

OUR BUSINESS

Our purpose
Connecting you to what matters most

Our vision
To become the preferred digital provider for Malaysians



We have positioned ourselves well for sustainable long-term growth and value creation with a clear strategy to succeed...
Page 03

 **GROWTH**

 **EFFICIENCY & SIMPLIFICATION**

 **RESPONSIBLE BUSINESS**

 **WINNING TEAM**

...anchored by well-defined strategic growth drivers
Page 18

Drive growth from our Core


Digitise our Core

Grow new Digital Businesses

...and the responsible way we drive our business and engage our community

 **Sustainability**
Pages 32 to 41

 **Governance**
Pages 60 to 86



OUR STRATEGY

WE HAVE A SHARPER, MORE FOCUSED VIEW OF DRIVING OUR BUSINESS MOVING FORWARD SO WE CONTINUE BEING A HIGH-QUALITY DIGITAL PROVIDER THAT CONNECTS YOU TO WHAT MATTERS MOST.



GROWTH (pages 18 to 23)

Our goal is to deliver profitable growth ahead of the industry by driving more value from our core business, and activating growth from new digital ventures for the long-term. Driving this is our relentless focus on delivering great connectivity and digital services to our customers, made increasingly accessible through robust digital channels, and supported by a high-quality, consistent network experience across the nation.



EFFICIENCY & SIMPLIFICATION (pages 18 to 23)

We are focused on managing our resources in a smarter, more efficient way. We do this by exploring and adopting new operating models and digital tools that optimise our network and IT assets, prioritise financial discipline, pursue process simplification and streamline the way we work.



RESPONSIBLE BUSINESS (pages 32 to 39)

We believe approaching our purpose in a responsible, sustainable way creates value for all stakeholders within our ecosystem. We aim to be a trusted partner, conducting our business with the highest standards of integrity and governance, delivering services to our customers that guarantee their safety and privacy, and leveraging our expertise to reduce inequalities faced by society and the environment.



WINNING TEAM (pages 35 to 37)

Our people are key to our performance and success. We are determined to continue building an inclusive, dynamic workplace that nurtures a learning, agile, collaborative and innovation 360° culture; where high-performing talent continue developing digital competencies and exercise the freedom to innovate to deliver on our purpose to connect our customers to what matters most to them.