



# Earnings Conference Call

## 1<sup>st</sup> Quarter 2014

Henrik Clausen, CEO  
Karl Erik Broten, CFO

25 Apr 2014



Key highlights

Operational highlights

Financials updates

Guidance and outlook

Q&A

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100MB Quota  
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**Faster  
Internet Network**

**DiGi**

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## Solid development with additional 47.4% PAT y-o-y

### Best for Internet

The new DG SmartPlan™.

**The most complete Internet plan**  
from RM50/month. Sign up today.



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### Revenue

RM1,718 million

▲ 4.3% Y-o-Y

### Service Revenue

RM1,554 million

▲ 5.3% Y-o-Y

### 45% EBITDA Margin

RM778 million

▲ 8.1% Y-o-Y

### 34% Ops Cash-Flow Margin

RM576 million

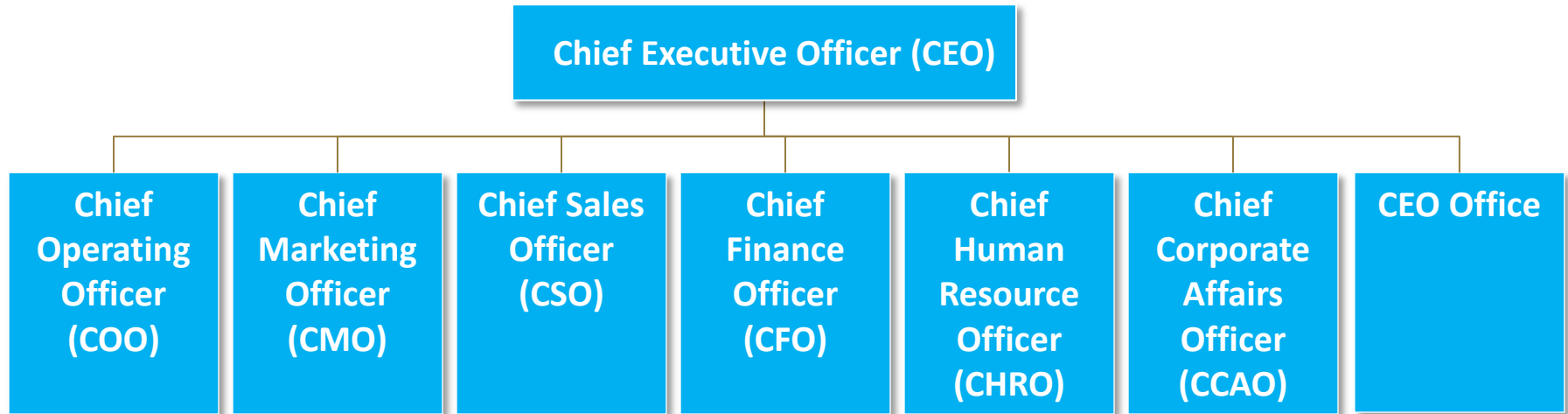
▲ 8.9% Y-o-Y

### 28% PAT Margin

RM485 million

▲ 47.4% Y-o-Y

## Renewed organisation focus to drive, execute and deliver day-to-day



- COO to ensure better coherence in delivering DiGi's end-to-end *Customer First* ambitions as well as to strengthen network performance, business processes, and new operating models
- Dedicated Chief Sales Officer in top management for continued pressure on day-to-day sales
- More focused Corporate Affairs to lead strategy and stakeholder engagement
- Strengthening Business Intelligence (BI) and analytical decision making across Marketing and Finance
- Disciplined operational efficiency focus and control structure
- HR focus on strengthening leadership and winning the war for talent

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## Bringing the *Best For Internet* services

### Best For Internet Campaigns



#### The smartest plan for your smartphone

Introducing the all-new DG SmartPlan™ - the most complete Internet plan.

[Find Out More](#)



**PRE-ORDER EXCLUSIVE**  
FREE 9GB of Internet for 3 months!



The power is here  
**Samsung GALAXY S5**

Only **RM1,199** with DG SmartPlan™ - the most complete Internet plan for your smartphone.

[Pre-order Now](#)

- *Thank You* campaign continued on through the quarter
- *Best For Internet* services launched in Mar 2014 with more relevant, affordable and reliable internet plans
- Flexible, bite-sized weekly prepaid internet subscriptions
  - Attractive entry-level plans to enjoy popular digital service applications
- Re-vitalised DG Postpaid Smart Plans
  - Featured with unlimited access on selected digital services and bundled with mobile security application
- Continued to ride on smart device proliferation and internet induced opportunities

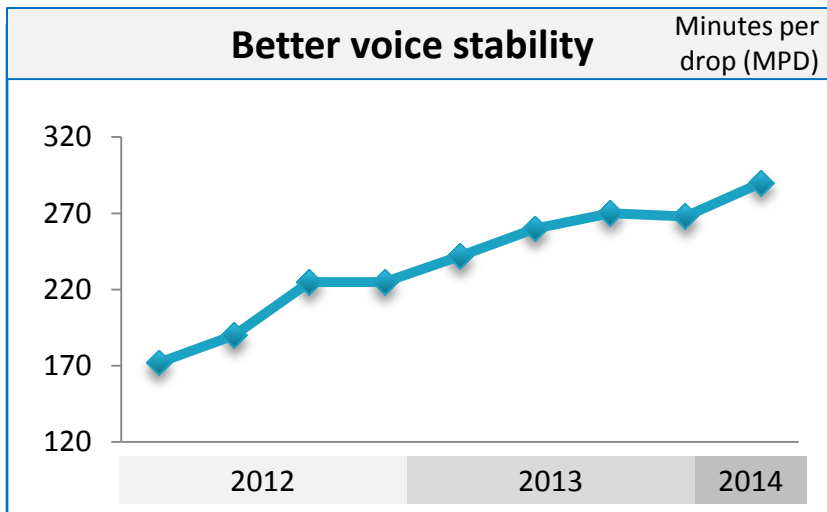


## Delivered consistent data speed and quality

| Ranked #1 on consistent data speed <sup>[1]</sup> |               |      |
|---|---------------|------|
| Location  | # of hotspots | Rank |
| Ipoh  | 30            | #1   |
| Johor Baru  | 30            |      |
| Kota Kinabalu                                     | 20            |      |
| Kuantan   | 10            |      |
| Kuching   | 20            |      |
| Klang Valley                                      | 60            | #2   |
| Seremban  | 20            |      |
| Malacca   | 20            |      |
| Penang  | 30            |      |

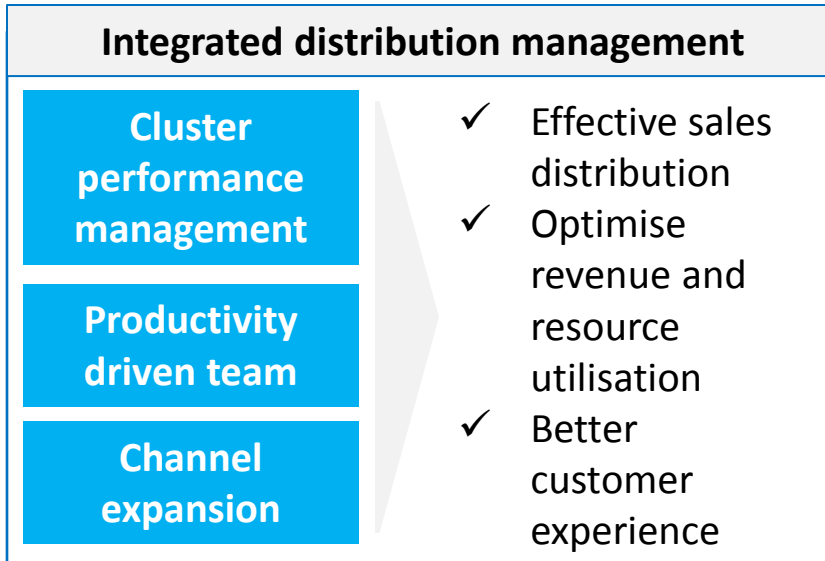


- Ranked #1 for consistent data speed in most key market centres surveyed
  - Extended reliable high speed internet (HSPA+/3G) experience to 82.2% of population
  - More 4G-LTE sites in KV, JB, KK and Kampar
  - > 4,100KM access to fibre network
- Better voice stability achieved through visible improvements in MPD rates
- Further improvement opportunity especially for network quality in major highways and in-building
- Committed to enhance infrastructure capabilities for greater customer experience

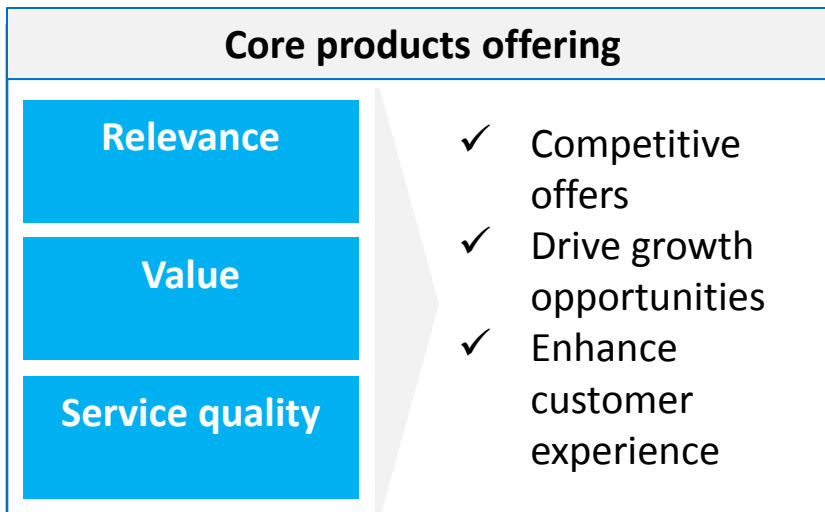


[1] Benchmarking conducted by independent external party, Respontrade

## Strengthened organisational capabilities across distribution and product offering

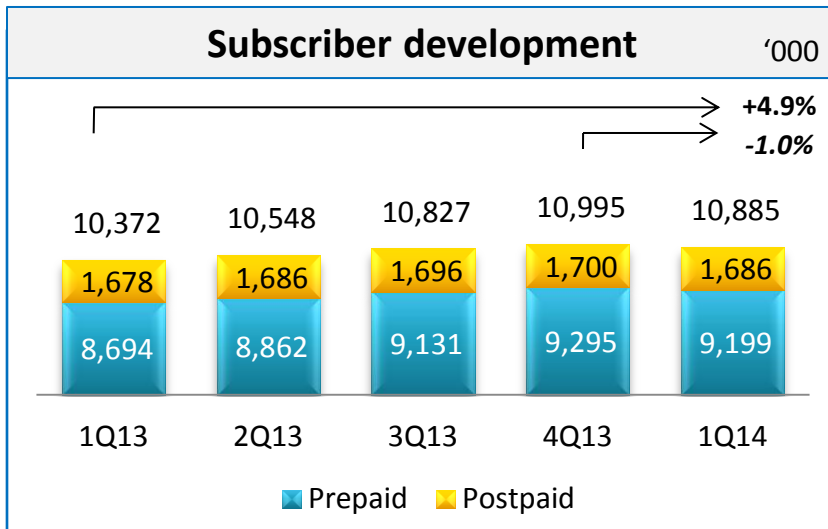


- Integrated distribution approach across DiGi's owned shops, exclusive stores, dealers and alternate channels
- In-depth cluster performance management in driving prepaid while strengthening postpaid and broadband
  - Maximize revenue with optimised infrastructure use
  - Segmented offerings and tailored below-the-line (BTL) campaigns and engagement

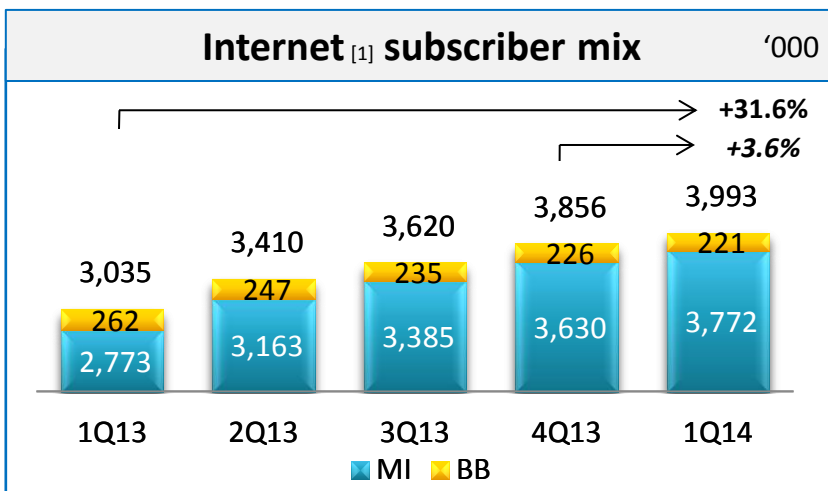


- Leverage on predictive tools for re-contracting, retention and usage stimulation
- Small screen internet drive targeting non-internet base

# Seasonal low with stronger traction on new internet bundled plans



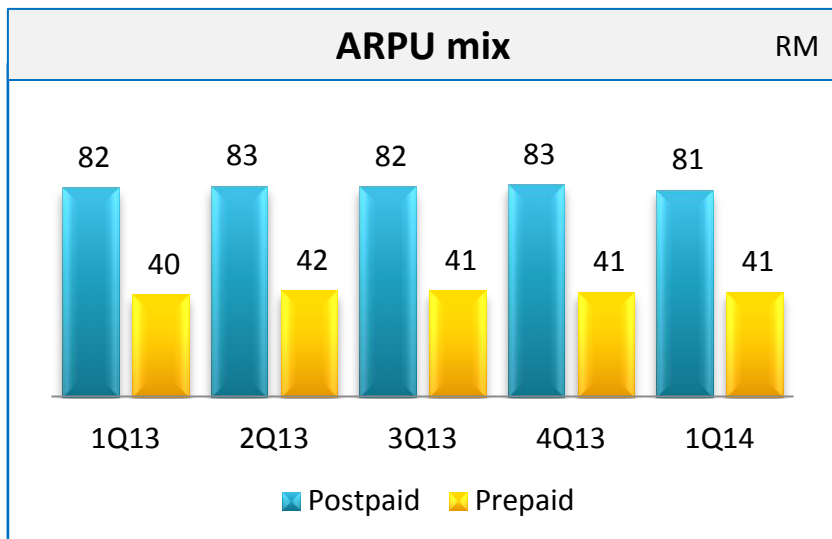
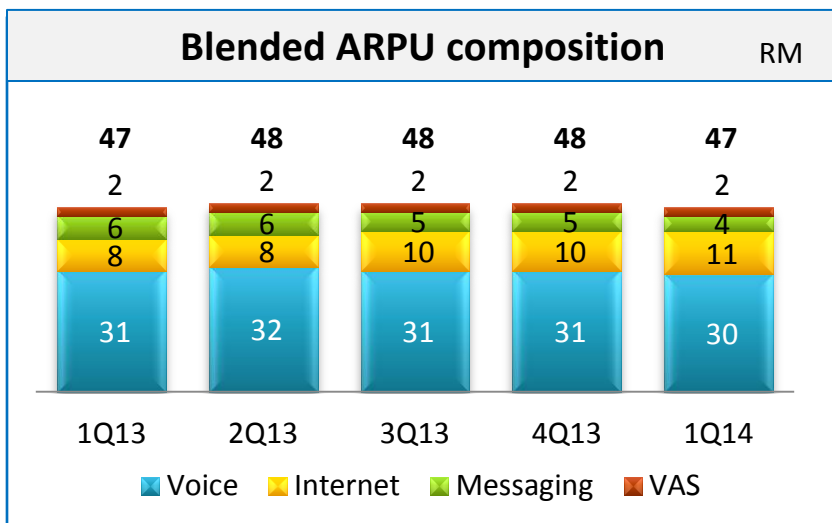
- Continued pressure from levelling postpaid demand coupled with seasonal churn and lower gross adds resulted in marginal q-o-q dilution on the subscriber base
- The new internet bundled plans delivered on stronger organisational capabilities led stronger net adds momentum into following quarters
- Remained resilient with close to 4.0 million active internet<sup>[1]</sup> subscriber stimulated by
  - Consistent internet drive and affordable packages over a stronger data network
  - Availability of affordable smartphones, popular digital services and social network applications





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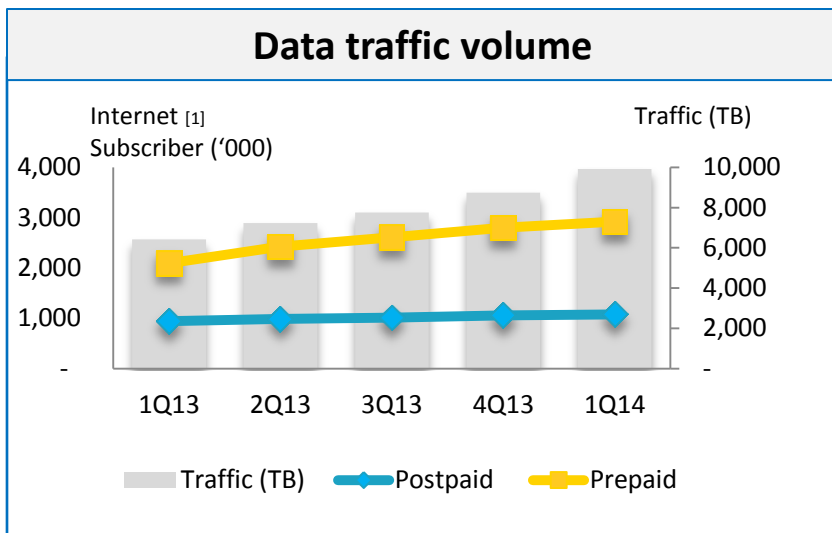
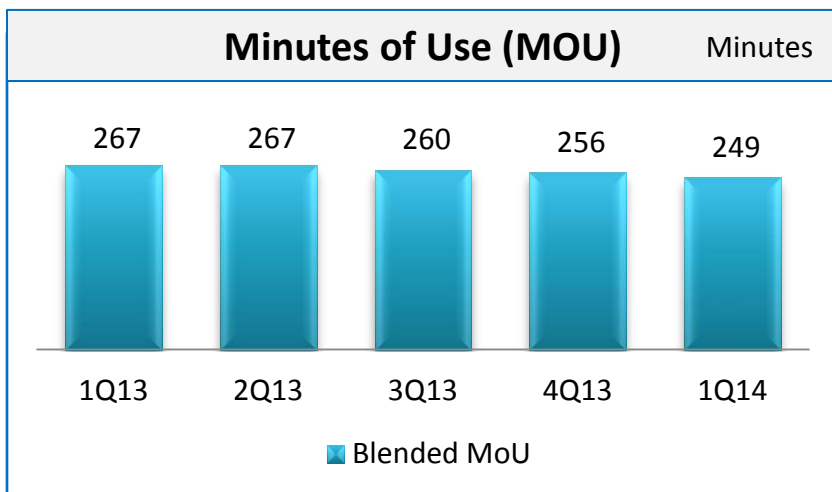
## Steady ARPU with positive uplift from internet



- Relatively stable ARPU throughout the last 5 quarters
  - Higher internet ARPU backed by rising internet adoption and usage
  - Seasonal dilution q-o-q in addition to effects from termination rates revision
- Traditional voice and messaging ARPU trended lower
  - Sufficiently cushioned by gains from internet services
- Reasonably sustained both postpaid and prepaid ARPU
  - While delivering additional subscriptions on secondary devices and expansion into new geographical coverage opportunities

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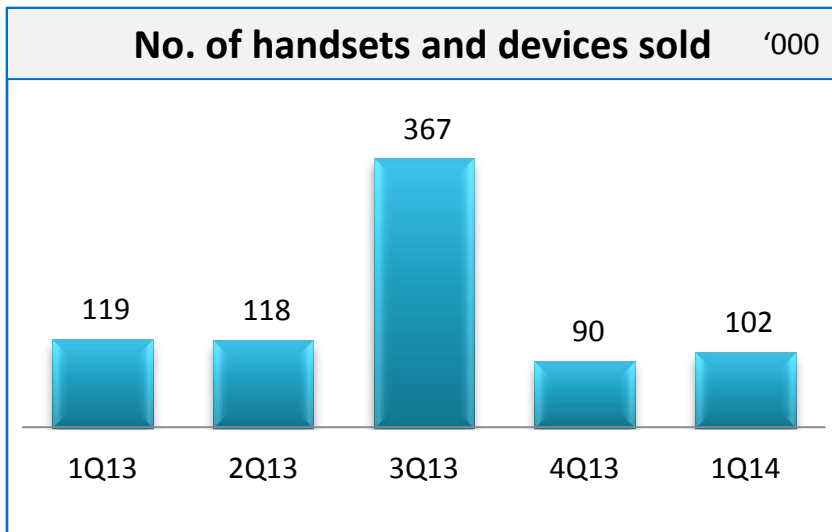
## Strong data growth mitigated levelling voice usage



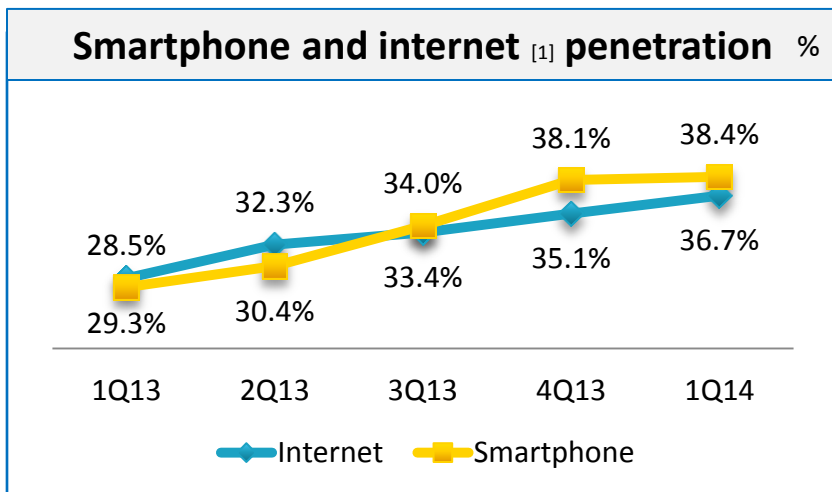
- Blended MOU remained resilient though trended lower over time
  - Data transition managed diligently through pricing and service bundling
- Voice price maintained at 13 sen q-o-q and y-o-y undeterred by the reduction in termination rates effective 1 January
- Growth on data traffic volume substantially driven by prepaid usage
  - 73% of total data traffic volume
- Further data growth opportunity imminent as 71% of internet<sub>[1]</sub> subscribers consumed less than 1GB monthly currently

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## Increased demand for affordable smart devices



- Sales of handsets and devices driven by a combination of affordable android handsets and iPhones
  - Increased sales volume through prepaid smartphone bundles
- Internet<sup>[1]</sup> penetration continued to rise steadily to 36.7%, an increase of 7.4 pp y-o-y
- Smartphone penetration remained rather flat at 38.4% due to seasonal churn effects
  - Potential further upside with growing digital services demands and increasingly affordable smart devices choices



[1] Refined to excl. unique subs with usage below 50kB /month

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# Paved the way to deliver stronger service revenue

**It's your wallet's turn to celebrate!**  
**Save smartly with these deals.**

Get the best smartphones for FREE and for less. Only with DG SmartPlan™, the most affordable all-in-one plan for Internet, calls and SMS. Now delivered by our new, faster network.

**Motorola Moto G**  
**FREE**  
 with DG SmartPlan™ 88  
 RRP: RM699  
 Android 4.4.2 KitKat OS

**Huawei Ascend G510**  
**FREE**  
 with DG SmartPlan™ 88  
 RRP: RM599

**Sony Xperia Z Ultra**  
**RM1,059**  
 with DG SmartPlan™ 148  
 RRP: RM2,199

**Sony Xperia Z1**  
**RM1,199**  
 with DG SmartPlan™ 148  
 RRP: RM2,399

The smarter plan for smartphones. Also available with DG SmartPlan™ 58.

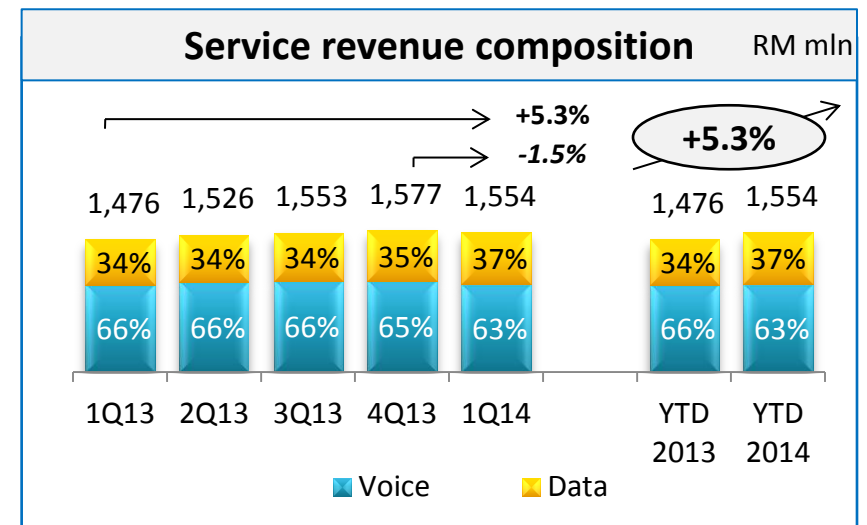
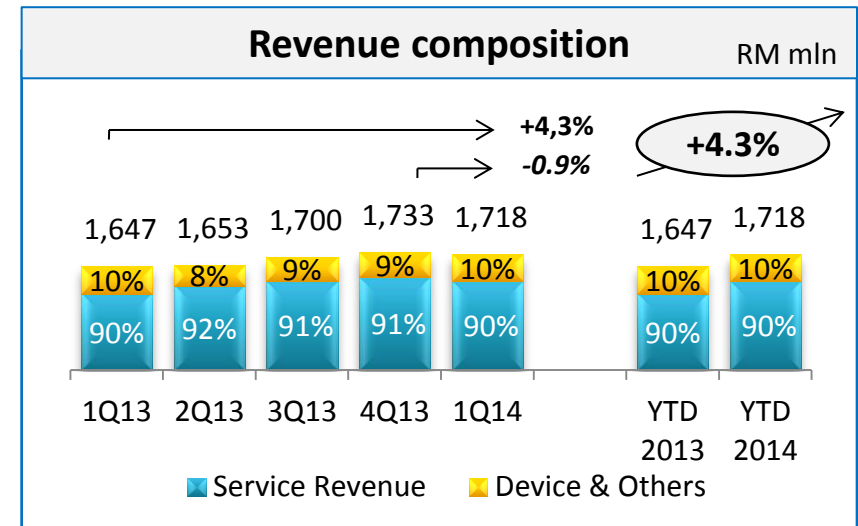
**Up to 6GB Internet**   **Up to 600 mins 600 SMS**   **30 mins IDD Calls**   **Unlimited Internet Roaming RM32/day**

**DEEZER** Discover 30 millions of songs for FREE today with Deezer. SMS DEEZER to 2000 for more info.

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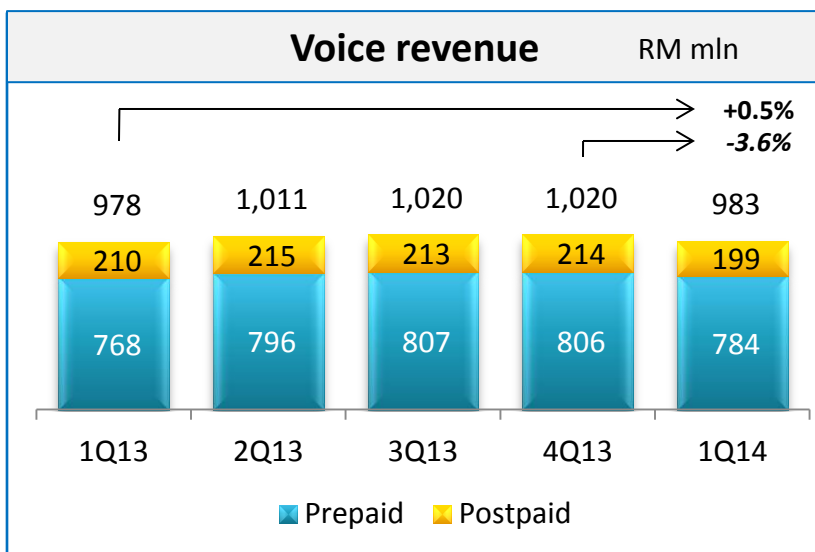
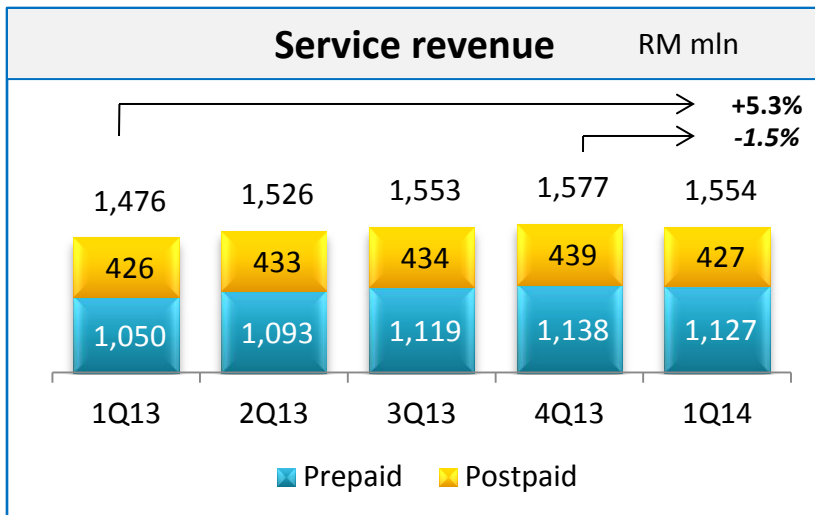
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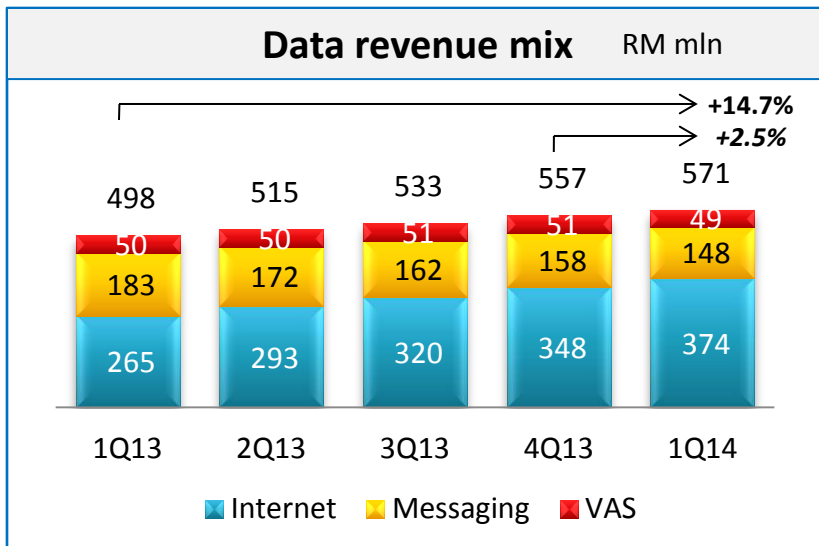
## Service revenue driven by solid momentum on prepaid



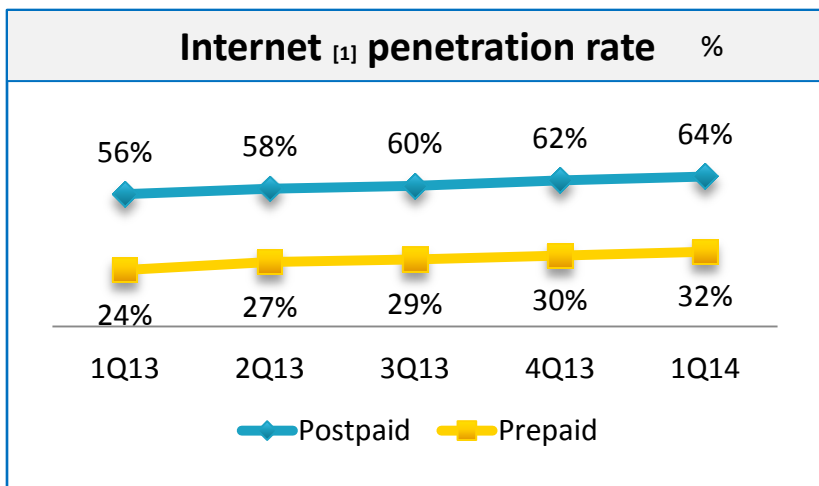
- Service revenue rose 5.3% y-o-y and flat q-o-q on normalised 92-day quarter
- Prepaid service revenue surged 7.3% y-o-y with 1.2% growth q-o-q on normalised 92-day quarter benefited from consistent internet and usage campaigns
- Postpaid service revenue registered negligible y-o-y growth and declined 2.7% q-o-q as a result of flat postpaid demand, seasonally lower voice and roaming traffic
  - Stronger q-o-q growth imminent through strengthened organisation capabilities and new internet bundled plans
- Voice revenue remained challenged by increased internet usage, revised termination rates and shorter traffic days q-o-q, although sufficiently mitigated with incremental internet revenue

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## Riding on the waves of *Internet For All*



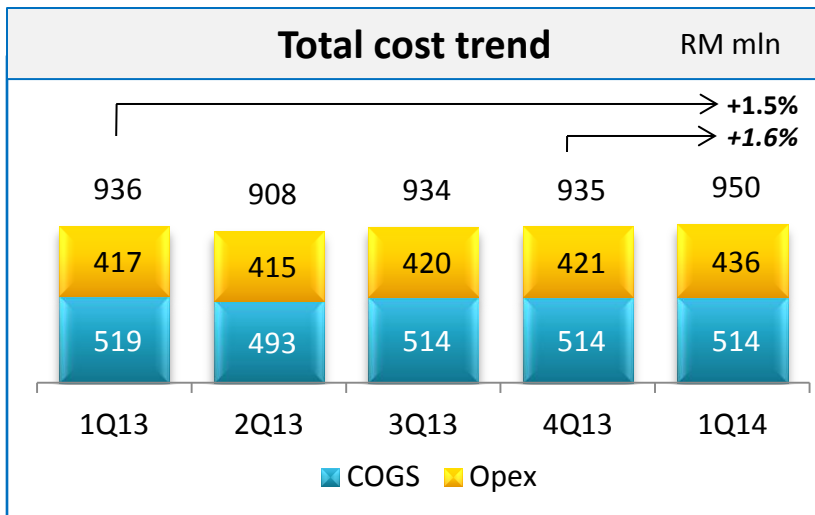
- Internet revenue continued to surge 41.1% y-o-y and 7.5% q-o-q
  - Backed by increased internet usage on stronger data network coverage and quality
- Internet penetration advanced steadily by 2pp q-o-q for both postpaid and prepaid
- Traditional messaging revenue fell 19.1% y-o-y and 6.3% q-o-q, although well cushioned by gains from internet
- Total data revenue gained 14.7% y-o-y and 2.5% q-o-q, strengthening the overall service revenue for the quarter



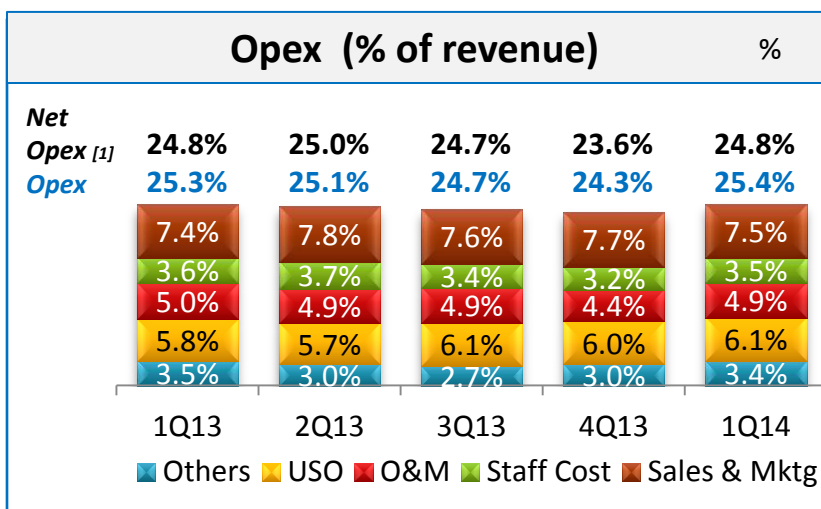


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## Efficient cost structure with good operational execution



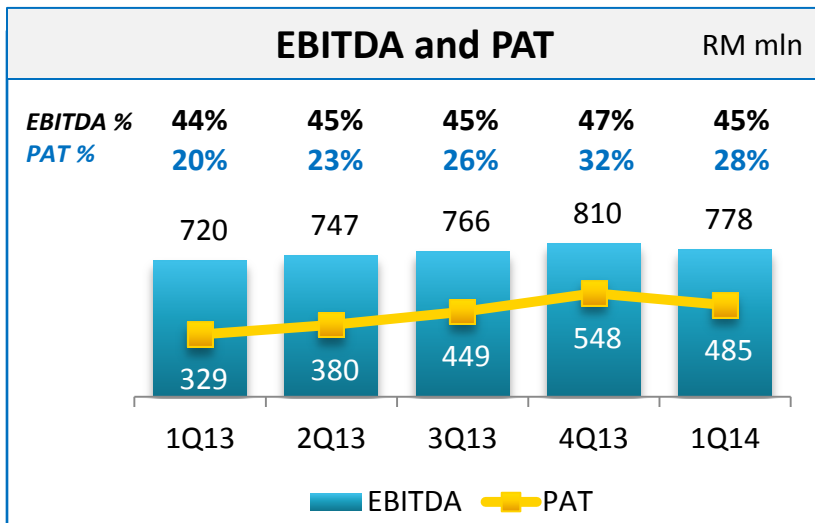
- Stable Cost of Good Sold (COGS)
  - Efficiency secured on IDD cost mitigated foreign currency exposure
- Slightly higher q-o-q opex from
  - continuous network expansion effects on site rental, licenses and utilities expenses
- Both Opex and Net Opex ratios remained resilient y-o-y supported by strong cost discipline and efficiencies from infrastructure modernisation



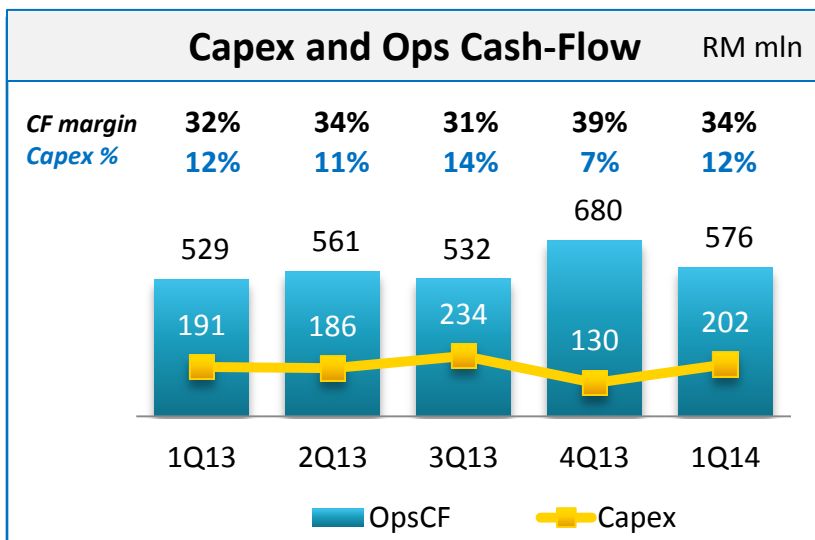
[1] Net Opex = Opex + Forex/FV changes + Other Income

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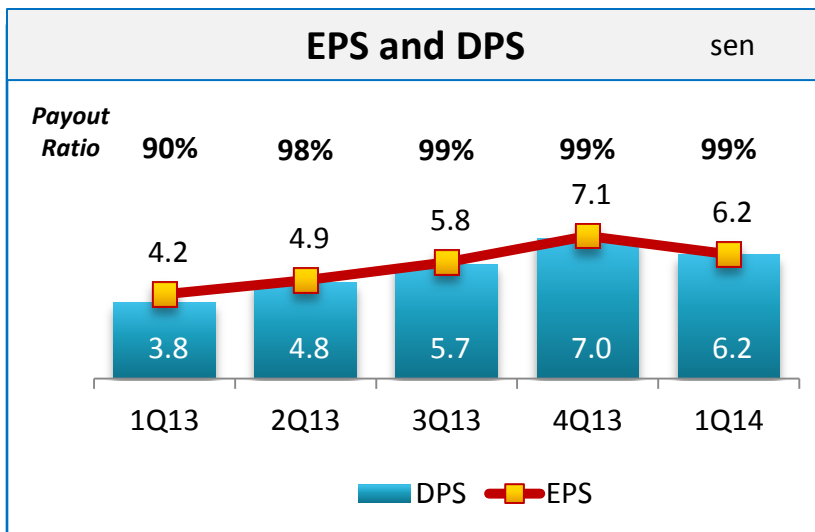
## Sustained EBITDA margin at 45%



- EBITDA gained 8.1% y-o-y while PAT advanced 47.4% y-o-y
  - supported by stronger service revenue growth and benefited from efficient cost structure
- Q-o-Q EBITDA development affected by seasonal effects on revenue and higher network expansion-related opex
- Capex investment in line with planned network and infrastructure expansion aspirations
- Sites rollout were delivered ahead of schedule to capture growth opportunities
- Ops Cash-Flow remained healthy at 34%



# Sustainable flow of healthy earnings and dividend



- EPS strengthened 47.6% y-o-y
- Declared 1<sup>st</sup> interim dividend of 6.2 sen/per share (net), payable on 6 June 2014
  - 68.2% higher dividend y-o-y
  - Equivalent payout of RM482 million or 99.4%
- YTD share price appreciated by 6.45%<sup>[1]</sup> and reached 52-Week Hi at RM5.43
- Solid balance sheet with low gearing and sizeable cash-pile
  - Net debt/EBITDA within 0.1x
  - On-going drive on capital management efficiency

**Balance sheet** RM mln

|                         | 1Q13  | 2Q13  | 3Q13  | 4Q13  | 1Q14  |
|-------------------------|-------|-------|-------|-------|-------|
| Total Assets            | 3,809 | 3,923 | 3,788 | 3,752 | 3,667 |
| Total Equity            | 396   | 480   | 556   | 661   | 602   |
| Interest-bearing debts  | 928   | 927   | 951   | 749   | 853   |
| Cash & cash equivalents | 579   | 761   | 550   | 411   | 372   |

# Tracking well within 2014 ambition and priorities

**2014 Guidance**

- ✓ 4 – 6% Revenue growth
- ✓ Sustain EBITDA margin at 2013 level

HTC One Gold  
FREE with DG SmartPlan™ 148 RRP: RM460-199

Samsung GALAXY Note 3 Rose Gold White  
FREE flip casing worth RM169 with DG SmartPlan™ 148 RRP: RM1,199

The smarter plan for smartphones  
Also available with DG SmartPlan™ 58 and DG SmartPlan™ 88.

|                                 |  |  |   |
|---------------------------------|--|--|---|
| Up to<br><b>6GB</b><br>Internet | Up to<br><b>600 mins</b><br><b>600 SMS</b> | <b>30 mins</b><br>IDD calls<br>to selected countries | <b>Unlimited</b><br>Internet Roaming<br><b>RM32/day</b> |
|---------------------------------|--|--|---|

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- 1<sup>st</sup> Quarter performance marked solid head start for 2014 with continuous focus on *Customer First*
- Continue relentless drive on delivering *Best For Internet* aspiration through an integrated plan across customer service, sales and network to support growth
- Leverage on core distribution strength and affordable smartphone demands
- Invest up to RM900 million capex to boost network coverage, quality and IT capabilities with the aim to deliver
  - 86% pop coverage on HSPA+ enabled 3G network
  - 1,500 LTE sites
  - Greater fibre network connectivity through established partnership and collaborations

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**Thank you**  
**See you next**  
**quarter!**



# Appendix



1Q 2014

## Key operating performance KPIs

| (RM mln)                    | 1Q14   | 4Q13   | 3Q13   | 2Q13   | 1Q13   | 4Q12   | 3Q12   | 2Q12   | 1Q12  | Q-o-Q  | Y-o-Y |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------|
| Subscriber base             | 10,885 | 10,995 | 10,827 | 10,548 | 10,372 | 10,494 | 10,304 | 10,229 | 9,936 | -1%    | 5%    |
| Revenue                     | 1,718  | 1,733  | 1,700  | 1,653  | 1,647  | 1,629  | 1,583  | 1,580  | 1,569 | -1%    | 4%    |
| EBITDA                      | 778    | 810    | 766    | 747    | 720    | 725    | 715    | 752    | 737   | -4%    | 8%    |
| EBITDA margins              | 45%    | 47%    | 45%    | 45%    | 44%    | 44%    | 45%    | 48%    | 47%   | -1.5pp | 1.6pp |
| Depreciation & Amortisation | (118)  | (122)  | (221)  | (247)  | (288)  | (361)  | (307)  | (332)  | (330) | -3%    | -59%  |
| EBIT                        | 660    | 688    | 545    | 500    | 432    | 364    | 408    | 420    | 407   | -4%    | 53%   |
| Net finance (costs)/income  | (6)    | (5)    | (6)    | (6)    | (8)    | (4)    | (2)    | (1)    | (1)   | 20%    | -25%  |
| Profit Before Tax           | 654    | 683    | 539    | 494    | 424    | 360    | 406    | 419    | 406   | -4%    | 54%   |
| Taxation                    | 169    | 135    | 90     | 114    | 95     | 114    | 91     | 95     | 85    | 25%    | 78%   |
| Profit After Tax            | 485    | 548    | 449    | 380    | 329    | 246    | 315    | 324    | 321   | -11%   | 47%   |
| *EPS (sen)                  | 6.2    | 7.1    | 5.8    | 4.9    | 4.2    | 3.2    | 4.1    | 4.2    | 4.1   | -13%   | 48%   |
| Prepaid ARPU                | 41     | 41     | 41     | 42     | 40     | 41     | 41     | 41     | 41    | 0%     | 2%    |
| Postpaid ARPU               | 81     | 83     | 82     | 83     | 82     | 83     | 82     | 85     | 85    | -2%    | -1%   |
| Blended ARPU                | 47     | 48     | 48     | 48     | 47     | 47     | 48     | 48     | 49    | -2%    | 0%    |

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## Revenue composition

| (RM mln)                        | 1Q14         | 4Q13         | 3Q13         | 2Q13         | 1Q13         | 4Q12         | 3Q12         | 2Q12         | 1Q12         | Q-o-Q      | Y-o-Y      |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|------------|
| <b>REVENUE</b>                  | <b>1,718</b> | <b>1,733</b> | <b>1,700</b> | <b>1,653</b> | <b>1,647</b> | <b>1,629</b> | <b>1,583</b> | <b>1,580</b> | <b>1,569</b> | <b>-1%</b> | <b>4%</b>  |
| <b>Service Revenue</b>          | <b>1,554</b> | <b>1,577</b> | <b>1,553</b> | <b>1,526</b> | <b>1,476</b> | <b>1,492</b> | <b>1,470</b> | <b>1,470</b> | <b>1,459</b> | <b>-1%</b> | <b>5%</b>  |
| Voice revenue                   | 983          | 1,020        | 1,020        | 1,011        | 978          | 1,004        | 1,010        | 1,025        | 1,011        | -4%        | 1%         |
| Data revenue                    | 571          | 557          | 533          | 515          | 498          | 488          | 460          | 445          | 448          | 3%         | 15%        |
| <i>Internet</i>                 | 374          | 348          | 320          | 293          | 265          | 242          | 210          | 191          | 188          | 7%         | 41%        |
| <i>Messaging</i>                | 148          | 158          | 162          | 172          | 183          | 193          | 194          | 195          | 200          | -6%        | -19%       |
| VAS                             | 49           | 51           | 51           | 50           | 50           | 53           | 56           | 59           | 60           | -4%        | -2%        |
| <b>Device and other revenue</b> | <b>164</b>   | <b>156</b>   | <b>147</b>   | <b>127</b>   | <b>171</b>   | <b>137</b>   | <b>113</b>   | <b>110</b>   | <b>110</b>   | <b>5%</b>  | <b>-4%</b> |
| <b>Prepaid Revenue</b>          | <b>1,127</b> | <b>1,138</b> | <b>1,119</b> | <b>1,093</b> | <b>1,050</b> | <b>1,067</b> | <b>1,050</b> | <b>1,034</b> | <b>1,032</b> | <b>-1%</b> | <b>7%</b>  |
| Voice revenue                   | 784          | 806          | 807          | 796          | 768          | 785          | 792          | 792          | 785          | -3%        | 2%         |
| Data revenue                    | 343          | 332          | 312          | 297          | 282          | 282          | 258          | 242          | 247          | 3%         | 22%        |
| <b>Postpaid Revenue</b>         | <b>427</b>   | <b>439</b>   | <b>434</b>   | <b>433</b>   | <b>426</b>   | <b>425</b>   | <b>420</b>   | <b>436</b>   | <b>427</b>   | <b>-3%</b> | <b>0%</b>  |
| Voice revenue                   | 199          | 214          | 213          | 215          | 210          | 219          | 218          | 233          | 226          | -7%        | -5%        |
| Data revenue                    | 228          | 225          | 221          | 218          | 216          | 206          | 202          | 203          | 201          | 1%         | 6%         |

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## Reported COGS and OPEX

| (RM mln)                         | 1Q14       | 4Q13       | 3Q13       | 2Q13       | 1Q13       | 4Q12       | 3Q12       | 2Q12       | 1Q12       | Q-o-Q     | Y-o-Y      |
|----------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|
| <b>COGS</b>                      | <b>514</b> | <b>514</b> | <b>514</b> | <b>493</b> | <b>519</b> | <b>506</b> | <b>447</b> | <b>442</b> | <b>435</b> | <b>0%</b> | <b>-1%</b> |
| Cost of materials                | 165        | 151        | 144        | 139        | 182        | 157        | 106        | 105        | 117        | 9%        | -9%        |
| Traffic charges                  | 349        | 363        | 370        | 354        | 337        | 349        | 341        | 337        | 318        | -4%       | 4%         |
| <b>OPEX</b>                      | <b>436</b> | <b>421</b> | <b>420</b> | <b>415</b> | <b>417</b> | <b>400</b> | <b>426</b> | <b>396</b> | <b>403</b> | <b>4%</b> | <b>5%</b>  |
| Sales & marketing                | 129        | 133        | 130        | 129        | 122        | 122        | 134        | 125        | 124        | -3%       | 6%         |
| Staff costs                      | 60         | 57         | 57         | 61         | 60         | 51         | 61         | 61         | 59         | 5%        | 0%         |
| Operations & maintenance         | 84         | 76         | 84         | 81         | 83         | 74         | 81         | 58         | 82         | 11%       | 1%         |
| Other expenses                   | 163        | 155        | 149        | 145        | 152        | 153        | 150        | 152        | 138        | 5%        | 7%         |
| <i>USP fund and license fees</i> | 105        | 104        | 103        | 95         | 96         | 92         | 93         | 96         | 86         | 1%        | 9%         |
| <i>Credit loss allowances</i>    | 8          | 7          | 7          | 7          | 6          | 8          | 10         | 8          | 11         | 14%       | 33%        |
| <i>Others</i>                    | 50         | 44         | 39         | 43         | 50         | 53         | 47         | 48         | 41         | 14%       | 0%         |
| <b>TOTAL</b>                     | <b>950</b> | <b>935</b> | <b>934</b> | <b>908</b> | <b>936</b> | <b>906</b> | <b>873</b> | <b>838</b> | <b>838</b> | <b>2%</b> | <b>1%</b>  |

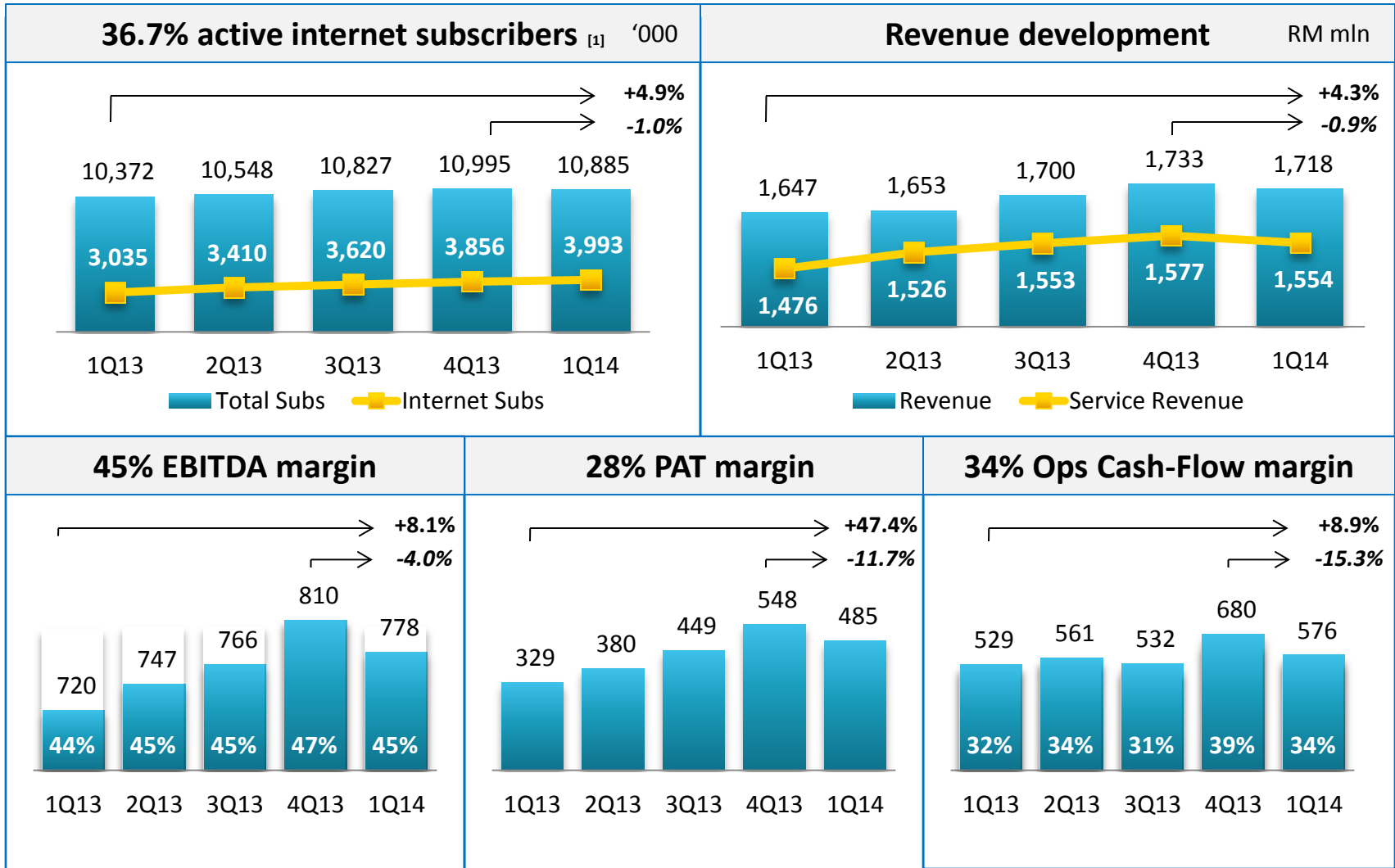
1Q 2014

## Reported Cash-Flow

| (RM mil)                                      | 1Q14       | 4Q13       | 3Q13       | 2Q13       | 1Q13       | 4Q12         | 3Q12         | 2Q12         | 1Q12         | Q-o-Q        | Y-o-Y        |
|---|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Cash at start</b>                          | <b>411</b> | <b>550</b> | <b>761</b> | <b>579</b> | <b>709</b> | <b>1,453</b> | <b>1,517</b> | <b>1,518</b> | <b>1,098</b> | <b>-25%</b>  | <b>-42%</b>  |
| Cash-flow from operations                     | 664        | 826        | 616        | 651        | 543        | 542          | 477          | 682          | 637          | -20%         | 22%          |
| Changes in working capital                    | (68)       | (197)      | (248)      | 9          | (142)      | (110)        | 55           | (59)         | 47           | -65%         | -52%         |
| Cash-flow used in investing activities        | (192)      | (126)      | (227)      | (180)      | (186)      | (243)        | (137)        | (165)        | (108)        | 52%          | 3%           |
| <i>Capex</i>                                  | (202)      | (130)      | (234)      | (186)      | (191)      | (255)        | (150)        | (177)        | (118)        | 55%          | 6%           |
| Cash-flow used in financing activities        | (443)      | (642)      | (352)      | (298)      | (346)      | (933)        | (459)        | (459)        | (156)        | -31%         | 28%          |
| Net change in cash                            | (39)       | (139)      | (211)      | 182        | (130)      | (744)        | (64)         | (1)          | 420          | -72%         | -70%         |
| <b>Cash at end</b>                            | <b>372</b> | <b>411</b> | <b>550</b> | <b>761</b> | <b>579</b> | <b>709</b>   | <b>1,453</b> | <b>1,517</b> | <b>1,518</b> | <b>-9%</b>   | <b>-36%</b>  |
| <b>Operational cash-flow (EBITDA – Capex)</b> | <b>576</b> | <b>680</b> | <b>532</b> | <b>561</b> | <b>529</b> | <b>470</b>   | <b>565</b>   | <b>575</b>   | <b>619</b>   | <b>-15%</b>  | <b>9.1%</b>  |
| <b>Cash-flow margin</b>                       | <b>34%</b> | <b>39%</b> | <b>31%</b> | <b>34%</b> | <b>32%</b> | <b>29%</b>   | <b>36%</b>   | <b>36%</b>   | <b>39%</b>   | <b>5.4pp</b> | <b>1.6pp</b> |

1Q 2014

## Performance summary



[1] Refined to excl. unique subs with usage below 50kB /month