

## Our Value Creation Outcome 4: Caring for Our Community and Environment

Mapping against  
SDGs



### OUR COMMUNITY

Empowered communities by driving greater access to quality education and fulfilling our social responsibilities

Our strategy for enabling a digitally inclusive society focuses on bringing the best of technologies to enable the community to Always Be Ahead™ in a changing world.

A big part of our commitment to investing in Malaysia is supporting communities – from students and women to SMEs entrepreneurs and B40 groups. This is driven by our long-standing passion for education.

We continued to accelerate our efforts to support impacted communities and help them thrive in an increasingly digital environment.

Our community initiatives are focused on three core areas:

- Enabling greater access to digital learning for students in rural communities
- Empowering women entrepreneurs and micro-SMEs with digital marketing skills
- Community outreach during festive seasons and providing humanitarian relief during natural disasters.

#### Community initiatives

Initiatives (RM'000)	2020	2021	2022
Flagship programmes - eKelas and eKelas Usahawan	1,794	1,784	1,312
Festive charities	53	105	64
Humanitarian contributions	501	446	819
MyBaikHati programme	-	51	10
Capacity building in support of the PUPUK programme	-	-	1,400
Sponsorships of communications services for community initiatives and events	-	-	358
<b>Total</b>	<b>2,348</b>	<b>2,386</b>	<b>3,963</b>

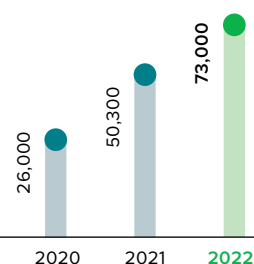
#### ENABLING GREATER ACCESS TO DIGITAL LEARNING

Technology has the power to democratise education, providing access to experienced educators and quality learning content to students especially those in rural communities. Maxis' flagship community programme, Maxis eKelas, which is in its seventh year, continued to support students nationwide with free access to exciting digital learning content and engagement activities.

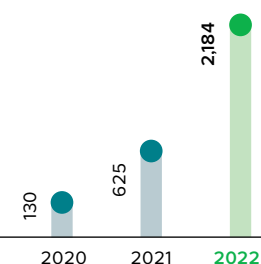
As an after-school digital learning initiative for students from Year 4 to Form 5, the programme promotes learning enrichment in a fun and vibrant way and provides access to quality educational content, in line with the Malaysian School Syllabus. Focusing on Science, Mathematics, English, Bahasa Melayu and History, students are exposed to experiential learning through a combination of live tutorials, group learning, competitions and digital content via the eKelas portal and app. eKelas today provides a complete digital learning experience, including opportunities for students to take part in annual campaigns like English and STEM competitions as well as the opportunity to apply for the Anugerah Gemilang student grant.

To date, there are over 73,000 students, registered on the eKelas portal, ensuring that they receive access to digital learning opportunities.

Number of students who registered with eKelas



Number of schools registered with eKelas



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### Students benefit from free educational resources and co-curricular activities:

<b>Enabling greater access to digital learning content</b>	<ul style="list-style-type: none"> <li>Through the eKelas portal and mobile app, students can access more than 3,000 bite-sized content including revision and learning videos, exam notes, reading materials and live tutorial sessions.</li> </ul>
<b>Helping to improve English language proficiency</b>	<ul style="list-style-type: none"> <li>Since 2019, eKelas has been recognised by the Ministry of Education under its Highly Immersive Programme (HIP), where eKelas students who participate in the HIP StoryFest English Competition can collect co-curricular marks which are included in their school certificate.</li> <li>The Competition aims to build students' confidence in speaking English and encourage the learning of English through fun activities.</li> <li>In 2022, more than 5,000 students participated in the HIP StoryFest Competition, over 50% more than the previous year.</li> </ul>
<b>Supporting STEM education and equipping students with digital skills</b>	<ul style="list-style-type: none"> <li>'Misi Jelajah Digital', a nationwide STEM challenge in its second year, is aimed at nurturing students with critical thinking and digital skills.</li> <li>Students were provided with explanatory videos, notes and modules to learn coding and design basics as well as workshops and talks by STEM experts.</li> <li>Over 1,700 students participated in the competition in 2022.</li> </ul>

**"I find the eKelas portal and app to be very informative with plenty of lessons, and that includes information for general knowledge."**

– Nurul Hanna Binti Mohd Saleh, a competition winner and student from SMK Sungai Besar, Selangor.

**"The HIP Storyfest Competition is really interesting as it makes English storytelling and essay writing enjoyable. We hope that the content will be expanded to include subjects such as Computer Science and Pure Science too, in time."**

– Ms. Chew Ann Phin, a teacher from SMK Sungai Besar, Selangor.

**"The digital workshops are very beneficial for entrepreneurs in learning how to market and advertise their products to attract more customers. The modules were easy to understand, and I gained a lot of help on how to manage my business online."**

– Noraini Azlan Binti Azmi, participant from Penang.

**"I gained a lot of knowledge on how to attract and engage with customers better, as well as positioning my business on social media. I enjoyed the modules presented and thank the trainers for their guidance."**

– Norul Suziyana Binti Sulong, participant from Terengganu.

### EMPOWERING WOMEN ENTREPRENEURS THROUGH DIGITAL MARKETING SKILLS

Now in its second year, eKelas Usahawan continues to attract strong interest from micro-SMEs, particularly women entrepreneurs, in adopting digitalisation for their businesses. Since its launch in March 2021, the programme has trained over 2,400 local entrepreneurs via 39 workshops delivered both physically and virtually nationwide, with all-round positive feedback from participants. Some sessions were facilitated by Maxis' own volunteers.

eKelas Usahawan comprises a series of digital marketing workshops with a practical and hands-on approach to equipping entrepreneurs with basic digital marketing knowledge and skills. Modules focus on tips and basic adeptness in marketing and advertising for creative promotions through online and social media platforms, as well as digital photography for presentation and appeal.

In facilitating dedicated workshops, eKelas Usahawan collaborates with government agencies and NGOs to attract and help more entrepreneurs and SMEs to apply basic digital marketing knowledge and tools to their respective businesses. In 2022, the programme trained a total of 1,700 entrepreneurs.

### SUPPORT FOR VULNERABLE COMMUNITIES

#### Festive Charity

Our outreach initiatives during festive seasons are anchored on community engagement and support for underserved and vulnerable groups. These include Persons with Disabilities, special needs individuals, senior citizens, B40 income earners and the homeless. By partnering with NGOs, we were able to bring festive cheer to various communities in need.

In 2022, Maxis reached out to various communities – from senior citizens and B40 individuals and families to students and single mothers – in conjunction with the four festive seasons of Chinese New Year, Hari Raya, Deepavali and Christmas. These communities benefitted from over 2,400 boxes of food aid and essential items, food vouchers, refurbished desktops and back-to-school packs that were contributed.

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### Humanitarian Relief Initiatives

Our humanitarian relief priorities include assisting emergency services organisations with their connectivity requirements, restoring services to our customers and premises clean-ups during natural disasters. Where necessary, we provide temporary mobile base stations to boost coverage for emergency services or relief centres. For post-flood initiatives, we help our dealers restore their businesses and affected communities to rebuild their lives.

In preparation for the monsoon season that took place from November 2022 to March 2023 and as part of Maxis' SOP, our flood preparation and mitigation initiatives include:

- Stationing four boats in Pahang, Johor and Penang
- Flood mitigation simulation exercises with the relevant authorities
- Equipping all critical tower sites with power gensets.
- Hardening / raising 49 sites in historically flood-prone areas.
- Working with the Regulator, MCMC, on single channel usage to notify all State MCMC offices of flood-related outages.
- Setting up Virtual Command Center with key stakeholders.
- Identifying staff in flood-prone areas and ensuring sufficient resources to support business-as-usual operations.
- Implementing proactive radio upgrades to cater for traffic surges during the flood period.

### Supporting the Community through Employee Volunteerism

Through our robust volunteerism programme, mSquad, we empower our employees to make a difference by giving them the opportunity to invest their time in community and humanitarian initiatives. This includes tapping into the energy of employees across the Company to engage with the community on the ground and provide training support or knowledge-sharing.

Volunteerism at Maxis	2020	2021	2022
Volunteering hours by employees	1,786	1,056 <sup>2</sup>	1,355
Volunteering value <sup>1</sup> (RM)	80,441	48,649	64,474

<sup>1</sup> Total value of volunteer hours is calculated as follows: Volunteering value = Average Hourly Rate x Total Maxis Volunteering Hours.

<sup>2</sup> Volunteer hours in 2021 comprised virtual volunteering as well as limited physical volunteering as we ensured strict compliance with the SOPs during the pandemic period.

We will continue to leverage digitalisation and technology to create meaningful impact on the lives of communities in which we operate.

## OUR ENVIRONMENT

### Minimised our environmental footprint through efficient emission and resource management

At Maxis, we are deeply concerned about climate change and fully aware of the need for mitigating action. To that end, we have continued to deploy initiatives that minimise our impact on the environment and closely monitor our business operations to address the impact of climate change on our activities.

Our immediate priorities are to improve the use energy and resources, and reduce GHG emissions, driven by Corporate Services and Network.

#### Key Initiatives at Base Stations

- Optimised energy usage at base stations by using intelligent inverter control and energy-efficient motors
- Replaced air-conditioning systems to a free cooling system at selected base stations
- Installed full off-grid solar systems in rural sites in Peninsular and East Malaysia to reduce dependence on energy supplied by generator sets and diesel
- Continued to retire 3G network equipment in line with the national agenda
- Optimised energy consumption and facilities by leveraging on MOCN (Multi Operator Core Network) technology for network sharing
- Optimised the use of energy at base stations by deploying highly efficient DC rectifier power systems



#### OUR ENERGY REDUCTION INITIATIVES

Our network and information technology infrastructure account for most of our energy consumption. We constantly look for ways to improve energy efficiency, particularly at our base stations and technical operation centres. Our equipment has been fine-tuned and optimised to efficiently reduce power consumption. We also make use of renewable energy e.g. solar power, at selected locations.

#### Key Initiatives at Technical Operation Centers (TOC):

- Modernised the Uninterruptible Power System (UPS) and DC Power Plant for Data and Switch Centres with a more energy-efficient and cleaner power supply
- Use of solar energy systems to power Data and Switch Centres with work completed at seven TOCs which is projected to supply approximately 10% of the total energy consumption of our TOC buildings
- Modernised administrative and office facilities with smart control and energy-efficient systems
- Upgraded air-conditioning systems with lower capacity and high efficiency units.
- Optimised use of equipment space, energy consumption and facilities by shutting down the KLCC TOC and legacy equipment in August 2022.



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### Performance Data Trend

#### Energy Usage (MJ)

Our continuous efforts to improve energy efficiency have resulted in a minimal increase in energy usage (4.9%) at network sites in 2022 despite upgrades undergone to address increasing demand of 10% as compared to the previous year for data connectivity (traffic). This has resulted in lower GHG emissions as well as greater savings in terms of electricity cost.

Year	Network			Corporate Offices and Buildings	Customer Service and Retail Centres	Maxis Total
	Energy from Fuel and Gas Usage (MJ)	Energy from Electricity Purchased (MJ)	Subtotal Energy Consumption (MJ)	Energy from Electricity Purchased (MJ)	Energy from Electricity Purchased (MJ)	Total Energy Consumption (MJ)
2020	61,370,486	1,333,859,646	1,395,230,132	7,740,184	11,545,231	1,414,515,547
2021	63,777,824	1,345,102,198	1,408,880,022	5,295,597	10,771,106	1,424,946,725
2022	62,994,251	1,415,117,878	1,478,112,129	6,977,532	13,039,735	1,498,129,396

#### Notes:

Conversion factor from fuel and gas usage and electricity purchased to energy  
Electricity purchased - 3.6 MJ/ kWh; Petrol - 33.34 MJ/ L; Diesel - 36.14 MJ/ L

#### Total Emissions at Maxis (CO<sub>2</sub> tonnes)

Year	2020	2021	2022
<b>Scope 1 - Direct emissions e.g. from fuel and gas usage</b>			
Network and Technology	4,578	4,756	4,695
SUB-TOTAL	4,578	4,756	4,695
<b>Scope 2 - Indirect emissions e.g. from electricity consumption</b>			
Network and Technology	200,215	205,751	217,395
Building Electricity Consumption (Corporate Offices and Buildings, Customer Service and Retail Centres)	2,969	2,489	3,114
SUB-TOTAL	203,184	208,240	220,510
Total Emission (CO <sub>2</sub> tonnes)	207,762	212,996	225,205

#### Notes:

- In 2020 – 2021, the calculation of GHG emissions was mainly based on the payment amount for fuel and electricity
- In 2022, a change in methodology has been implemented in the calculation of GHG emissions, transitioning from payment amount to actual fuel consumption and electricity consumption for the majority of base stations



### REUSING AND OPTIMISING OUR RESOURCES

Maxis is committed to reusing and recycling our equipment, integrating this throughout our organisation via our procurement process and network operations, including reusing parts for network maintenance. In 2022, our reuse and recycling rate increased by 27% compared to 2021.

Simultaneously, we are phasing out older-generation technologies and deploying new ones with higher energy efficiency. This transition, however, has generated an increase in waste as the end-of-life and obsolete equipment will have to be scrapped. We saw an increase in scrap in 2022 due to the phasing out of 3G Technology and Infra Equipment as part of our efforts to pave the way for our 5G network.

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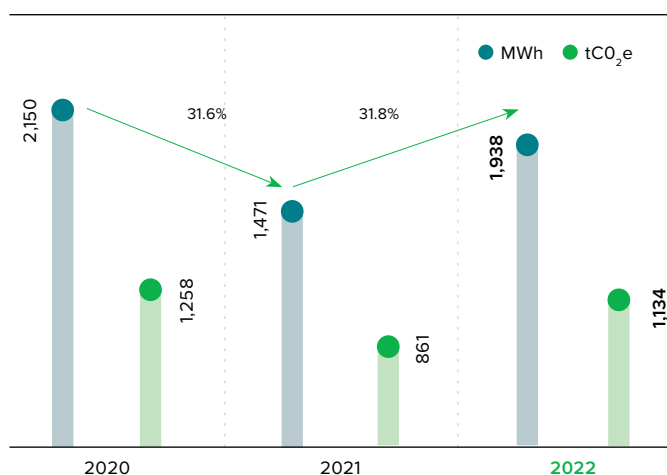
### MINIMISING THE ENVIRONMENTAL IMPACT OF OUR MAIN CORPORATE OFFICES

In 2022, we saw a 31.8% year-on-year increase in power consumption, as compared to a power savings of 31.6% in 2021, mainly due to the return of staff to our offices. This has, in turn, seen a normalisation of power consumption habits. However, as we continue to maintain hybrid working arrangements, the energy use at our offices remains lower as compared to pre-pandemic levels.

#### Performance Data

##### Corporate Office Electricity Consumption

#### Total Corporate Office Electricity Power Consumption (MWh & tCO<sub>2</sub>e)



#### Notes:

- Power consumption figures for Menara Maxis & Mapletree equipment warehouse in December 2022 were estimated
- There was a 31.8% increase in power consumption compared to savings of 31.6% in 2021. This was mainly due to the return to office exercise (increased staff numbers/strength, increased in operating hours at Pinnacle impacting lighting, small power, and air conditioning)

#### Office Waste Management

We are now in the seventh year of partnership with Pertubuhan Kebajikan Masyarakat Melalui Kitar Semula (CRC), a non-governmental organisation which collects recyclables from our main offices and deploys the funds generated therefrom to charitable activities. The recycling rate increased from 84% in 2021 to 89% in 2022, with total office recyclable waste increasing by 193% and recycled waste increasing by 209% as compared to 2021. This was mainly due to our staff returning to the office and partial resumption of office operations. We expect the volume of recyclable waste to return to pre-pandemic levels when all staff return to the office.

#### Total Office Recyclable Waste Generated and Recycled (kg)

Year	2020	2021	2022
Total recyclable waste generated (kg)	515	101	296
Total waste recycled (kg)	442	85	263

In 2022, our paper consumption at our Peninsular Malaysia Maxis offices increased by 22.5% compared to 2021. This was due to staff returning to the office and the partial resumption of office operations. However, paper usage was still lower compared to pre-pandemic levels in 2019. We expect paper usage to increase upon the full resumption of staff returning to the office.

#### Total Paper Usage (Reams)

Year	2020	2021	2022
Total reams used	3,605	2,375	2,909

### OUTLOOK

Maxis is fully aware of the high cost exacted by climate change and is committed to doing our utmost to reduce our emissions. Malaysia has similarly set its sights on an ambitious target of becoming a net zero country by 2050. In support of this laudable national goal, we continue to establish systems and policies to monitor our environmental impact. Establishing this baseline will create a solid platform for us to identify concrete environmental goals going forward into the future and allow us to identify opportunities for us to further reduce emissions.