



Our Value Creation Theme 4:

Caring for Our Community and Environment

Mapping against SDGs



OUR COMMUNITY

Empowered communities through greater access to digital learning opportunities and fulfilment of our social responsibility




Maxis has continued to support communities in need, especially in the continued challenging environment and increasing need for digitalisation.

Our community initiatives are underlined by our passion for education and our purpose to bring together the best of technologies to enable the nation to Always Be Ahead in a changing world. Building upon what we learnt in the previous pandemic year, we have intensified our efforts to empower communities by bringing digital learning closer to them and helping to drive digital adoption. Beyond this, we have undertaken humanitarian relief efforts and supported B40 communities during major festive seasons.


Our Corporate Responsibility (CR) pillars comprise three focused areas:

-  Enabling greater access to digital learning
-  Empowering women entrepreneurs through digitalisation
-  Community engagement and support through festive charity and humanitarian relief efforts


Key initiatives implemented in the eKelas programme for 2021

 Promoting immersive use of English with eKelas HIP StoryFest competition

- National-level English speaking and essay writing competitions, supported by tutorial videos to guide on writing the best essay and tips to sharpen speaking skills.
- More than 3,000 students participated in eKelas HIP Storyfest competition.

 Maxis eKelas teachers forum on making learning fun and vibrant

- Hosted 2 virtual forum sessions on 'How to Be 'HIP' Beyond the Classroom with 1,000 teachers across Malaysia joining the interactive sessions.

 Inaugural eKelas STEM Challenge to promote coding, creative and design thinking skills

- The campaign introduced STEM content through the popular Roblox game and space travel aimed at fostering critical thinking and promoting innovation
- A holistic programme where students have access to explainer videos, notes and modules to learn coding and design basics, talk series by STEM experts and workshops.

Our Value Creation Outcome

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Enabling greater access to digital learning

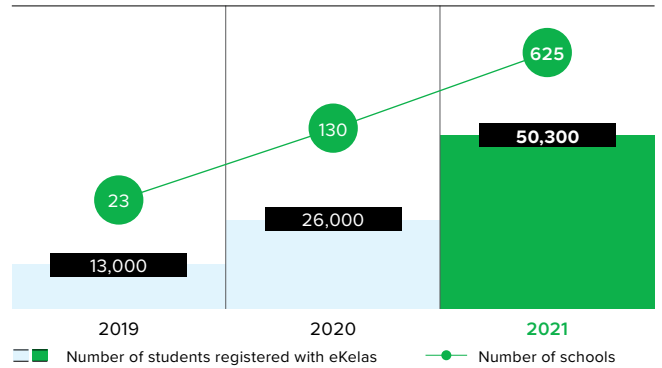
Through our flagship community programme, Maxis eKelas, we support students across the country with access to vibrant digital learning content and engagement activities through the eKelas portal.

Maxis eKelas is an after-school digital learning initiative for students from Primary 4 to Form 5, which brings learning enrichment in a fun and vibrant way and provides access to quality education content through the eKelas portal, in line with the Malaysian School Syllabus. Now in its fifth year, Maxis eKelas which is recognised by the Ministry of Education, has seen an acceleration in growth with over 50k students connecting through the eKelas portal, which includes students from over 625 schools.

As students continued learning from home for most part of 2021, we ramped up digital activities for Maxis eKelas, providing close to 200 hours of live tutorial sessions by experienced teachers through YouTube as well as running quizzes and games-based learning through the eKelas portal to ensure students are kept engaged.

Towards the end of the year, eKelas scaled a new milestone with the launch of the eKelas mobile app, enabling students, teachers and parents with greater access to exciting digital content, with convenience and flexibility of learning on the go. As a mobile version of the eKelas portal, the mobile app offers more than 3,000 curated bite-sized educational content focusing on the programme’s three core subjects – Mathematics, English and Science. This includes revision and learning videos, exam notes, reading materials and live tutorial sessions guided by teachers and the app community manager, *Abang Portal*.

Impact created from eKelas initiative



Putting devices in the hands of those in need



We recognised that one of the biggest obstacles for students learning from home, especially those in the B40 group, is access to devices. Continuing with our commitment to provide greater access to the Internet and digital learning, Maxis contributed refurbished desktops to several schools across the country and community centres as part of #MyBaikHati, an industry initiative driven by Malaysian Communication and Multimedia Commission (MCMC) (For more information about #MYBaikHati, visit <https://www.maxis.com.my/en/campaigns/mybaikhati/>). As at end of 2021, Maxis contributed 340 desktops and 35 laptops to 300 schools and 35 families. During the delivery of these devices, we also encouraged recipients to register for eKelas, so that more students can benefit from the programme.

Anne Soosay Selvam

Teacher from Sekolah Kebangsaan Bukit Tembakau, Melaka

“The desktops will be incredibly helpful. As a teacher, I know that students have more fun and enjoy learning with the help of digital tools. We can leverage technology to cultivate digital savvy students, so we want to thank Maxis for this contribution to our school.”

Azmi bin Aziz

Teacher from Sekolah Kebangsaan Keting, Kelantan

“The refurbished desktops are very much welcome as our existing desktops are no longer in working condition. This will benefit our students and give them more opportunities to explore the IT field on a deeper level. We are grateful to Maxis for their contribution and for enabling digital learning in our school.”



Empowering women entrepreneurs through digitalisation

Since 2017, Maxis has been conducting digital marketing workshops across a few states as part of a pilot project. Recognising the immense potential of the programme and with positive response from entrepreneurs who were largely made up of women, Maxis launched **eKelas Usahawan** in March as a structured digital marketing programme to empower women entrepreneurs in rural communities to develop a stronger digital presence.

With a focus on equipping these entrepreneurs with basic digital marketing skills, we worked with a specialised content and training partner to develop training modules

which includes tips and basic skills on digital photography, marketing and advertising through online and social media platforms as well as digital payments. Currently delivered as a public webinar series, eKelas Usahawan helps prepare entrepreneurs adapt to the new norm which requires them to meet the demands of their customers digitally. A total of 1,020 entrepreneurs were trained in 2021 through our collaborations with Pacos Trust, Yayasan Hijrah, Yayasan Kebajikan Negara and Iskandar Region Development Authority. Anyone can register for eKelas Usahawan via Maxis website at <https://www.maxis.com.my/en/about-maxis/corporate-responsibility/ekelas-usahawan-webinar/>.

In conjunction with the launch of eKelas Usahawan, Maxis held a special campaign comprising a workshop series for a group of 200 participants, working with PACOS Trust and Yayasan Hijrah Selangor 34 entrepreneurs who met the set targets were selected into the next round which includes monitoring of how they applied their newfound digital marketing skills to their businesses. These entrepreneurs went through a 3-month monitoring period, where the top 10 performers walked away with subscriptions to Maxis’ digital solutions for their respective businesses, and top 3 winners receiving cash prizes.

Beyond monitoring improvements in their digital marketing presence and increase in their online sales transactions, eKelas Usahawan also engaged Maxis employees to volunteer as coaches to encourage and provide insights to help these entrepreneurs expand their businesses further.

Across the entire pool of entrepreneurs undergoing coaching and monitoring, the number of Facebook page views recorded grew by 72% month-on-month just in a span of 2 months. Collectively, the total number of sales transactions across all participating entrepreneurs increased by 70% within the same period, since joining the programme.

“As a Gen-X who is more accustomed to running an offline business, the experience from the eKelas Usahawan programme really helped me in learning how to do product marketing with the use of digital tools. Now I have the confidence to use social media channels in marketing my business. I am also very excited about this win, and can’t wait to share the tips I have learned through eKelas Usahawan to grow other entrepreneurs.”

Pn Rosila Mohd Rosidi,
founder DokiDoki Ekonomi, Puchong, Selangor and first place winner of inaugural campaign.



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Community engagement and support through festive charity and humanitarian relief efforts

Community engagement and support especially for those from vulnerable groups is an important part of our outreach initiatives. This includes those on low incomes, people living with disabilities, senior citizens, B40 communities and the homeless. We partner with government and non-governmental organisations to engage with these communities during the major festive seasons in Malaysia:

- **Chinese New Year:** Provided food boxes as well as face masks and sanitisers for B40 households in Desa Mentari, Selangor and Sg Rapat, Perak.
- **Hari Raya:** Delivered 100 desktops to 29 schools across Malaysia.
- **Deepavali:** Equipped SJK (Tamil) Jalan Fletcher, Kuala Lumpur with 20 refurbished desktops and a new projector. Additionally, a total of 70 food boxes were also distributed to needy families in Matang Jaya, Sungai Buloh.
- **Christmas:** Contributed 135 food packs, 6 new tablets, festive gifts and installed Maxis 4G WiFi for Rumah Kanak-Kanak Kota Kinabalu, Sabah.

Meanwhile, we have an important role to play in supporting communities during natural disasters. Towards the end of 2021, the nation experienced one of the worst floods, with unprecedented impact in the west coast. Our priority in assisting communities during times of crisis is ensuring they stay connected with their loved ones, as well as providing the necessary support to ease their burden. Working with our NGO partners, we mobilised teams to support flood victims with food boxes and hygiene kits along with SIM packs for those in relief centres.

The floods had caused devastating impact to communities especially in Selangor and Pahang, resulting in substantial damage to properties and livelihoods. We participated as an industry with the Ministry of Communications and Multimedia (KKMM) to support KKMM’s flood relief initiative, *OPS Bantu Hingga Selesai*, to clean up homes and support families at three heavily impacted locations in Selangor, namely Taman Sri Muda (Shah Alam), Bukit Changgung (Sepang) and Taman Sri Nanding (Hulu Langat).

As part of our collaboration with Yayasan Kebajikan Negara (YKN), we also made food boxes available for impacted communities at YKN’s regional offices in Kuala Lumpur, Johor Bahru, Ipoh, Penang, Kuala Terengganu, Kota Kinabalu and Kuching. Additionally, working with the Malaysian Red Crescent Society (MRCS), we prepared more food boxes and hygiene kits for distribution in the East Coast as well as Klang Valley, Negeri Sembilan, Melaka and Johor.



Aiding frontliners and communities during the pandemic

During the year, we continued to assist frontliners and communities impacted by the ongoing pandemic. As part of our RM1 million pledge to the GLC/GLIC Disaster Response Network (GDRN) for “To Malaysia, With Love” a campaign driven by MCMC, we contributed towards the following initiatives:

- RM135,000 to MRCS to fund their mobile vaccination programme under the National COVID-19 Immunisation Programme (PICK). Additionally, Maxis provided connectivity for MRCS’ Hotline numbers via the sponsorship of Hotlink Unlimited mobile lines.
- RM50,000 to vaccination centres at Bukit Jalil Stadium and Multimedia University Cyberjaya for a month’s sponsorship of meals for staff and volunteers.
- RM100,000 to the COVID-19 Assessment Centre in Kuala Lumpur for the sponsorship of personal protective equipment in support of the 200-strong team of frontliners, as well as meals for volunteers and patients for a month.
- RM150,000 to the MRCS to distribute food boxes to communities impacted by the pandemic across Malaysia.

Empowering our people to give back to the community

Our volunteerism programme, mSquad, continued to provide the opportunity for employees to get involved with causes they are passionate about. During the year, keeping the safety of our employees as the priority, we pivoted towards virtual volunteering with only limited physical volunteering under strict compliance with social



distancing and SOPs. For 2021, mSquad members clocked in 1,056 volunteer hours, reflecting a total volunteering value* of RM48,649. Volunteering hours stood at 1,786 hours and valued at RM80,441 in 2020. While for 2019, we recorded 2,185 volunteer hours, valued at RM100,000.

* Total value of volunteer hours is calculated as follows: *Volunteering value = Average Hourly Rate x Total Maxis Volunteering Hours*

For 2022, we will continue to champion education in our community outreach and help drive digital adoption especially among entrepreneurs and micro SMEs from the B40 group. We will leverage our position as Malaysia’s leading converged solutions provider to deliver our brand promise of Always Be Ahead in supporting the nation in times of need and in adapting to a rapidly expanding digital landscape so that no one is left behind.

OUR ENVIRONMENT

Minimised the environmental impact of our operations through reduction in emissions and proactive waste management

At Maxis, we are deeply concerned about the impact our business has on the environment especially through global warming. The extreme weather events of the past year, as evidenced by the recent flood events in Malaysia, have highlighted the growing reality and urgency of climate change focus.

We continue to implement initiatives that minimise our impact on the environment and closely monitor our business operations to address the impact of climate change on our business. Our main priorities are improving energy efficiency, optimising the use of resources and reducing greenhouse gas (GHG) emissions in our network hence helping to preserve our environment.

The two units responsible for managing our environmental impact are the Corporate Services department and the Network division team. The Corporate Services team monitors energy consumption, implements savings initiatives and facilitates recycling and waste management. The Network team is responsible for waste management of the Network side of the business, including seeking ways to maximise, reutilise or refurbish decommissioned equipment and redeploy it back as live network equipment (as opposed to buying new ones).

Our Energy Reduction Initiatives

Our network and information technology infrastructures account for most of our electricity consumption. Maxis is always looking for new technology and innovative ways that will help us improve energy efficiency across our Network Services and Data Centres. We continued to tune and refresh our equipment to obtain greater efficiencies as well as started to introduce solar energy system in our network. As part of these efforts, we are also excited with the acknowledgment and certification by the Malaysia Book of Records for having the “First Off-Grid Telecommunications Tower Powered by Green Energy (Solar & Wind Turbine)” in Malaysia.



Key Initiatives at Technical Operation Centers (TOC):

- **Modernise:** Ensure uninterruptable power system (UPS) and DC plant for Data and Switch Center by leveraging on new energy efficient capabilities and clean power supply
- **New initiative:** Introduce use of on grid solar system as renewable energy to power up Maxis’ servers inside Data and Switch Center. Work is currently in progress and due to be completed by June 2022, expected to accommodate about 10% of TOC building total consumption
- **Modernise:** Improve facilities for administrative and office area by using smart control and energy efficient system for minimum use of energy
- **Modernise:** Install utility power system for the entire building with energy efficient filtering system to minimise energy losses