



Beyond Short-Term Profit

Investing Long-Term in All our Markets



Long-Term Investment

We have been partners of nation building in ASEAN and South Asia for more than 15 years. Through our capital expenditure in building a world-class network, procurement from local suppliers, and nurturing the development of our local employees, we have demonstrated our commitment to long-term value creation for the region.

We are the largest foreign direct investor in a number of markets where we are present. In 2017 we contributed over USD15.9 billion to the Gross Domestic Product (GDP) of eight countries where we have a telco presence. For every USD1 spent on capital expenditure, we generated between USD4.6 and USD8.0 to the country's GDP. Our contributions to national GDPs can be found in our National Contribution Report on page 47.

We believe in enabling a strong digital ecosystem to support a long-term sustainable business. We go beyond commercial motivation through the creation of corporate venture capital funds, ensuring digital access for rural communities, and developing inclusive products and services.

We support the United Nations Sustainable Development Goals to leave no one behind. By working with national and international partners, we are a strategic technology enabler which allows partners to rapidly scale innovative digital inclusion programmes and services to bring tangible impact to the daily lives of people.



Digital Ecosystem



Digital Inclusion



GSMA Partnership

Contributed
USD15.9 BILLION
to the GDP of countries

More than
15 YEARS
in most country of operations

Over
44% BASE STATIONS
in rural areas

Every **10% increase**
in mobile penetration
contributes to **1.2%** in GDP

Improved
4G COVERAGE
in all markets

Focus on
DIGITAL INCLUSION
to ensure we leave no one behind

Commitment Beyond Short-Term Profit

Investing Long-Term in All our Markets



Supporting the Bumiputera Empowerment Agenda in Malaysia



Long-Term Investment

~RM2.32 billion to USP fund from 2004 - 2017

RM590 million physical distribution by Bumiputera distributors, and **3,886** Bumiputera dealers

RM1.37 billion spent on Malaysian companies with **69%** or **RM951 million** spent on Bumiputera companies

RM12.84 million in employee training and development

130,981 registered users at Pusat Internet 1Malaysia across the country



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GSMA Partnership



Axiata Partner Development Programme

aims to nurture the development of Bumiputera entrepreneurs. Target to develop four National Champions, two Regional Champions and one Global Champion by 2020

Local Partner Development Programme

- Supports capacity building of 50 Bumiputera vendors, business, and strategic partners
- Provides additional support and training in partnership with government agencies (MITI, MARA, SME Bank, CEDAR, JCORP, MDEC, MIDF, PUNB, TERAJU)

1,971 SL1M participants since 2014

Celcom's Contributions

- Capex since 2008: RM57 billion (Capex and Opex)
- Contributed 0.5% to M'sia's GDP in 2017
- Over RM9.6billion contributed to Govt in the form of taxes, regulatory fees since 2008
- 43,800 direct and indirect jobs supported in 2017

Non - KPI Contribution

- Badminton Association Malaysia (BAM) - RM34 million until 2020
- Axiata Arena - RM55 million over a 10-year term

Driving the New Digital Ecosystem

The Axiata Digital Innovation Fund (ADIF) launched in 2015 is Malaysia's largest corporate venture capital fund to date. We have committed to raise half of the RM100 million fund, with the objective of developing Malaysian digital startups, and increasing Bumiputera equity and participation in the digital economy.

Since its launch, ADIF has invested RM43 million in 14 Malaysian companies, of which over 60% are in Bumiputera held technopreneur companies. With investment of up to RM10 million per company, ADIF presents startups with a unique and competitive advantage to reach approximately 350 million customers across our markets.

In 2017, we launched the USD5 million Smart Axiata Digital Innovation Fund (SADIF) in Cambodia and the USD15 million Dialog Axiata Digital Innovation Fund (DADIF) in Sri Lanka. As the first corporate venture capital fund in both countries, the launch of the respective innovation funds triggered great interest with hundreds of local startups applying to the fund. SADIF and DADIF have already each invested in three digital entrepreneurs since its launch. Both funds aim to invest in at least 12 companies in respective markets over the next five years.



Long-Term Investments



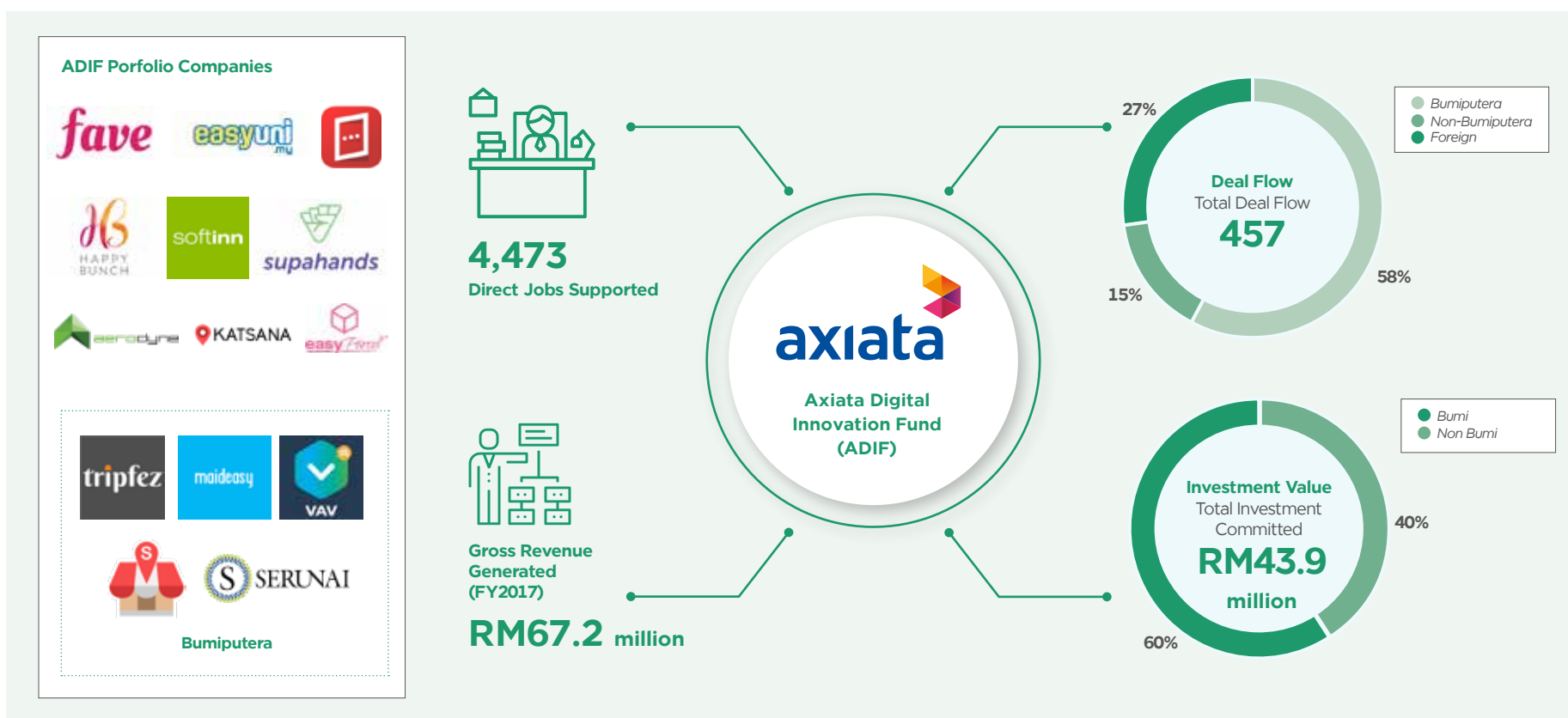
Digital Ecosystem



Digital Inclusion



GSMA Partnership



Commitment Beyond Short-Term Profit



Connecting the Underserved through Digital Financial Inclusion

An estimated 1.6 billion individuals in the developing world transact almost entirely in cash. They are mostly low-income wage earners living in rural and urban poor communities with little or no access to traditional financial services.

The growing smartphone penetration in our markets has made digital financial inclusion a game changer. With mobile connectivity, more people are able to access digital and e-wallet services which improves their quality of life. The disruption that digital financial services inclusion brings allow millions of low-income earners to have for the first time, access to non-formal credit assessments, micro credit loans, insurance and money remittance.

As more people have access to digital financial services, they contribute to the local economy and the overall national development. Micro businesses can access loans to expand their operations. Families are financially protected in times of need. Communities are empowered through international remittance from family members.



Long-Term Investments



Digital Ecosystem



Digital Inclusion



GSMA Partnership



Digital and e-wallet services in four markets, namely Malaysia, Indonesia, Sri Lanka and Cambodia

Boost



200%

year-on-year increase in Gross Value Transaction

Over

3.8 million

customers in Cambodia, Bangladesh and Sri Lanka subscribe to m-micro insurance through our investment in BIMA



Dialog's m-insurance is subscribed by

11% of Sri Lanka's population

Over

10% of Smart's customers subscribe to an insurance plan, making it the largest provider of life insurance in Cambodia

Paid-out insurance claims to over

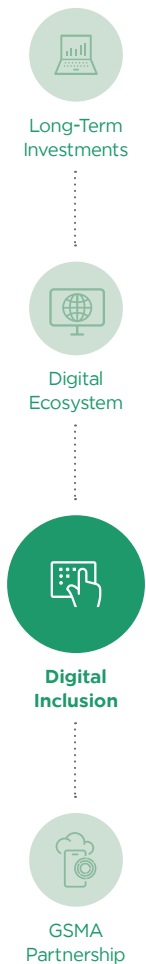

27,542 customers in 2017

Leveraging Digital Access to Increase Productivity

The agricultural sector is one of the primary economic contributors for countries where we operate. Though small-scale farmers produce nearly 70% of food consumed worldwide, they are often one of the most disadvantaged communities, with little opportunity for higher formal education and access to traditional financial services.

Advancement in digital services is an information and financial bridge to rural communities. It can deliver critical information such as good agricultural practices, online agricultural extension services and updates on market prices that help farmers make informed decisions to boost productivity and profits.

Innovation in digital financial services also allows unbanked smallholders to access financial products and services to grow their business enterprises. Through partnerships with governments and the local supply chain, digitisation of the agriculture ecosystem increases production efficiency and reduces crop waste. As the capabilities of IoT continue to advance, digital services and sensors can help improve labour efficiency and contribute to better production yield.

Dialog

Over **400,000** farmers registered on Dialog's 'Govi Mithuru' service in Sri Lanka

Digital library of good agriculture practices on **17** crops

Gold Award for Inclusion and Empowerment in the e-Swabhimani 2017 Digital Social Impact Awards




Celcom

Celcom's partnership with 'Desamall' in Malaysia. The online marketplace gives rural SMEs access to 11street's platform of over **80** million customers

Target to register **1,000** rural SME entrepreneurs

Aims to increase sales revenue of rural entrepreneurs by **30%**



XL

Over **1,800** fishermen registered on XL's Nyelan Pintar services in Indonesia

12 features providing information on market prices, weather updates, fuel calculations and to record their catch

Plans to connect another **1,200** fishermen and develop real-time features in the app

Commitment Beyond Short-Term Profit



Accessing Quality Education through Digital Connectivity

Education is the bedrock to improving lives of individuals and sustainable development. Major progress has been made in the region towards increasing access to education at all levels and enrolment rates in schools, especially for women and girls. Though basic literacy skills have improved, greater efforts are needed to ensure there is progress towards achieving education for all.

Mobile internet amplifies the impact of technology in learning. Online mobile education makes quality education accessible for all children, especially for those who are poor and living in remote areas. It allows access to the latest information and content to improve the quality of learning. By integrating mobile technologies into classrooms, students have the opportunity to engage and participate, empowering the youth of today for the future.



Long-Term Investments



Digital Ecosystem



Digital Inclusion



GSMA Partnership



Robi's 10 Minute School is Bangladesh's largest free online education platform

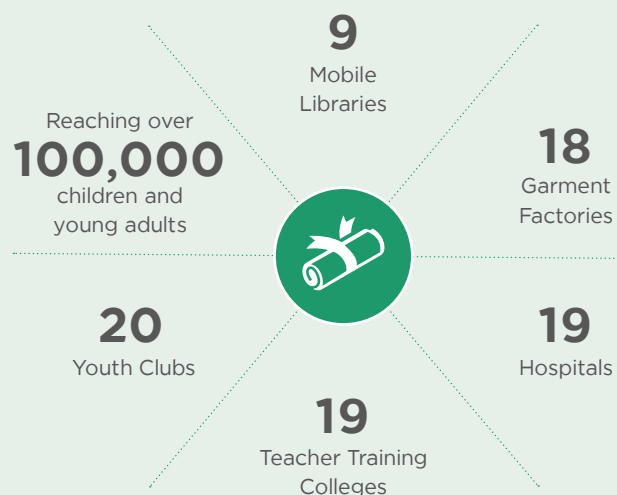
Over **7 million** students registered

Over **200,000** students log on daily



Dialog's Nanesa Smart School has commenced the transformation of **100** schools, with the target of reaching **250** schools by 2020

Smart's digital literacy partnership in Cambodia creates 'Library Resource Centre' installed with iPads in



SmartStart is a young innovator programme to enable and empower young Cambodian university talents to launch their own tech startups. The programme includes a unique learning platform, mentorship and financial support.

Over **500** university students participated

17 students successfully developed a digital platform for their startup

Celcom's 'Siswapreneur' entrepreneurship training endorsed by the Ministry of Higher Education. Over

400

university students trained on building an entrepreneurship mindset and skills

Narrowing the Digital Gender Divide

When women thrive, so do families, societies, businesses and the economy. However, all indications point towards women being left behind in our increasingly connected world, particularly in the rural communities. There are an estimated 184 million fewer women owning a mobile phone compared to men in emerging and developing countries.

Closing the gender gap in mobile internet and mobile money services is critically important to deliver significant socioeconomic benefits to underserved women. Mobile technology and services offer opportunities to access education content, employment, finance and health services. Women have also reported that access to mobile phones give them a sense of empowerment and security.

A number of our OpCos have committed to the GSMA Connected Women Initiative (CWI) which aims to increase women subscribers and close the gender digital divide. Working with local partners, they are developing programmes and services that are relevant to their local context to empower women.



Long-Term Investments



Digital Ecosystem



Digital Inclusion



GSMA Partnership

Robi's Digital Bus Project is a three-year government partnership to reach women in

64 districts and villages in Bangladesh on digital literacy and entrepreneurship. In 2017, the project reached

17,755 women across the country

Over **15,000** registered users on XL online platform, Sisternet. The platform empowers, enriches and inspires women all over Indonesia with stories and information on self development, education and career advice. XL is developing partnerships with three national ministries to empower rural women in the coming year with on-the-ground activities through Sisternet



In partnership with Maya Apa, Robi provides "Maya Apa Plus" to its customers. A premium SMS service, customers can anonymously access Maya's on-demand information on health, psycho-social, legal issues

400,000 monthly users

50,000 queries a month

66% of users under the age of 24

Dialog has partnered the Ministry of Women and Child Affairs to scale its Connected Women Initiative. Through a Train-the-Trainer programme, women in villages are taught how to use smartphones and access life enhancing services by trained development officers

3

Train-the-Trainers workshops conducted

49

Regional Women Developmental Officers from the Ministry and Dialog staff trained as trainers



7

Training sections conducted in four districts

675

women in villages empowered to use digital services related to education, health, entrepreneurship and internet safety

Commitment Beyond Short-Term Profit

Partnership with the GSMA



Long-Term Investments



Digital Ecosystem



Digital Inclusion



GSMA Partnership



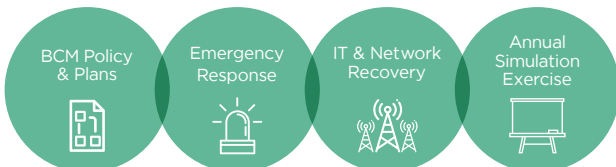
Axiata is a Board Member of the GSMA Foundation. The Foundation aims to demonstrate the positive social impact of mobile technology. The Foundation engages industry partners to develop and pilot projects that utilise mobile communications to relieve the poor, distressed and underprivileged. Axiata Group is committed to the following:



Humanitarian Connectivity Charter

The Humanitarian Connectivity Charter supports Mobile Network Operators in improving preparedness and resilience during times of disaster. Three shared principles commit operators 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.

Axiata's Business Continuity Management Policy



Over **8 million** SMS sent by Dialog and Ncell in partnership with local authorities to evacuate danger areas



RM 300,000 over three years. Axiata Group's sponsorship of Mercy Malaysia's humanitarian missions to countries where we have a presence



Connected Women Initiative

The Connected Women Initiative is aimed at accelerating digital and financial inclusion for women. Targeting low- and middle-income countries, the programme aims to unlock commercial and socioeconomic opportunities through mobile internet education, promote purpose-for-use, and mobile money services.

Dialog

49 Regional Women Developmental Officers from the Ministry of Women and Child Affairs and Dialog staff trained as trainers

675 women in villages empowered to use digital services related to education, health, entrepreneurship and internet safety

Robi

17,755 women in **64** districts and villages trained on digital literacy and entrepreneurship

400,000 monthly users access 'Maya Apa Plus' on-demand information service on health, psycho-social and legal issues