

# OUR STRATEGY FRAMEWORK

Our purpose is to connect our customers to what matters most. This is achieved through our commitment to modernise and operate our business responsibly to enable growth and create efficiencies, anchored by a strong people, customer and innovation focused culture. We believe this gives us a competitive advantage to deliver sustainable growth and long-term value creation.

## PURPOSE

### CONNECTING CUSTOMERS TO WHAT MATTERS MOST

Pillars	Strategic Goals	2020 Priorities	Performance Metrics
 <b>Growth</b> Driving profitable growth ahead of the industry by optimising our core business through differentiated segment offerings, enriching value for our current customer base, and accelerating growth from our digital business. This is supported by our determination to provide a consistent network experience, and relevant products and services to customers.	<b>Leader in industry postpaid and internet growth</b> <ul style="list-style-type: none"> <li>Trusted partner for SMEs' digital transformation and preferred digital partner for enterprises</li> <li>Offer differentiated services through personalisation and digital solutions</li> <li>Provide best internet experience on Malaysia's largest network, ready for 5G</li> </ul>	<ol style="list-style-type: none"> <li>Capture new growth from consumer and B2B business</li> <li>Derive more value from existing customer base</li> <li>Invest in competitive network</li> </ol>	<ul style="list-style-type: none"> <li>Service revenue development</li> <li>Capital expenditure (capex) investment</li> </ul>
 <b>Efficiency and Simplification</b> We remain focused and purposeful to drive structural operational efficiencies for our business to remain competitive.	<b>Leader in modernising operations</b> <ul style="list-style-type: none"> <li>Improve and innovate on core business</li> <li>Simplify systems and processes to be more effective and efficient</li> <li>Modernise network and IT platforms to unlock potential of 5G, IoT and AI</li> <li>Digitalise customer interactions across channels with MyDigi as central hub for telco and digital lifestyle services</li> </ul>	<ol style="list-style-type: none"> <li>Continue organisation-wide digital transformation</li> <li>Drive multi-year, structural operational efficiency initiatives to ensure profitable business</li> </ol>	<ul style="list-style-type: none"> <li>Free cash flow</li> <li>Improvement in Network Net Promoter Score</li> <li>Increase in MyDigi's monthly active users</li> </ul>
 <b>Winning Team</b> People are our most valuable asset. We aim to continuously build a conducive, modern workplace for our people that promotes inclusion, collaboration, agility, health and safety, and the freedom to learn, innovate, engage and grow as they deliver on our purpose and drive the business.	<b>Leader in modernising the organisation</b> <ul style="list-style-type: none"> <li>Empower employees with freedom to engage, learn, grow and innovate to inspire the next for Malaysia</li> <li>Build a future ready workforce, with critical digital competencies</li> <li>Implement agile way of work, while driving a Customer Obsessed and Innovation 360 culture</li> <li>Nurture a diverse and inclusive workforce reflective of customer base</li> <li>Improve workplace health, safety and environment for employees</li> </ul>	<ol style="list-style-type: none"> <li>Strengthen inclusivity at workplace, driven by agile mindset that inspires everyday innovation and customer obsession</li> <li>Upskill organisational capabilities and build critical digital competencies to strengthen future talent pipeline</li> </ol>	<ul style="list-style-type: none"> <li>Number of online learning hours per employee</li> <li>Improvement in Diversity and Inclusion targets</li> <li>Zero Lost Time Injury Frequency (LTIF) rate</li> <li>Employee Engagement and Enablement Survey (EES)</li> </ul>
 <b>Responsible Business</b> We are committed to operate our business responsibly, holding to high standards in managing material business environment risks, and effective action to solve issues related to safe and inclusive connectivity for all.	<b>Leader in responsible and sustainable business practices</b> <ul style="list-style-type: none"> <li>Responsible in securing and protecting customer data</li> <li>Prioritise secure and defendable network</li> <li>Make digital skills inclusive and internet safety an imperative for all youths</li> <li>Maintain high governance standards across our supply chain</li> <li>Committed to managing environmental footprint and impact</li> </ul>	<ol style="list-style-type: none"> <li>Ensure secure and sustainable business conduct, adhering to high governance standards</li> <li>Continued focus on improving economic, environmental, and social priorities</li> </ol>	<ul style="list-style-type: none"> <li>Number of children engaged in internet safety</li> <li>Number of site inspections and audits</li> <li>Reduction of fuel energy dependency</li> </ul>