



PRESS RELEASE

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Axiata Accelerates Digital Talent Transformation with Asia's Largest Employee Online Activation Day

Celcom Further Drives Digital Transformation to Front All Ends

Kuala Lumpur, 16 November 2017 – Axiata Group Berhad (“Axiata” or “the Group”) fast-tracks its digital talent transformation by simultaneously staging Asia’s largest employee online activation event across its six markets in ASEAN and South Asia. The activation event will galvanise 12,000 of the Group’s employees, including employees at its largest entity, Celcom Axiata Berhad (‘Celcom’) in Malaysia.

To holistically drive its digital talent building exercise, Axiata is committed to invest USD6 million over the next three years to scale up existing digital expertise and provide critical digital development and capacity building for all its employees across all levels and roles. With digital talent as a key pillar in its transformation strategy, Axiata is geared to further build a conducive, dynamic environment for its operating companies to become modern, agile and digital work cultures.

Tan Sri Jamaludin Ibrahim, President & Group Chief Executive Officer of Axiata said, “The world of connectivity and communications is fast changing, and the telecommunications industry has no recourse but to learn new ways of how we engage with customers, build solutions, create services, think differently and improve the lives of our customers. For Axiata, our employees across every business in each country whether here in Malaysia or the furthest reaches of Nepal, are core and fundamental to our success. Today, as digitalisation gains rapid momentum, talent becomes even more critical to the Group in determining our ability to compete and grow in our markets.

“In total we have deployed close to USD40 million on talent development since 2009 and as we journey into the next phase of our growth and to realise our ambitions of being a Digital Champion, we are dedicating significant resources to address our employees’ digital learning needs. The objective is to transform our company in the way we, as employees across the region, think, act, work and create with a digital mind set.”

As Malaysians increasingly engage socially and interact with businesses in a digital way, Celcom’s strategic focus on delivering an awesome customer experience is underpinned by the company’s digital transformation.

Michael Kuehner, Chief Executive Officer of Celcom Axiata Berhad said “People, innovation, technology and processes are essential for Celcom to provide an awesome customer experience. Development of digital talent is central to drive our digital transformation in all organisational units and functional areas.

“We are making steady progress internally within Celcom, further developing new digital talents to front our customers. We will fundamentally change the way we address our customers’ needs by re-imagining customer facing sales, marketing and care engagements with digitalised channels, processes and practices – measures that will sustain Celcom’s continued growth internally and externally,” he said.

The Axiata’s group-wide employee digital training programme, which has taken place throughout 2017, is elevated with the Digital Jam, an activation day where all employees come together online to experiment with and experience new digital work tools, BOT interfacing games and many more digital leaning experiences. The Digital Jam also marks the definitive shift of the Group’s training focus going forward, where employees will be further trained on digital technologies and its business capabilities.

Datin Sri Badrunnisa Mohd Yasin Khan, Group Chief Talent Officer of Axiata said, “In this one day group-wide online digital experience on November 23, we want to provide a new and exciting digital experience where all employees will be introduced to new, creative and efficient digital work tools to give them the confidence and curiosity of doing things digitally. We want to give them a glimpse of the future work environment in the digital world and trigger the idea and realization of the tomorrow-is-here experience.”

For Axiata, with employees spread wide across mobile subsidiaries in six countries, it becomes imperative that each company places digital talent transformation at the forefront and cornerstone of its business strategy, and Digital Jam is but the start of many more such engagements.

As a leading telecommunications group in Asia, Axiata’s long term objective is to transform into a New Generation Digital Champion by 2021. Since 2013, the Group has embarked in its Axiata 3.0 digital transformation blueprint by diversifying and strengthening its core mobile business with new ventures in infrastructure and tower services, fixed-mobile convergence, digital services and enterprise Internet-of-Things (IoT). The transformation of its workforce and talent is critical in its overall long term growth plan.

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About Axiata

As one of the largest Asian telecommunication companies, Axiata today operates in ten countries, servicing approximately 320 million subscribers. With a diverse portfolio in mobile network operations, communications infrastructure services and digital services, the Group pieces together the best in connectivity, technology and people in its vision of Advancing Asia.

Axiata has controlling stakes in market leading mobile operators in South East Asia and South Asia. Axiata Group of companies operate under the brand name of ‘Celcom’ in Malaysia, ‘XL’ in Indonesia, ‘Dialog’ in Sri Lanka, ‘Robi’ in Bangladesh, ‘Smart’ in Cambodia and ‘Ncell’ in Nepal. Further to this, the Group also holds strategic interests in ‘Idea’ in India and ‘M1’ in Singapore.

‘edotco’, the Group’s infrastructure company, operates in six countries to deliver telecommunications infrastructure services, amassing a portfolio of over 16,000 towers and 12,000 km of fibre. It aims to be one of the top regional tower companies and is committed to responsible and sustainable business operations.

Axiata Digital (AD), its digital services arm, captures the rapid growth in internet-based businesses through its portfolio of 30 digital brands, servicing growing demands in mobile money, mobile advertising, e-commerce, entertainment and education.

As a committed and long-term investor, Axiata provides employment to 25,000 people within its operations. In line with its sustainability goals, the Group actively supports and drives young talent development; disaster response and recovery; as well as green initiatives.

About Celcom Axiata Berhad

Celcom is Malaysia's leading data network provider, with almost 10 million customers. Established in 1988, it boasts the widest national 2G, 3G and 4G LTE networks, covering over 98% of the population. Currently the largest mobile broadband and corporate services provider, Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer FIRST™ is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 300 million customers across 10 Asian markets. For more information on Celcom, log on to <http://www.celcom.com.my>

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