

# 3Q 2016 Financial Results

19 October 2016



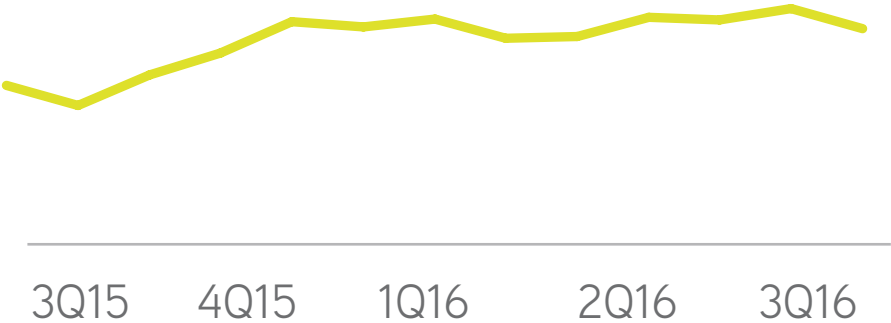
# 3Q16 Highlights

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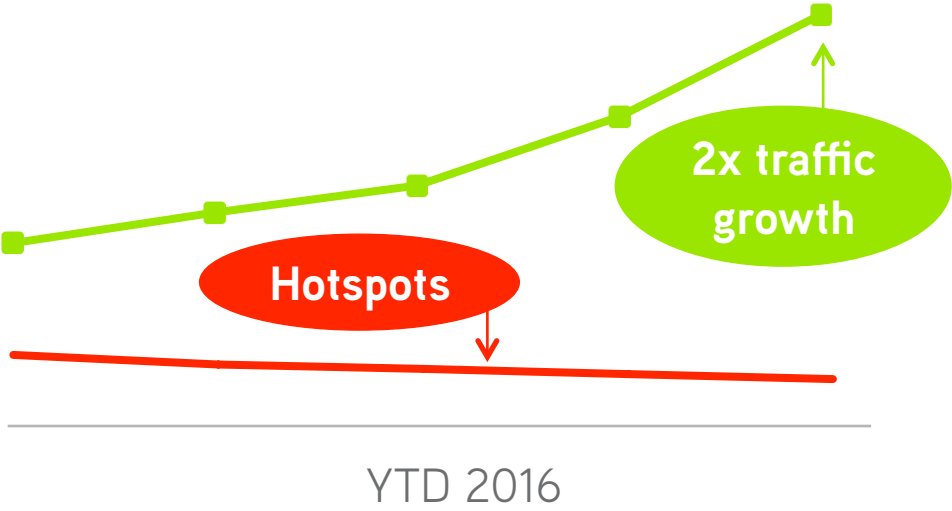


# High demand for data and unmatched customer experience drive financial momentum

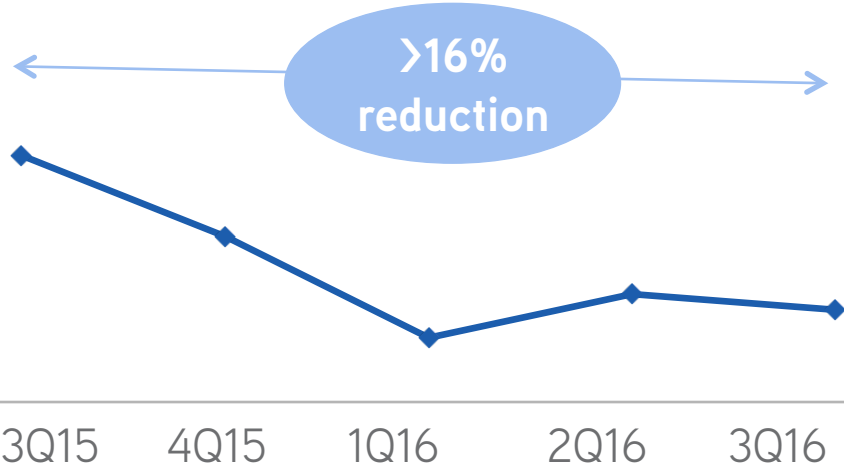
Consistent 4G LTE data download speed



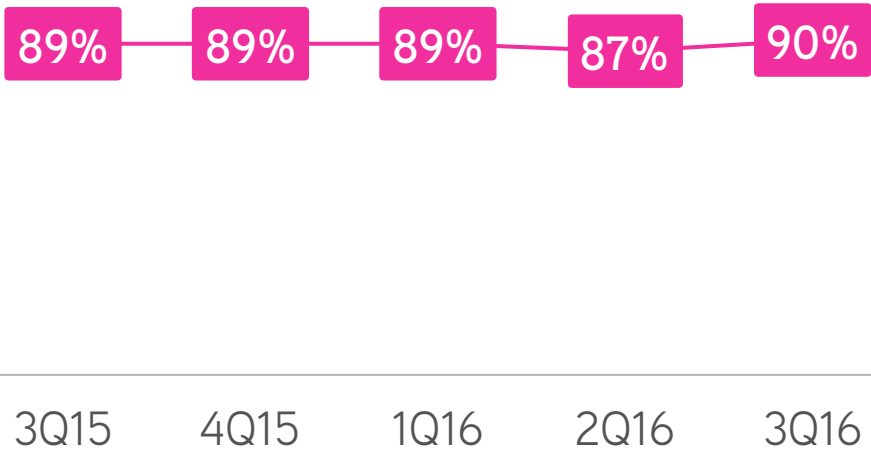
2x traffic growth; Hotspots under control



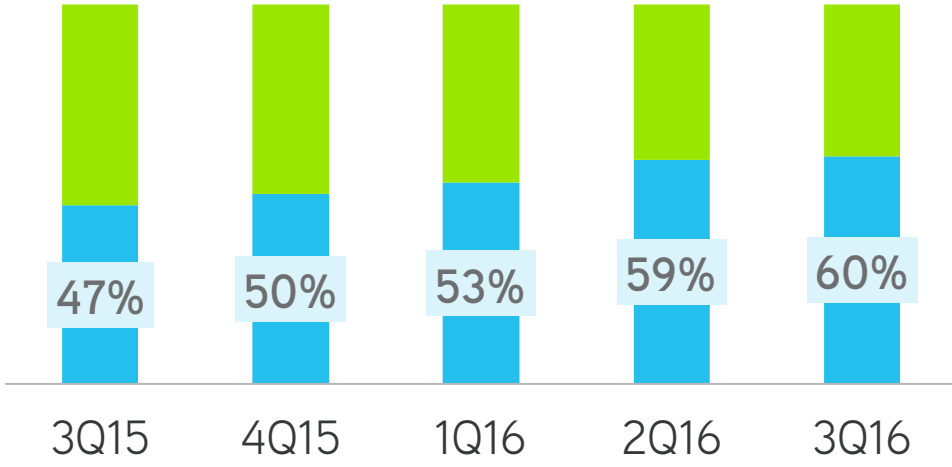
Network improvements drives lower complaints



90% first contact resolutions across all customer service touch points



60% customer interactions on digital and self-care platforms



## Solid Q-o-Q momentum

- +2.8% service revenue
- +6.6% prepaid revenue
- +13.2% EBITDA
- +22.1% PAT



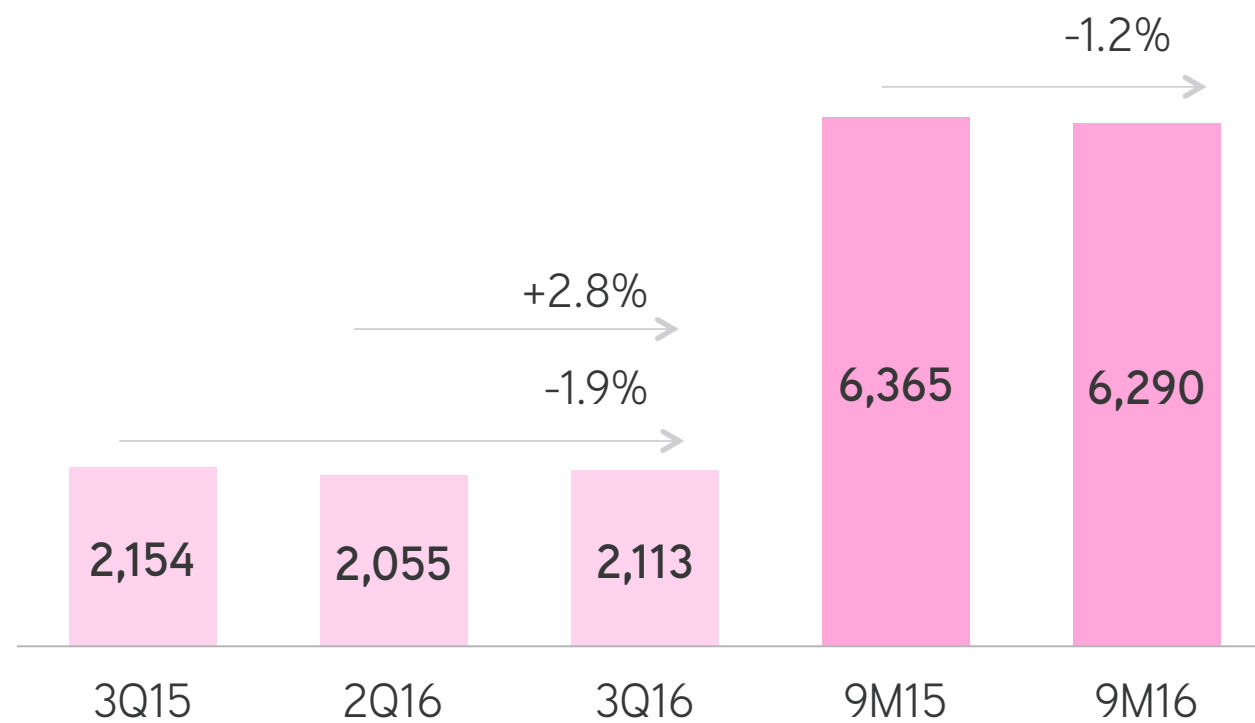
# Financial review

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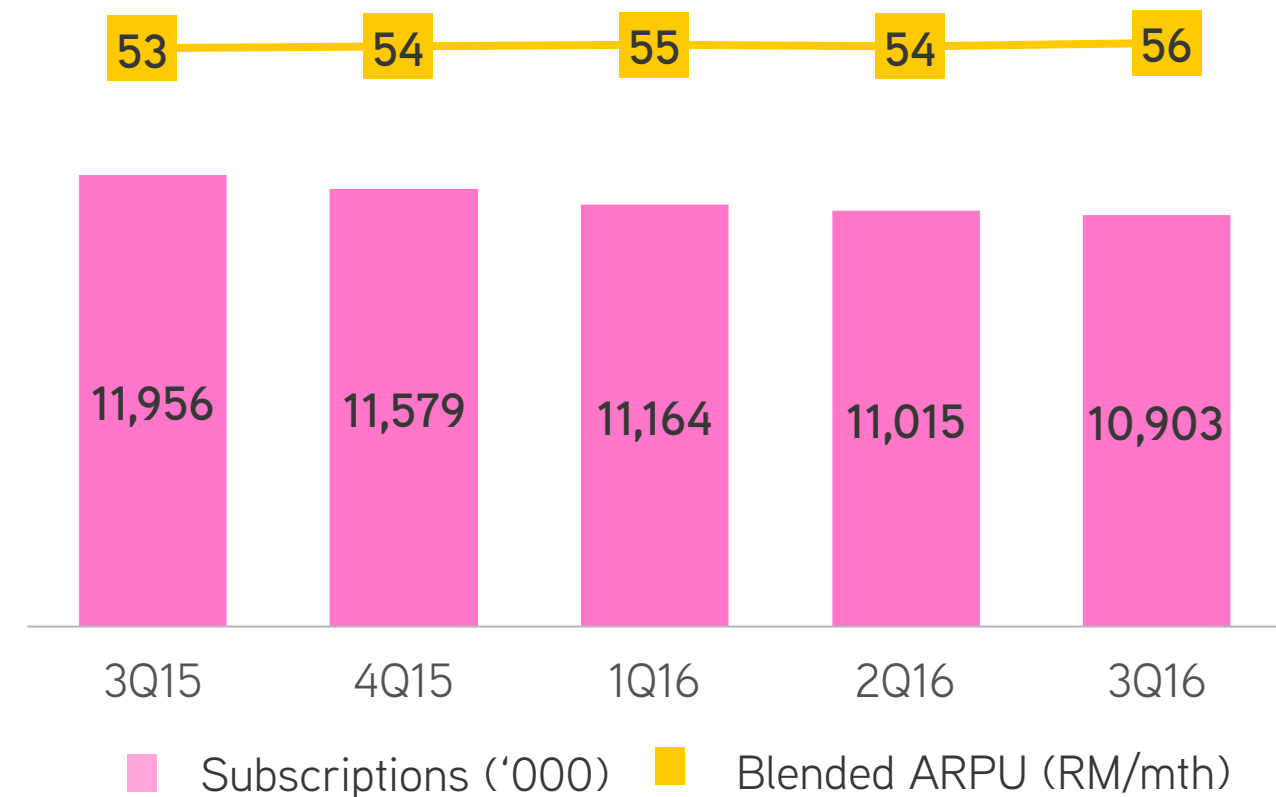


# Good revenue momentum

Service Revenue (RM mn)



Total RGS and Blended ARPU



- Service revenue improvement from strong prepaid performance; postpaid stable
- New plans launched in previous quarters driving revenue traction; more to come
- More data propositions supporting ARPU; mitigating voice and SMS usage decline



# Surpassed one million Hotlink FAST users

- Successful in acquiring higher value prepaid internet users; MI ARPU 20% higher
- High MI penetration; 10% points higher than legacy base
- Continued to be the best plan for MI users; also catalyst for migration of 3G users to 4G

## MORE OHHSOMENESS FROM HOTLINK



**THE ONE CURRENCY FOR  
ALL YOUR GAMING NEEDS**



**ROAM IN 8 ASEAN COUNTRIES  
WITH 1GB HI-SPEED DATA FOR  
RM10/DAY!**



**WATCH YOUTUBE  
ON-THE-GO FOR FREE**

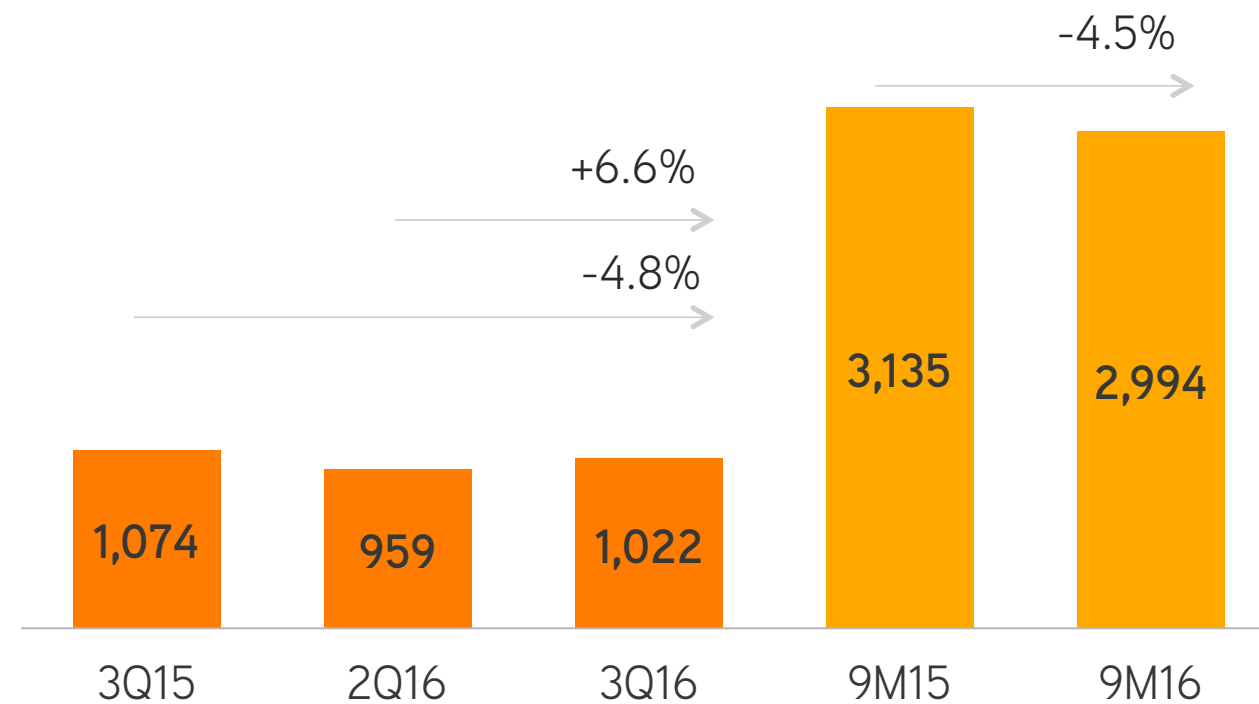


**10% OFF TOP GAMES EVERYDAY**

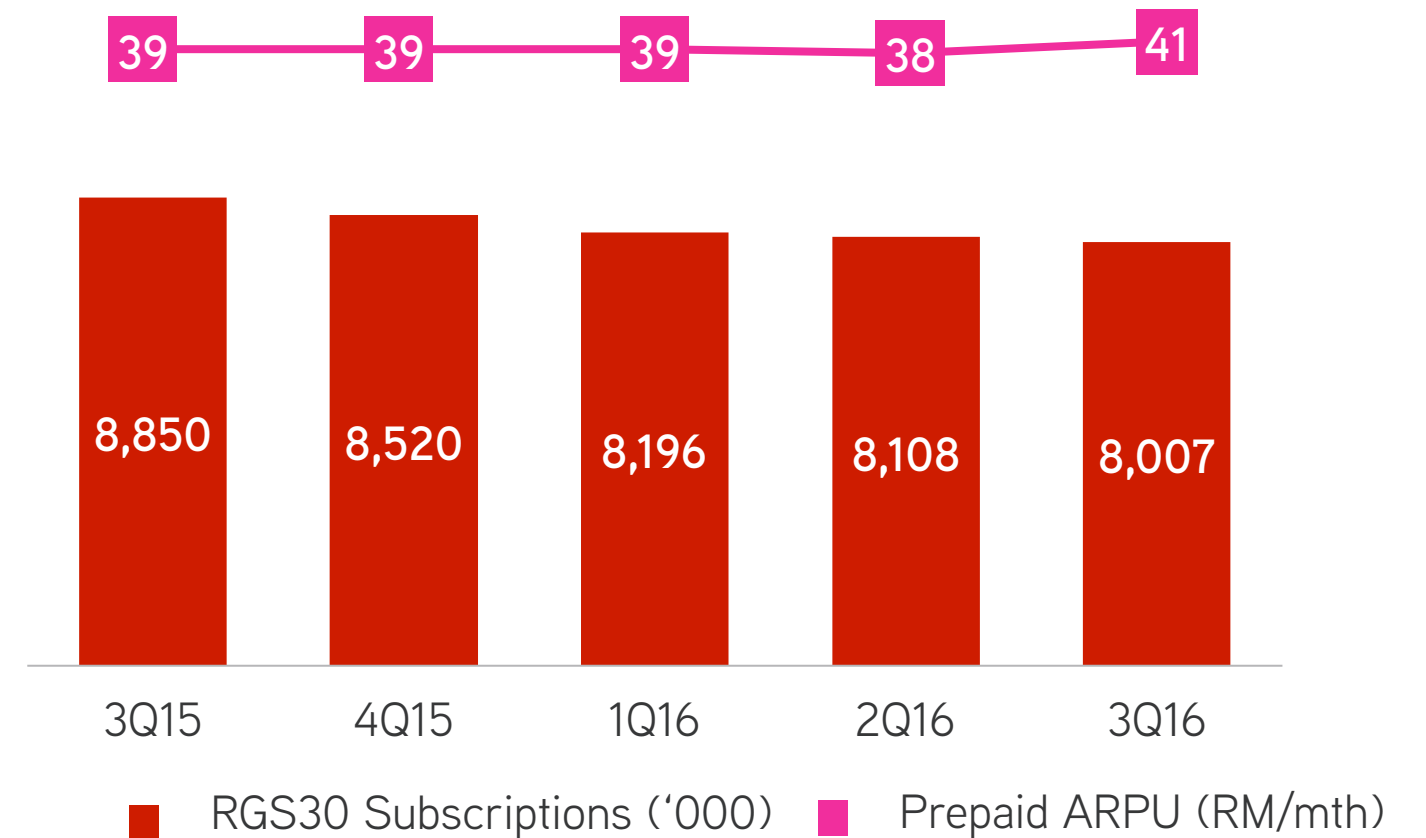


# Strong MI ARPU drives good revenue momentum

Prepaid Revenue (RM mn)



Prepaid RGS and ARPU



- RGS traction improving towards end quarter
- Hotlink FAST attracting high MI ARPU users; MI penetration approaching 55%
- Stable contribution from foreign worker segment; focus on growing MI users for better wallet share and profitability





# MaxisONE Plan premium backed by market leading innovations and superior 4G user experience

- Postpaid RGS growth driven by strong MaxisONE Plan acquisition momentum and lower churn
- MaxisONE Share driving incremental port-ins and pre-to-post migration; also generating higher acquisition ARPA\*
- New MaxisONE Kid and 4G Pocket WiFi to grow ARPA and MI usage
- Leading 4G LTE coverage and quality support the momentum



**MaxisONE** Plan now with DataPool  
More data, more ways to use it.

- +5GB for RM48  
Free line with unlimited calls
- Share with family and other devices
- Take local quota overseas
- + Free 5GB/month video streaming

**MaxisONE Kid Watch**

**No.1 4G**

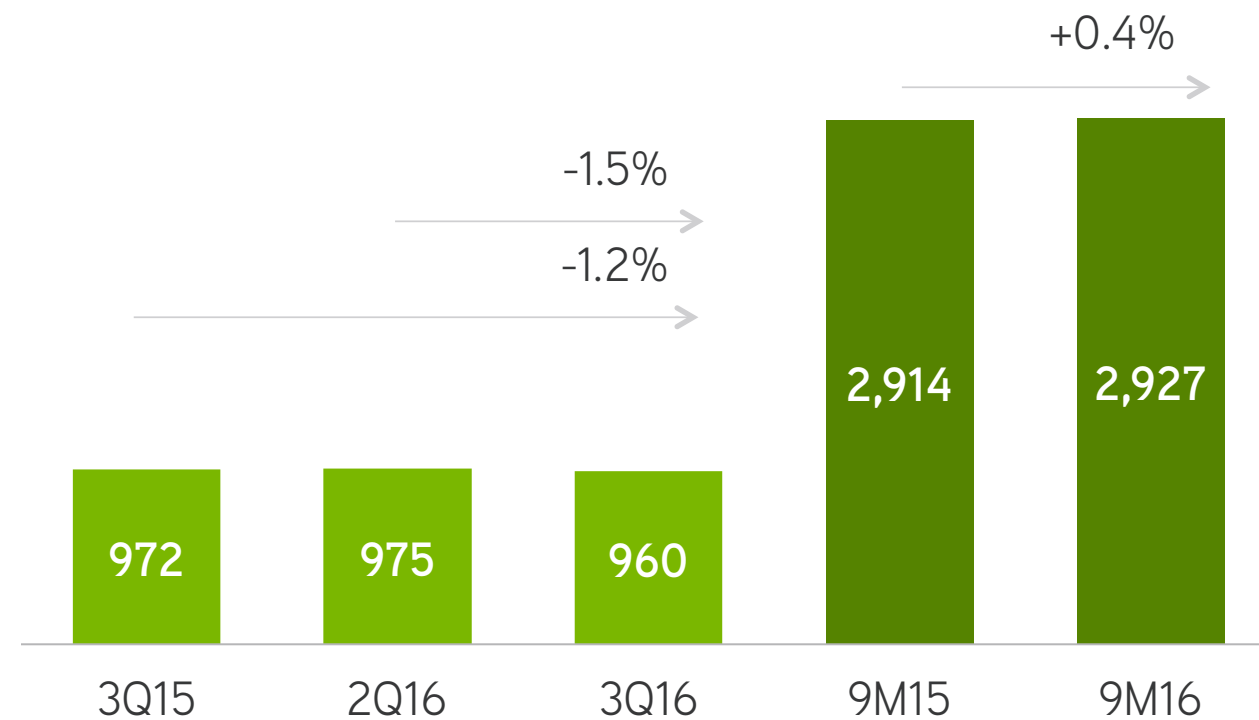
**Maxis 4G Pocket WiFi**  
Enjoy fibre-like speed Internet anytime, anywhere

- 8GB for everything and 5GB YouTube + TVNow.
- Share WiFi with multiple devices.
- Use your data when you travel overseas. Only RM10/day.

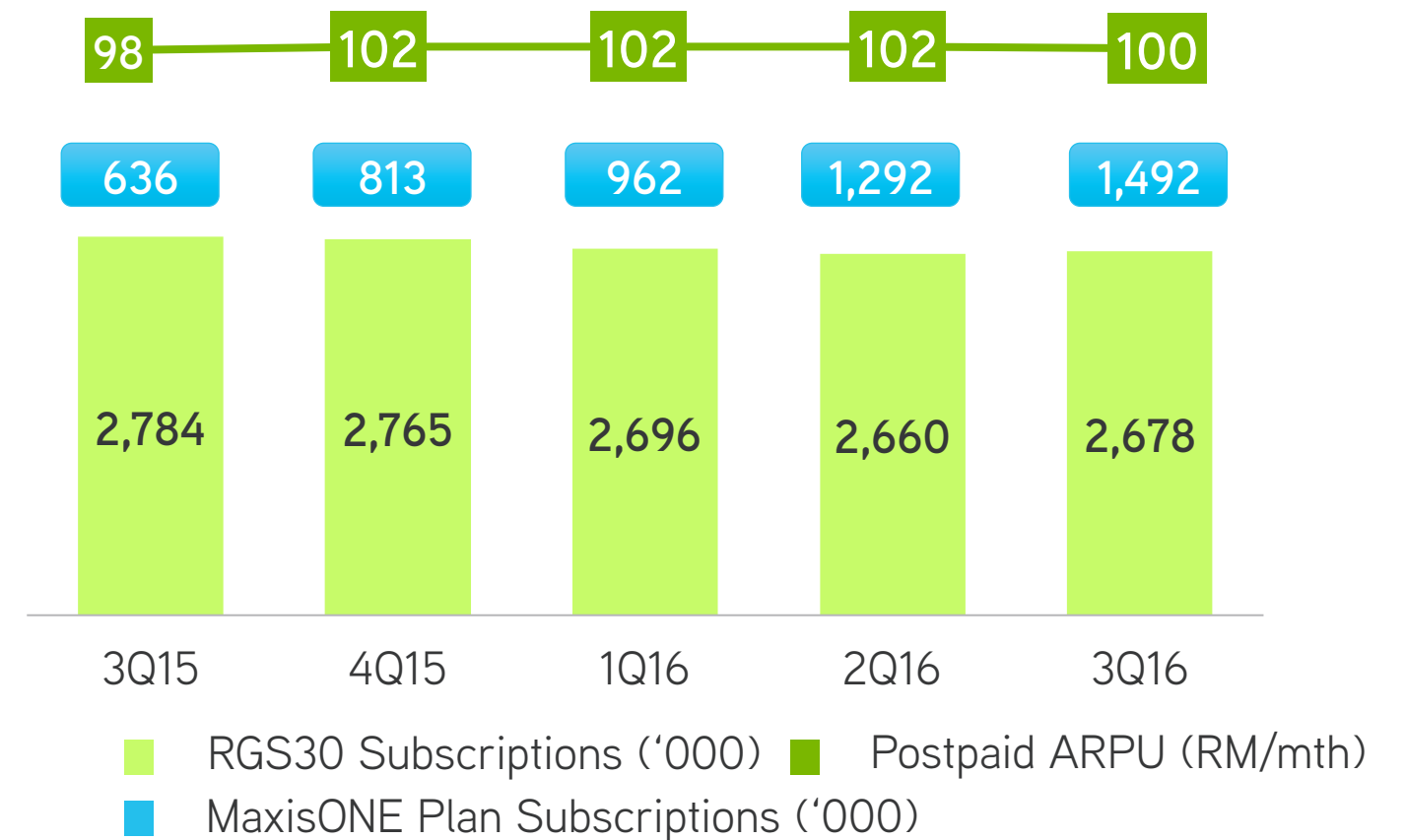


# MaxisONE Plan subscriptions approaching 1.5 million

Postpaid Revenue (RM mn)



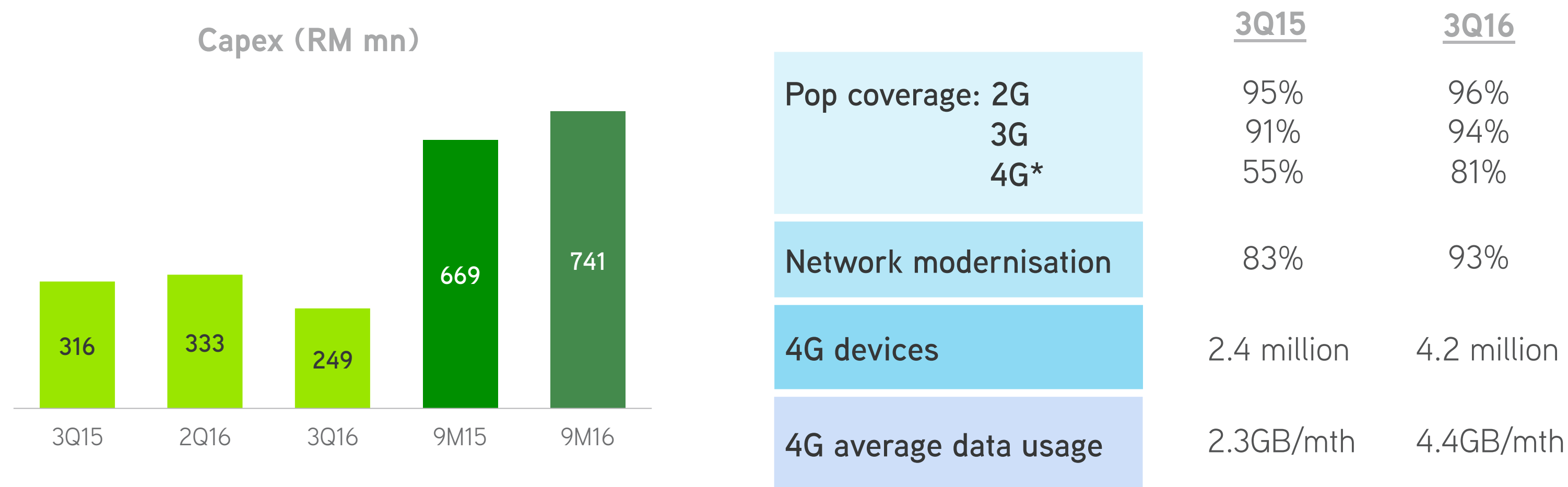
Postpaid RGS and ARPU



- Added 18k new subscriptions this quarter; strong pick-up in subscribers with new device contracts
- MaxisONE Plan subscriptions approaching 1.5 million, ARPU at RM129/month
- Bundled revenue now at 67% of total postpaid revenue



# Differentiated LTE experience; leadership in network quality

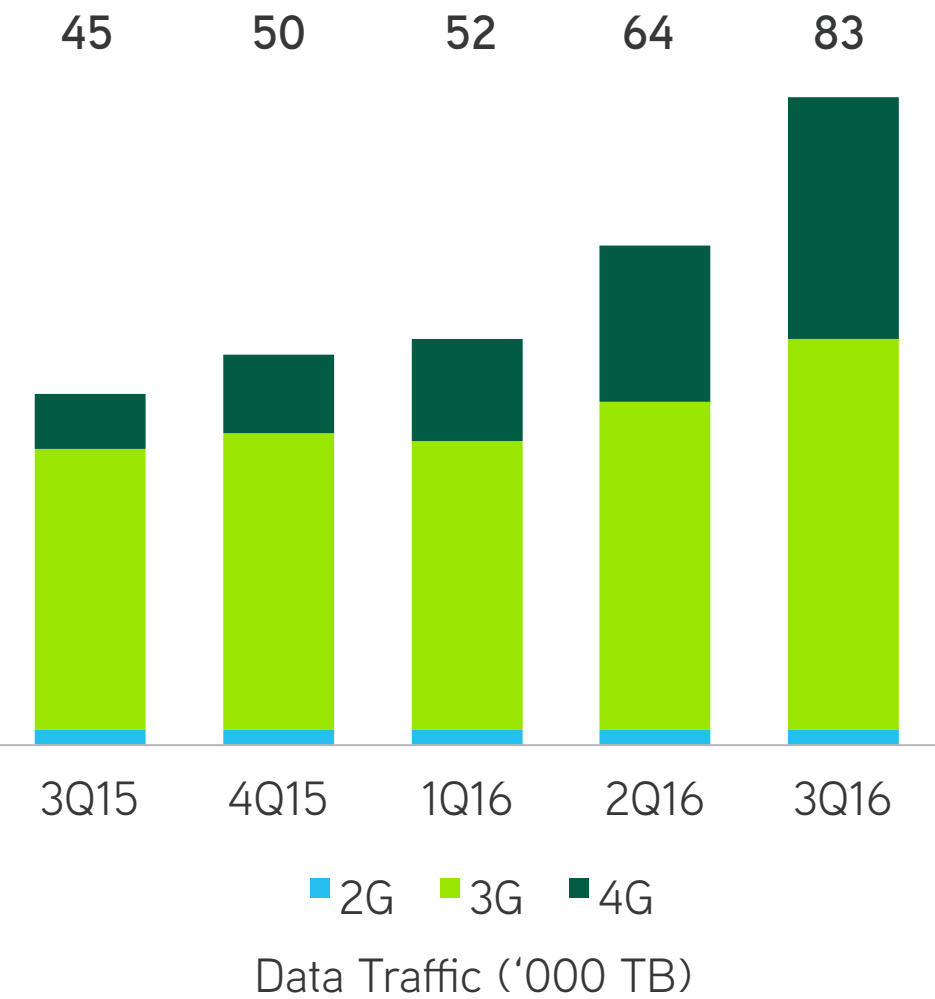


- Leading 4G LTE pop coverage nationwide; at 88% on comparable peer basis
- 2x traffic growth; maintained consistent network quality

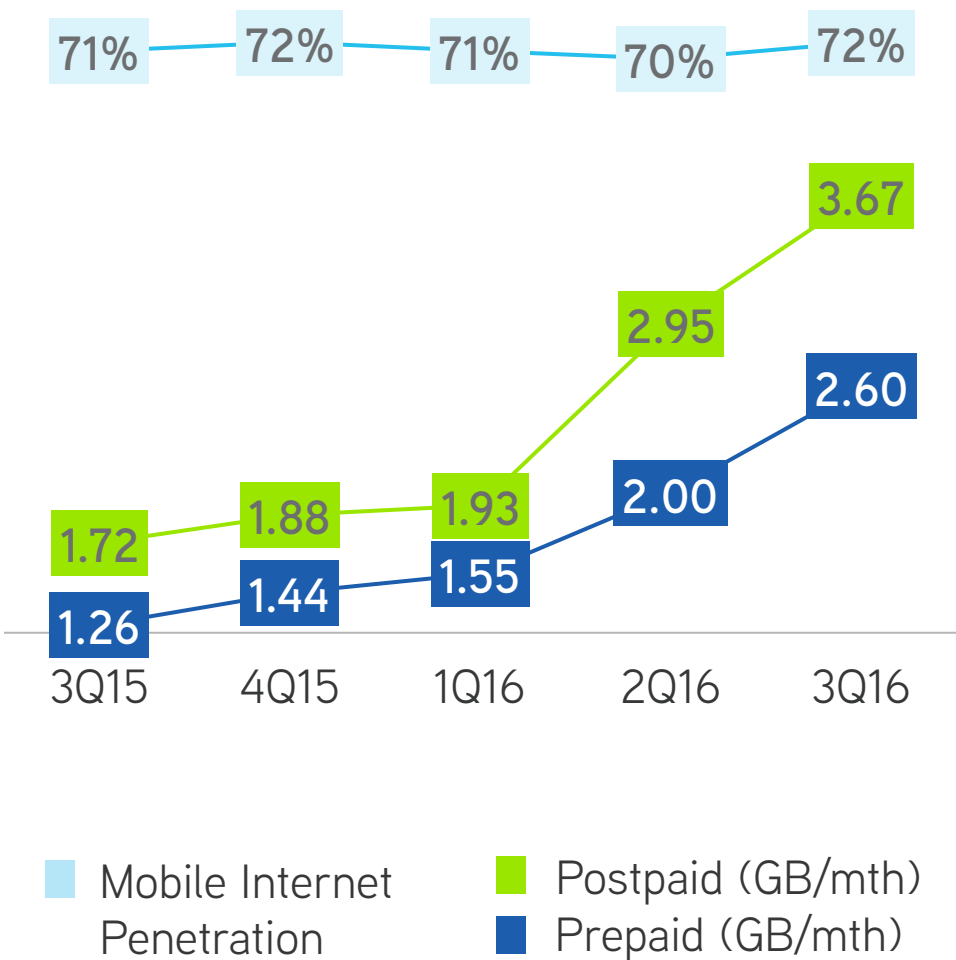


# >3x LTE traffic growth; average data usage at 4.4 GB/month

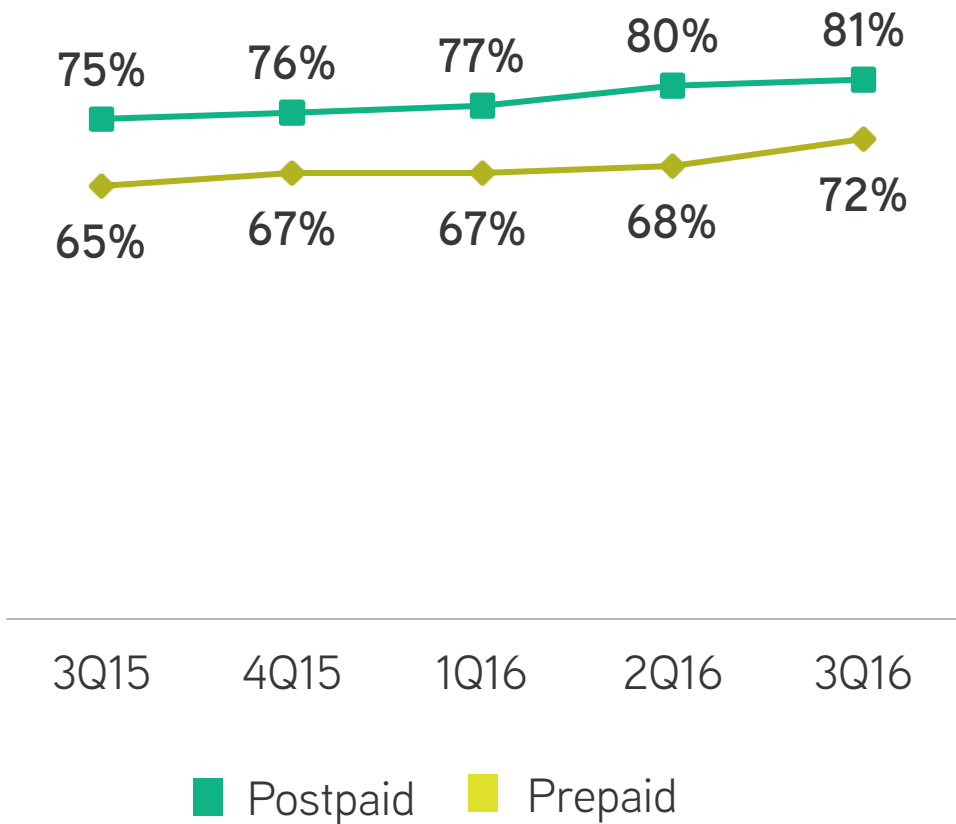
Increasing 4G LTE traffic



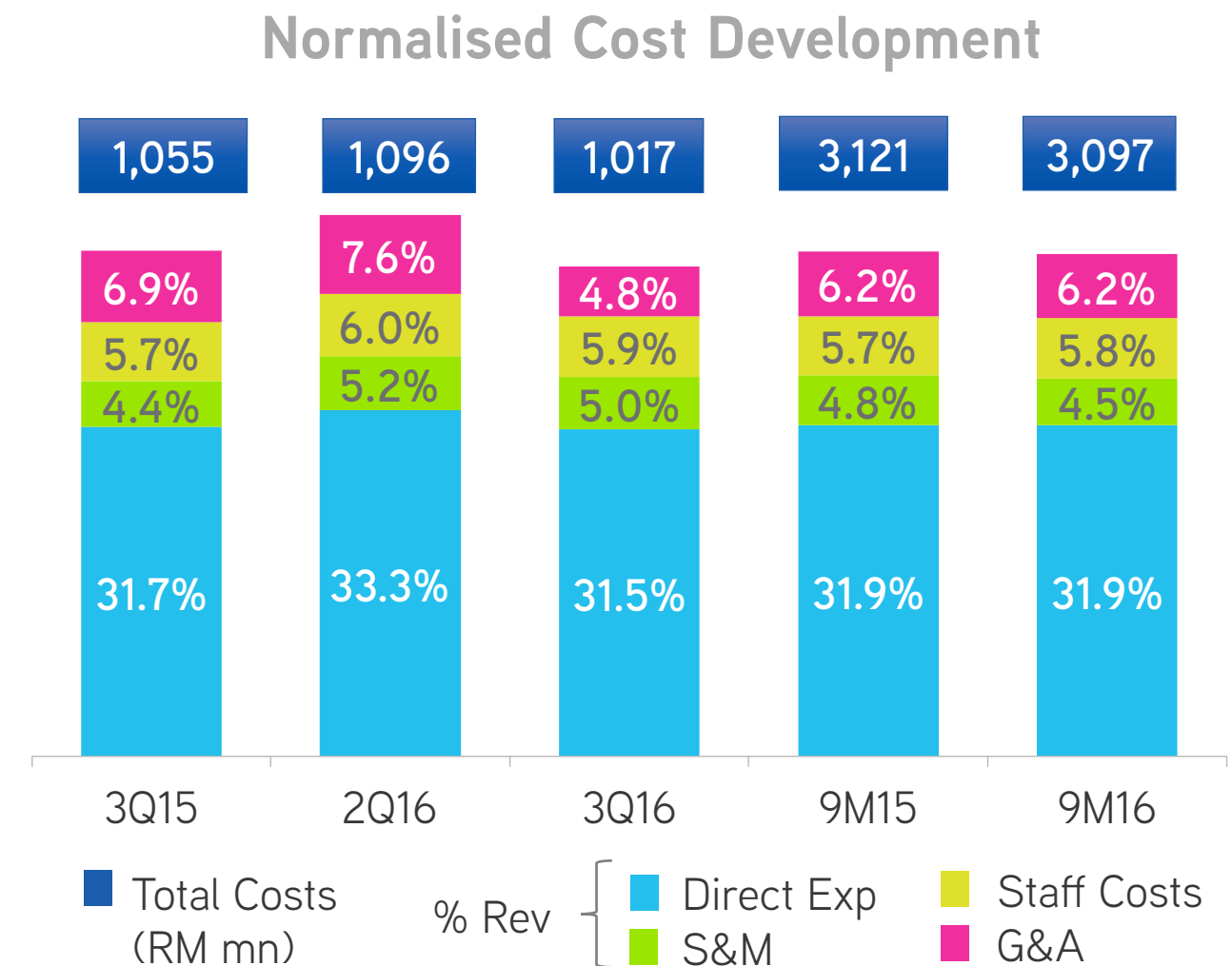
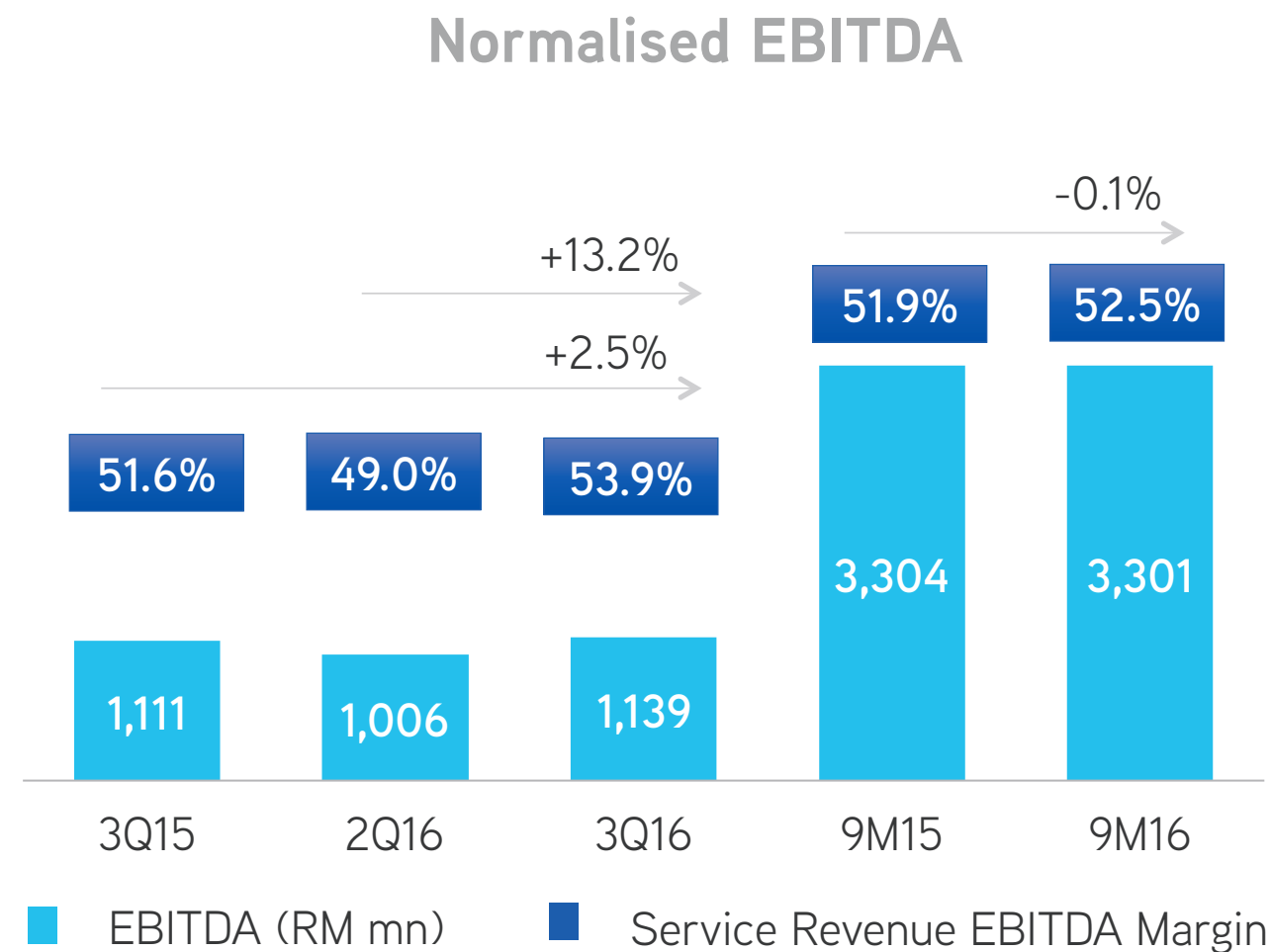
Growing data usage



Higher smart-phone penetration



# EBITDA stable excluding forex impact

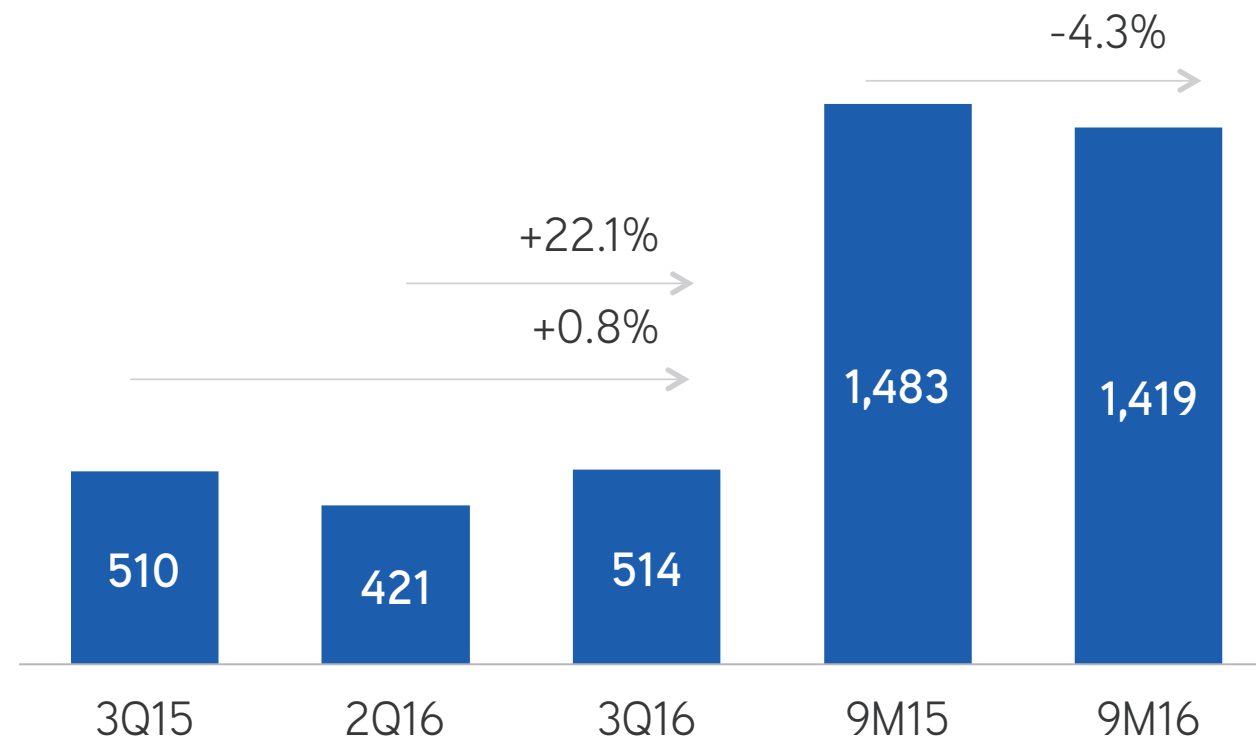


- YTD cost base stable; continued focus on cost efficiency
- QoQ impacted by higher income arising from completion of major one-off projects and lower realised forex losses

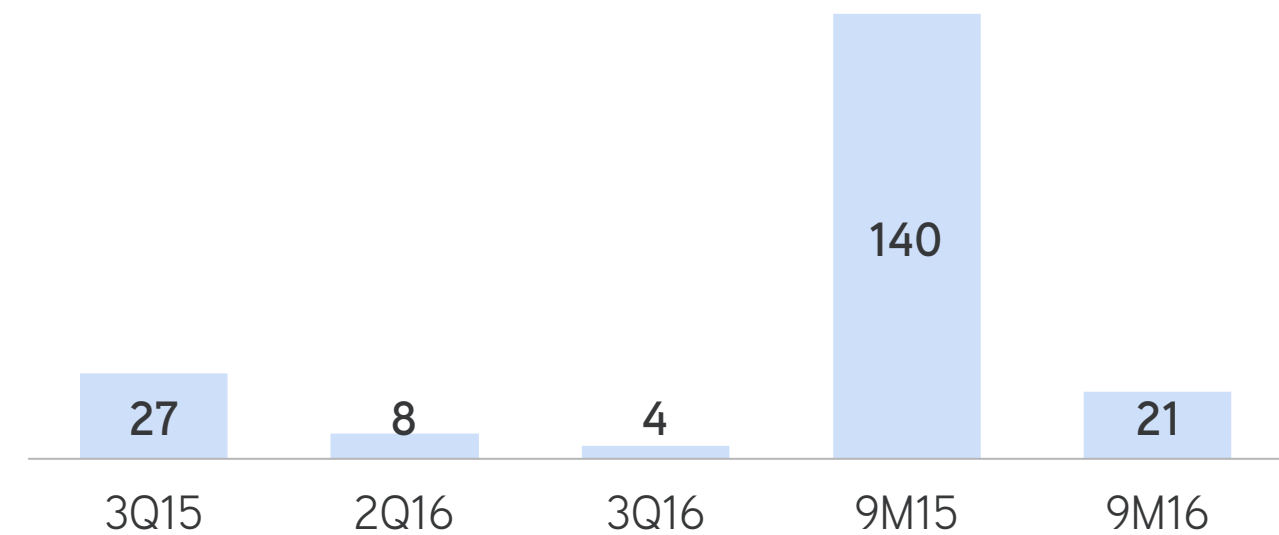


# Profit after Tax

Normalised Profit after Tax (RM mn)



Accelerated Depreciation (RM mn)



- YTD PAT excludes RM71 million Home-related contract obligations reversal and asset impairment, RM34 million unrealised forex gains (YTD15: RM101 million unrealised forex losses) and RM16 million accelerated depreciation net of tax (YTD15: RM105 million)
- YTD lower accelerated depreciation reflecting near completion of network modernisation



# Summary: Positive trajectory; guidance reiterated

## Business overview

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- Operational drivers stabilised; solid 3Q
- Strengthen product innovation & differentiation, more to come
- Continuous investment in best 4G LTE connectivity and digital experience

## Guidance

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- Service revenue, absolute EBITDA and base capex at similar levels to FY2015





# Key numbers

RM mn	3Q15	2Q16	3Q16	9M15	9M16	QoQ	YoY	YTD
Service revenue	2,154	2,055	2,113	6,365	6,290	+2.8%	-1.9%	-1.2%
EBITDA	1,111	1,006	1,139	3,304	3,301	+13.2%	+2.5%	-0.1%
EBITDA margin on service revenue	51.6%	49.0%	53.9%	51.9%	52.5%	+4.9pp	+2.3pp	+0.6pp
Profit after Tax	510	421	514	1,483	1,419	+22.1%	+0.8%	-4.3%
Free cash flow	538	561	520	1,357	1,369	-7.3%	-3.3%	+0.9%
Prepaid revenue	1,074	959	1,022	3,135	2,994	+6.6%	-4.8%	-4.5%
Postpaid revenue	972	975	960	2,914	2,927	-1.5%	-1.2%	+0.4%
Capex	316	333	249	669	741			
Dividend per share (sen)	5	5	5	15	15			

*EBITDA, EBITDA margin and Profit After Tax on normalised basis  
Effective 2Q16, network income has been re-classified as non-service revenue*



# Q & A

But wait, there's more!

Here's more great ways to enjoy your data with MaxisONE Plan.



FREE extra 5GB/month for Video-on-Demand streaming

Also enjoy up to 3 months unlimited access to iFlix, Viu, ErosNow and Hopster - sponsored by Maxis.

Subscribe now



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# Thank you

## What is the Internet of Things?

When 'things' or assets, such as your vehicles, signboards, cold storage units or industrial machines, are connected to a network, and are able to send and receive data — about temperature, weight, location or any other such factors — this is known as Machine to Machine (M2M).

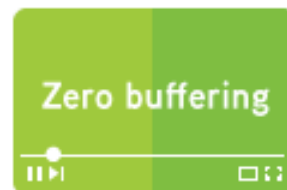




# Appendices

## We're No.1 for a reason.

And we can prove it. We believe it's important that when any telco claims to be 'No.1 for 4G', they have measurable results to back it up. These facts will show you why our 4G LTE network stays a step ahead of the rest.



**Zero buffering** when watching HD YouTube videos 96% of the time



**20Mbps** average speed indoors & outdoors



**87%** 4G population coverage nationwide



First Malaysian telco to roll-out LTE-Advanced technology which offers speeds up to **225Mbps**



Winner of the Low Yat Community Choice Awards 2014 & 2015, and a leading choice in 2016!



# Important definitions/notations (1)

- **Service Revenue:** Group revenue excluding device, hubbing revenues and network income
- **EBITDA margin on Service Revenue:** EBITDA as percentage of service revenue
- **Normalised PAT:** Adjusting for net of tax effects: (i) accelerated depreciation of RM20 million in 3Q15; RM6 million in 2Q16 and RM3 million in 3Q16; (ii) reversal of asset impairment & contract obligation provision of RM71 million in 2Q16; (iii) unrealised forex losses of RM68 million in 3Q15; RM3 million in 2Q16 and RM6 million in 3Q16
- **Free Cash Flow:** Cash Flow from Operations – Cash Flow from Investing Activities – Interest paid – Finance lease repayment
- **Revenue generating subscriber/subscription (RGS30):** Defined as active line subscriptions and exclude those that does not have any revenue generating activities for more than 30 days
- **WBB subscription:** Subscriptions on data plans using USB modems and tablets
- **FBI:** Free basic Internet
- **Smart-phone:** Any devices with growing apps stores and active developers





# Normalised Consolidated Income Statement

Normalised (RM mn)	1Q15	2Q15	3Q15	9M15	1Q16	2Q16	3Q16	9M16	QoQ chg	YoY chg	YTD chg
<b>REVENUE</b>	<b>2,149</b>	<b>2,110</b>	<b>2,166</b>	<b>6,425</b>	<b>2,140</b>	<b>2,102</b>	<b>2,156</b>	<b>6,398</b>	<b>+2.6%</b>	<b>-0.5%</b>	<b>-0.4%</b>
Direct Expenses	(713)	(650)	(687)	(2,050)	(660)	(700)	(679)	(2,039)	-3.0%	-1.2%	-0.5%
Indirect Expenses	(353)	(350)	(368)	(1,071)	(324)	(396)	(338)	(1,058)	-14.6%	-8.2%	-1.2%
<b>Total Expenses</b>	<b>(1,066)</b>	<b>(1,000)</b>	<b>(1,055)</b>	<b>(3,121)</b>	<b>(984)</b>	<b>(1,096)</b>	<b>(1,017)</b>	<b>(3,097)</b>	<b>-7.2%</b>	<b>-3.6%</b>	<b>-0.8%</b>
<b>EBITDA</b>	<b>1,083</b>	<b>1,110</b>	<b>1,111</b>	<b>3,304</b>	<b>1,156</b>	<b>1,006</b>	<b>1,139</b>	<b>3,301</b>	<b>+13.2%</b>	<b>+2.5%</b>	<b>-0.1%</b>
<b>Margin</b>	<b>50.4%</b>	<b>52.6%</b>	<b>51.3%</b>	<b>51.4%</b>	<b>54.0%</b>	<b>47.9%</b>	<b>52.8%</b>	<b>51.6%</b>	<b>+4.9pp</b>	<b>+1.5pp</b>	<b>+0.2pp</b>
Depreciation	(237)	(240)	(238)	(715)	(260)	(254)	(261)	(775)			
Amortisation	(61)	(67)	(71)	(199)	(86)	(82)	(83)	(251)			
Others	(6)	(2)	(9)	(17)	(18)	(3)	(4)	(25)			
<b>EBIT</b>	<b>779</b>	<b>801</b>	<b>793</b>	<b>2,373</b>	<b>792</b>	<b>667</b>	<b>791</b>	<b>2,250</b>	<b>+18.6%</b>	<b>-0.3%</b>	<b>-5.2%</b>
Interest Expense	(110)	(117)	(125)	(352)	(120)	(116)	(111)	(347)			
Interest Income	14	12	15	41	14	14	13	41			
<b>PBT</b>	<b>683</b>	<b>696</b>	<b>683</b>	<b>2,062</b>	<b>686</b>	<b>565</b>	<b>693</b>	<b>1,944</b>	<b>+22.7%</b>	<b>+1.5%</b>	<b>-5.7%</b>
Tax	(201)	(205)	(173)	(579)	(202)	(144)	(179)	(525)			
<b>PAT</b>	<b>482</b>	<b>491</b>	<b>510</b>	<b>1,483</b>	<b>484</b>	<b>421</b>	<b>514</b>	<b>1,419</b>	<b>+22.1%</b>	<b>+0.8%</b>	<b>-4.3%</b>



# Reported Consolidated Income Statement

Reported (RM mn)	1Q15	2Q15	3Q15	9M15	1Q16	2Q16	3Q16	9M16	QoQ chg	YoY chg	YTD chg
<b>REVENUE</b>	<b>2,149</b>	<b>2,110</b>	<b>2,166</b>	<b>6,425</b>	<b>2,140</b>	<b>2,102</b>	<b>2,156</b>	<b>6,398</b>	<b>+2.6%</b>	<b>-0.5%</b>	<b>-0.4%</b>
Direct Expenses	(713)	(650)	(689)	(2,052)	(656)	(700)	(682)	(2,038)	-2.6%	-1.0%	-0.7%
Indirect Expenses	(389)	(359)	(456)	(1,204)	(271)	(352)	(344)	(967)	-2.3%	-24.6%	-19.7%
<b>Total Expenses</b>	<b>(1,102)</b>	<b>(1,009)</b>	<b>(1,145)</b>	<b>(3,256)</b>	<b>(927)</b>	<b>(1,052)</b>	<b>(1,026)</b>	<b>(3,005)</b>	<b>-2.5%</b>	<b>-10.4%</b>	<b>-7.7%</b>
<b>EBITDA</b>	<b>1,047</b>	<b>1,101</b>	<b>1,021</b>	<b>3,169</b>	<b>1,213</b>	<b>1,050</b>	<b>1,130</b>	<b>3,393</b>	<b>+7.6%</b>	<b>+10.7%</b>	<b>+7.1%</b>
<b>Margin</b>	<b>48.7%</b>	<b>52.2%</b>	<b>47.1%</b>	<b>49.3%</b>	<b>56.7%</b>	<b>50.0%</b>	<b>52.4%</b>	<b>53.0%</b>	<b>+2.4pp</b>	<b>+5.3pp</b>	<b>+3.7pp</b>
Depreciation	(294)	(296)	(265)	(855)	(269)	(262)	(265)	(796)			
Amortisation	(61)	(67)	(71)	(199)	(86)	(82)	(83)	(251)			
Others	(6)	(2)	(9)	(17)	(18)	44	(4)	22			
<b>EBIT</b>	<b>686</b>	<b>736</b>	<b>676</b>	<b>2,098</b>	<b>840</b>	<b>750</b>	<b>778</b>	<b>2,368</b>	<b>+3.7%</b>	<b>+15.1%</b>	<b>+12.9%</b>
Interest Expense	(110)	(117)	(125)	(352)	(120)	(116)	(111)	(347)			
Interest Income	14	12	15	41	14	14	13	41			
<b>PBT</b>	<b>590</b>	<b>631</b>	<b>566</b>	<b>1,787</b>	<b>734</b>	<b>648</b>	<b>680</b>	<b>2,062</b>	<b>+4.9%</b>	<b>+20.1%</b>	<b>+15.4%</b>
Tax	(178)	(188)	(144)	(510)	(214)	(165)	(175)	(554)			
<b>PAT</b>	<b>412</b>	<b>443</b>	<b>422</b>	<b>1,277</b>	<b>520</b>	<b>483</b>	<b>505</b>	<b>1,508</b>	<b>+4.6%</b>	<b>+19.7%</b>	<b>+18.1%</b>



# Cash Flow Statement

(RM mn)	3Q15	4Q15	1Q16	2Q16	3Q16
Cash flow from operating activities	1,109	1,267	705	1,129	994
Cash flow used in investing activities	(429)	(796)	(259)	(486)	(345)
Purchase of property, plant & equipment	(357)	(692)	(183)	(417)	(271)
Proceeds from disposal of PPE	-	1	2	-	1
Purchase of intangible assets	(72)	(105)	(78)	(69)	(75)
Cash flow before financing activities	680	471	446	643	649
Cash flow used in financing activities	(934)	(478)	(956)	(456)	(926)
Dividends paid	(375)	(376)	(376)	(375)	(376)
Debt drawdown	-	-	-	3,500	840
Debt repayment	(421)	-	(421)	(3,500)	(1,261)
Payment of finance costs	(139)	(101)	(156)	(80)	(128)
Others	1	(1)	(3)	(1)	(1)
Net change in cash	(254)	(7)	(510)	187	(277)
Opening Cash Balance	1,557	1,303	1,296	786	973
Closing Cash Balance	1,303	1,296	786	973	696

RM mn	2Q16	3Q16
Debt#	8,751	8,300
Cash	973	696
Net Debt	7,778	7,604
Total Equity	4,438	4,584

Ratios	2Q16	3Q16
Net debt to EBITDA*	1.72x	1.68x
Net debt to Equity	1.75x	1.66x

# Includes derivative financial instruments designated for hedging relationship on borrowings; excludes vendor financing

\* EBITDA calculated as annualised YTD EBITDA



# Revenue Composition

(RM mn)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Total Revenue</b>	<b>2,065</b>	<b>2,123</b>	<b>2,149</b>	<b>2,110</b>	<b>2,166</b>	<b>2,176</b>	<b>2,140</b>	<b>2,102</b>	<b>2,156</b>
- <b>Service</b>	<b>2,041</b>	<b>2,090</b>	<b>2,122</b>	<b>2,089</b>	<b>2,154</b>	<b>2,155</b>	<b>2,122</b>	<b>2,055</b>	<b>2,113</b>
- Mobile	1,946	1,988	2,019	1,984	2,046	2,047	2,005	1,934	1,982
- EntFixed	64	68	65	64	63	61	67	67	74
- Int. Services	31	34	38	41	45	47	50	54	57
- <b>Non-Service</b>	<b>24</b>	<b>33</b>	<b>27</b>	<b>21</b>	<b>12</b>	<b>21</b>	<b>18</b>	<b>47</b>	<b>43</b>
- Device	2	7	9	6	4	12	12	12	23
- Hubbing	14	22	13	10	4	4	2	-	-
- Network income	8	4	5	5	4	5	4	35	20
<b>Normalised EBITDA Margin on Service Revenue</b>	<b>52.9%</b>	<b>49.5%</b>	<b>51.0%</b>	<b>53.1%</b>	<b>51.6%</b>	<b>52.0%</b>	<b>54.5%</b>	<b>49.0%</b>	<b>53.9%</b>

('000)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Mobile Revenue</b>	<b>1,946</b>	<b>1,988</b>	<b>2,019</b>	<b>1,984</b>	<b>2,046</b>	<b>2,047</b>	<b>2,005</b>	<b>1,934</b>	<b>1,982</b>
- Prepaid	988	1,005	1,049	1,012	1,074	1,038	1,013	959	1,022
- Postpaid	958	983	970	972	972	1,009	992	975	960

**Note:**  
Commencing 1Q15, further breakdowns of mobile revenue are not disclosed as we are not applying fair value to new bundled plans including the MaxisONE Plan

Commencing 2Q16, retrospectively, network income has been re-classified as non-service revenue. Adjusted service, mobile, prepaid and postpaid revenues are tabled above



# Normalised Financials and Costs

(RM mn)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Total Revenue</b>	<b>2,065</b>	<b>2,123</b>	<b>2,149</b>	<b>2,110</b>	<b>2,166</b>	<b>2,176</b>	<b>2,140</b>	<b>2,102</b>	<b>2,156</b>
<b>Total Expenses</b>	<b>986</b>	<b>1,089</b>	<b>1,066</b>	<b>1,000</b>	<b>1,055</b>	<b>1,055</b>	<b>984</b>	<b>1,096</b>	<b>1,017</b>
- <i>Direct</i>	<i>652</i>	<i>696</i>	<i>713</i>	<i>650</i>	<i>687</i>	<i>678</i>	<i>660</i>	<i>700</i>	<i>679</i>
- <i>Indirect</i>	<i>334</i>	<i>393</i>	<i>353</i>	<i>350</i>	<i>368</i>	<i>377</i>	<i>324</i>	<i>396</i>	<i>338</i>
<b>EBITDA</b>	<b>1,079</b>	<b>1,034</b>	<b>1,083</b>	<b>1,110</b>	<b>1,111</b>	<b>1,121</b>	<b>1,156</b>	<b>1,006</b>	<b>1,139</b>
<b>PBT</b>	<b>709</b>	<b>649</b>	<b>683</b>	<b>696</b>	<b>683</b>	<b>682</b>	<b>686</b>	<b>565</b>	<b>693</b>
<b>PAT</b>	<b>500</b>	<b>445</b>	<b>482</b>	<b>491</b>	<b>510</b>	<b>477</b>	<b>484</b>	<b>421</b>	<b>514</b>
<b>EBITDA Margin</b>	<b>52.3%</b>	<b>48.7%</b>	<b>50.4%</b>	<b>52.6%</b>	<b>51.3%</b>	<b>51.5%</b>	<b>54.0%</b>	<b>47.9%</b>	<b>52.8%</b>
<b>PAT Margin</b>	<b>24.2%</b>	<b>21.0%</b>	<b>22.4%</b>	<b>23.3%</b>	<b>23.5%</b>	<b>21.9%</b>	<b>22.6%</b>	<b>20.0%</b>	<b>23.8%</b>

(RM mn)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Total Expenses</b>	<b>986</b>	<b>1,089</b>	<b>1,066</b>	<b>1,000</b>	<b>1,055</b>	<b>1,055</b>	<b>984</b>	<b>1,096</b>	<b>1,017</b>
<b>Direct Expenses</b>	<b>652</b>	<b>696</b>	<b>713</b>	<b>650</b>	<b>687</b>	<b>678</b>	<b>660</b>	<b>700</b>	<b>679</b>
<b>Indirect Expenses</b>	<b>334</b>	<b>393</b>	<b>353</b>	<b>350</b>	<b>368</b>	<b>377</b>	<b>324</b>	<b>396</b>	<b>338</b>
- <i>S&amp;M</i>	<i>107</i>	<i>122</i>	<i>103</i>	<i>110</i>	<i>94</i>	<i>98</i>	<i>76</i>	<i>109</i>	<i>108</i>
- <i>Staff Costs</i>	<i>66</i>	<i>116</i>	<i>124</i>	<i>115</i>	<i>124</i>	<i>117</i>	<i>116</i>	<i>126</i>	<i>126</i>
- <i>Bad Debts</i>	<i>15</i>	<i>18</i>	<i>4</i>	<i>10</i>	<i>9</i>	<i>6</i>	<i>19</i>	<i>25</i>	<i>22</i>
- <i>G&amp;A</i>	<i>146</i>	<i>137</i>	<i>122</i>	<i>115</i>	<i>141</i>	<i>156</i>	<i>113</i>	<i>136</i>	<i>82</i>



# Reported Financials and Costs

(RM mn)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Total Revenue</b>	<b>2,065</b>	<b>2,123</b>	<b>2,149</b>	<b>2,110</b>	<b>2,166</b>	<b>2,176</b>	<b>2,140</b>	<b>2,102</b>	<b>2,156</b>
<b>Total Expenses</b>	<b>995</b>	<b>1,123</b>	<b>1,102</b>	<b>1,009</b>	<b>1,145</b>	<b>1,014</b>	<b>927</b>	<b>1,052</b>	<b>1,026</b>
- <i>Direct</i>	<i>652</i>	<i>696</i>	<i>713</i>	<i>650</i>	<i>689</i>	<i>676</i>	<i>656</i>	<i>700</i>	<i>682</i>
- <i>Indirect</i>	<i>343</i>	<i>427</i>	<i>389</i>	<i>359</i>	<i>456</i>	<i>338</i>	<i>271</i>	<i>352</i>	<i>344</i>
<b>EBITDA</b>	<b>1,070</b>	<b>1,000</b>	<b>1,047</b>	<b>1,101</b>	<b>1,021</b>	<b>1,162</b>	<b>1,213</b>	<b>1,050</b>	<b>1,130</b>
<b>PBT</b>	<b>643</b>	<b>502</b>	<b>590</b>	<b>631</b>	<b>566</b>	<b>673</b>	<b>734</b>	<b>648</b>	<b>680</b>
<b>PAT</b>	<b>451</b>	<b>335</b>	<b>412</b>	<b>443</b>	<b>422</b>	<b>470</b>	<b>520</b>	<b>483</b>	<b>505</b>
<b>EBITDA Margin</b>	<b>51.8%</b>	<b>47.1%</b>	<b>48.7%</b>	<b>52.2%</b>	<b>47.1%</b>	<b>53.4%</b>	<b>56.7%</b>	<b>50.0%</b>	<b>52.4%</b>
<b>PAT Margin</b>	<b>21.8%</b>	<b>15.8%</b>	<b>19.2%</b>	<b>21.0%</b>	<b>19.5%</b>	<b>21.6%</b>	<b>24.3%</b>	<b>23.0%</b>	<b>23.4%</b>

(RM mn)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Total Expenses</b>	<b>995</b>	<b>1,123</b>	<b>1,102</b>	<b>1,009</b>	<b>1,145</b>	<b>1,014</b>	<b>927</b>	<b>1,052</b>	<b>1,026</b>
<b>Direct Expenses</b>	<b>652</b>	<b>696</b>	<b>713</b>	<b>650</b>	<b>689</b>	<b>676</b>	<b>656</b>	<b>700</b>	<b>682</b>
<b>Indirect Expenses</b>	<b>343</b>	<b>427</b>	<b>389</b>	<b>359</b>	<b>456</b>	<b>338</b>	<b>271</b>	<b>352</b>	<b>344</b>
- <i>S&amp;M</i>	<i>107</i>	<i>122</i>	<i>103</i>	<i>110</i>	<i>94</i>	<i>98</i>	<i>76</i>	<i>109</i>	<i>108</i>
- <i>Staff Costs</i>	<i>66</i>	<i>116</i>	<i>124</i>	<i>115</i>	<i>124</i>	<i>117</i>	<i>116</i>	<i>126</i>	<i>126</i>
- <i>Bad Debts</i>	<i>15</i>	<i>18</i>	<i>4</i>	<i>10</i>	<i>9</i>	<i>6</i>	<i>19</i>	<i>25</i>	<i>22</i>
- <i>G&amp;A</i>	<i>155</i>	<i>171</i>	<i>158</i>	<i>124</i>	<i>229</i>	<i>117</i>	<i>60</i>	<i>92</i>	<i>88</i>





# RGS30, ARPU and Smart-phone penetration

('000)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Mobile Subs</b>	<b>11,338</b>	<b>11,864</b>	<b>12,192</b>	<b>12,214</b>	<b>11,956</b>	<b>11,579</b>	<b>11,164</b>	<b>11,015</b>	<b>10,903</b>
- Prepaid	8,120	8,656	8,992	9,068	8,850	8,520	8,196	8,108	8,007
- Postpaid	2,786	2,809	2,823	2,796	2,784	2,765	2,696	2,660	2,678
- WBB	432	398	377	350	322	294	272	247	218

<b>ARPU (RM/mth)</b>	<b>3Q14</b>	<b>4Q14</b>	<b>1Q15</b>	<b>2Q15</b>	<b>3Q15</b>	<b>4Q15</b>	<b>1Q16</b>	<b>2Q16</b>	<b>3Q16</b>
<b>Blended</b>	<b>55</b>	<b>54</b>	<b>53</b>	<b>51</b>	<b>53</b>	<b>54</b>	<b>55</b>	<b>54</b>	<b>56</b>
- Prepaid	40	39	38	36	39	39	39	38	41
- Postpaid	95	98	96	97	98	102	102	102	100

<b>Smartphone Penetration (%)</b>	<b>3Q14</b>	<b>4Q14</b>	<b>1Q15</b>	<b>2Q15</b>	<b>3Q15</b>	<b>4Q15</b>	<b>1Q16</b>	<b>2Q16</b>	<b>3Q16</b>
<b>Blended</b>	<b>54</b>	<b>57</b>	<b>62</b>	<b>65</b>	<b>67</b>	<b>69</b>	<b>70</b>	<b>70</b>	<b>74</b>
- Prepaid	50	54	60	63	65	67	67	68	72
- Postpaid	67	67	72	73	75	76	77	80	81

## Notes:

WBB subscriptions defined as subscriptions on data plans using USB modems and tablets

Commencing 1Q15, postpaid MOU is no longer disclosed as we are not applying fair value to new bundled plans including the MaxisONE Plan

Smart-phone defined as any devices with growing apps store and active developers



# Market Definition Subscriptions, ARPU and MOU

('000)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Mobile Subs</b>	<b>12,415</b>	<b>12,913</b>	<b>13,260</b>	<b>13,269</b>	<b>13,110</b>	<b>12,694</b>	<b>12,310</b>	<b>12,249</b>	<b>12,046</b>
- Prepaid	9,081	9,624	9,979	10,051	9,927	9,567	9,279	9,273	9,085
- Postpaid	3,334	3,289	3,280	3,218	3,174	3,127	3,031	2,976	2,961
WBB	495	440	412	385	357	325	302	276	243
Mobile Internet Users	7,600	8,800	9,000	9,100	9,000	8,800	8,500	8,400	8,500
Home Connections	72	80	89	99	107	118	126	133	139

('000)	3Q14	4Q14	1Q15	2Q15	3Q15	4Q15	1Q16	2Q16	3Q16
<b>Prepaid</b>									
- ARPU	35	35	35	33	35	35	35	34	36
- MOU (min/mth)	131	133	126	131	134	129	141	162	155
<b>Postpaid</b>	94	97	95	96	97	102	101	101	100
<b>Blended</b>	50	50	48	47	49	50	50	49	50

## Notes

WBB subscriptions defined as subscriptions on data plans using USB modems and tablets – included in postpaid subscriptions

Commencing 1Q15, postpaid MOU is no longer disclosed as we are not applying fair value to new bundled plans including the MaxisONE Plan

