

# Our Sustainability Matters

Material Matters	Description	Importance to the Group	Importance to our Stakeholder Groups	Risk Category
<b>NEXT GENERATION DIGITAL CHAMPION</b>				
▶ <b>Sustainable Business Growth</b>	Consideration of Economic, Environmental and Social (EES), and positive direct and indirect value creation in our strategic investment decisions to enhance our shareholder returns	Venturing into new growth areas ensures competitive edge and business sustainability, while creating greater positive direct and indirect economic impacts to the society.	The Group as a strategic technology enabler supports technology partners to rapidly scale innovative digital inclusion programmes, while ensuring digital access for rural communities and developing inclusive products and services.	Financial Risk Market Risk Regulatory Risk Geopolitical Risk Strategic and Investment Risk
▶ <b>Network Quality and Coverage</b>	Enhancing network quality and coverage through continuous improvements in efficiency, availability and reliability	In maintaining the Group's position as the leading regional mobile network operator in the face of market competition, it is crucial to increase connectivity and enhance network reliability across the Group – ultimately, translate into positive business outcomes and strengthen our relationship with stakeholders.	Through quality network service and coverage, we bring connectivity to rural and urban communities, businesses and corporate enterprises to create real and tangible impacts in their lives.	Financial Risk Market Risk Regulatory Risk Operational Risk Strategic and Investment Risk Technology Risk
▶ <b>Digital Inclusion</b>	Providing affordable and innovative products and services in bridging the digital gap	Investments in digital services and product innovation allows us to create products and services that are appealing to our customers - bridging the digital gap in our operating markets.	Our investments in digital technology give better access to basic services (e.g. financial, healthcare and education), to foster inclusion and drive innovation.	Financial Risk Market Risk Regulatory Risk Strategic and Investment Risk Technology Risk
▶ <b>Digitisation and Modernisation</b>	Technological innovation to enhance key internal business functions, improve process efficiency and effectiveness, and promote innovation and business continuity	Such investment allows the Group to improve its internal process efficiency, effectiveness, promote innovation while ensuring business continuity, in our pursuit of becoming the Next Generation Digital Champion.	Enhanced internal processes provides opportunities for us to better serve our stakeholders (e.g. customers, employees) to experience a more efficient and customer-friendly services.	Market Risk Digital Risk Operational Risk Strategic and Investment Risk Technology Risk
<b>ENVIRONMENT</b>				
▶ <b>Climate Action</b>	Internal controls and monitoring mechanisms to manage environmental impacts	Affects our reputation as a responsible corporate citizen and strengthens our social license to operate through our efforts in reducing environmental impacts arising from our business.	Uphold our reputation as a responsible corporate citizen and maintain positive relationship with the stakeholders (e.g. local community, regulatory bodies, etc.) by minimising negative impacts to the environment.	Regulatory Risk Governance and Integrity Risk Operational Risk
▶ <b>Resource and Waste Management</b>	Towards circular economy within our operations as well as the solutions we can provide to our customers and supply chains waste management	Resource consumption and the management of the waste we generate affects how much of what our operations produce is sent to landfill, and responsible waste management, as well as product development with resource and waste in consideration, is key towards a circular economy model.	The individual consumption of resources and generation of waste is an indirect impact through our customers, suppliers, employees, thus this is a value chain-wide material matter for sustainability.	Regulatory Risk Governance and Integrity Risk Operational Risk

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<b>SOCIAL</b>				
▶ <b>Fair Employment and Welfare</b>	Fostering fair recruitment practices by embracing diversity and inclusion in the workforce, and offering employees fair compensation and benefits	Promoting inclusion and ensuring employee welfare. Diverse and motivated employees allow us to broaden our perspectives and present new opportunities for business growth. Respecting labour practices strengthens our social license to operate in various operating markets.	Embracing a diverse, inclusive and collaborative work culture promotes employee well-being and enable our employees to be empowered and to achieve their best in serving the customers' needs.	Geopolitical Risk People Risk
▶ <b>Talent Development</b>	Promote development and uplift competencies of employees to respond to the rapidly changing and complex business environment	Our specialised development programmes increases our employees' competitive edge in responding to the rapidly changing and complex business environment.	As our industry evolves in the era of digital disruption, it is crucial for our employees to understand the risk of not adopting new skills and be quick to seize opportunities.	Geopolitical Risk People Risk
▶ <b>Employee Health, Safety and Well-being</b>	Providing for the health, safety and well-being of our employees in ways that address key challenges and that bring value to their livelihood in the workplace	Responding to our employees' interests, expectations and requirements in the area of health, safety and well-being ultimately addresses people empowerment as well as a safe, productive workforce.	Our employees depend on the support of the added value of care and commitment from the organisation that they are a part of, more than just within the office but holistic employee care.	Geopolitical Risk People Risk
▶ <b>Customer Service</b>	Delivering a differentiated user experience for customers, and offering the most affordable products and services relative to customer promise in our highly competitive markets	Customer satisfaction is key to our business success. Understanding our customers' evolving needs and providing service that exceeds their expectations allows us to remain relevant and competitive.	Our customers/community depend on us to deliver our commitment through innovative products and services, playing a prominent role in the telecommunication industry.	Market Risk Cyber Risk Operational Risk Strategic and Investment Risk
▶ <b>Supply Chain Management</b>	Consideration of EES factors across supply chain management and processes	Suppliers are an integral part of our business operations to ensure quality services and help to shape innovative products, while ensuring customer satisfaction.	Our efforts to support local vendors and partners is crucial in upgrading the qualifications of local suppliers/vendors, on par with the global and regional service providers.	Operational Risk Governance and Integrity Risk
▶ <b>Community Development</b>	Financial and non-financial contributions to support local communities, underprivileged and underserved groups	Foster positive relationships with our stakeholders, particularly local communities and regulators, as we contribute to national aspirations to uplift the well-being of local communities and protect the environment.	Uphold our reputation as a responsible corporate citizen and maintain positive relationship with the stakeholders (e.g. local community, regulatory bodies, etc.) by supporting the local communities' needs, based on the national context or priorities.	Geopolitical Risk Governance and Integrity Risk
▶ <b>Emergency and Disaster Response</b>	Providing to society in times of emergency and disaster, through the contribution of our business streams in disaster response	The value that we as a regional telco company can provide to society in times of emergency and disaster response is significant in terms of connectivity and sharing of alerts and warnings.	The dependency of society on connectivity in the event of an emergency of disaster is high therefore our stakeholders rely on telcos to ensure this area is responsibly managed.	Market Risk Regulatory Risk Strategic and Investment Risk Technology Risk

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<b>GOVERNANCE</b>				
<ul style="list-style-type: none"> <li>▶ <b>Business Ethics and Compliance</b></li> </ul>	Enhance business integrity compliance within the ambit of Malaysian and international laws on bribery and corruption	We seek to uphold a culture of ethics and integrity. The inability to do so may impact/limit our growth, relationship with stakeholders and our reputation as a reliable organisation.	It is of utmost importance to secure and maintain a relationship based on trust with the relevant stakeholders.	Regulatory Risk Cyber Risk Digital Risk Operational Risk Geopolitical Risk Governance and Integrity Risk
<ul style="list-style-type: none"> <li>▶ <b>Privacy and Data Protection</b></li> </ul>	Protection of all data, information and intellectual property against cyber security breaches	The security of our stakeholders' data is of utmost importance in maintaining a transparent relationship, and also to ensure long-term viability of our business.	Stakeholders entrust us with their data, and we maintain that trust with the commitment to ensuring the security and privacy of their data.	Cyber Risk Digital Risk
<ul style="list-style-type: none"> <li>▶ <b>Regulatory and Political Risk</b></li> </ul>	Management of the evolving changes in the regulatory landscape and political context	The value that we as an organisation can provide through our businesses is determined by the regulatory landscape and addressing the evolving changes of this and the political context.	Our efforts to contribute to regulatory developments as a regional telco as well as responsible management of risks in the areas we operate in are part of our response to our stakeholders.	Regulatory Risk Geopolitical Risk Governance and Integrity Risk