

MAXIS BERHAD

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MAXIS REFINES ORGANISATION STRUCTURE AROUND CORE BUSINESS AREAS

Following the recent announcement on 29 May, Maxis Berhad, Malaysia's only integrated communications service provider, is pleased to announce a refined organisational structure which is designed to strengthen its core business areas for future growth.

The new structure will streamline its operations, improve processes and make Maxis more agile and cohesive in delivering its integrated propositions across its wide range of products and services, as well as support the Company's growth strategies.

Raja Tan Sri Dato' Seri Arshad bin Raja Tun Uda, Chairman of Maxis Berhad spoke of the new development. "Our refined organisational structure is an important step in the execution of our mission to be an integrated communications service provider. Efforts towards creating this structure have been made in response to evolving market dynamics and changing consumer demands and will enable Maxis to compete more effectively, and deliver more value to our customers and shareholders.

"As we make these changes, we remain fully committed to enriching our customers' lives and creating a positive impact on the environment in which we operate. This will be enabled by a robust workforce comprising the industry's leading talents," Tan Sri Arshad said.

The new structure, which will take effect today, 10 June 2013, will consist of a team led by Joint Chief Operating Officers (JCOO) Nasution Mohamed and Suren J. Amarasekera, who will both provide overall leadership to the Company and are responsible for its performance.

Nasution brings with him over 19 years of wide business experience in Malaysia and overseas, and has played a strategic role in integrating resources across business functions in his capacity as the CFO to deliver high performance across Maxis. He joined Maxis in 2011, having served in senior management positions in local and international companies. In addition to his new role as JCOO, he will also continue to oversee the Finance function of the Company.

Suren joined Maxis in 2011 and was responsible for the consumer mobile telephony business. He has over 20 years of experience in the telecommunications industry of which over 13 years were with SingTel, where he had assumed several senior management positions spanning across various functions in SingTel and 6 years as CEO of Mobitel, the mobile business of Sri Lanka Telecom.

The new structure streamlines the business into four areas and the respective Heads, are as follows:

- **Enterprise Solutions**, headed by **Shanti Jusnita Bt Johari** - Shanti will manage the Company's Enterprise, Government and SME business. Shanti joined Maxis from Telekom Malaysia in September 2011. She brings with her 16 years of experience in the telecommunications industry, specifically in the areas of sales, marketing and business strategy & management across enterprise and SME segments.
- **Consumer Business**, headed by **Dushyanthan Vaithiyathan** - Dushyan will be responsible for the end to end management of all mobile and fixed business for the consumer segment. Dushyan who was previously with Maxis has over 16 years of regional experience in consumer marketing, business strategy and corporate finance of which 9 years was in the telecommunications industry. Prior to rejoining Maxis, he has held senior positions at Telenor ASA, Bangkok and Digi Telecommunications.
- **Sales & Services**, headed by **Tan Lay Han** - In his new role, Lay Han will lead a team focusing on Customer Service, Channel and Supply Chain Management. He joined Maxis in October 1999 and had assumed several senior management positions spanning across various functions in Maxis, including as Head of Sales & Distribution and Head of Channel Distribution & Customer Service.
- **Digital Services**, headed by **Kugan Thirunavakarasu** - Kugan will oversee the development of Maxis' innovative digital media and cloud-based services including Mobile apps. He joined Maxis in 2003 and has over 20 years of experience in telecommunications, locally and abroad.

In addition, the four business areas will be supported by Information Services, Network, Finance, Human Resources, Corporate Affairs, Regulatory & Government Affairs and Legal divisions in the day to day operations of the Company.

"Maxis, as the market leader with over 14 million subscribers and with RM8.9 billion in revenues in 2012, has been shaping the way our customers live, work and play by introducing to the market the very latest state-of-the-art technologies, with the latest being the introduction of 4G LTE services on 1 January 2013. We will continue to place the customer at the centre of everything we do in an industry that is rapidly evolving in a digital age. The move to streamline the structure under the four business areas will enhance our ability to focus on giving our customers the best experience anytime, anywhere and across any device as well as create a rich customer experience for both consumer and enterprise," concluded Tan Sri Arshad.