

Our Maxis Strategy



Our new long-term strategy, the MAX Plan clearly charts out our focus areas within three key strategic pillars to guide us towards our vision of becoming Malaysia’s Leading Converged Solutions Company. Our strategic value creation plan was developed bearing in mind our stated purpose of connecting people, businesses and the nation to Always Be Ahead in a changing world, by bringing together the best of technology.

We have made clear commitments to ensure we achieve the outcomes we have identified for both our business and our stakeholders. Over the next three years, we will invest RM1 billion in growth capex, over and beyond our core annual capex of RM1 billion. As well as that, we will be delivering operational expenditure productivity savings of RM1 billion over the same time period. Internally, we have set ourselves a target of delivering on service revenues of over RM10 billion by 2023, in line with providing our shareholders with valuable returns on their investments.

Our Vision

Be the Leading Converged Solutions Company in Malaysia

Our Purpose

Always be Ahead: We exist to bring together the best of technology to help people, business and the nation always be ahead in a changing world

Our Internal Targets

Service Revenue (2023)

RM10bn+

Productivity (3 years)

RM1bn

Incremental Investment (3 years)

RM1bn

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MAXIS FOR ALL

Individuals, Homes and
Businesses

Win in Consumer Mobile

- Continue to strengthen our leadership in our core business
- Evolve from leader in consumer mobile to leader in consumer solutions

No. 1 Convergence Player

- Enhance customer offerings by converging connectivity products and solutions
- Be Malaysia's preferred fibre provider

Grow Enterprise Exponentially

- Aim to be Malaysia's No. 1 business partner with end-to-end portfolio of solutions that cater to all segments

A

ACHIEVE UPE

Differentiated and Digital
"Unmatched Personalised
Experience" (UPE)

Expand Customer Touchpoints

- Maximise subscriber growth and customer value through unmatched digital personalised experience, channel reach, capability and productivity

Maintain Network and Technology Leadership

- Sustain network leadership and customer experience superiority
- Cost control leadership through Digitalisation

Leverage Digitalisation to Enhance Capabilities

- Analytics and insights driven to support business outcomes
- Leverage agile principles to accelerate operational processes

X

MAXIS WAY

World Class Effective and
Efficient Organisation

Evolve the Organisation with the Right Culture, Talent & Capabilities

- Attract the right talent and build the right capabilities
- Focus on strengthening our culture where our employees are proud to be Maxis

Fuel for Growth: Productivity Initiatives

- Transform into an efficient organisation via productivity initiatives and cashflow improvements

Strengthen Maxis as a Highly Reputable Corporate Citizen

- Credible, trustable and industry experts in telecommunications, regulatory and legal matters

The key factors which defined our external business landscape in 2019 are as follows:

- Increasing demand for digital technology to cater to growing digital lifestyle and new ways of working for businesses
- Increasing investments in new networks such as the impending launch of 5G in Malaysia
- Consumers' and businesses' changing imperatives in privacy, security and trust which are shaped by increasing concerns to ensure data privacy and protection
- Well-funded disruptors encroaching into the telecoms sector due to rising demand for intelligent connectivity
- Heightened competition in the telco industry as competitors seek to capture greater market share and revenue

- Stricter regulations as the Government seeks to manage and regulate the digital economy, and drive digital adoption among its population

2019 was our first year in putting our strategy into action. We have built great momentum towards achieving our vision.

Full details of our strategic outcomes and value created for our stakeholders can be found in the Business Review section of this Integrated Report.

Business Review