



Our Value Creation Theme 1:

Enabling a Digital Nation

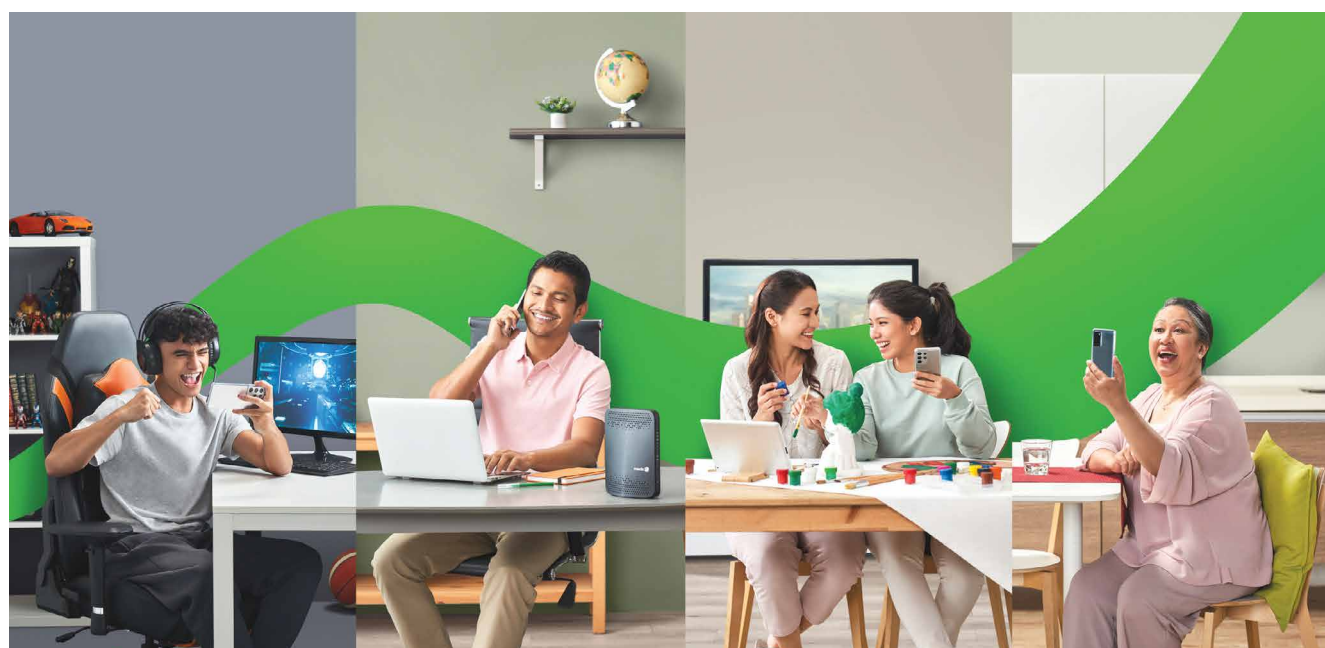
Mapping against SDGs



OUR CONSUMER PRODUCTS

Delivered winning mobile and home solutions through our accelerated convergence strategy

Maxis is a leading brand in the consumer mobile space. From our inception more than 25 years ago, the consumer business has always been the bedrock of the Maxis brand. And even as we move towards becoming a converged solutions provider and a digital-first company, we will always focus on delivering winning consumer mobile solutions.



Throughout our history in the consumer mobile industry, we have always adopted a customer-focused strategy where we listen to our customers to learn about their needs and motivations. Maxis was established in 1995 as a cellular company with mobile voice telephony as our main value proposition. Fast forward 26 years and our value proposition has evolved to encompass multiple services across different customer segments. Our investment over the years, into technology and solutions, brought our customers SMS messaging, mobile Internet, over-the-top (OTT) applications, content and fibre Internet services.

Technology and Innovation

Having observed the trend of digitalisation sweeping across the region in the past few years, we have embraced this shift as a key part of our strategy. The COVID-19 pandemic

has accelerated the pace of this digital adoption in all our lives and highlighted the value and importance of digitalisation for businesses, especially SMEs.

Creating a converged experience through Maxis Fibre and Prime

We are the market leader for elevating the home Wi-Fi experience. This was achieved by partnering with the right manufacturers that introduced the latest Wi-Fi 6-supported fibre routers which provide the best performance for the user. At the core of our consumer mobile strategy was our convergence strategy. This was seen when we introduced convergence plans for our fixed wireless subscribers, which has helped accelerate the momentum of our convergence ambitions.

01
02
03
04
05
06



Powering digital lifestyles through Maxis Postpaid

Our core mobile product, Maxis Postpaid, continued to evolve. Our teams continue to innovate and find ways to drive the consolidation of individual user accounts through the Maxis Family Plan, thereby accelerating the uptake of digital services within the family. We also continued our focus to drive shared lines into our base and grow the size of our accounts.

Maxis is committed to 5G development in the country, and aligned with our commitment to Always Be Ahead, we are continuously building capabilities to develop accessible and premium 5G products that provide the best worry-free experience for our customers. In addition, the expansion of our Segment of One engagement platform is furthering our ambition of providing customers an Unmatched Personalised Experience by continuously delivering relevant and customised engagement.

Enabling affordable mobile services through Hotlink Prepaid Unlimited and digital services

To enhance our prepaid customer experience, we created options for customers seeking unlimited internet options via two new products - Hotlink Prepaid Unlimited, or the easy-to-manage, high-speed internet options from our new Hotlink Prepaid Internet 365.

To cater to those looking for a more affordable postpaid plan, we recently enhanced our Hotlink Postpaid plans with data quotas and unlimited talk times and texts, as well as a refreshed and expanded range of device bundles, including 5G devices.

Looking to further enrich our customers' mobile digital experience, we provided innovative and relevant digital services such as Maxis TV, direct carrier billing for Google Play and Apple App Store and the ability to purchase music streaming services using Hotlink credit.

Driving customer engagement through Hotlink Rewards & Hotlink App

Our Hotlink App not only allows our customers to manage their accounts and discover Hotlink offers and services, but also get rewarded through our Hotlink Rewards programme. This offers our customers easy ways to earn points via their daily interactions with the Hotlink App and redeem e-Vouchers and internet deals through the app.

In 2021, Hotlink Rewards continued to be popular and around 60% of our prepaid base are active users of the Hotlink App. We also continued to offer great value to our customers via tailor-made, personalised internet and reload offers through our HotlinkMU deals engine, offered through the Hotlink App. We will continue to augment more meaningful engagements and value for our Hotlink customers in the coming year.



Staying ahead of the pandemic

As the pandemic entered its second year, we wanted to do our part to help our customers and so we offered all our customers' free Internet access up to 1GB daily for productivity-related usage. This enabled many people to work and study while being at home and not have to worry about interruptions due to data quotas. In collaboration with the Malaysian government and the Jaringan Prihatin programme that provided subsidies of RM300 each, we made Internet access even more affordable through prepaid device bundles.

To make it easier and more convenient for our customers to shop a variety of offerings in both our Maxis and Hotlink online stores, we set up alternate channels. For Lazada, we set up an official Maxis and Hotlink store to support any online orders. The launch of the Maxis buy-back Trade-up programme in selected stores together with our trade-in app allows customers to find out a value for their old devices and if they want to upgrade to a newer device.



01
02
03
04
05
06

Future Product Innovation



WiFi 6
New broadband wi-fi router - better speed and coverage to improve internet experience



Maxis TV
Unlimited TV shows with daily pass available



New Family Plan
Win over families with attractive 4 line mobile and access to fibre; accelerating account consolidation and ARPA growth for Maxis



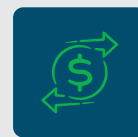
FWBB
Converged Accelerate Home Broadband penetration in non-fibre geographies



36 Months Zerolution
New device ownership model which will improve affordability of flagship devices, a market differentiator and expected device driver



Internet Security
With the rise in connected devices and online behavior, the timely introduction of Secure VPN and kids online protection will be able to protect families from threats and attacks



Maxis Trade-In Programme
Fully digital, the new Maxis trade-in programme allows customers to easily trade in any phone at attractive rates and take up a new device with us



There's a Zerolution for everyone

Whether you're a WFH Mum or a startup CEO, select from our wide range of smart devices to suit your every need. Own your desired smart device with our easy monthly instalment plan at 0% interest.

Sustainable Business Growth

Our Zerolution ownership programme is the most accessible and affordable way to own the latest devices in the market. With zero credit card requirement and zero interest, it is a strong value proposition for the market. However, seeing the rising prices of high-end devices, especially smartphones, we launched Zerolution with a 36-month commitment period, making these phones even more accessible. Beyond smartphones and accessories, we have also extended the Zerolution programme to home appliances that complement our Maxis Fibre broadband service, including Smart TVs, gaming consoles and laptops.

To make it easier for our customers, we broadened our reach by scaling the Maxis Online Store, with more exclusive offers and partnerships, aimed at driving excitement. We strengthened our buy-back programme for devices, through our trade-in app that allows customers to extract value from their older devices while still in the comfort of their homes.

To ensure that the transition into a digital-centric lifestyle is safe and secure, Maxis established a partnership with world-renowned cybersecurity provider Kaspersky, to power Maxis Internet Security—a convenient and affordable way to have access to the best Internet Security solutions.

On the content front, we are partnering with top tier video-on-demand (VOD) content providers, such as Viu, iFlix, Mubi, iQIYI and sooka to launch Maxis TV—a video entertainment service that offers premium video content via VOD passes with free data that is affordable and flexible for everyone.

Future plans

Short-term plans

- Continue to build and strengthen the family concept - convergence to drive growth in average revenue per account (ARPA)
- Re-energise our premium segment acquisition by leveraging on network superiority (best 4G, first to experience 5G and seamless to home/ office) coupled with the best mobile and device offerings
- Expand Segment of One capabilities beyond connectivity to maximise value through convergence and solutions
- Accelerate Fibre footprint through Jendela programme and targeted greenfield through partnership to expand market share
- Create market leadership through Unmatched Wi-Fi Experience

Medium-term plans

- Achieve next major milestone of 1 million Household subscribers
- Strong #1 in Convergence (Mobile + Fibre/ FWBB) subscriber market share
- Fully automated Segment of One recommendations platform delivering an unmatched personalised experience to our customers

Long-term plans

- Undisputed leader of converged solutions for Malaysian families
- To be the leading Network Provider in Malaysia