Manufactured Capital

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Our approach

Guiding Factors

Material Matters

G4 EC1 EC2 S5 S6

Strategic Pillars

UNSDGs

8 DECENT WORK AND ECONOMIC GROWTH   9 INDUSTRY, INNOVATION AND INFRASTRUCTURE   10 REDUCED INEQUALITIES

As the largest telecommunications and digital services provider, we are committed to being a part of accelerating the national digitalisation agenda and driving the growth of Malaysia's digital ecosystem. Our combined networks strengthen our competitiveness to deliver the most consistent, high-speed, and secure connectivity, delivered through continuous investment in network modernisation.

Our network and information technology (IT) infrastructure assets also determine how we differentiate ourselves in an increasingly competitive industry. As part of our modernisation journey, we have prioritised investments to develop technologies such as Robotic Process Automation (RPA), Artificial Intelligence (AI), and Machine Learning (ML) in our operations. Within our distribution network, we strive to increase the scope of customer services on our digital touchpoints to provide better customer accessibility.

Key inputs in 2023	Outputs
• Widest network population coverage for 4G LTE and 4G LTE-A • Modernised network infrastructure with 5G-ready equipment • Integrated and modernised IT infrastructure • Integrated retail stores across the nation • Synergised digital touchpoints	• Building Malaysia's future digital network, and delivering the widest and fastest network experience nationwide • Driving modernisation and AI automation initiatives towards operational excellence • Connecting with our customers through our digital and physical touchpoints

Looking ahead

As digitalisation grows in almost all facets of public and private life, CelcomDigi expects exponential growth in data usage in line with an accelerated pace of digital adoption. We will continue to provide superior network quality via our leading 4G network experience, in addition to revitalising our telco solutions by driving widespread introduction of 5G technology nationwide.

- Complete three-year network integration and modernisation exercise to build Malaysia's future digital network, uplifting network quality, capacity, and coverage
- Invest in future network operating model including network virtualisation, transition to cloud-based, software-driven network management, and adoption of AI tools
- Complete three-year IT integration and modernisation, prioritising security and reliability in managing large volumes of data, increasing business intelligence capabilities and business efficiency
- Accelerate adoption of touch-free operations for greater efficiency
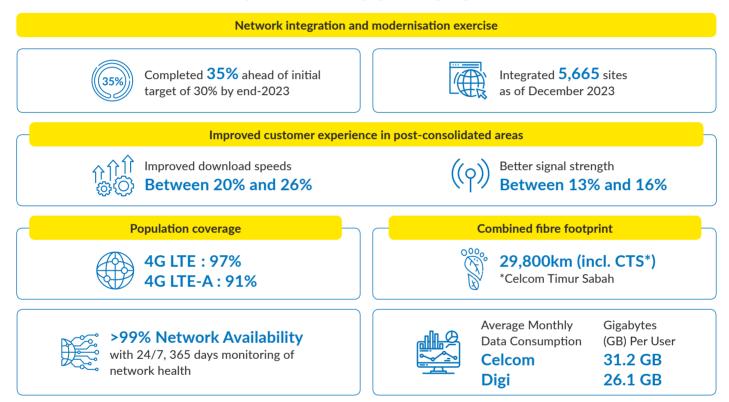- Enhance services of physical and digital touchpoints
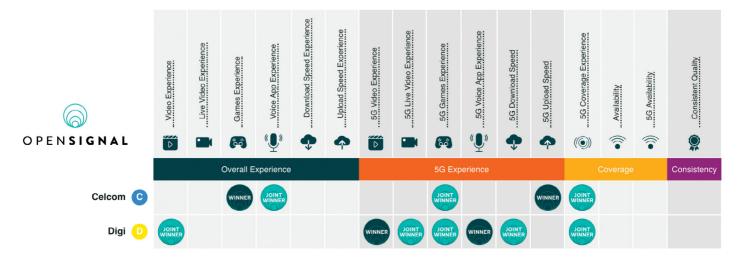
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Building Malaysia's future digital network

CelcomDigi commenced a full-scale three-year programme to integrate and modernise legacy Celcom and Digi networks, creating the largest 4G network in Malaysia with the latest LTE and 5G-ready technologies. This marks one of the largest technology deployment projects in the country. These efforts are focused on significantly uplifting the overall network experience, where customers now enjoy better signal strength and improved download speeds in areas that have undergone consolidation.

We remain committed to delivering the widest and fastest 4G network in the country. Our contribution towards growing network strength has provided customers with consistent voice services, faster data downloads, lower gaming latency, as well as improved voice-over LTE (VoLTE) and video streaming experience, encouraging increasing usage of data on our network.

Network integration and modernisation exercise

Completed **35%** ahead of initial target of 30% by end-2023

Integrated **5,665** sites as of December 2023

Improved customer experience in post-consolidated areas

Improved download speeds **Between 20% and 26%**

Better signal strength **Between 13% and 16%**

Population coverage

4G LTE : 97%
4G LTE-A : 91%

Combined fibre footprint

29,800km (incl. CTS*)
*Celcom Timur Sabah

>99% Network Availability with 24/7, 365 days monitoring of network health

	Average Monthly Data Consumption	Gigabytes (GB) Per User
Celcom		**31.2 GB**
Digi		**26.1 GB**

CelcomDigi received 12 awards in 11 categories in the Opensignal's Mobile Network Experience Report (September 2023). Opensignal is the independent global standard for analysing consumer mobile experience on wireless networks.

	Video Experience	Live Video Experience	Games Experience	Voice App Experience	Download Speed Experience	Upload Speed Experience	5G Video Experience	5G Live Video Experience	5G Games Experience	5G Voice App Experience	5G Download Speed	5G Upload Speed	5G Coverage Experience	Availability	5G Availability	Consistent Quality
	Overall Experience						5G Experience						Coverage			Consistency
Celcom (C)			WINNER	JOINT WINNER					JOINT WINNER				WINNER	JOINT WINNER		
Digi (D)	JOINT WINNER						WINNER	JOINT WINNER	JOINT WINNER	WINNER	JOINT WINNER		JOINT WINNER			

OPENSIGNAL

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Building Malaysia's future digital network (Continued)

Over the year, we implemented AI capabilities to our networks to drive innovation, optimise network operations, and deliver enhanced services to our customers. Some examples include:

- Virtual Drive Test (DT) using AI-powered, big-data-fueled geolocation to obtain wireless network coverage analysis solution without the need for inefficient physical drive tests
- Implementing smart Centralised Self-Organising Network (CSON) solution that utilises AI to track and adjust network configuration and parameters continuously

Driving modernisation and automation initiatives towards operational excellence

We began our IT infrastructure integration and modernisation efforts, with system upgrades to drive high organisation-wide productivity levels and ensure we remain responsive to customers' increasing digital needs and data consumption patterns to remain competitive.

- Migrating Business Intelligence (BI) system to the Cloud
- Replacement of Business Support System (BSS)
- Touch Free Operations capability uplift
- Harmonising Information Technology Infrastructure Library (ITIL) processes
- Integrated single HR platform, unified Microsoft O365, and wireless office network

Our transformation towards touch-free operations

We aim to achieve 100% touch-free operations and are implementing digital transformation initiatives leveraging the technologies below:

Process-driven via Robotic Process Automation (RPA)	Data-driven via AI/ML	Proactive detection & self-healing in cybersecurity	Energy efficiency	Development Security & Operations (DevSecOps)

Improving Service Levels, Resilience, and Recovery

CelcomDigi embraces modern IT tools and technologies, such as AI and cloud-based solutions to enhance efficiency and improve business agility, especially during outages and crises.

- Standardised Service Level Agreement (SLA) performance management across all business partners to ensure effectiveness and quality in all our infrastructure
- Optimised operations by consolidating support services and implementing proactive measures to address and report issues effectively
- Harmonised outage severity matrix, Crisis Management Team (CMT), and formalised crisis escalation process
- Simplified outage communication through SMS and Email, streamlining customer complaint management, and introducing a Crisis Severity Matrix for effective crisis management

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Connecting with our customers through our digital and physical touchpoints

Our aim is to provide quality customer experiences through our extensive distribution network, which includes both physical and digital customer touchpoints.

Largest retail network in Malaysia

12,000+
retailing touchpoints

400+
branded stores

8.9 million users
on Celcom Life and MyDigi apps

New CelcomDigi Online Store
launched 7 April 2023

Cross-selling
of Celcom and Digi products available at all stores

Celcom Bluecubes and Digi Stores
open 365 days a year

Our dedicated customer service team is committed to providing personalised and valuable customer service experiences at our retail stores and through engagements via our contact centre, mobile applications, and online channels. We monitor ongoing customer issues on service quality and actively implement solutions to close the feedback loop with customers and deliver a strong quality of experience.

69.7% CSAT* score
with a +3.9pp improvement

CelcomDigi mobile plans available in all retail stores

30% reduction of physical Point of Sale Materials (POSM) towards waste reduction

Multiple touchpoints such as CS helpline, Apps, Live Chat, chatbot, messaging, and online stores

Customer Service Ticketing solution to reduce wait time and to track status of enquiry

Notes:
a)   **CSAT score has been independently assured by SIRIM QAS International*
b)   *CSAT score calculated based on monthly average scores from August - December 2023, post harmonisation of scoring methodologies. Only contact centre scores are accounted*