

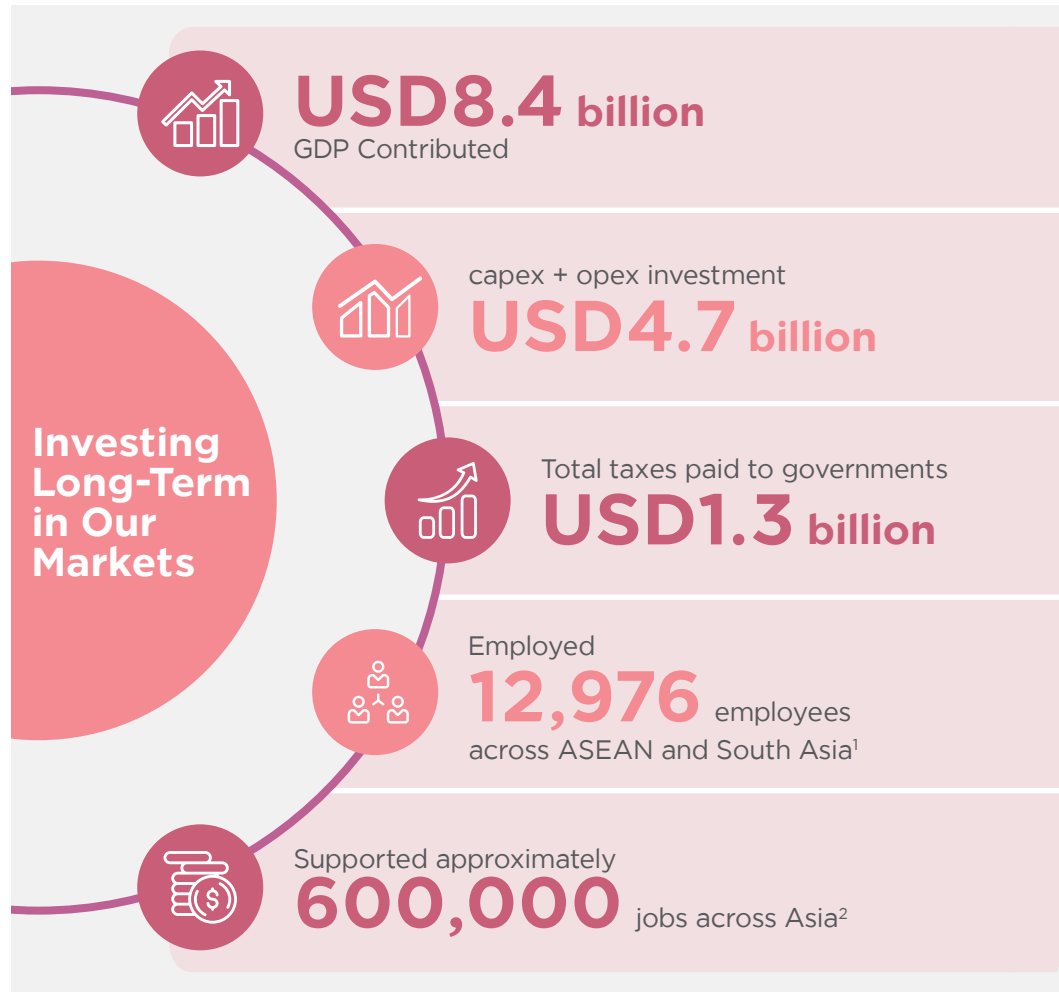


**BEYOND SHORT-TERM
PROFITS**

Investing Long-Term In Our Markets Overview

As a leading digital telecommunications group in ASEAN and South Asia, we are committed to delivering value which goes beyond short-term gains in all our markets. Our presence in most of our markets spans over 20 years. Since 2017, we have contributed over USD28 billion to the

Gross Domestic Product (GDP) of six countries where we have established a digital telco operation. For every USD1 spent on capex, we generated between USD5 to USD7 to the GDP in each country.



We have been able to deliver this value by providing digital and connectivity services which build and empower inclusive societies. This is anchored on the development of a digital ecosystem which leverages local industries, entrepreneurs, vendors and talents. This is designed not only to benefit our own supply chain, but also to value-add to the respective economies, where our world-class connectivity networks deliver inclusive and beneficial products and services.

As a member of the GSMA, we are also committed to working within our industry to further deliver transformative impact by participating in global industry initiatives. These thematic initiatives develop insights and tools to build on our commitment of social inclusion by connecting everyone and everything. We have committed to three of GSMA's initiatives which are driven by our OpCos:

Humanitarian Connectivity Charter

Comprising of three principles, focusing on preparedness, scale and collaboration, signatories of the Charter commit to support improved access to communication and information for those affected by crisis in order to reduce the loss of life and positively contribute to humanitarian response.

Connected Women Commitment Initiative

Aims to reduce the gender gap in mobile internet and Mobile Money services and unlock significant commercial and socioeconomic opportunities.

Zero Emissions by 2050

An industry-wide climate action roadmap, to achieve net-zero greenhouse gas (GHG) emissions by 2050, in line with the Paris Agreement.

Notes: ¹ Total employee headcount at Axiata (including ADL, ADS and Suvitech) as at 31 Dec 2019 was 12,976

² This is only from digital telco operations and based on the National Contribution Report 2019. More information can be found on Pg. 48



Investing Long-Term In Our Markets Bumiputera Empowerment Agenda In Malaysia

We are proud to represent Malaysia as a home-grown champion and view it as our responsibility to support the Bumiputera Empowerment Agenda (BEA). The BEA focuses on providing support for entrepreneurs, employees and students to ensure the country's largest community gains access to socioeconomic opportunities which reflect their representation in the nation.

In supporting this initiative, we have put in place a comprehensive investment programme aimed at building the capacity and capability of local vendors, providing financial support to a new generation of technopreneurs, and offering meaningful employment to university graduates.

Our Axiata Partner Development Programme aims to develop **four** Bumiputera National Champions, **two** Regional Champions and **one** Global Champion by 2020



1,500 Bumiputera e-entrepreneurs trained and two digital platforms (DesaMall and Desa Harapan) developed in collaboration with the Ministry of Rural Development



RM8.3 million in employee training and development

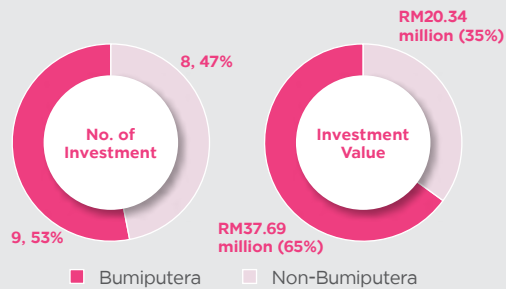


Tuisyen Pintar Harapan in collaboration with Yayasan Pelajaran MARA since 2017

4,500 SPM candidates from B40* families from 232 participating schools at 45 centres nationwide



RM100 million Axiata Digital Innovation Fund (ADIF) supports the development of innovative digital businesses, including Bumiputera **technopreneurs**



Local Partner Development Programme has supported capacity building of **50** Bumiputera **vendors, businesses** and **strategic partners**



We have procured **RM489 million** from Malaysian companies, of which **67%** of **RM329 million** was spent on Bumiputera companies



Since 2014, we have provided **2,891 undergraduates** with opportunities for internship and training, the majority of whom are Bumiputera



Our Bumiputera distributors have recorded **RM685 million** in physical distribution



Since 2016, we have collaborated with the Ministry of Higher Education and **50 institutions** of higher learning, to develop the digital entrepreneurship mindset among Bumiputera university students



Note: * Bottom 40% of monthly household income earners

Driving The New Digital Ecosystem Supporting Start-Ups

We have invested over RM200 million in digital venture funds in Malaysia, Sri Lanka and Cambodia. Respectively, through the Axiata Digital Innovation Fund (ADIF), Dialog Axiata Digital Innovation Fund (DADIF), and Smart Axiata Digital Innovation Fund (SADIF),

we work with local strategic partners to identify, fund and coach local start-ups with high growth potential. The funds have benefited almost 30 start-ups, contributing to the creation of local job opportunities, and driving the growth of the local digital economy.

	ADIF	DADIF	SADIF
Investees	<ul style="list-style-type: none"> Retail Services Education Advertising News Travel 	<ul style="list-style-type: none"> Micro-insurance Health Digital Media Big Data Logistics Agriculture 	<ul style="list-style-type: none"> AgTech Chatbot EduTech FinTech IoT Logistics Mobile Gaming
Launch Date	<p>▶ 2014 (In collaboration with Malaysia Venture Capital Management Bhd and Johor Corporation)</p>	<p>▶ 2018 Managed by BOV Capital</p>	<p>▶ 2017 In collaboration with Forte Insurance as co-investor Managed by Mekong Strategic Partners</p>
Fund size	▶ RM100 million	▶ USD15 million	▶ USD5 million
Investment focus	<ul style="list-style-type: none"> ▶ Tech start-ups ▶ 53% investment in Bumiputera technology start-ups 	<ul style="list-style-type: none"> ▶ Entrepreneurs committed to building digital companies in Sri Lanka ▶ DADIF has committed SLR497 million (USD2.57 million) in seven companies 	<ul style="list-style-type: none"> ▶ Cambodian-based digital companies and start-ups from early to growth stage of development ▶ SADIF already invested USD2 million in eight tech start-ups
2019 outcomes	<ul style="list-style-type: none"> ▶ Invested in 17 companies in retail, services, education, media and travel sectors ▶ Investments recorded an average revenue Year on Year (YoY) of 41% 	<ul style="list-style-type: none"> ▶ SLR415.36 million in gross revenue from first 4 companies ▶ Exited from an investment with capital gain of SLR87 million ▶ 384 jobs created ▶ Expanded portfolio in three start-ups 	<ul style="list-style-type: none"> ▶ Expanded portfolio with four more tech start-ups ▶ USD2.7 million revenue generated by all eight start-ups ▶ 1,434 jobs created by all eight start-ups



<http://www.intrescapital.com/funds.html>

<http://dif.lk/>

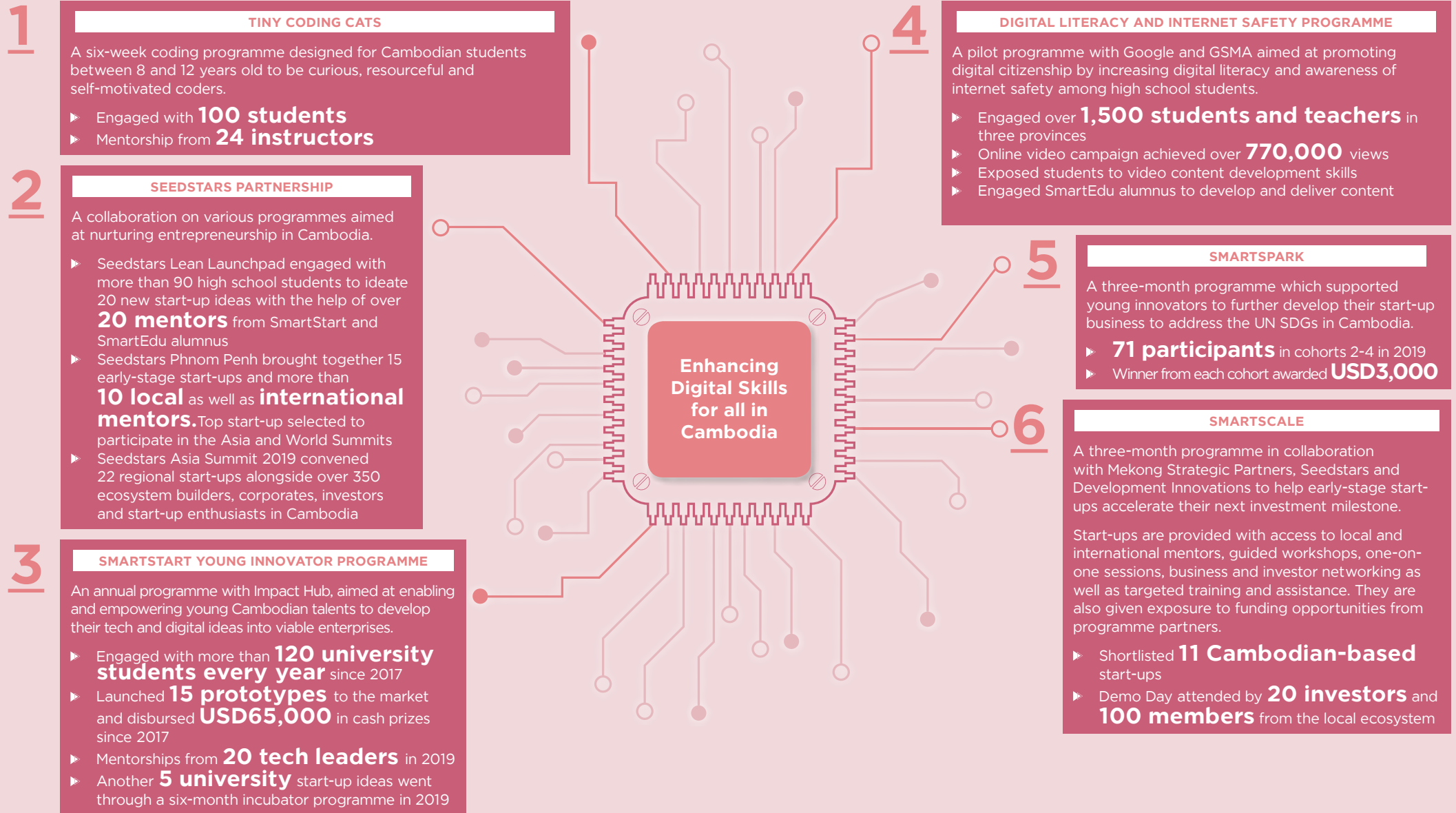
<https://sadif.com.kh/>

Driving The New Digital Ecosystem

Enhancing Digital Skills For All In Cambodia

The digital ecosystem and economy in Cambodia is rapidly taking shape with the emergence of new business activities in digital payment, online entertainment and e-commerce. Through a comprehensive

suite of programmes, Smart Axiata is promoting digital inclusion by ensuring digital native Cambodians are equipped to participate and benefit from this new digital economy.

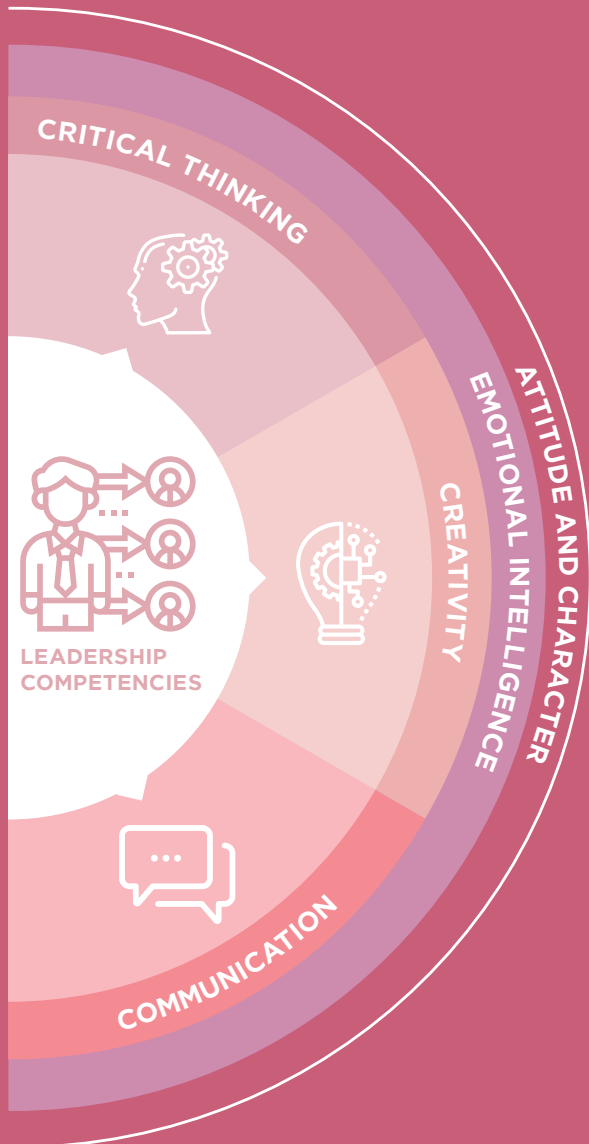


Building Future Leaders

Axiata Young Talent Programme

Since 2011, we have committed RM100 million over ten years to focus on young talent leadership through the Axiata Young Talent Programme (AYTP). The AYTP is our unique leadership initiative designed for driven young Malaysians eager to learn and have the capacity and ambition to be future corporate leaders. Each track under AYTP is anchored to the AYTP Framework which consists

of Attitude and Character, and Emotional Intelligence as the base, followed by three Critical Skills (Critical Thinking, Communication, Creativity), and Leadership Competencies. As of this year, AYTP has successfully been replicated in our footprint countries of Cambodia and Indonesia.



AYTP Malaysia

Over **2,149 young talented** Malaysians have been impacted through three leadership development tracks.

School Leadership Development Programme	A five-year programme in partnership with Kolej Yayasan Saad in Melaka. Open to all Malaysian secondary school students who are looking to develop their critical skills and command of leadership competencies.
University Leadership Development Programme	A two-week 'summer camp' style leadership development programme for young Malaysian undergraduates studying locally or abroad that provides them the opportunity to learn critical skills and knowledge required of a future CEO.
Young CEO Development Programme	A two-year leadership development programme for young Malaysian professionals that provides them the opportunity to master critical skills and knowledge required of a future CEO.
AYTP Alumni Association	A community of over 1,300 AYTP alumni that supports each other in their journey to becoming nation-builders of tomorrow.

XL Future Leaders (XLFL) in Indonesia

Launched in 2012, XLFL has reached over **99,000** students across all provinces of Indonesia.

XLFL Global Leaders	<ul style="list-style-type: none"> ▶ Indonesia's most comprehensive and longest running youth leadership programme, targeting top university talents ▶ Programme acceptance rate of 1% ▶ In 2019, 150 students from 45 universities across 20 provinces were selected
XL Scholarship Camp	<ul style="list-style-type: none"> ▶ Full tuition and year-long scholarship that provide students the necessary resources for personal development to extend their skill sets beyond the classroom
eLearn.id	<ul style="list-style-type: none"> ▶ Online platform to bring the XLFL Global Leaders programme to everyone. The online platform has 29 courses and 38,000 users

SmartEdu University Student Development Programme (USDP) in Cambodia

Launched in 2018, Smart Axiata's USDP has reached 96 Cambodian students studying at 16 universities in Cambodia, UK and USA.

<ul style="list-style-type: none"> ▶ A 13-day stay-in bootcamp that provides theoretical, experiential, personal and relational development opportunities through learning-by-doing as well as real case business simulations ▶ 48 top Cambodian students selected annually ▶ 16 students from two cohorts have been selected for a two-month work placement at Axiata

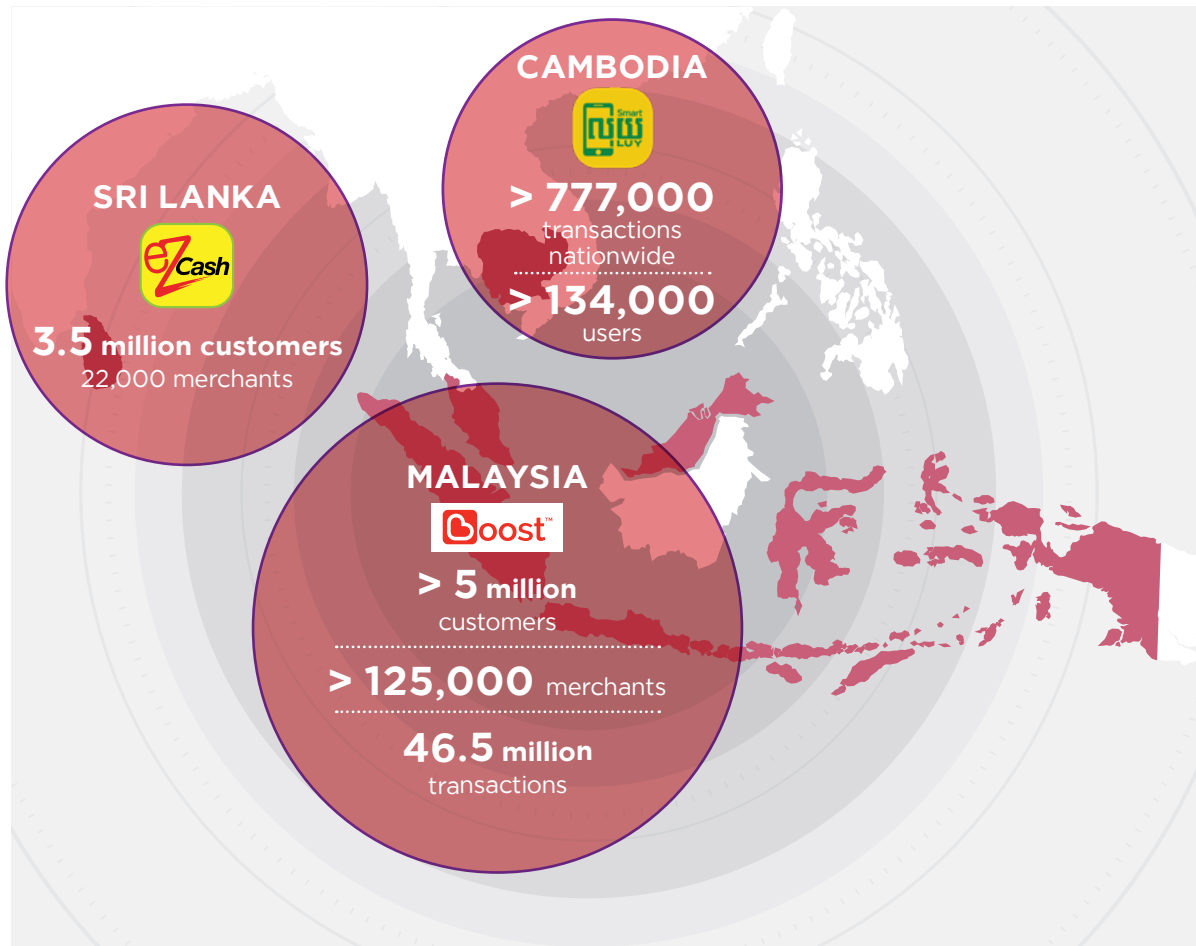
Uplifting Communities Through Digital Inclusion

Empowering The Underserved Through Financial Inclusion

It is estimated that more than one billion people in Asia are “unbanked”, with no access to formal financial services¹. They do not participate in formal employment, have no bank account and thus are not able to engage in any type of commerce. Underserved communities are also disadvantaged from opportunities for upliftment due to their limited awareness on or access to financial services.

New digital transactional platforms offer convenient and vastly less expensive ways to bring financial services to the underserved and unbanked. Through our e-wallets, digital payments, micro-credit and micro-insurance products, we support the underserved, help to scale micro-businesses, and offer insurance protection to more people.

Digital wallets



Source: ¹ <https://blogs.worldbank.org/allaboutfinance/financial-inclusion-asias-unbanked>

Our service platforms in Malaysia

OUR SERVICE PLATFORMS

- ▶ **Boost** - we help merchants, whether they operate hawker stalls or retail outlets, to receive payments and manage cash flow in just one place
- ▶ **Aspirasi** - we empower the micro and SME community to forge a path of dynamic growth. Our seamless digital financing platforms offer micro-finance and micro-insurance services to help the underserved community achieve their business goals



PRODUCTS LAUNCHED

- ▶ **Working Capital Financing** - provided to highly underbanked micro-enterprises to support purchase of simple fixed-assets and raw materials
- ▶ **Supply Chain Financing** - provided to small-enterprises via tripartite factoring arrangement with principal distributor
- ▶ **Invoice Financing** - provided to e-commerce merchants for cash flow management issues with the ability to receive cash before invoice settlement date
- ▶ **Insurtech products** - affordable insurance and takaful products for consumers, micro-entrepreneurs and SMEs



DIGITAL AT ITS CORE

- ▶ **100%** end-to-end digital financial services
- ▶ **3 min** application process
- ▶ Disbursement of funds within **48 hours**



Uplifting Communities Through Digital Inclusion

Transforming Agriculture And Fishery Practices

Communities working in the agriculture and fishery sector constitute a large percentage of the region's poor. They often have challenges in accessing financial services and have completed little education. By providing accessible, effective and economical farming solutions to these communities, we can help to uplift their wellbeing.

We provide digital services and solutions which assist the day-to-day activities of farmers and fishermen, such as sharing of best agricultural and fishery practices. Our tools also allow farmers and fishermen to access real-time market prices, establish digital payment processes and marketplaces, help them to modernise their work, and create opportunities to boost their livelihoods.

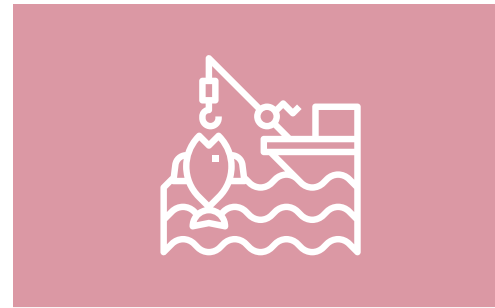


GOVI MITHURU SRI LANKA

- ▶ Dialog's Govi Mithuru is Sri Lanka's **largest mobile agriculture service** providing personalised information to farmers
- ▶ Over **600,000 subscribers**
- ▶ In partnership with government agencies and industry groups, the service provides good agriculture practices on **21** specific crops, tailored to the location of the farm and stage of cultivation

SAVIYA SRI LANKA

- ▶ Sri Lanka only produces **30-40%** of its local fresh milk demand
- ▶ Leveraging on the success of Govi Mithuru, Dialog launched **Saviya**, a mobile-based advisory service for dairy farmers to improve production capacity, quality of milk produced, and health of livestock
- ▶ Provides time-sensitive, commercially valuable advice via text and voice-linked to the lactation cycle of dairy cows from pregnancy to calving
- ▶ Empowering over **5,000 dairy farmers**



LAUT NUSANTARA INDONESIA

- ▶ With over **80,000 km** of coastline, fisheries are an important part of Indonesian livelihood
- ▶ Laut Nusantara app aims to increase a fisherman's standard of living by **three times** and improve their safety when out at sea
- ▶ Provides access to database on fishing grounds, accurate weather forecast, and fuel consumption data calculation
- ▶ **25,000** downloads
- ▶ **8,433** active users

DESAMALL MALAYSIA

- ▶ Celcom is the connectivity partner of DesaMall@KPLB¹, a public private partnership which provides end-to-end **e-commerce and digital marketing training** to small, medium and micro agro-enterprises in order to move their business online
- ▶ **1,400** entrepreneurs registered
- ▶ **RM1.3 million** sales generated in 2019
- ▶ **80%** of vendors are women
- ▶ **300,000** daily visits
- ▶ **Top 5** items sold
 - Retail Goods
 - Beauty and Health
 - Toys for Babies
 - Men's Fashion
 - Home Furnishings



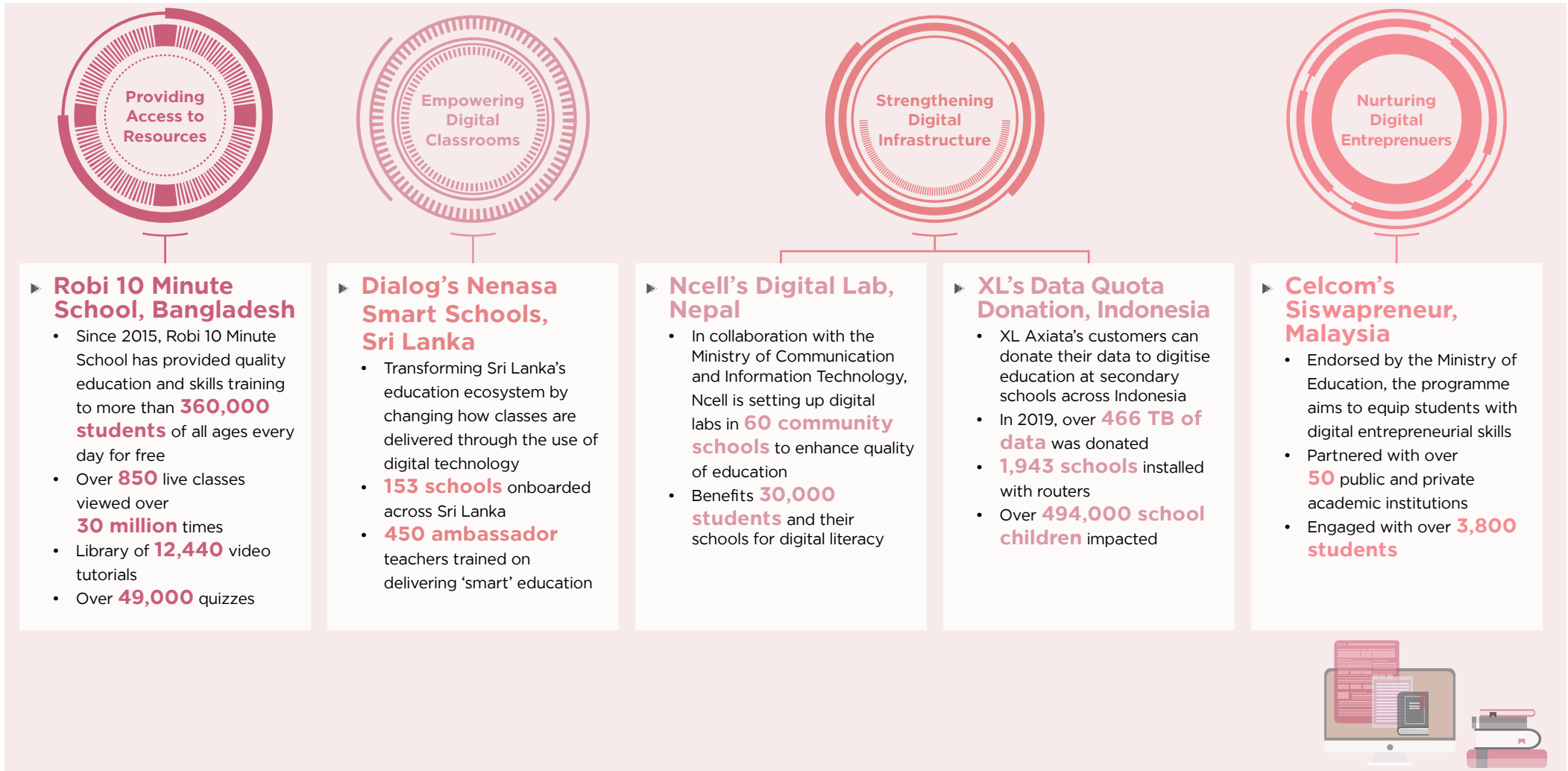
Note: ¹ KPLB - Kementerian Pembangunan Luar Bandar (Ministry of Rural Development)

Uplifting Communities Through Digital Inclusion

Championing Education For Underserved Communities

It is estimated that half of the world's illiterate population lives in South Asia¹. Children from rural areas often face difficulty in accessing education, while some children have to forego schooling to assist their families with income-generating activities. Despite the considerable progress on educational access and participation, ensuring inclusive and equitable quality education for all continues to be challenging.

In recognising the vital role of education in providing catalytic opportunities and ensure the creation of lasting socioeconomic change, we provide digital tools and technology targeted at reaching disadvantaged children living in the region. Digital technology allows education services to scale rapidly, and content to be delivered in a cost effective manner.



Source: ¹ <https://bangkok.unesco.org/content/literacy-rates-rise-one-generation-next-challenges-remain-region>

Uplifting Communities Through Digital Inclusion

Empowering Women

Technology and the internet can be a great enabler for women and girls to improve their lives. In developing countries, they struggle with affordability and access, and without equal access to technology and the internet, are not able to equally participate in our emerging digital societies.

As a partner to the GSMA Connected Women Commitment Initiative, we are committed to increasing the number of female subscribers in our markets. We are working with partners to provide access to educational content, employment and financial services. We also provide multilingual digital health and wellness messaging platforms to empower women seeking information to improve their quality of life.

