

# WE ARE MAXIS



**We have expanded our vision to become Malaysia's leading converged communications and digital services company.**

At Maxis, we believe that everyone has high potential. It is driven by our ability to innovate and our relentless curiosity about the possibilities of what technology can do for everyone – from individuals to homes, businesses and the community in which we operate. Our purpose is to unlock the potential of everyone through our connectivity solutions, and to bring together the best in all of us, for one common goal and mutual benefit.

Our worry-free, flexible and affordable mobile and fixed solutions empower our customers – consumers, businesses and institutions – to do more in an increasingly digital world, from the way they communicate to accessing services such as ecommerce, security, banking, entertainment, linkages to wearables and much more. We have expanded our vision to become Malaysia's leading converged communications and digital services company.

We are inspired by what our customers want – to have access to simple and highly personalised solutions and services from a company that they can trust. When our customers access our services and the Internet, we want them to have the best experience, which is why we also value simplification. Through a single point-of-contact approach, we make it easy for consumers and businesses to experience our suite of innovative, end-to-end solutions that are highly accessible, relevant and of the highest quality.

To ensure all our customers enjoy superior communication experiences, we are continuously raising the bar with our industry-leading 4G LTE network, the fastest in Malaysia, and our high-speed advanced fibre network.

Beyond our engagement with customers, we are passionate about creating a positive, long-lasting impact within the communities that we operate in. Our Economic, Environmental and Social (EES) responsibility credential is founded on our philosophy of enriching local communities through various outreach programmes and minimising our impact on the environment.

Our people are the driving force of our MaxisWay that we have built in our pursuit to be a world-class, effective and efficient organisation. They personify our culture of mutual responsibility, personal accountability, pride and urgency within a fun and dynamic workplace. To take this further, we embrace fully an innovation and digital mindset which our people thrive on, helping them realise their potential and contribute their unique skills to create amazing products and services for our customers.