

Our Top Material Matters

Material Matters	Definition	Stakeholder Affected	Strategy (MAX)
Customer Experience & Satisfaction	The quality of customer experience from our products and services including Maxis driven engagement to better understand and meet customers' expectations		M A
Technology	Enhance product differentiation/capabilities through infrastructure and enablers such as network, IT and digitalisation		A
Ethical Business Practices	The way we govern and conduct our business with full compliance to relevant laws and regulations, and our commitment to be transparent		X
Data Privacy & Protection	Measures we implement to manage our stakeholders' data privacy and protection		M X
Innovation	New ideas to create value for an organisation which includes new design, technology, services or processes		M A
Regulatory & Compliance	Sound governance and compliance practices to the government and regulators		X
Employee Development	Commitment towards succession planning and employee development of skills for future needs		X
Sustainable Business	Financial value created and distributed to our stakeholders		M



Customers



Government & Regulators



Shareholders & Investors



Suppliers & Partners



Employees



Community

For further details on Our Approach and Materiality Matrix, please refer to page 66 of Our Sustainability Statement.