Partners.

Vendor Development

In 2014, Celcom purchased a gross value of RM802 million from Bumiputera companies, which was an increase of RM167 million from 2013. Celcom plans to establish a Vendor Development Programme that aims to empower competent and qualified local vendors with the necessary tools and resources they need to help them succeed.

Talent

We have committed RM100 million to the Axiata Young Talent Programme aimed at developing future business leaders of the country. For employee training and development in 2014, Celcom invested approximately RM11.1 million in employee training and professional development. Celcom has supported the government's efforts to raise the quality and marketability of graduates by introducing the BLUi (Celcom's 1Malaysia Training Scheme Programme - SL1M) in 2011. Since then, 159 have participated in the programme.

Export of Talent

As at the end December 2014, 9 Malaysians had been seconded or recruited by our overseas subsidiaries for senior positions. These individuals are poised to return and lead Malaysian corporates in the future.

Celcom's Key National Contribution Initiatives

