



UNMATCHED DIGITAL EXPERIENCES

POSTPAID

The Internet has completely transformed the way people live their lives. People are consuming more and more digital content via mobile than ever before. With a wide range of devices and unique value propositions, we have built a brand that is truly unmatched.

Winning digital experience seekers

Building upon the **MaxisONE plan** that went beyond traditional limits and providing worry-free mobile Internet experiences, we launched four big propositions in 2016:

- **Enhanced MaxisONE plan** – Earlier this year, we announced the biggest data upgrade ever in the history of Maxis. Over a million Maxis customers had their data quota automatically and permanently upgraded at no extra charge, and this included MaxisONE Business customers.

This enhanced MaxisONE plan gives customers more data and more ways to use it.

As our customers' appetite for data continues to grow, we gave another data upgrade for all MaxisONE plan customers in November. We added a weekend data allocation as we found more customers are using their phones on weekends, especially for entertainment and video viewing.

- **Video Streaming** – Our customers now enjoy 5GB worth of video streaming every month. With content ranging from the latest TV series to exciting educational programmes, there's definitely something for all our customers.
- **Data Pool** – We continue to innovate with our products by introducing a new feature – Data Pool. With an enhanced plan that offers so much data,

our customers now have the option to share it with their family members, across devices and also for overseas use.

- **MaxisONE World** – For the first time ever, MaxisONE plan customers can take their data with them overseas and use it just as they do at home. Even better, customers can also enjoy unlimited talk and text and all the data that comes with their MaxisONE plan while abroad.
- Maxis also teamed up with renowned travel company, Expedia, to offer postpaid customers a free 1-day roaming pass when they make a travel booking on Expedia's site. This offering is the first of its kind in Malaysia.

**Smartphone ownership made easy**

Zerolution gives our customers the convenience of owning a smartphone with zero upfront cost. Its popularity led us to introduce the Zerolution Upgrade Programme in 2016 which entitles customers to smartphone upgrades. Under this programme, we continue to offer the latest devices at the best value with MaxisONE plan.

Customers today have many choices when it comes to devices. New devices are launched almost every month and customers who change their phones frequently usually have old devices lying around. To make it easier for them to own a new phone, we launched the 'Trade In, Trade Up' programme to allow customers to trade in their old devices for a new one. Customers only need to bring their old phones, without boxes or accessories, to any of the 268 Maxis stores nationwide to change it for a new phone from MaxisONE plan's latest range of devices.

We also made owning a device even more affordable this year with the introduction of the Power of ONE sale. Our MaxisONE plan customers get to choose from a wide range of devices, from best-selling 4G smartphones to WiFi and home solutions, all for just RM1 each.

When it comes to introducing new devices, iPhone launches have been our annual signature event for the past three years. This year, Maxis launched the biggest 24-hour iPhone delivery to customers, with the guarantee

that they will receive their iPhone 7 on the day of launch. We also expanded self-collection locations to over 100 nationwide, covering every major town in every state, making it easier for customers to collect their iPhone 7.

Simple self-serve access

Our **MyMaxis App** has enabled ease of access to our services. With over one million downloads, our customers can quickly and conveniently download and pay their bills, check data usage and buy data passes. The app also offers a whole suite of Maxis deals from in-dining, travel, entertainment to health and beauty and shopping.

We are continuously enhancing the app's features to offer users better experiences and functionalities.

Special rewards

In 2016, we refreshed the **MaxisONE Club ("MOC")** with additional benefits. As more and more consumers shop online monthly, we added more e-commerce rewards as part of our MOC offerings. The three new exciting benefits we added this year are:

- MOC Cashback – Our customers can now enjoy extra cashback with the top six online commerce sites on Shopback.
- Maxis Payday Special – Additional discounts on over 100,000 goodies and RM1 Flash Deals for MOC customers.
- MaxisONE Club Exclusive Deals – MOC Exclusive Deals on premium brands when using MyMaxis App.

Family-focused solutions

Maxis has made it easier for parents to stay connected with their children with MaxisONE Kid, a specially designed postpaid plan that comes with a kid-friendly smartwatch. Using the MaxisONE Kid watch, parents can keep tabs on their child's location and easily communicate with them even if their child does not own a smartphone.

One feature of the MaxisONE Kid watch that parents will appreciate is the built-in GPS, which helps track the child's real-time location and movement to an app on the parents' smartphones. The app also enables parents to manage their child's contact list, configure alerts to be sent when the child enters safe or dangerous zones, send text messages, make calls and receive pictures taken from the child's smartwatch. This is a truly worry-free family proposition.

PREPAID

Since the launch of Hotlink FAST in 2015, we now have surpassed 1.5 million users on this plan. This prepaid proposition, which is designed for 4G users, offers high-speed Internet with Fast Internet Passes.

To cater to our increasingly Internet-hungry prepaid users, we launched a best value service proposition – free 2GB worth of 4G Internet, each weekend, for life. This means customers will enjoy 8GB a month of non-stop weekend streaming, surfing and sharing on Malaysia's No. 1 4G network. Later in the year, we even upgraded our Mobile Internet passes with up to 17GB





data, together with 100 minutes free calls to any network.

To meet the demand for ever-increasing video usage, this year we began offering our prepaid customers free YouTube viewing on-the-go when they purchase any of our Internet passes.

Our Hotlink RED App was also enriched to offer differentiated propositions that engage our prepaid customers. One of these is Hotlink Credit, a credit card replacement which allows you to make purchases for all your favourite in-app items with an additional 10% discount. Our customers can also enjoy the best Google Play offers with this convenient and secure payment method.

We also launched our gamified usage-based rewards programme via the app. Our prepaid customers can now collect RedPoints when they purchase Internet passes, and upon collecting enough points they win a spin at the virtual wheel to unlock rewards such as data passes and vouchers from leading online retailers like Lazada, Zalora and Tesco.

When Pokémon GO took the country by storm, Hotlink partnered with ride-sharing service provider, Grab, to offer 'PokeMobile' cars – the latest, safest and fastest way to hunt Pokémons. PokeMobile riders who were also Hotlink customers got an extra advantage in the form of free USD100 worth of PokeCoins via Hotlink Cash Online.

INTEGRATED SERVICES

We continue to invest in our new modernised network and fibre infrastructure, in our efforts to address the needs of our multi-access users and smart life early adopters.

We now have the most extensive fibre connections to our sites, delivering highly reliable mobile broadband connectivity. Our integrated services proposition provides a seamless Internet experience that easily transitions for home and on-the-go.

In 2016, we launched MaxisONE Home, which offers high-speed Internet connectivity for our home fibre service as well as our fixed wireless broadband service with additional discounts for our postpaid base. Our customers can also enjoy over-the-top (OTT) content by subscribing to video streaming capability.

High-speed home broadband is meant to make our customers' lives better. Customers should never have to worry about it because it should be everywhere in the home, and it should always work. MaxisONE Home is the first home broadband service that comes with a team of Internet experts called Maxperts that are 'on time, every time' when a customer makes an appointment with them and who deliver a 30-day satisfaction guarantee.

On top of this, towards the end of the year we refreshed our MaxisONE Home broadband proposition, offering customers faster speeds at more affordable prices.

In addition to home broadband, we also have something for those who want Internet on-the-go. We introduced 4G Pocket WiFi for subscribers to enjoy fibre-like speed Internet anytime, anywhere on multiple devices connected simultaneously.

Customers also enjoy up to 15GB YouTube and video streaming quota and can use their data when they travel overseas.

ENTERPRISE

Business solutions to support New Ways of Working

New ways of working are necessary for the survival of businesses today. As the Internet starts to affect more and more aspects of customers' lives, businesses are bound to be impacted as well. In response to the changing landscape, businesses need to shift their overall mindset when it comes to operating and running their business. They also need to evolve and respond faster to address increasing customer demands and requests.

As a digital enabler, we want to encourage Malaysian businesses to reimagine the way they work – to re-define everything from where they work, how they manage business operations, to the way they interact with customers. We want to be their preferred partner in making this change happen. Our ambition is to offer a diverse range of powerful solutions and deliver Maxis' reliable and fast connectivity to businesses, wherever they may be.





To realise this ambition, we introduced several new solutions in 2016:

- **FlexiShare**, the first of its kind in the Malaysian telecommunications industry, empowers companies to buy data in bulk to share among employees. Data can be allocated, monitored and managed using the **ONE Business Hub**, a self-serve portal dedicated to serving the needs of Enterprise customers. Apart from encouraging the optimisation of data usage, the plan also comes with unlimited calls and text – creating a complete and worry-free mobile experience. Later in the year, Maxis upgraded FlexiShare customers with more data, giving companies additional data to be shared amongst their employees.
- **mDrive** allows small businesses to increase efficiency and optimise costs via real-time monitoring of their vehicles. This includes location tracking, monitoring driver behaviour and diagnosing engine issues. The mDrive solution is accessible via a simple-to-use, self-service portal on mobile and web, enabling businesses to monitor and manage their vehicles anytime, anywhere.

Aside from these new solutions, we also enhanced our existing solutions portfolio in order to provide a better experience to our customers:

- **Business Fibre:** Our Business Fibre proposition was strengthened with the 'Zero Downtime' feature, whereby all our dynamic IP business fibre connections are complemented with a wireless Internet backup. This ensures customers enjoy an Internet experience that is truly 'Always On'.

As we encourage businesses to transform, we are also focused on changing the way we operate. We have incorporated new processes into the way that we work internally to serve customers better.

Two things Maxis has done differently in 2016 are related to building new customer touchpoints and establishing strategic partnerships:

- We established a **Business Solutions Hub** within the Maxis KLCC retail centre to give our customers hands-on experience on how business tools can enhance the way they work. We have expanded the Enterprise solutions presence in the retail

stores in order to better serve our SME customers.

- We also embarked on a partnership with Vodafone, which enables us to offer Vodafone's world-leading **Internet of Things ("IoT")** services to businesses. By pairing our local market knowledge and leading high-speed data network with Vodafone's expertise and market leading platform, Maxis can now offer enterprises best-in-class IoT solutions to optimise costs, improve operational efficiency, create more value and deliver a better customer experience.



