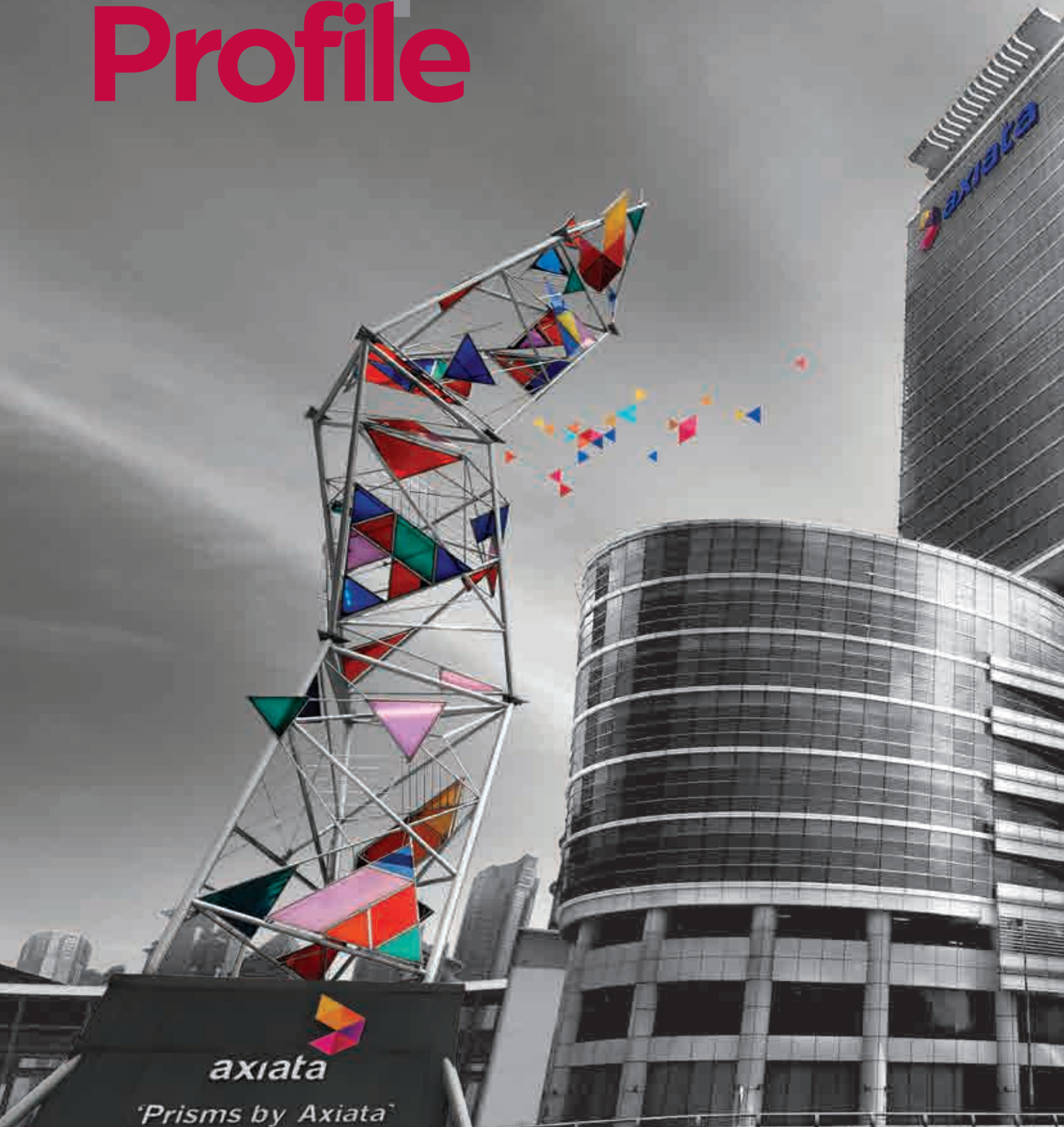





Group Profile




axiata
'Prisms by Axiata'

A black and white photograph of a modern, multi-story office building with a grid-like facade. The building is viewed from a low angle, looking up. The Axiata logo is visible on the upper part of the building. The sky is clear and light-colored.

Axiata Group Berhad (Axiata) is one of the largest Asian telecommunications groups in Asia with over 260 million customers. Axiata's vision is to be a regional champion by 2015 by piecing together the best throughout the region in connectivity, technology and talent, uniting them towards a single goal: Advancing Asia.

Axiata has controlling interests in mobile operators in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia with significant strategic stakes in India and Singapore. In addition, the Malaysian-grown holding company has a stake in non-mobile telecommunications operations in Pakistan.

The Group's mobile subsidiaries and associates operate under the brand name "Celcom" in Malaysia, "XL" in Indonesia, "Dialog" in Sri Lanka, "Robi" in Bangladesh, "Smart" in Cambodia, "Idea" in India and "M1" in Singapore. Added to this, the Group has established a communications infrastructure solutions and services company called "edotco".

The Group revenue for 2014 was RM18.7 billion (USD5.7 billion). Its market capitalisation stood at over RM60.5 billion (USD18.5 billion) at the end of 2014.

The Group provides employment to over 25,000 people across Asia.

Axiata was awarded the Frost & Sullivan Asia Pacific ICT Award for Best Telecom Group for six consecutive years in 2009, 2010, 2011, 2012, 2013 and 2014 and the Telecom Asia Best Regional Mobile Group 2010 and 2011 for its operations in multiple Asian markets. In 2011, Axiata was the only Malaysian company to make the Forbes Asia Fab 50 List.

Axiata's Journey

Axiata was incorporated in Malaysia on 12 June 1992 as a private limited company under the name of TMI, operating as a division within TM. In 2008, the TM Group completed a strategic demerger exercise which resulted in an enhanced TMI, which was merged with Celcom. TMI was subsequently listed on Bursa Securities on 28 April 2008 and in March 2009, TMI changed its name to Axiata Group Berhad and launched a new identity, enhancing its position as a leading regional mobile operator. The move was a requisite step to reinforce the Group's new business philosophy and its commitment to advancing Asia by addressing the unfulfilled communication needs of local populations with affordable and innovative products and services. Axiata has gone from 40 million customers, pre-demerger, to over 260 million across eight countries, in seven years, making Axiata one of the largest mobile players in Asia.

Shaping the Future

Axiata has always been ahead of the curve, quickly adapting to change and positioning its business model to capitalise on the developments in an increasingly digitalised world. Parallel to its investments in network and technology modernisation over the years, Axiata has also evolved its business to embrace the digital age and fast growing demand for data. 2015 will be a critical year for Axiata as it progresses in its transformation beyond a traditional telecommunications company.

In advancing Asia, Axiata remains committed to its role as a responsible corporate citizen, to make a difference to people's lives and help transform the countries in which it operates. Further details of Axiata's sustainability efforts are now available online.

Entities Across Asia

Mobile Subsidiaries

MALAYSIA



CELCOM AXIATA BERHAD

Year of Investment/Shareholding: 2008/100%
 Nature of Business: Mobile
 Subscribers: 13.0 Million
 Technology Deployed: GSM, GPRS, EDGE, 3G, HSDPA+, WiFi, 4G LTE
 No. of BTS (2G/3G): 15,483
 Network Coverage (By population coverage): 2G-95.2% 3G-85%

Note:
 Coverage based on national census of 2010.

INDONESIA



PT XL AXIATA TBK

Year of Investment/Shareholding: 2005/66.5%
 Nature of Business: Mobile
 Subscribers: 59.6 Million
 Technology Deployed: GSM, GPRS, EDGE, 3G, HSPA+, DC-HSPA+
 No. of BTS (2G/3G): 52,012
 Network Coverage (By population coverage): 2G->90% 3G->40%

SRI LANKA



DIALOG AXIATA PLC

Year of Investment/Shareholding: 1996/83.32%
 Nature of Business: Communication Services, Telecommunications Infrastructure Services, Media and Digital Services
 Subscribers: 9.5 Million
 Technology Deployed: GSM, GPRS, EDGE, 3G, HSPA, WiFi, CDMA, WiMAX, 4G LTE, MPEG-2, MPEG-4, HD
 No. of BTS (2G/3G/4G): 6,635
 Network Coverage (By population coverage): 2G-96%/3G-74%

CAMBODIA



SMART AXIATA CO., LTD

Year of Investment/Shareholding: 2013/87.99%
 Nature of Business: Mobile
 Subscribers: 6.5 Million
 Technology Deployed: GSM, GPRS, EDGE, 3G, HSPA+, 4G LTE
 No. of BTS (2G/3G): 2,845
 Network Coverage (By population coverage): >97%

BANGLADESH



ROBI AXIATA LIMITED

Year of Investment/Shareholding: 1995/91.59%
 Nature of Business: Mobile
 Subscribers: 25.3 Million*
 Technology Deployed: GSM, GPRS, EDGE, HSPA+, 3G
 No. of BTS (2G): 11,200
 Network Coverage (By population coverage): 99%

Note:
 Robi's active sub-base as reported to BTRC (Bangladesh Telecommunications Regulatory Commission) is 25.3 Million (as of December 2014).

Non-Mobile Subsidiaries & Associates/Affiliates

MALAYSIA



EDOTCO GROUP SDN BHD

Year of Incorporation/Shareholding: 2012/100%
 Nature of Business: Telecommunications Infrastructure and Services

PAKISTAN



MULTINET PAKISTAN (PRIVATE) LIMITED

Year of Investment/Shareholding: 2005/89%
 Nature of Business: Broadband and long distance, and international services

Mobile Associates/Affiliates

INDIA



IDEA CELLULAR LIMITED

Year of Investment/Shareholding: 2008/19.8%
 Nature of Business: Mobile Services
 Subscribers: 150.5 Million (as of 31 December 2014)

SINGAPORE



M1 LIMITED

Year of Investment/Shareholding: 2005/28.4%
 Nature of Business: Mobile and fixed services
 Subscribers: 2.0 Million (as of 31 December 2014)

Vision

Regional Champion 2015

by Advancing Asia, bringing together
people, connectivity and technology

Code of Conduct

Axiata is committed to conduct its business fairly, impartially and in full compliance with all applicable laws and regulations in Malaysia and in countries where the Group has operations. The Group's professionalism, honesty and integrity must at all times be upheld in all of the Company's business dealings by all employees.

Axiata has in place a Code of Conduct that serves as documentation of its commitment in ensuring its business dealings are conducted in a manner that is efficient, effective and fair. Axiata ensures that it is the responsibility of every employee to act in accordance with the policies detailed in the Group's Code of Conduct.

Core Values

At Axiata, there are two core values that we embrace across the Group: Uncompromising Integrity and Exceptional Performance. These two values define who we are and how we operate.



Uncompromising Integrity

Always doing the right thing and fulfilling promises made to earn the trust of our stakeholders.

We are committed to upholding the highest standards of lawful and ethical conduct, and in demonstrating honesty, fairness and accountability in all of our dealings.

Exceptional Performance

Always pushing ourselves to deliver benchmarked outstanding performance.

We are determined to be the winner, leader and best-in-class in what we do. Whilst we are tough with performance standards, we are compassionate with people - we call it "Performance with a Heart"

Uncompromising Integrity and Exceptional Performance are our distinct values and key to our success towards becoming a regional champion.

We place great emphasis in building a culture based on these two values across the Group.

These two core values will be incorporated into the existing values of the individual Operating Companies (OpCo) which includes, amongst others, service excellence, teamwork, creativity and customer centricity.

About the Report

This year's Sustainability Report, 'Our Commitment to Development: Towards a Digital Future' is our second standalone report against the Global Reporting Initiative (GRI – G4) guidelines. This report continues the narrative from 2013 which introduced Axiata's approach to promoting sustainability within the Group.

The mobile telecommunications industry has moved from facilitating voice and short messaging services (SMS) to a dynamic new digital platform where the services we support empower communities where we operate. This report discusses the approach taken by the Group to create sustainable digital ecosystems within each of our four sustainability pillars.

In this year's report, we share our journey towards creating sustainable digital ecosystems by examining four key aspects: the improvements we have engineered; the innovations we have seen; the investments we have made; and the impact we have had.

This report discloses the developments in each of the pillars in four different aspects. They are:



- **Improvements** made to projects highlighted last year
- **Innovations** & new projects introduced this year
- **Investments** made for significant projects
- **Impact** of the key programmes and their developments from a socio economic perspective

Notes:

Forward Looking Statements

This report contains forward looking statements characterised by the use of words and phrases such as “might” “forecast” “anticipate”, “project”, “may”, “believe”, “predict”, “expect”, “continue”, “will”, “estimate”, “target,” and other similar expressions. Our business operates in an ever-changing macro environment. As such, our business is subject to uncertainties that could cause actual results to differ from those reflected in the forward-looking statements. Such statements reflect the expectations of the Group and may or may not turn out as predicted.

Changes from the Previous Report

Our 2013 report scope did not include the passive infrastructure of our operations currently managed by edotco, covering a network of over 13,000 sites in Malaysia, Bangladesh, Cambodia and Sri Lanka. This report however, includes and discusses the impact of these operations and discloses sustainable measures taken currently within edotco as well. This report examines Celcom's performance in sustainability with more detail as Celcom is located in Malaysia and wholly-owned by the Group.

G4-17
G4-23