



Our
Community



As a digital enabler, we reach out to help communities leverage the power of technology and the Internet to bring a positive, long-lasting impact to their lives. In doing this, we focus on three pillars: Education & Community Empowerment, Festive Charity and Humanitarian Relief.

Enabling Greater Access to Digital Learning

Maxis eKelas is our flagship community programme which champions digital learning for students in rural areas, with the aim to improve their academic performance. It is an after-school initiative for students from Primary 6 to Form 5, bringing learning enrichment in a fun and vibrant way and providing access to quality education content in line with the Malaysian School Syllabus.

Focusing on Science, Mathematics and English, Maxis eKelas is conducted through live tutorials by experienced teachers based in Kuala Lumpur via video conferencing, and a repository of quality education content on the eKelas portal for self-paced studies. To motivate and keep students engaged, the programme employs an activity-based learning approach with projects, competitions and rewards as part of its core curriculum.

Now in its fourth year, eKelas is being delivered at 72 Pusat Internet (Internet Centres) under Maxis' care across 10 states, with more than 13,000 students connecting with us through the programme.

In 2019, we achieved a milestone when eKelas was recognised by the Ministry of Education (MOE) as an initiative under MOE's Highly Immersive Programme (HIP). This means that eligible students can collect co-curricular marks through their participation in eKelas. Our partnership with MOE is particularly significant as we are able to

now expand eKelas beyond the Pusat Internet. As part of the pilot programme "eKelas @ School", we directly engaged with schools to deliver eKelas English drama and essay writing competitions. A total of 20 schools around the country were selected to be part of this programme.

Number of students impacted by eKelas



Improving Students' English Language Levels through Drama and Essay Writing Competitions

As part of the MOE's HIP initiative, eKelas conducts national-level English drama and essay writing competitions. In 2019, more than 400 students participated in the drama competition, a 100% increase from 2018. Guided by MOE's rubric for speaking tests, the judging criteria included creativity of play, coordination and performance, as well as speech and language. As part of the competition, students recorded their performance on mobile phones and submitted their videos to the eKelas portal.

Meanwhile, the eKelas essay writing competition saw the participation of approximately 1,800 students, who were supported by lesson modules available on the eKelas portal which covered the essentials of essay-writing such as sentence structure, format and vocabulary.

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Helping Students Fulfil Their Educational Potential

In August 2019, eKelas held its first ever exam clinic to help students prepare for the critical exams, UPSR, PT3 and SPM, with the support from experienced teachers. As part of eKelas' "Hebat Dalam Exam" (Great in Examinations) campaign, the clinics offered free online revision materials for the three examinations.

Some 250 SPM students from Sekolah Menengah Kebangsaan Suai and Sekolah Menengah Kebangsaan Taman Tunku in Sarawak participated in the clinics. During these sessions, students were given tips on how to write various formats of English essays and taught techniques on how to quickly solve mathematical problems, all presented in a manner which would be easy for them to remember and apply during their examinations.

Building Quality Education Content through Co-Creation

In 2019, Maxis collaborated with Universiti Kebangsaan Malaysia (UKM) to co-create digital learning video content for Science, Mathematics and English, aligned with the Malaysian School Syllabus. Our aim was to combine our industry knowledge with UKM's academic expertise to create relevant and high quality educational content that would benefit students.

Teaming up with UKM's Faculty of Education, we conducted four content co-creation workshops in 2019 and produced 40 learning videos for the eKelas portal. Through these efforts, experts in various fields were able to share their wealth of knowledge via videos, offering students impactful learning experiences which students can access at their own time and pace.

Rewarding Most Improved Students

In 2017, Maxis introduced the Anugerah Gemilang (Brilliance Awards), a student grant award scheme aimed at motivating eKelas students to achieve their academic goals and to unlock their full potential. To qualify for the award, students must achieve a minimum of one grade improvement in at least two or all three subjects taught in eKelas. The Award comes in the form of cash allowance which is deposited into the students' National Education Savings Scheme, as well as school starter packs. In 2019, 25 eKelas students received the Anugerah Gemilang for their academic achievements.

| Measurements | Improvement in subjects taught in eKelas | Student participation in English drama competition |
|--------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| Indicators | Number of Anugerah Gemilang student grant award recipients | Number of video submissions for English drama competition |
| 2017 | 11 award winners – three improved in all three subjects and eight improved in two subjects | 50 |
| 2018 | 24 award winners – three improved in all three subjects and 21 improved in two subjects | 54 |
| 2019 | 76 award winners – 36 improved in all three subjects and 40 improved in two subjects | 125 |

Motivating Students through Engagement Sessions

In 2018, we introduced our #MaxisMotivates sessions, where our employees share their life and work experiences with students in an effort to expose them to real life examples of values such as resilience and teamwork. #MaxisMotivates is based on the "Learning by doing" education concept, a hands-on educational approach that encourages students to interact with their environment in order to adapt and learn.

In 2019, we completed eight #MaxisMotivates sessions which reached out to approximately 400 students at various Pusat Internet. During these sessions, we also conducted digital literacy and online safety workshops in partnership with Google, complementing MCMC's well established "Klik Dengan Bijak" (Click Wisely) initiative that advocates positive and responsible Internet use.

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“My friends and I like to perform and it’s definitely easier to learn when you’re having fun. We read the script together, and understand it so that we can speak correctly. We also use the right tones and expressions. Even if we’re shy, it’s more fun to be involved in a group project and do things together.”

- John Mackwin’s face lights up when he talks about his experience in putting up a performance for the eKelas English drama competition. John is a Form Two student from Kampung Tae, Serian in the outskirts of Kuching, Sarawak, who participates in the eKelas initiative.



Digitally Upskilling Micro-Entrepreneurs to Help Them Grow Their Business

Our community initiatives also include programmes that empower local entrepreneurs from cottage industries with digital skills to enable them to expand their business through our Inspiring Entrepreneurs programme. These comprise digital training workshops on social media, content creation, photography and basic accounting effectively. In 2019, we delivered this programme to local communities residing in Kampung Chengal, Kelantan, and Projek Perumahan Rakyat (PPR) Intan Baiduri, Selangor, during the Hari Raya and Deepavali festivals respectively.

Engaging with Communities in Need During Festive Seasons

We also engaged with the community during the Chinese New Year (CNY) and Christmas festive seasons. During CNY celebrations, we brought cheer to the residents of Pusat Penjagaan Warga Usia Emas Tong Sim, and Pusat Jagaan Parameswary Old Folks Home and Mother Care, both located in Seremban, Negeri Sembilan. Working with local businesses within the community, we helped clean up the homes and replaced old doors, glass window panels, dining tables and chairs, as well as spruced them up with CNY decoration.

For our Christmas outreach initiative, residents of Bukit Harapan in Menggatal, Sabah, a shelter home for orphans, differently-abled individuals and victims of domestic abuse, got a much deserved refurbishment to their amenities. Maxis employees also contributed gifts to the residents.

Supporting Humanitarian and Disaster Relief Efforts

Humanitarian relief in the aftermath of natural disasters is a big part of our community outreach efforts. During these events, stable network connectivity is even more crucial for the community as they seek to contact friends and family members as well as the relevant authorities for help. Maxis continues to work extensively to prepare for severe weather seasons to keep our customers connected.

For preparedness in 2019, we activated our disaster relief team to monitor the flood season between October to December. Our priorities included assisting emergency services organisations with their connectivity requirements, restoring services to our customers as well as assisting in clean-up efforts in these areas. Where necessary, we provide temporary mobile base stations to boost coverage for emergency services and relief centres. As part of our post-flood initiative, we help our dealers restore their businesses and affected communities rebuild their lives and prepare for the future. There was no major flood recorded in 2019.

Empowering Our People to Play Their Part

We believe that empowering our employees to get involved in community outreach activities and events is rewarding, not just for us as an organisation but for the individuals who are involved. To provide our employees with a platform for them to do their bit for society, we have in place a robust employee volunteerism programme, called M Squad. All our community initiatives continue to be supported by M Squad, who have shown dedication and commitment to both our corporate goals as well as social contributions.

Apart from involvement in all community outreach initiatives, they also get to contribute in areas they are passionate about. In 2019, we organised a Maxis Charity Jogathon to raise funds and awareness for the National Cancer Society of Malaysia (NCSM) in conjunction with World Health Day. In doing our part in the fight against cancer, our employees successfully raised over RM15,000 which the company matched to bring total funds raised to RM30,000.

During the year, M Squad logged in 2,185 hours, which reflects our continuous high level of employee volunteerism. The total number of hours for the year translate into a value of close to RM100,000 based on our Volunteering Value calculation formula as follows:

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

| Year | 2017 | 2018 | 2019 |
|----------------------------|-------|-------|--------------|
| Yearly volunteer hours | 2,435 | 2,962 | 2,185 |
| Cumulative volunteer hours | 2,435 | 5,397 | 7,582 |

For 2020, we are looking at several key initiatives that will provide many opportunities for our employees to volunteer, including exam clinics, holiday camp and drama and writing workshops organised for eKelas students. Apart from what we do for our flagship eKelas programme, we also play an active role in bringing cheer to communities in need during festive seasons, where our employees take great pride in participating in these initiatives as volunteers.