

What's Important to Us



Happy Customers

As our customers continue on their Maxis journey, our priority is to provide innovative, worry-free services, empowering them with superior service on their mobile devices. We want to give our customers as many LIKE moments as possible, providing them unmatched digital experiences as they navigate in an 'Always On' world.



Unmatched Network Experience

We view our network coverage and quality as our prized competitive advantages, the technological foundations upon which we are able to provide our customers a peerless mobile Internet experience. We remain committed to focused investments to further expand and upgrade Malaysia's No. 1 4G LTE network, as we continue ahead with our ambition to deliver seamless connectivity to our customer base.



Fuelling Potential

We believe in attracting, retaining and developing the best and brightest talents in the industry, as part of our unwavering commitment to develop highly capable and engaged people. Inculcating them into the MaxisWay values of passion, positivity and collaboration, which incorporates New Ways of Working in an exciting and fun work place, we provide our people with training and development needs to help them fulfil their fullest potential.



Innovative Solutions

Innovation is key in providing solutions which speak to the needs and desires of digital-savvy Malaysians. We cater to the ever evolving and sophisticated needs of digital natives through partnerships with content owners like Spotify and Google, and providing convenient, value-for-money differentiated offerings. We welcome the challenges of the digital revolution, and strive to remain at the forefront in our network's capability to provide for the increasingly demanding Internet needs of individuals and businesses.



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Connecting the Unconnected

As Malaysia's leading communications service provider, empowering communities is a vital component of our Economic, Environmental and Social (EES) efforts. At Maxis, we leverage on digitalisation and technology to create meaningful impact in the lives of students in rural communities through better access to educational tools and opportunities. eKelas, our after-school remote learning programme for students in underserved areas, is an embodiment of this principle. More than 2,400 students are already participating in the live tutorials delivered through 20 Pusat Internet 1Malaysia (PI1M) under Maxis' care nationwide. With the newly launched eKelas portal, students have access to a cloud-based resource of learning content, enabling them to study at their own pace, and at the same time discover how to learn collaboratively. We also actively encourage our employees to give back to the community by supporting and giving their time to community-based activities.



Environmental Consciousness

As a responsible corporate citizen, we remain committed to protecting our planet by minimising our environmental impact through responsible and sustainable practices. As we continue to expand our network and services to cater to the ever increasing needs of our customers, we are cognisant of our network's 95% energy consumption. In our bid to minimise our carbon footprint, we are turning more to the use of renewable energy to improve the efficiency of our network. Our green initiatives are focused on three key areas - increasing the energy efficiency of our network facilities and buildings as well as reducing and managing our carbon emissions; managing our waste effectively; and promoting green habits amongst our employees.



Engaged Employees

Great customer experiences begin with great employee experiences. That's what drives us to invest in creating a vibrant, fun and collaborative work environment. Our people are highly engaged, growing in strength through digitalisation and living our MaxisWay values of being positive, passionate and collaborative.



Sustainable Practices

Our approach to sustainability is grounded on our acute awareness of the trends that influence our business and goal of creating long-term growth for our business. Digitalisation is reshaping customer expectations and the business models that respond to their needs. We are focused on ensuring that our customers have better digital experiences and are empowered to thrive in this digital world.