



Our Consumer Products

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We place our consumers' needs at the heart of every product and service we design and develop. We constantly listen to our customers' suggestions and concerns, and incorporate their feedback into our product and service innovations. In 2019, we continued to provide our customers with a suite of high-quality digital services in voice, video and data that were delivered to consumers and businesses reliably and securely. Our innovative offerings serve all our customer markets with a variety of flexible products and services that are enhanced to deliver an Unmatched Personalised Experience.

Providing High Quality Digital Access through Home Fibre and Prime

The digital revolution sweeping across Southeast Asian countries is transforming societies in ways previously unimaginable. Personal, social and business digital footprints are growing at exponential rates as individuals, families and businesses make the most of opportunities that a more connected world offers. Today, Southeast Asia's 260 million Internet users comprise the world's fourth-largest Internet market.

To ensure that Malaysia keeps pace with the adoption of digital technologies, the Government has outlined its plan to make affordable broadband connections more easily available to all Malaysians. To contribute towards these national aspirations, Maxis has been encouraging broadband take up through our Maxis Fibrenation campaign.

On the back of a very successful campaign in 2018, we were able to focus on delivering even faster and higher quality broadband to our consumers. Our success was largely due to the introduction of our new Superfast Broadband plans, with speeds of up to 800Mbps starting from RM149. As a value-added service, our 500Mbps and 800Mbps plans are bundled with free Mesh WiFi devices, while our 300Mbps subscribers are given the choice of opting in for a marginal sum. Mesh WiFi helps maximise our customers' WiFi coverage in their homes and offices, a technology that is superior to ordinary WiFi range extenders.

Our MaxisONE Prime customers are able to enjoy unlimited mobile Internet at no extra cost for all family members. The product also features a 4G wireless Internet back up for an always-on home Internet that never fails.

The value-add features we have integrated into our home fibre and MaxisONE Prime products are providing our customers with an easy and affordable alternative to adopt high quality broadband that is unmatched in the market. The success of our converged mobile and fibre offerings have exceeded all expectations, testament of the value Maxis has been able to create for our customers. Our 2020 plans are focused on providing our customers with even better service and new possibilities to surpass their expectations, especially with our highly anticipated 5G service offerings.

Business Review

Enabling Digital Lifestyles through Postpaid Mobile

We offer family-focused products and have enhanced our MaxisONE Share offering to include all the latest smartphones. A first-of-its-kind in Malaysia, MaxisONE Share provides every line easy access to the latest devices via Maxis Zerolution.

In line with increasing data demand, we have increased the data quota for everyone in the family by refreshing our Share Lines feature to 20GB per line, of which 10GB is shareable with all lines within the account. Moving forward, we will continue to connect more devices to allow our customers a seamless and worry-free digital experience.

Maxis' core offering, our Postpaid mobile plans, focus on a tailor-made mobile experience to suit our individual customers' needs. With this in mind, we introduced our new Maxis Postpaid Tablet and Maxis Postpaid Watch plans in December 2019 in our quest to innovate in connectivity beyond smartphones. With these new plans, customers can now purchase an Apple iPad and Apple Watch with zero upfront fees via Maxis Zerolution, for worry-free usage.

As consumers become increasingly tech savvy, new devices such as wearables are becoming the norm. With the Maxis Postpaid Watch plan, they can now share their mobile number, voice, SMS, and data quota with their Apple Watch for only RM18/month. Customers can enjoy using their smart devices, whilst enjoying the reliability of the Maxis network's always-on connectivity for a truly connected and digital lifestyle.

Creating Value via Hotlink Postpaid Flex

For customers seeking greater flexibility in their Postpaid plan, we revamped our Hotlink Postpaid Flex to offer users even more value for their money. Starting from RM30, customers get unlimited calls and SMS to all networks, and up to 20GB high-speed data. We continue to expand our range of devices via Hotlink Flex Plus. Hotlink Postpaid Flex customers will also continue to be rewarded with new deals and rewards, including the availability of more exciting new Internet passes and value-added services such as Maxis TV.

Providing Affordable Mobile Services through Hotlink Prepaid

Maxis believes that the market is not a "one size fits all" proposition, with a large portion of consumers who prefer a prepaid option. This is where our Hotlink Prepaid comes in. As with any prepaid product, there is a genuine fear amongst consumers of overspending or not having enough data.

This is not the case with Hotlink Prepaid. Our prepaid plans offer our customers a worry-free, non-stop high-speed Internet experience. Both Hotlink RED and Hotlink Superrr packs are priced at RM10 each and come with RM5 of preloaded airtime. While RED gives an additional 10GB of high-speed data dedicated for Facebook, Superrr is catered to YouTube, with high-speed 10GB data quota. All these options have been designed bearing in mind our customers' digital needs.

For both plans, customers can choose from a wide variety of add-on Mobile Internet passes for their daily, weekly or monthly usage. To keep up with the ever increasing demand for data, we will continue to enhance our propositions by providing more innovative and relevant digital services and products aimed at enriching our customer's mobile digital experience.

Driving Customer Engagement through Hotlink Rewards

Everyone loves rewards. Knowing this, and with our focus firmly on our customers' needs, we have put simplicity and convenience at the heart of our Hotlink Rewards proposition, offering our customer easy ways to earn points in their daily interactions via the app.

In 2019, Hotlink Rewards continued to drive the increased engagement and adoption of the Hotlink RED App, with more than half of our prepaid base now active app users. While we continue to offer exclusive deals from over 200 brands, we have also introduced exciting campaigns where lucky customers can walk away with free items such as smartphones, action cameras, gaming consoles, cash vouchers and more, on a daily basis. We will continue to drive even more meaningful engagement and value for our Hotlink customers in the coming year.

Celebrating Malaysia's Multi-Cultural Diversity through Our Mega Seasonal Marketing Campaigns

As a multi-cultural nation, Malaysia benefits from its diversity. A clear indicator of our diversity is the various annual festivals that Malaysians celebrate together. For each festival held throughout the year, we take the opportunity to celebrate together with our customers and reward them through differentiated campaigns. On the heels of the success of 2018's Merdeka Day GIGA sale promo on HotlinkMU, in 2019 we launched a series of seasonal promotions such as the CNY 88GB, Raya 44GB and brought back the Merdeka Day 62GB GIGA Sale. Hotlink customers who purchased selected mobile Internet packages were able to enjoy additional free high-speed mobile Internet on top of their personalised Internet deals.