

Free to Talk

Limitless calls to any mobile or fixed number every day

Free to Text

Limitless text to any network every day

Free to Surf

Non-stop data with no extra charges after quota

Free to Roam

Data roam at 1 flat rate in 106 countries

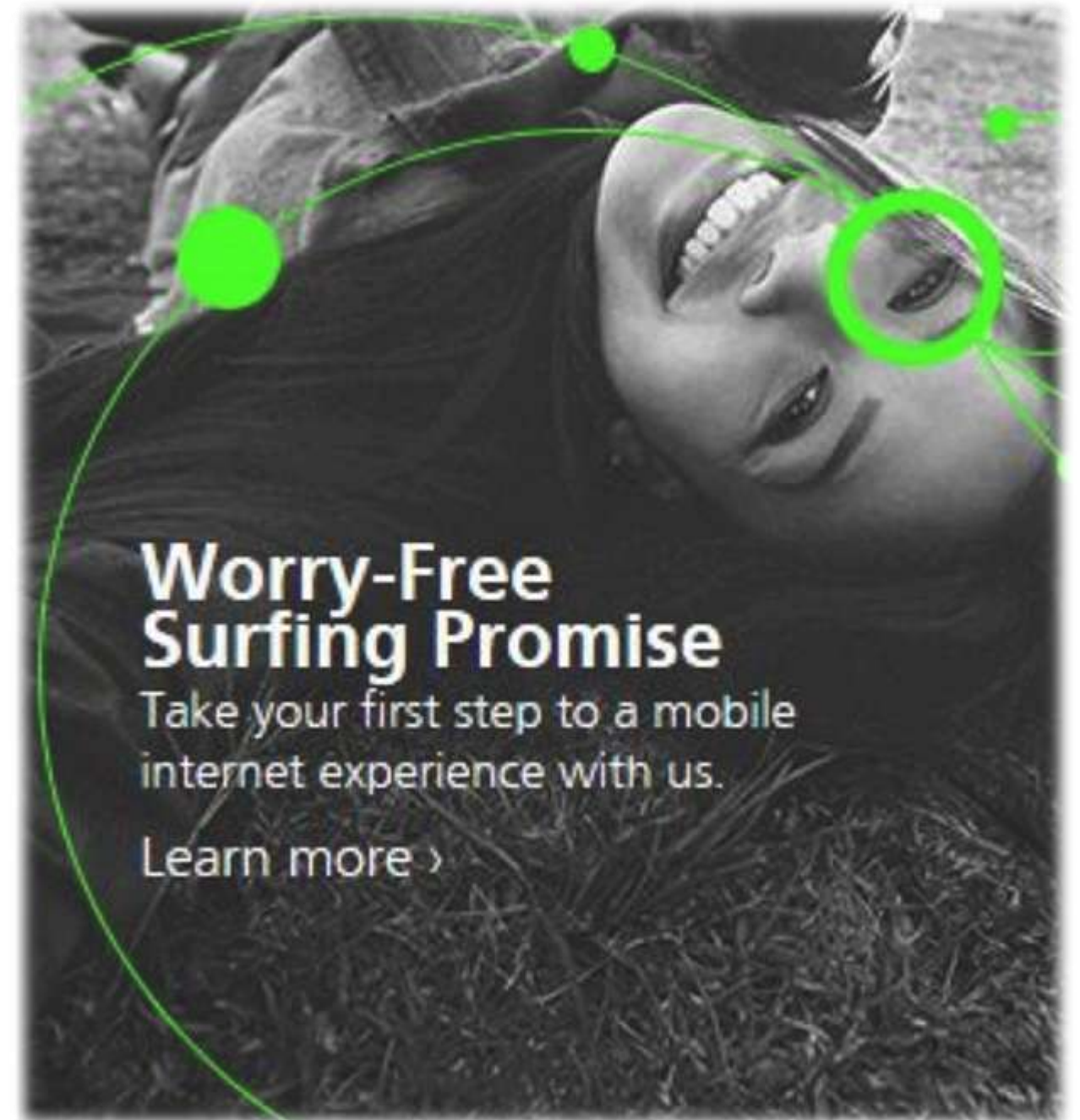
The new Maxis**ONE**[™] plan

Feel free

The only internet plan with limitless talk & text to any number, every day.

2014 Key Highlights

- 2Q service revenue* back to positive growth
 - Strong product portfolio driven by #Hotlink and MaxisONE Plan
 - +0.6% QoQ
- Solid EBITDA margin trends (normalised)
 - 53.5% EBITDA margin on service revenue#
 - 51.1% EBITDA margin
- Network modernisation progressing well
 - Extensive single RAN migration
 - Focused 4G LTE coverage expansion
- Dividend declared
 - Second interim dividend of RM600 million @ 8 sen per share



**Service Revenue: Group revenue excluding device & hubbing revenues.
#EBITDA margin on Service Revenue: EBITDA has adjusted for costs solely related to the provision of service revenue defined above.*



2Q14 Key Numbers

RM mn	2Q13	1Q14	2Q14	QoQ	YoY
Total Revenue (TR)	2,294	2,119	2,082	-1.7%	-9.2%
Service Revenue (SR)	2,136	2,037	2,049	+0.6%	-4.1%
Non-Service Revenue	158	82	33	-59.8%	-79.1%
EBITDA ¹	1,165	1,073	1,064	-0.8%	-8.7%
EBITDA ¹ Margin - TR	50.8%	50.6%	51.1%	+0.5pp	+0.3pp
EBITDA ¹ Margin - SR	54.4%	53.0%	53.5%	+0.5pp	-0.9pp
PAT ²	560	517	480	-7.2%	-14.3%
PAT ² Margin	24.4%	24.4%	23.1%	-1.3pp	-1.3pp

¹EBITDA normalised for the reversal of one-time contract obligation of RM22m in 2Q14.

²PAT normalised for one-off items (after tax effects) for contract obligation reversal and accelerated depreciation amounting to RM30m in 2Q13, RM29m in 1Q14 and RM29m in 2Q14.



2Q14 Key Numbers

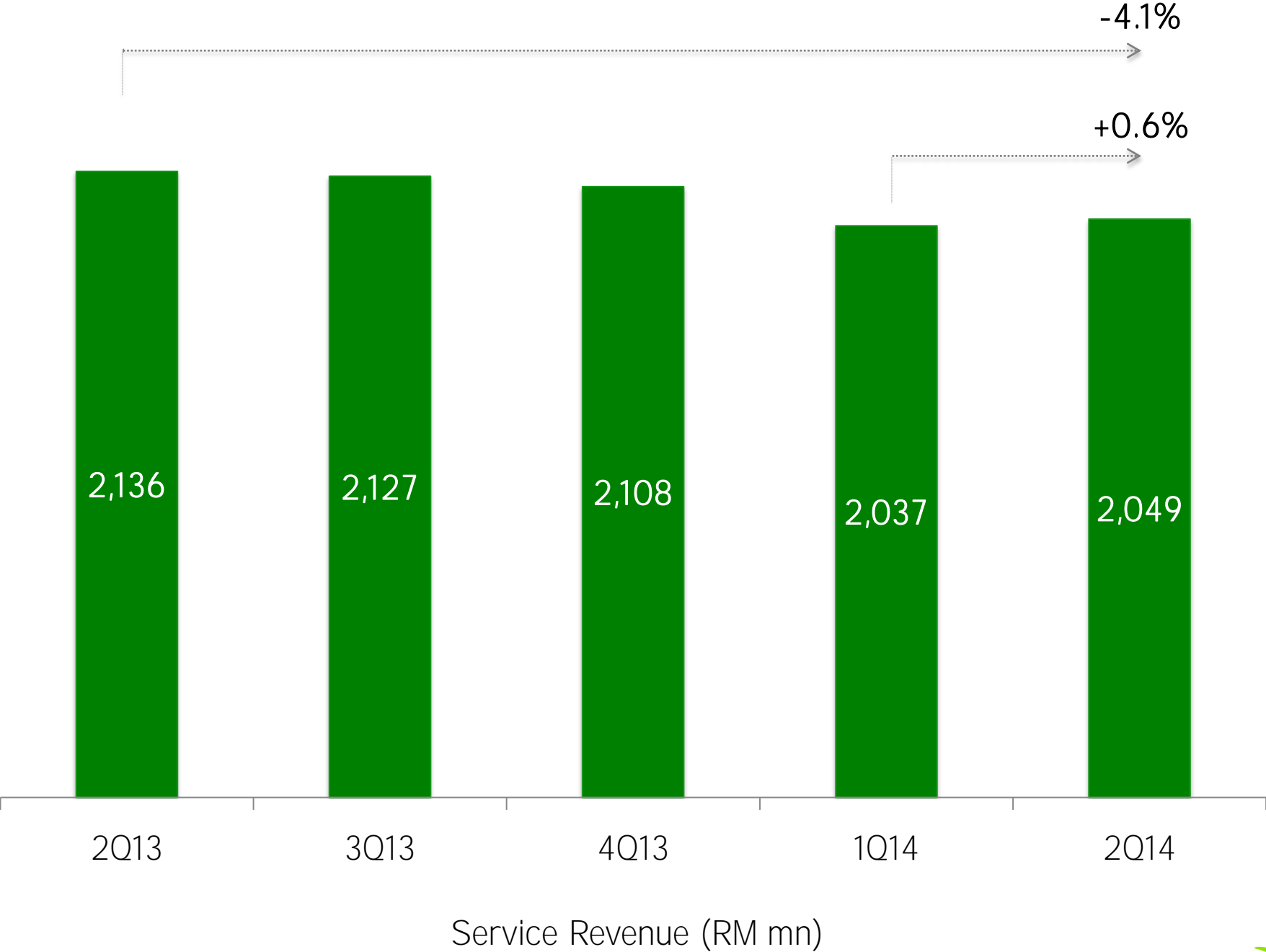
RM mn	2Q13	3Q13	4Q13	1Q14	2Q14	QoQ	YoY
Service Revenue	2,136	2,127	2,108	2,037	2,049	+0.6%	-4.1%
Mobile*	2,062	2,050	2,024	1,953	1,958	+0.3%	-5.0%
- Prepaid	1,047	1,055	1,008	969	972	+0.3%	-7.2%
- Postpaid	1,015	995	1,016	984	986	+0.2%	-2.9%
Enterprise Fixed	58	58	61	59	62	+5.1%	+6.9%
Home	16	19	23	25	29	+16.0%	+81.2%
Non-Service Revenue	158	112	116	82	33	-59.8%	-79.1%
- Device	95	43	56	40	5	-87.5%	-94.7%
- Hubbing	63	69	60	42	28	-33.3%	-55.6%

*Mobile service revenue includes revenue from International Gateway.



Service revenue back to positive growth

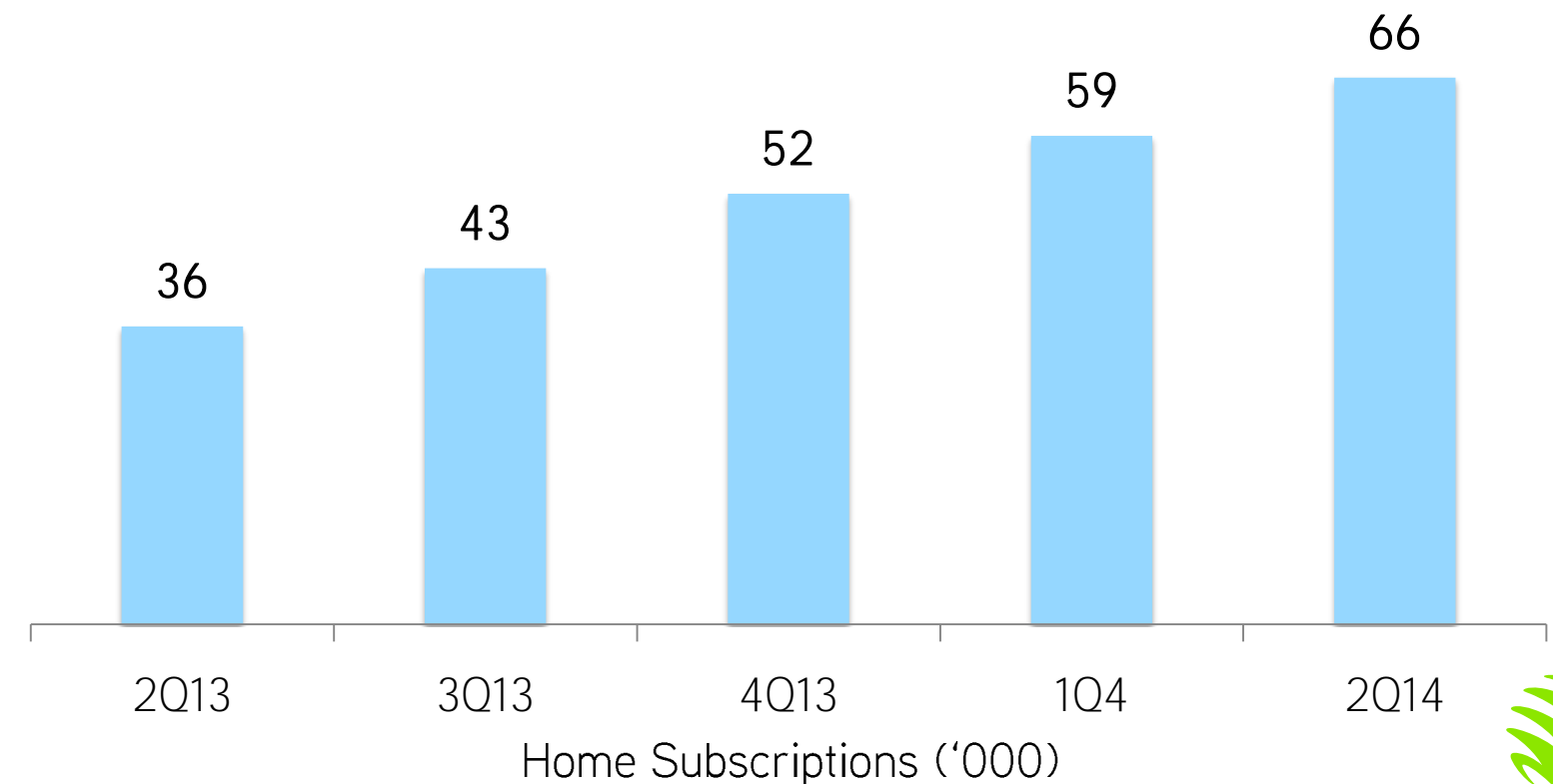
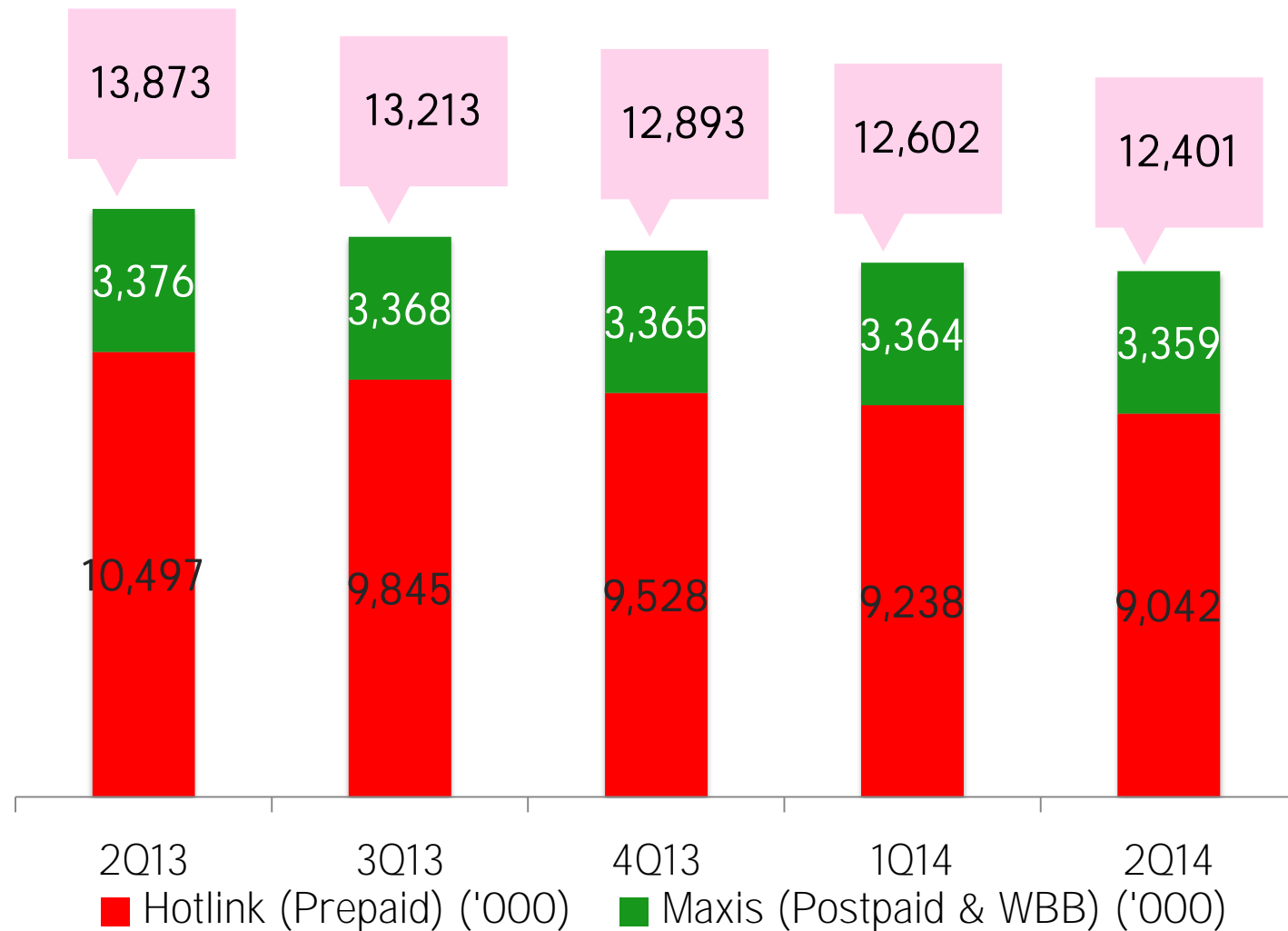
- Mobile data drives growth
 - MI/VAS revenue grew 8.0% QoQ; partially mitigating lower voice & SMS usage
 - Worry free internet propositions gaining traction
- Steady contributions from Home & Enterprise Fixed



Positive prepaid development

- #Hotlink base growing; survivability improving
- High churn from Hotlink Youth Club & legacy plans ending

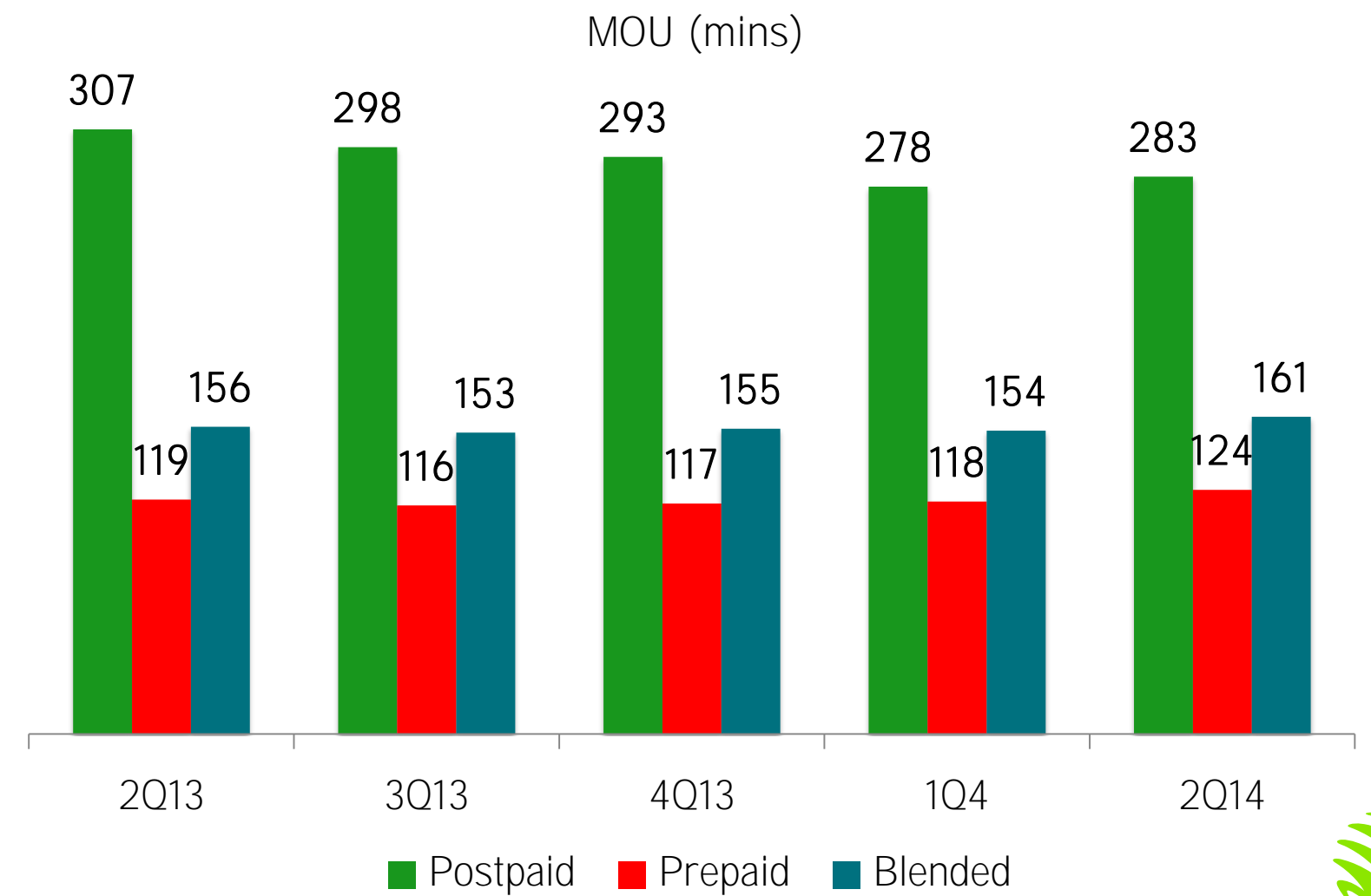
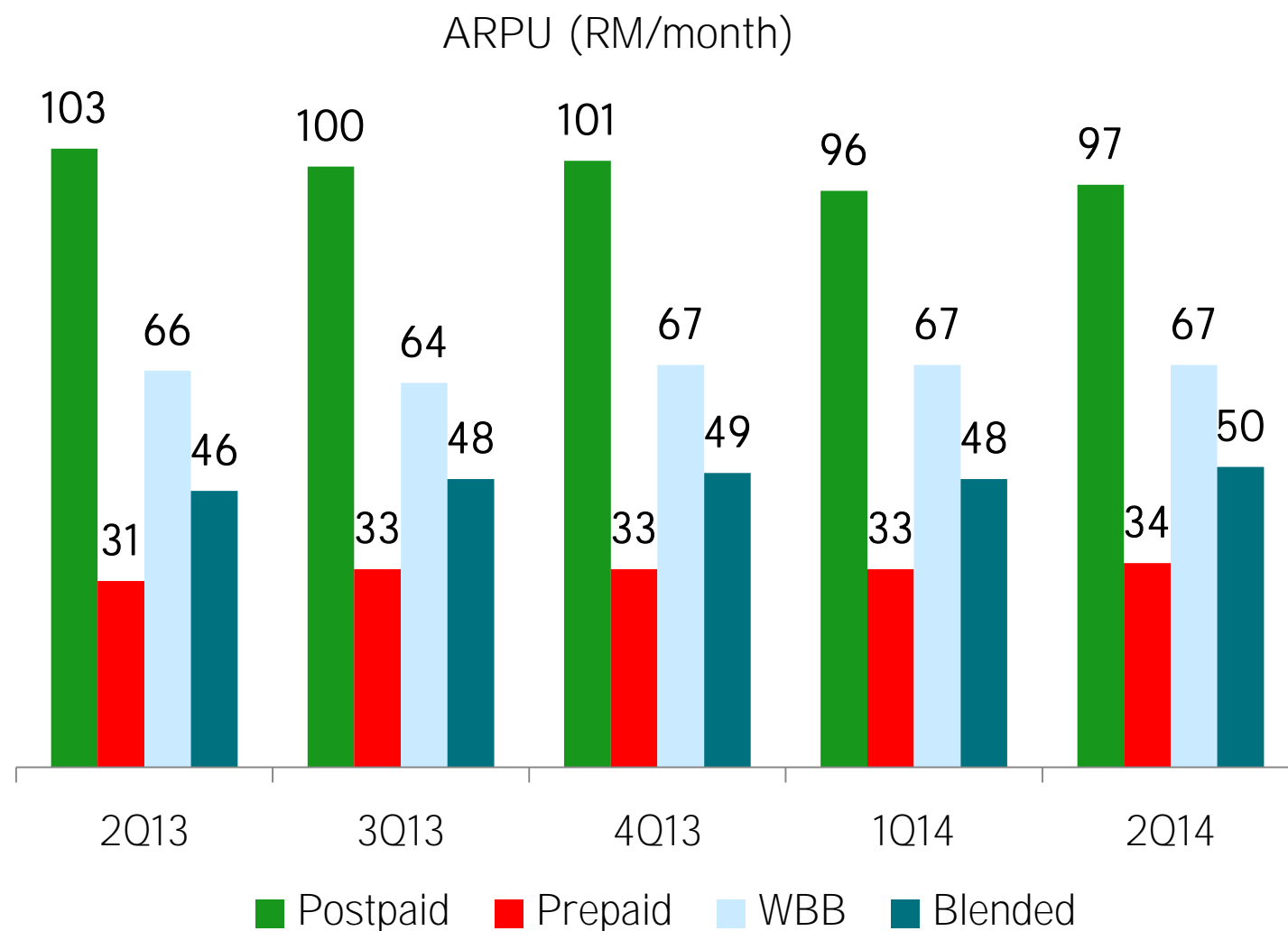
- Postpaid stable; launched Maxis OnePlan
 - Excluding WBB, added 34k new customers
 - WBB subscriptions at 531k
- Home business to continue; working on strategic roadmap
 - Added 7k new home subscriptions; wholesale arrangements improving



ARPU & MOU remain stable

- #Hotlink ARPU steadily closing the gap on legacy ARPU
- Postpaid ARPU supported by incremental RGS & early signs of upgrade to new plans

- Prepaid MOU driven by usage stimulation
- Postpaid MOU trending in-line with continuous data substitution

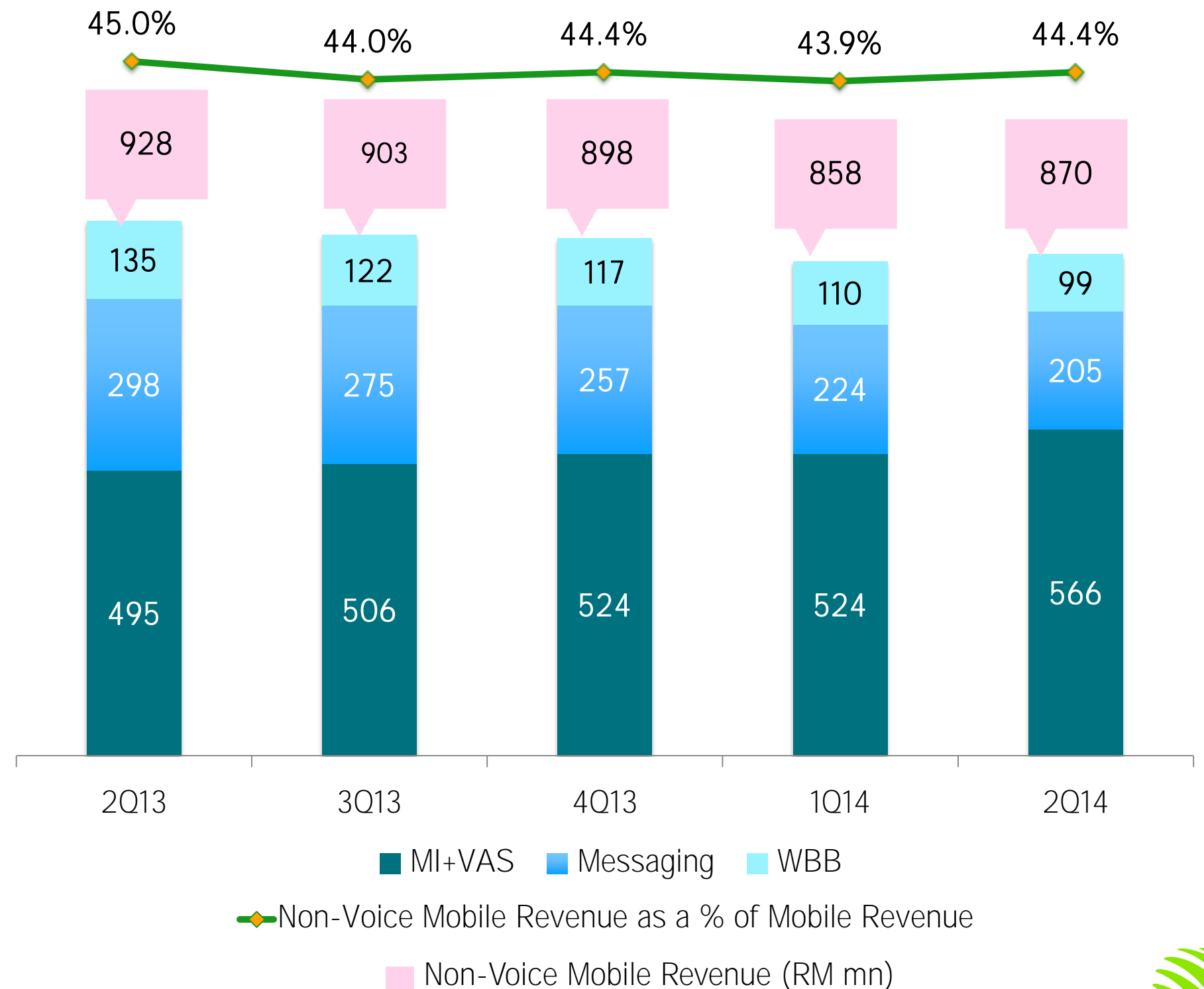


* Maxis' on-net MOU is calculated based on outgoing calls only



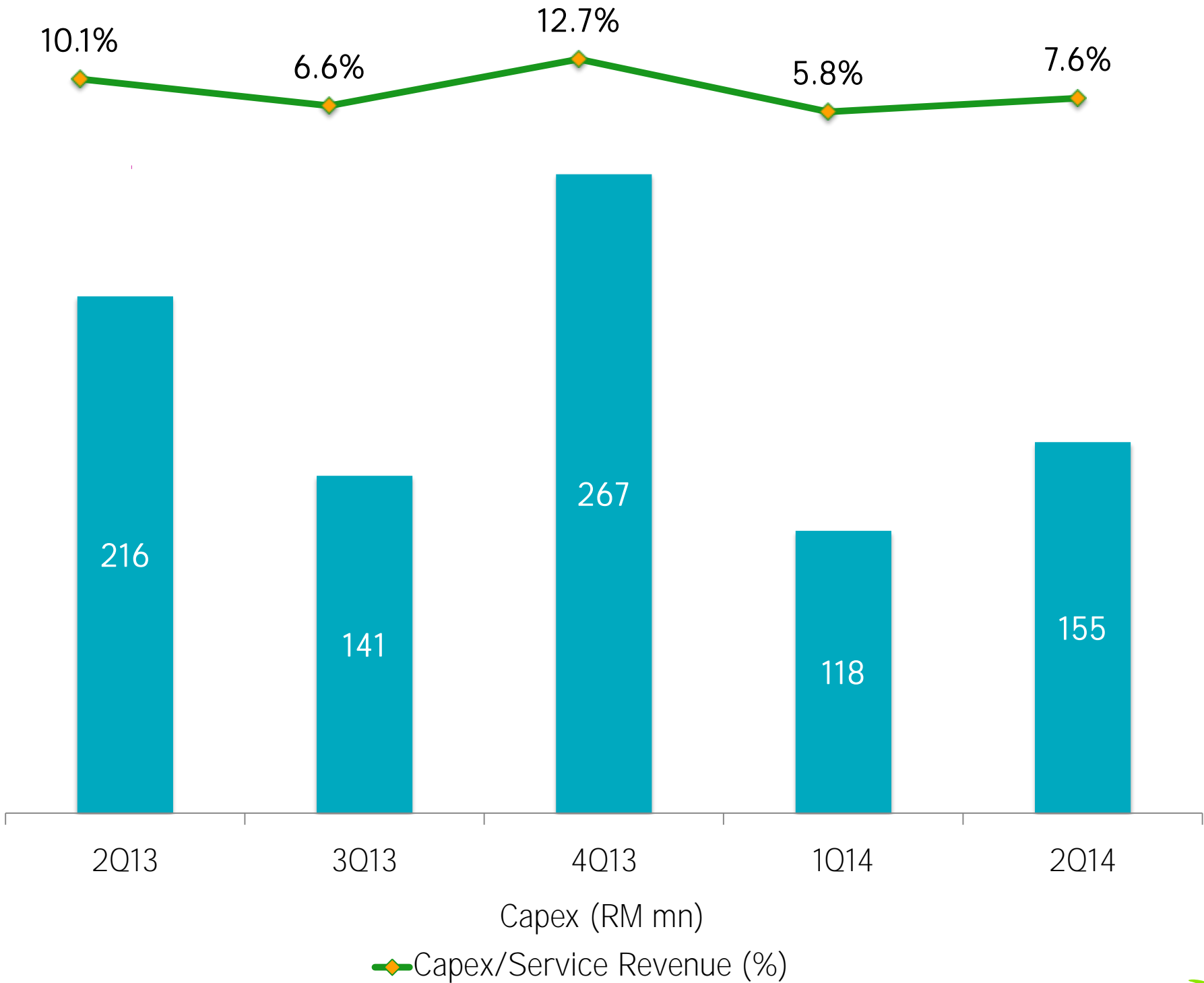
Worry free internet propositions driving higher data usage

- Data share of mobile revenue at 29%
- Blended smart-phone penetration at 48%; up 5% points QoQ
 - Primarily contributed by new mid-tier smart-phones (Lenovo, Xiaomi & Oppo)
- Continued declined in Messaging & WBB; in-line with industry trend



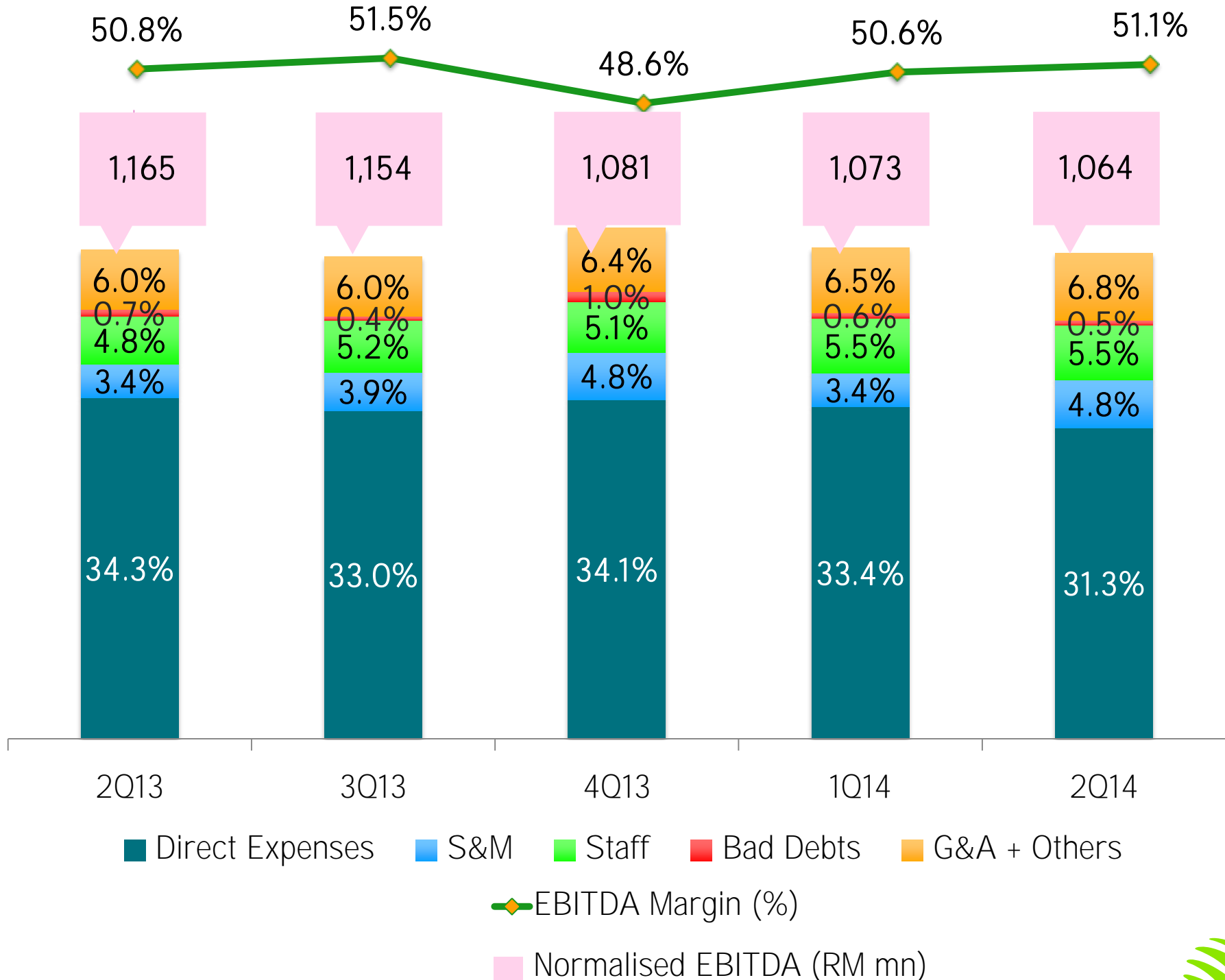
Good progress in network modernisation

- Capex spend to accelerate in 2H; overall 2014 capex in-line with guidance
- Network modernisation in key market centres nearing completion
 - 3G pop coverage to reach 88% by end 2014
 - Expand transport & core network to support data traffic growth
- Maintain LTE leadership
 - 824k LTE devices, up 24% QoQ



Solid margin trends supported by cost efficiency

- EBITDA margin* on service revenue at 53.5%
 - EBITDA margin* at 51.1%
- 2Q direct expenses down almost 8% due to lower traffic & device expenses
 - Device expenses will continue to step down as guided
- 2Q Opex increase mainly from higher marketing spend, as guided

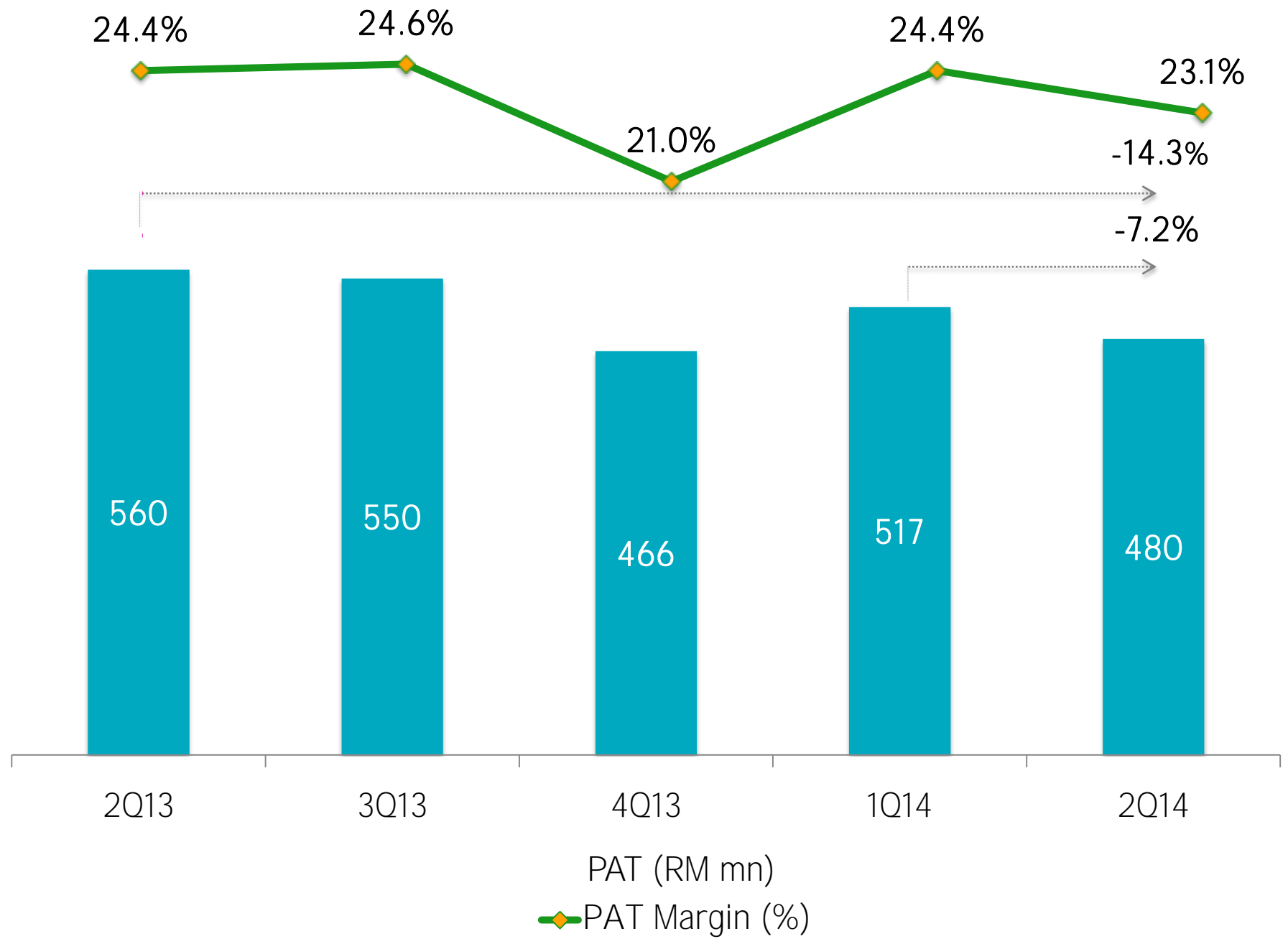


* Normalised for one-off items in 3Q13, 4Q13 and 2Q14 amounting to RM102m, RM110m and RM22m respectively.



Profit After Tax lower QoQ

- 2Q PAT* impacted by lower normalised EBITDA and PPE impairments/written-off



* Normalised for one-off items after accounting for tax effects: RM30m in 2Q13, RM76m in 3Q13, RM174m in 4Q13, RM29m in 1Q14 & RM29m in 2Q14



Cash Flow

RM mn	2Q13	3Q13	4Q13	1Q14	2Q14
Cash flow from operating activities	1,189	908	653	447	1,178
Cash flow used in investing activities	(179)	(161)	(269)	(155)	(91)
Purchase of property, plant & equipment	(121)	(90)	(208)	(100)	(21)
Purchase of intangible assets	(58)	(71)	(61)	(55)	(70)
Cash flow before financing activities	1,010	747	384	292	1,087
Cash flow used in financing activities	(1,263)	(104)	(753)	(109)	(725)
Dividends paid	(1,200)	-	(1,200)	-	(1,801)
Debt drawdown	-	-	500	-	1,150
Debt repayment	(4)	-	-	-	-
Payment of finance costs	(60)	(115)	(57)	(117)	(73)
Others	1	11	4	8	(1)
Net change in cash	(253)	643	(369)	183	362
Opening Cash Balance	787	534	1,177	808	991
Closing Cash Balance	534	1,177	808	991	1,353

RM mn	1Q14	2Q14
Debt#	7,513	8,695
Cash	991	1,353
Net Debt	6,522	7,342
Total Equity	5,896	5,148

Ratios	1Q14	2Q14
Net debt to EBITDA*	1.52x	1.70x
Net debt to Equity	1.11x	1.43x

Includes derivative financial instruments for hedging; excludes vendor financing

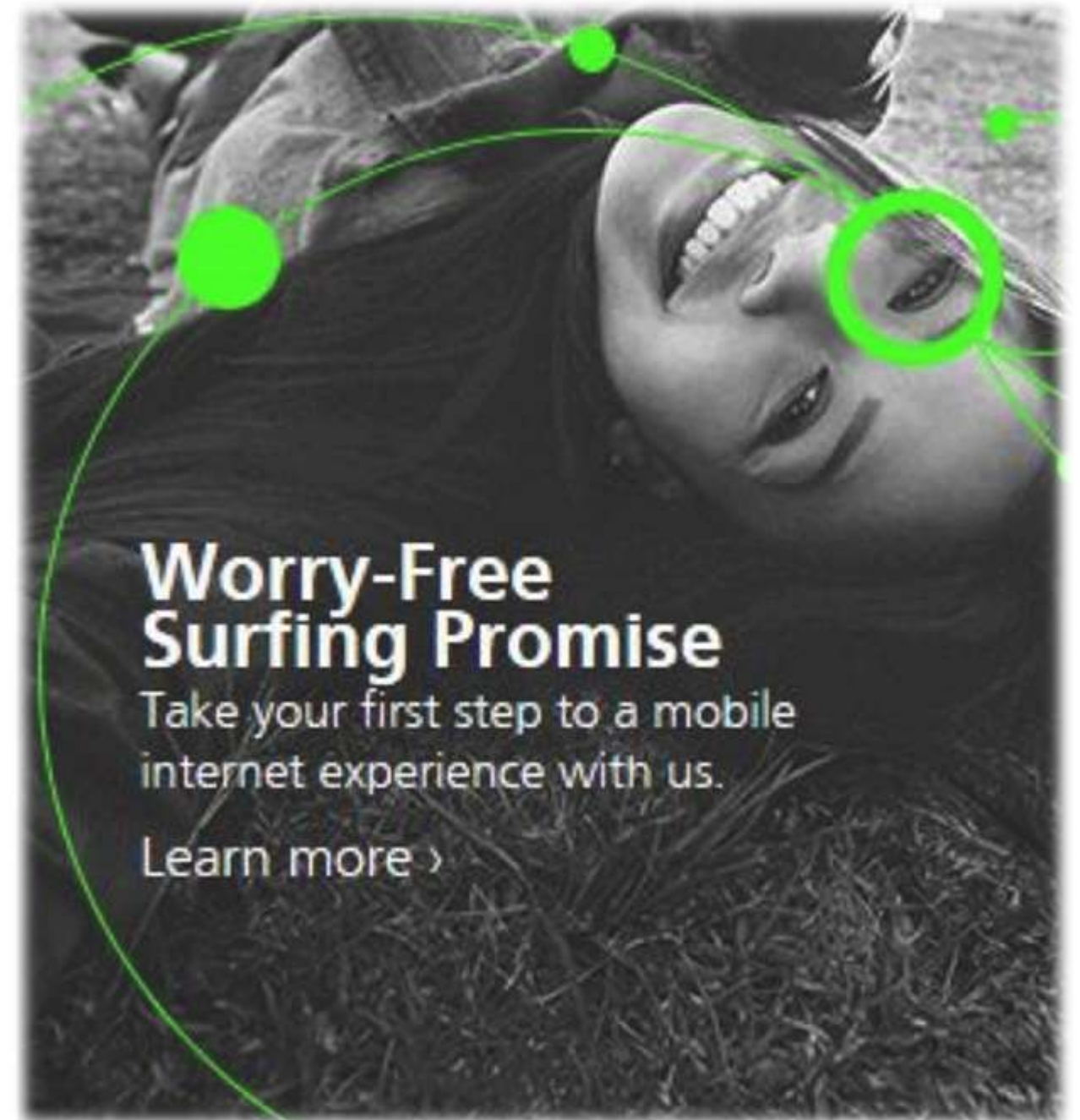
* Annualised

- 2nd interim dividend of 8 sen per share
- Gearing approaching internal target of 2x net debt/EBITDA



2014 Key Highlights

- 2Q service revenue* back to positive growth
 - Strong product portfolio
 - Transformation on track
- Solid EBITDA margin trends (normalised)
- Network modernisation progressing well
- Dividend declared



**Service Revenue: Group revenue excluding device & hubbing revenues.
#EBITDA margin on Service Revenue: EBITDA has adjusted for costs solely related to the provision of service revenue defined above.*



FY2014 Outlook

- Service revenue slightly lower; EBITDA margin at similar level to FY2013
- Capex spend maintained at RM1.1 billion to deliver best network experience & key IT initiatives



thank you

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APPENDICES



Consolidated Income Statement

RM mn	Reported 1Q14	Reported 2Q14	QoQ chg	Normalised 1Q14	Normalised 2Q14	QoQ chg
REVENUE	2,119	2,082	-1.7%	2,119	2,082	-1.7%
Direct Expenses	(707)	(652)		(707)	(652)	
Indirect Expenses	(339)	(344)		(339)	(366)	
Total Opex	(1,046)	(996)		(1,046)	(1,018)	
EBITDA	1,073	1,086	1.2%	1,073	1,064	-0.8%
Margin	50.6%	52.2%		50.6%	51.1%	
Depreciation	(269)	(284)		(230)	(224)	
Amortisation	(63)	(65)		(63)	(65)	
Others	6	(12)		6	(12)	
EBIT	747	725	-2.9%	786	763	-2.9%
Interest Expenses	(96)	(101)		(96)	(101)	
Interest Income	6	10		6	10	
PBT	657	634	-3.5%	696	672	-3.4%
Tax	(169)	(183)		(179)	(192)	
PAT	488	451	-7.6%	517	480	-7.2%



Key Financial Data

REPORTED

(RM'000)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14
Total Revenue	2,229	2,216	2,216	2,306	2,327	2,294	2,239	2,224	2,119	2,082
Total Expenses	1,096	1,110	1,161	1,241	1,205	1,129	1,187	1,253	1,046	996
- <i>Direct</i>	734	716	743	813	801	787	738	763	707	652
- <i>Indirect</i>	362	394	418	428	404	342	449	490	339	344
EBITDA	1,133	1,106	1,055	1,065	1,122	1,165	1,052	971	1,073	1,086
EBITDA Margin	50.8%	49.9%	47.6%	46.2%	48.2%	50.8%	47.0%	43.7%	50.6%	52.2%
PBT	767	630	632	547	666	735	667	428	657	634
PAT	573	466	443	378	476	530	474	292	488	451

NORMALISED

(RM'000)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14
Total Revenue	2,229	2,216	2,216	2,306	2,327	2,294	2,239	2,224	2,119	2,082
Total Expenses	1,096	1,110	1,161	1,241	1,205	1,129	1,085	1,143	1,046	1,018
- <i>Direct</i>	734	716	743	813	801	787	738	759	707	652
- <i>Indirect</i>	362	394	418	428	404	342	347	384	339	366
EBITDA	1,133	1,106	1,055	1,065	1,122	1,165	1,154	1,081	1,073	1,064
EBITDA Margin	50.8%	49.9%	47.6%	46.2%	48.2%	50.8%	51.5%	48.6%	50.6%	51.1%
PBT	767	755	667	676	726	775	769	660	696	672
PAT	557	550	463	475	521	560	550	466	517	480



Key Financial Data

FINANCIALS

(RM'000)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14
Total Revenue	2,229	2,216	2,216	2,306	2,327	2,294	2,239	2,224	2,119	2,082
- <i>Service</i>	2,098	2,137	2,128	2,177	2,143	2,136	2,127	2,108	2,037	2,049
- <i>Mobile</i>	2,048	2,081	2,066	2,111	2,066	2,062	2,051	2,024	1,953	1,958
- <i>EntFixed</i>	45	50	53	55	63	58	58	61	59	62
- <i>Home</i>	5	6	9	11	14	16	18	23	25	29
- <i>Non-Service</i>	131	79	88	129	184	158	112	116	82	33
- <i>Device</i>	96	30	62	80	125	95	43	56	40	5
- <i>Hubbing</i>	35	49	26	49	59	63	69	60	42	28
Mobile Revenue	2,048	2,081	2,066	2,111	2,066	2,062	2,051	2,024	1,953	1,958
- <i>Voice</i>	1,171	1,162	1,167	1,182	1,147	1,134	1,148	1,126	1,096	1,088
- <i>Data</i>	877	919	899	929	919	928	903	898	857	870
Mobile Revenue	2,048	2,081	2,066	2,111	2,066	2,062	2,051	2,024	1,953	1,958
- <i>Prepaid</i>	1,078	1,075	1,110	1,106	1,069	1,047	1,055	1,008	969	972
- <i>Postpaid</i>	970	1,006	956	1,005	997	1,015	996	1,016	984	986
Data	877	919	899	929	919	928	903	898	857	870
- <i>MI+VAS</i>	384	421	419	460	466	495	506	524	524	566
- <i>Messaging</i>	365	355	355	342	320	298	275	257	223	205
- <i>WBB</i>	128	143	125	127	133	135	122	117	110	99



Key Operational Data

CUSTOMERS

('000)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14
Mobile Subs	13,830	13,827	13,930	14,091	14,136	13,873	13,213	12,893	12,602	12,401
- Prepaid	10,445	10,515	10,612	10,770	10,780	10,497	9,845	9,528	9,238	9,042
- Postpaid	3,385	3,312	3,318	3,321	3,356	3,376	3,368	3,365	3,364	3,359
WBB*	708	687	710	679	673	663	636	596	570	531
Home Connections	5	9	19	26	31	36	43	52	59	66

SMART-PHONE PENETRATION

(%)	1Q12	2Q12	3Q12	4Q12	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14
Blended	NA	NA	NA	NA	25	29	33	38	43	48
- Prepaid					20	23	27	32	38	43
- Postpaid					49	53	56	59	61	64

