



Beyond Short-Term Profits

Investing Long-Term in All Our Markets



Long-Term Investment

As partners of nation building in ASEAN and South Asia since our inception, we are committed to creating long-term and sustainable value for the region. Our business model revolves around digitisation and connectivity, with the higher purpose of enabling a robust, local and seamless digital ecosystem that contributes to societies and communities.

Steered by our business model, our triple core strategy drives our agenda of digital inclusion. We build world-class networks for connectivity through which we deliver inclusive and beneficial products and services. We enable localisation of value by integrating local suppliers and entrepreneurs into our supply chain.



Digital Ecosystem



Contributed **USD13.9 billion** to the GDP of eight countries in which we have a digital telco presence



More than **20 years** in most countries of operations



Digital Inclusion



Over **46% base stations** in rural areas



USD1.4 billion in taxes paid in six countries in which we have a digital telco presence



GSMA Partnership



Improved **4G coverage** in all markets



Focus on **digital inclusion** to ensure we leave no one behind



More details on Investing Long-Term in All Our Markets can be found in the “The Value We Create” and “Our Performance” section of our IAR

Investing Long-Term in All Our Markets



Long-Term Investment



Digital Ecosystem



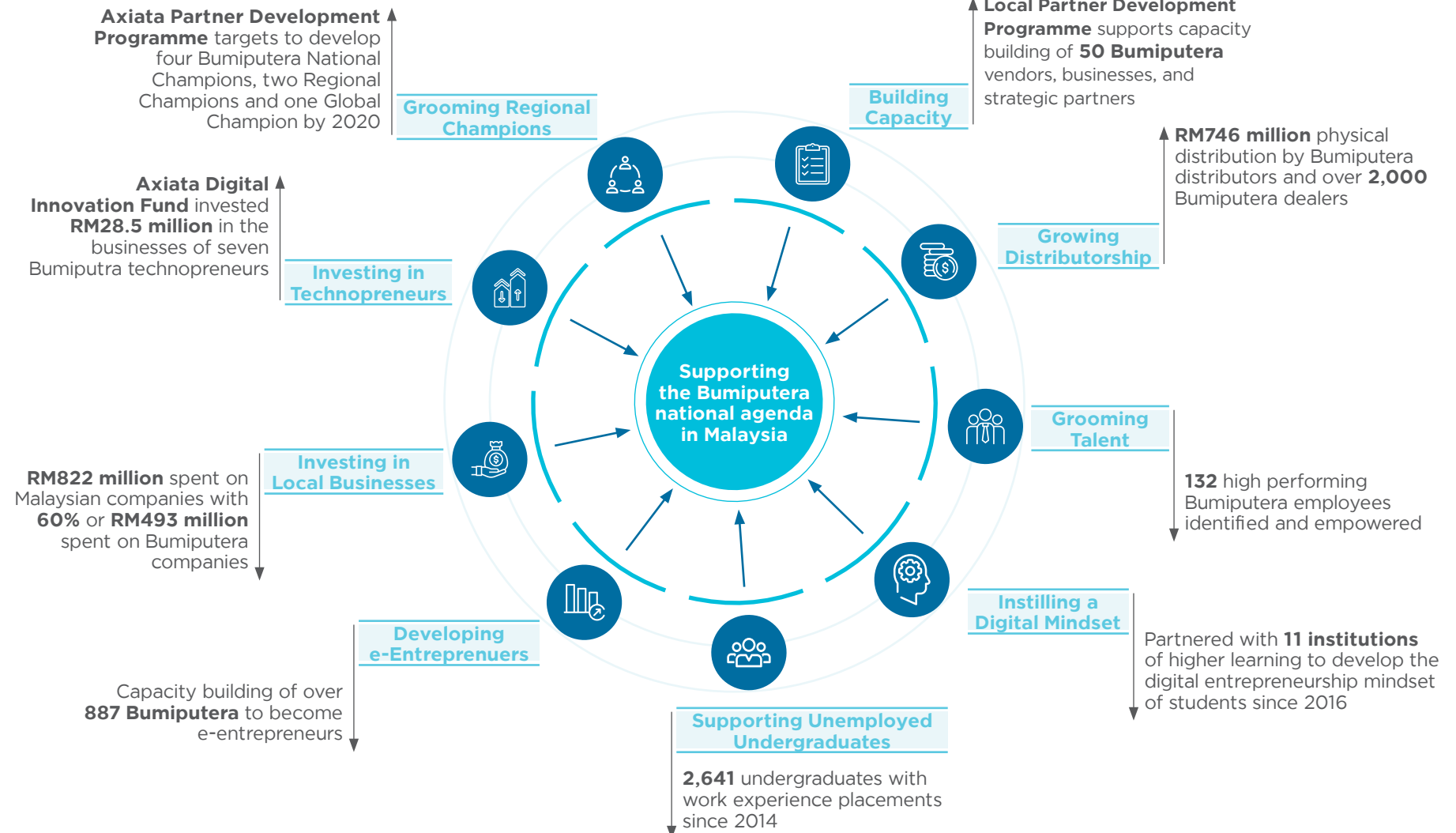
Digital Inclusion



GSMA Partnership

The Bumiputera national agenda in Malaysia aims to build a comprehensive and effective ecosystem which enables an independent and progressive Bumiputera community to thrive. In ensuring that the Bumiputera socio-economic development agenda is effectively implemented, the Bumiputera national agenda focuses on entrepreneurs, employees, students and communal groups. The agenda also seeks to enhance Bumiputera equity ownership in the

corporate sector, and to develop emerging catalytic players. Through a range of initiatives, it also identifies and cultivates high performing talent and top graduates based on merit. We support the Bumiputera national agenda through a comprehensive investment programme in building the capacity and capability of local vendors, funding the next generation of technopreneurs, and providing valuable work experience for university graduates.



Driving the New Digital Ecosystem



Long-Term Investment



Digital Ecosystem



Digital Inclusion



GSMA Partnership



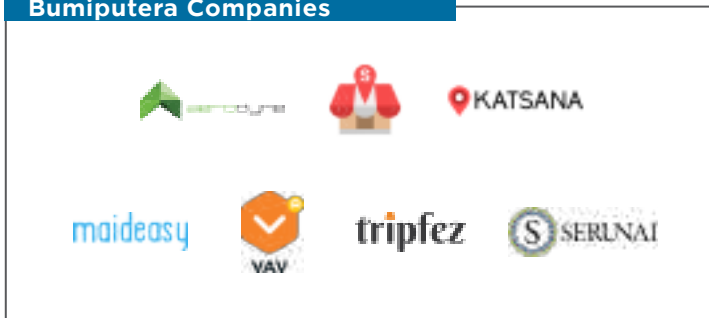
We invest strategically in digital startups with high growth potential to enable a robust, localised and end-to-end digital ecosystem that uplifts people's lives. We are uniquely positioned to support these startups by leveraging on our market reach, customer base and infrastructure. Together with our partners, we have implemented an effective process to identify, fund, and coach these startups

to strengthen the digital ecosystem. Our sector-agnostic portfolio of investee companies ranges from digital services and products, to disruptive business models and digital ecosystem enablers that generate impressive revenues and create high-value jobs in emerging markets.

Malaysia - Axiata Digital Innovation Fund (ADIF)

- ▶ Launched in **2015**
- ▶ Increasing Bumiputera equity and participation in the digital economy
- ▶ Malaysia's largest corporate venture capital fund to date
- ▶ Committed to raising half of the targeted **RM100 million** fund

Bumiputera Companies



Non-Bumiputera Companies



Direct jobs supported as of December 2018

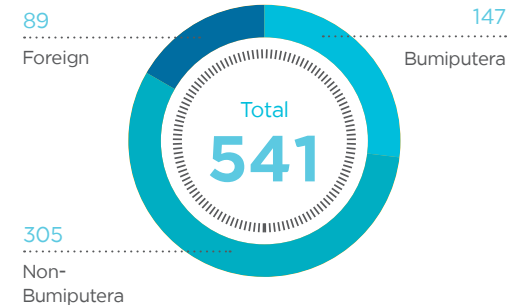
4,792



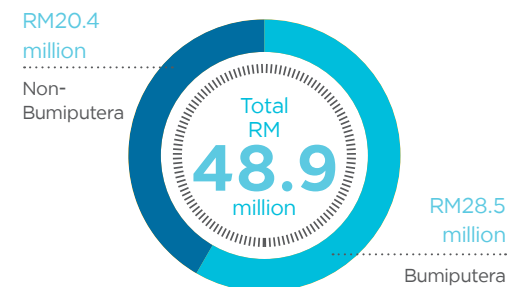
52%
YoY growth in gross revenue amounting to

RM169 million

Deal Flow



Total Investment Committed



click [here](#) for more information



Driving the New Digital Ecosystem



Long-Term Investment



Digital Ecosystem



Digital Inclusion



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Sri Lanka - Dialog Axiata Digital Innovation Fund (DADIF)

- ▶ Launched in **2018**
- ▶ Fund size: **USD 15 million (SLR2.5 billion)**

Investee Companies



roar



Direct jobs supported as of December 2018

175



Approximate gross revenue of three companies for 2018

SLR2.5 billion



Deal flow

70 startups



Total investment committed

SLR 219 million

click [here](#) for more information

Cambodia - Smart Axiata Digital Innovation Fund (SADIF)

- ▶ Launched in **2017**
- ▶ Fund has invested **USD1.2 million of the USD5 million fund**



Online selling platform and delivery



Investment in January 2018



- ▶ **>300** serviced merchants
- ▶ **>3,000** average customer deliveries per month
- ▶ Released new app for deliverymen



Food and grocery delivery platform



Investment in August 2018



- ▶ **>500** restaurants
- ▶ **>14,000** deliveries per month
- ▶ **>90** drivers



Core banking system for micro-finance institutions, banks and financial institutions



Investment in July 2018



- ▶ **32** clients, including a new client in **Myanmar**
- ▶ **85,000** borrower accounts
- ▶ **USD150 million** in loans approved



Agricultural marketplace and financing for farmers and suppliers



Investment in November 2018



- ▶ **>6,400** farmers serviced
- ▶ **3X** increase in credit sales in 2018
- ▶ **Series A financing** successfully closed
- ▶ Expanded business to **India**

click [here](#) for more information

Investing in the Digital Capabilities of Tomorrow



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Digital Ecosystem



Digital Inclusion



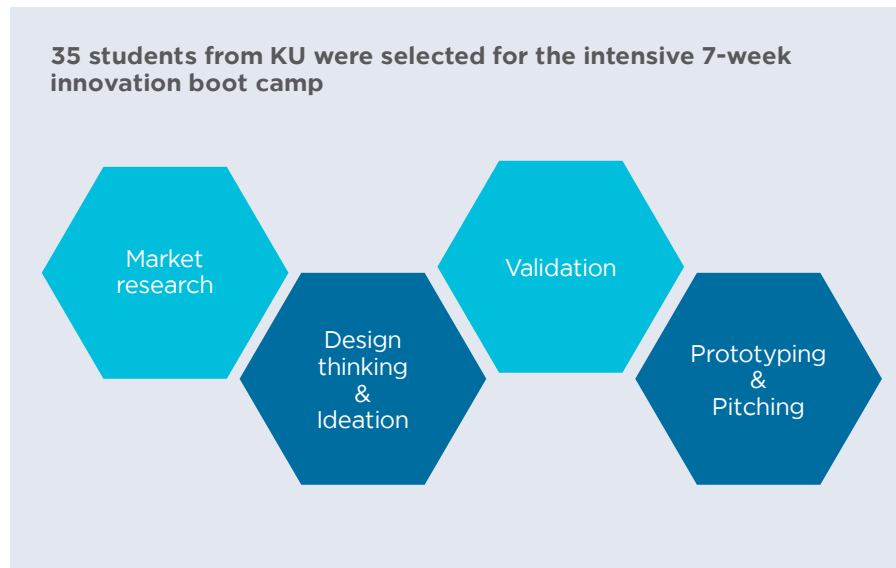
GSMA Partnership



Developing young digital talent is pivotal to our goal of developing a localised and comprehensive digital ecosystem in the markets in which we operate. Across our footprint, we are working closely together with governments, leading

Nepal - Global Startup Labs

Ncell, in collaboration with Massachusetts Institute of Technology (MIT) and Kathmandu University (KU), launched the MIT Global Startup Labs (GSL) in Nepal, empowering technology entrepreneurs and cultivating the startup ecosystem in this emerging economy.



Winners of GSL 2019

- ▶ Sajilo Marmat Sewa is a one-stop technology-enabled maintenance solution that connects households and businesses with experienced technicians
- ▶ Kinder is a mobile app which encourages sharing and enhances the relationship between parents and teachers in kindergarten or schools
- ▶ OPUS is an online art portal that promotes Nepalese artworks and artisans

international bodies, schools and institutions of higher learning to nurture a dynamic entrepreneurial culture, and train keen young social entrepreneurs to bring their ideas to fruition.

Cambodia - SmartStart Young Innovator Programme

An annual programme in partnership with Impact Hub Phnom Penh, endorsed by the Ministry of Posts and Telecommunications and the Ministry of Education, Youth and Sport. The nine-month programme supports Cambodian university students to ideate and launch their digital businesses. The top five teams are each awarded a USD4,000 cash prize and a six-month incubation programme.

SmartStart Cycle 2 received over **230** applications nationwide

Over **120** participants shortlisted for the Hackathon Challenge

60 selected for the five-day Technopreneurship Challenge

Cycle 2 Grand Final Winner

SomJot, a mobile parking app that connects vehicle owners with available parking spaces in Cambodia, won a 4D3N Tech Trip to Singapore.

Malaysia - UiTM-Celcom Young Digital Innovators Programme

A three-year collaboration partnership with the MARA University of Technology (UiTM) to develop a future generation of Bumiputera innovators. The sustainable IoT-based programmes aim to engage 400 youths and instill a culture of innovation to uplift the Bumiputera agenda and narrow the digital divide.



Technology Maker Lab

Equipped with maker tools for students to explore, experience and innovate new ideas.



School Mentoring

Inspiring high school students through mentoring and advice by 40 UiTM undergraduates.



IoT Bootcamp

Three-day IoT workshop for underserved children.

Connecting the Underserved through Digital Financial Inclusion



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Digital Inclusion

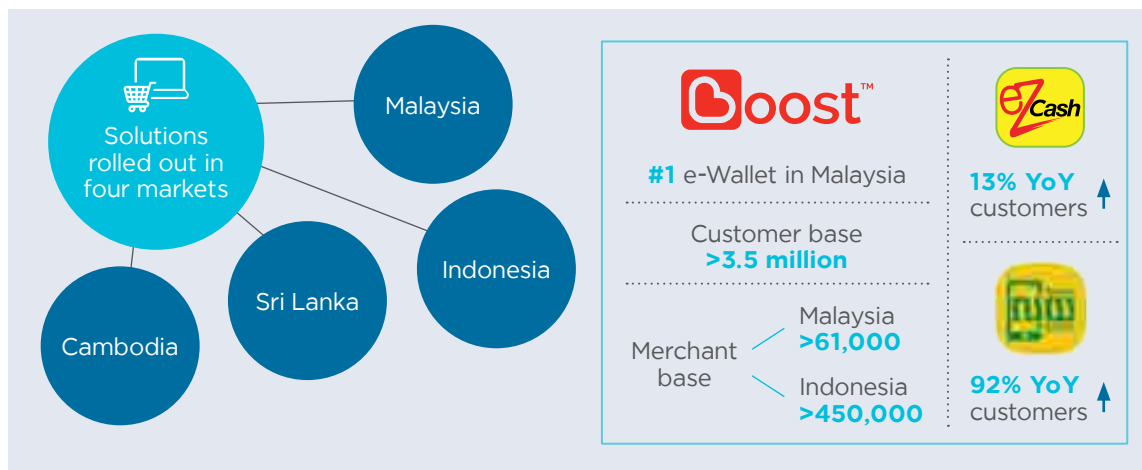


GSMA Partnership

Financial inclusion is a key driver for sustainable development, integrating individuals and households into formal financial and safety networks. This enables them to save, invest and cushion shocks from emergencies and ill health. Leveraging on our investments in leaders of mobile insurance, we have deployed

mobile and digital enabled solutions that will enhance financial inclusion both in cities and remote rural communities in the region. Our focus is primarily on e-wallets, digital payments, micro-credit and micro-insurance.

e-Wallets and Digital Payments



Micro-Financing

Access to micro-financing has a significant impact on the operations of small and micro-entrepreneurs. In 2018, we launched micro credit products for micro-entrepreneurs in Malaysia and Indonesia. The entire lending process is digitised to ease documentation requirements and the rigorous know your customer compliance process.

Malaysia: Working Capital Loan	Indonesia: Supply Chain Credit
ranging from RM500 - RM20,000	ranging from IDR500,000 - IDR5.0 million

Micro Insurance

In Bangladesh and Cambodia, individuals pay among the highest out-of-pocket costs for healthcare in the world, while many remain uninsured in Malaysia and Indonesia. Through our investment in BIMA, a leading provider of mobile-delivered insurance and health services in emerging markets. We are providing access to affordable health care and social protection for those most at risk.

Over **3.8 million** customers in Cambodia, Bangladesh and Sri Lanka subscribe to mobile-micro insurance

Benefitting over **18,000 individuals** in times of need

Average payment of **USD135** per claim

Winner of GSMA Global Mobile Awards 2019

Best Mobile Innovation for Health and Biotech



Transforming Agriculture and Fishery Practices

Though small-scale farmers and fishermen produce a significant percentage of food consumed worldwide, they are often one of the most disadvantaged and vulnerable communities. With little opportunity for higher formal education and limited access to traditional financial services, they risk being left further behind

in an increasingly digital world. Our digital services and solutions support farmers and fishermen through the sharing of information such as good agricultural and fishing practices as well as real-time market prices, and establishing digital payment processes and market places.



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Govi Mithuru

- ▶ Good agriculture practices on 21 types of crops
- ▶ Voice message services sent to farmers to improve crop cultivation
- ▶ Customised advice based on the crop, location and stage of cultivation
- ▶ Over 500,000 subscribers

click [here](#) for more information



Xsmart Village

- ▶ Empowering underdeveloped villages in Indonesia
- ▶ Partnered with Ministry of Village (Desa) and the University of Jember to support a village in Situbondo in East Java.
- ▶ Used the Satwa Nusantara application to train farmers on improving farm productivity and management techniques
- ▶ Increased the average weight of cows by 26kg, stabilising market price of cattle and incomes of farmers
- ▶ Plans to scale the programme to the national level

Desamall

- ▶ Celcom's partnership with the Ministry of Rural Development in creating an online marketplace for rural small and medium enterprises (SME)
- ▶ Access to 11Street's and other e-marketplace platforms
- ▶ Target 1,000 rural SME entrepreneurs on the platform
- ▶ Aim to increase sales revenue of rural entrepreneurs by 30%

click [here](#) for more information



Laut Nusantara

- ▶ Maritime digital solution in partnership with Kementrian Laut
- ▶ Kominfo subsidised 1,200 smartphones for fishermen
- ▶ Real-time weather, sea conditions, and fuel usage calculations
- ▶ Expand the app's coverage to coastal communities across Indonesia
- ▶ New features to include waterway information, navigation rules, coastal information, location tagging, and price information

Digital Payment Services

- ▶ Piloted a digital payment service to smallholders of a tea factory in Ratnapura district
- ▶ Objective is to overcome the last mile of digitisation affecting the agricultural sector value chain
- ▶ Smallholder tea farmers were asked to respond to an SMS from the factory if they are ready for crop collection

- ▶ Key lessons from the pilot for agribusinesses to consider:
 - Support collection agents with data top-ups
 - Improve efficiency by white listing farmers who respond to SMS short-code
 - Incorporate real-time and relevant information to support collection agents

Click [here](#) for more information

Accessing Quality Education through Digital Connectivity



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Education is the bedrock to improving lives of individuals and enabling sustainable economic and social development. Leveraging on our competencies and connectivity to deliver online mobile education and integrate mobile

technologies into classrooms, we bring quality education to all children, especially those who are disadvantaged and living in remote areas.

▶ Robi 10 Minute School

Now delivered through an app, Bangladesh's largest free online education platform provides live classes, access to university admission tests, and content on professional, hard and soft skills development.

Over
7 million
students registered

Over
200,000
students
logging on daily

More than
12,000 videos
covering all academic subjects

More than
4,000 quizzes

Over
**1,100 educational
blog articles**



Click [here](#) for more information

▶ Celcom Siswapreneur

Celcom's entrepreneurship training programme endorsed by the Ministry of Higher Education aims to equip students with entrepreneurial skills to support economic and social well-being. Initiatives under the KPM-Celcom Siswapreneur Programme include:

SiswaCart

Partnered with eight universities to sponsor 16 fully equipped food carts. Students gained practical entrepreneurship experience by operating a food business.

SiswaDay

A full day of knowledge sharing with 200 students at each partner university aimed at developing the participants' entrepreneurial mindsets, skills and talents.

SiswaMall

An e-commerce marketplace for university students and lecturers to sell products and services on the 11Street platform. The programme also offered students the opportunity to be certified by Google in Digital Marketing and Digital Advertising.

▶ Dialog Nenasa Smart School

Supports inclusive access to quality education with a goal to digitally transform 250 schools by the end of 2020. In 2018, the programme reached 180,000 students and upskilled 7,300 teachers in 100 nucleus schools in two of the most populous provinces in Sri Lanka.

Impact on Teachers after Implementation

31%

reported improvement in teaching environment

>78%

expressed high satisfaction in the new learning approach

26%

found it more convenient to access teaching materials

49%

of teachers reported an increase in students' enthusiasm to learn new things

41%

of teachers felt the programme helped to build closer relationships with students



4
QUALITY
EDUCATION

Bridging the Digital Gender Divide



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The Fourth Industrial Revolution (IR 4.0) will not only disrupt business models but labour markets and skill sets needed to thrive in the new landscape. Women will be at a disadvantage in the era of IR 4.0 if the overall digital gender gap widens. We support the GSMA Connected Women Initiative which aims to increase the number of women subscribers in South Asia. Working with local partners, we are

developing regional programmes and services addressing women's issues in the local context. Leveraging on our mobile technology and services, we are opening up access to educational content, employment, financial and health services for women.

Facilitating Financial Inclusion

The Robi Joyeeta programme partnered with Cignifi and Bank Asia to connect and engage with women in two districts of Bangladesh who do not have a bank account or a smart phone. The programme offers women access to a bank account as well as a device financing plan with minimum easy monthly installments.

In Bangladesh, only an estimated

19% of the population have access to formal banking services

Compared against men, women in South Asia are

26% less likely to own a mobile

70% less likely to use mobile internet

Click [here](#) for more information

Digital Training on Wheels

The Robi Digital Bus Project, in partnership with the ICT Division of the Bangladeshi Government and Huawei, aims to educate 150,000 young women in colleges and universities on digital literacy and entrepreneurship in 64 districts by 2021.

4 buses to support the outreach programme. One new bus was added in 2018

497 Institutional touch points

25,343 Students trained

Digital Literacy

XL Axiata's digital literacy programme seeks to inspire growth and improvement in living standards among Indonesian women through a range of online and offline programmes.

Sisternet

XL's online platform caters to women all over Indonesia with engaging content on self-development, education, career and lifestyle

2,000 online modules provided for **14,300** registered members

Partnerships with **6** Indonesian Ministries and **10** brands to develop relevant content

Offline Programmes

210 women attended **21** workshops on health, family, digital literacy, and entrepreneurship

Click [here](#) for more information

Messaging Platforms

Robi and Dialog have respectively launched anonymous and interactive messaging platforms managed in partnership with local women NGOs. These platforms provide women with a safe and trusted channel to seek advice from a selected panel of professional experts on a range of topics.

Robi Maya Apa

A digital health and wellness concierge for Robi subscribers.

>600,000 cases resolved

450,000 monthly active users

60,000 monthly queries

Click [here](#) for more information

Dialog Yeheli/Thozhi

Sri Lanka's pioneering personalised and interactive service.

6,203 users

>1,500 questions asked

Click [here](#) for more information

Partnership with the GSMA



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The GSMA Foundation aims to demonstrate the positive social impact of mobile technology by engaging industry partners to develop and pilot projects that utilise mobile communications to relieve the poor,

distressed and underprivileged. Axiata's President and Group CEO is a current Board Member of the GSMA Foundation and has committed to the following GSMA inclusion initiatives:

▶ 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 effort.

Axiata's Business Continuity Management Policy



BCM Policy
& Plans



Emergency
Response



IT & Network
Recovery



Annual Simulation
Exercise

- ▶ XL Axiata donated over USD1.8 million in digital services to connect customers after three disasters struck Indonesia
- ▶ Celcom signed a letter of intent with the National Disaster Management Agency to support sending SMS alerts during times of impending disasters
- ▶ Ncell expanded its partnership with the Department of Hydrology and Meteorology to another 250 monitoring stations



click [here](#) for more information

▶ 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 socio-economic opportunities through mobile Internet education, promoting a reason to use, and mobile money services.

Dialog

- ▶ Launched Yeheli/Thozhi messaging platform for women to seek advice on social and personal issues

Robi

- ▶ Partnership with Cignifi and Bank Asia to increase digital financial inclusion among women
- ▶ **450,000** monthly users access 'Maya Apa Plus' on-demand information service on health, psycho-social and legal issues
- ▶ **25,343** women in **64** districts and villages trained on digital literacy and entrepreneurship



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