

CREATING LONG-TERM SHAREHOLDER VALUE

Maxis continues to reward its shareholders with cash returns. In the financial year 2015, Maxis recommended a dividend payment totaling approximately RM1.5 billion to shareholders comprising four interim dividends of approximately RM375 million per quarter. The total dividend payout of 20.0 sen per share represents a dividend yield of 2.9% based on the closing share price of RM6.80 as at end 2015.

The proposed dividend pay-out is aligned with our dividend policy and policy of active capital management.

DIVIDEND POLICY

Our full dividend policy, as stated in our IPO Prospectus dated 28 October 2009 is reproduced here for reference:

“The declaration of interim dividends and the recommendation of final dividends are subject to the discretion of the Board and any final dividend for the year is subject to shareholders’ approval. It is the Company’s intention to pay dividends to shareholders in the future. However, such payments will depend upon a number of factors, including Maxis’ earnings, capital requirements, general financial condition, the Company’s distributable reserves and other factors considered relevant by the Board.

Maxis intends to adopt a dividend policy of active capital management, it proposes to pay dividends out of cash generated by its operations after setting aside necessary funding for network expansion and improvement and working capital needs. As part of this policy, the Company targets a payout ratio of not less than 75% of its consolidated PAT under Malaysian Generally Accepted Accounting Standards (“GAAP”) in each calendar year ending 31 December 2010, subject to confirmation of the Board and to any applicable law, license and contractual obligations and provided that such distribution would not be detrimental to its cash needs or to any plans approved by its Board. Investors should note that this dividend policy merely describes the Company’s present intention and shall not constitute legally binding statements in respect of the Company’s future dividends which are subject to modification (including reduction or non-declaration thereof) at the Board’s discretion.

As the Company is a holding company, its income, and therefore, its ability to pay dividends, is dependent upon the dividends and other distributions that it receives from its subsidiaries. The payment of dividends or other distributions by the Company’s subsidiaries will depend upon their operating results, financial condition, capital expenditure plans and other factors that their respective boards of directors deem relevant. Dividends may only be paid out of distributable reserves. In addition, covenants in the loan agreements, if any, for the Company’s subsidiaries may limit their ability to declare or pay cash dividends.”

Notwithstanding the above, the pay-out ratios of 2013, 2014 and 2015 were 170%, 175% and 86% respectively.

INVESTOR COMMUNICATION

We continuously promote effective and open communication with all our shareholders. This is reflected in our commitment to provide shareholders with timely access to disclosures related to financial reporting, material developments, governance and risk profile. All of this is to enable efficient and informed trading in the Company’s securities.

To achieve this, we communicate information regularly to shareholders and other stakeholders through various forums. The key spokespersons and representatives for shareholder communication are the Chief Executive Officer, the Chief Financial and Strategy Officer and Head of Investor Relations.

Financial Reporting

Delivering financial and strategic communications in a timely and clear manner is important to us. We are also focused on presenting a fair, balanced and clear assessment of the Company’s position and prospects.

Every quarter, our financial results are released publicly through Bursa Securities. All financial reports and regulatory announcements as well as associated materials including management presentations and transcripts can be found on www.maxis.com.my/en/about-maxis/investors/overview.html.

ANNUAL GENERAL MEETING

Maxis uses the Annual General Meeting (“AGM”) and other general meetings as opportunities to further engage with our shareholders. These constructive meetings are for the Board of Directors and the Management Team to meet with shareholders, hear their views and to answer any questions they have.

At each AGM, the Management Team presents a comprehensive review of the Company’s performance and shares its prospects for the following financial year. If we are not able to answer any questions during the meeting for any reason, we will the reply in writing later. As a requirement, external auditors also attend these meetings to answer any questions on the auditing, preparation and content of the independent auditors’ report.

We encourage shareholder participation in every AGM by voting, either in person or by proxy. Notices of AGMs and accompanying papers are provided to shareholders within the prescribed time in accordance to the Bursa Securities Listing Requirements. These notices are announced to Bursa Securities and are also published in a nationally circulated daily newspaper. We also ensure the AGMs are held at a convenient location to allow as many shareholders as possible to attend.

ONE-ON-ONE MEETINGS, CONFERENCES AND NON-DEAL ROADSHOWS

We continue to attract strong interest from both local and international investors. Having a structured engagement programme in place is important to ensure regular and proactive communication with these investors, which is done through one-on-one meetings, conference calls, investor conferences and non-deal roadshows.

WEBSITE

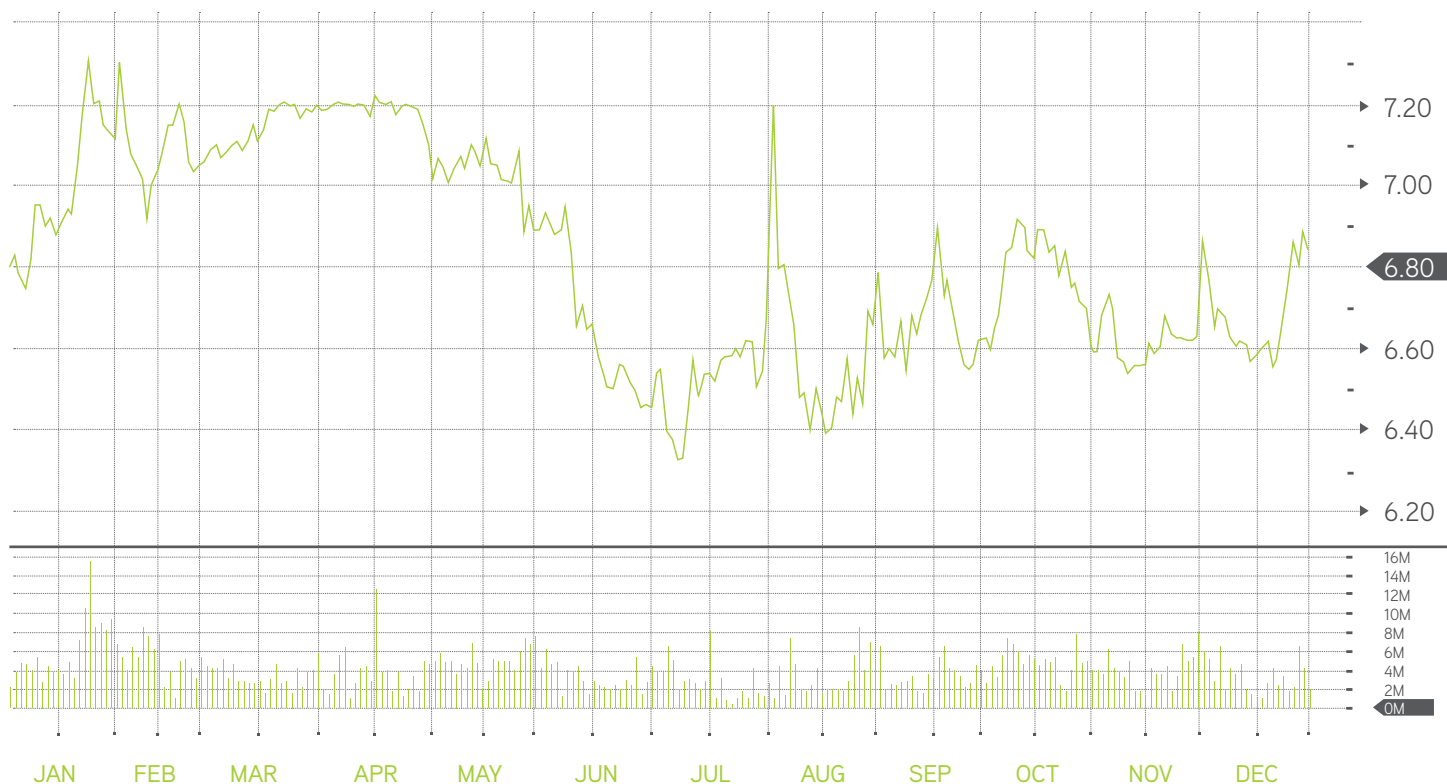
We have a dedicated Investor Relations section in our corporate website www.maxis.com.my, where we upload all announcements and other material information to the market as soon as they are released to Bursa Securities. Also included in our website are our corporate presentations and annual reports. News releases are uploaded in the adjacent Media Centre section of the website.

Feedback and Enquiries

As part of our commitment to engage proactively and regularly with shareholders and the larger investment community, we welcome feedback on our Investor Relations initiatives and any other information provided.

Queries and requests for publicly available information, comments and suggestions to the Company can be directed to ir@maxis.com.my. We look forward to continued and effective engagement with our shareholders.

MAXIS SHARE PRICE PERFORMANCE - 1 JANUARY 2015 TO 31 DECEMBER 2015



| | | 2012 | 2013 | 2014 | 2015 |
|--------------------------|--------------|--------------|--------------|--------------|--------------|
| Dividends (RM'm) | Interim | 2,400 | 2,400 | 2,402 | 1,502 |
| | Final | 600 | 600 | 600 | - |
| | Total | 3,000 | 3,000 | 3,002 | 1,502 |
| Dividend Per Share (sen) | Interim | 32.0 | 32.0 | 32.0 | 20.0 |
| | Final | 8.0 | 8.0 | 8.0 | - |
| | Total | 40.0 | 40.0 | 40.0 | 20.0 |
| Earnings Per Share (sen) | | 24.7 | 23.5 | 22.9 | 23.2 |
| Payout Ratio (%) | | 161.6 | 170.0 | 174.7 | 86.4 |
| Dividend Yield (%) | | 6.0 | 5.5 | 5.8 | 2.9 |