

Business Development, Expansion, and Investment

Robust strategies to acquire and expand businesses and value creation to drive growth and profitability.

Impact & Financial Assessment

Strategic business development drives growth and attracts investors. Poorly planned expansions or investments may result in financial losses and reputational damage.

Business development, expansion, and strategic investments hold significant financial importance for a telco company. These initiatives are important drivers of revenue growth, market share expansion, and enhanced competitiveness.

Overview

CelcomDigi is focused on sustainable business development, strategic expansion, and prudent investment to drive long-term growth. We leverage market opportunities, innovate our service offerings, and invest in technologies that enhance our competitive edge. Our approach ensures that we remain agile and responsive to changing market dynamics.

Policies & Guidelines

- Enterprise Risk Management Policy & Manual
- Merger and Acquisition Gating Manual

CelcomDigi Berhad

[Registration No. 199701009694(425190-X)]

CelcomDigi Tower, No. 6, Persiaran Barat,
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Our Response

- Developed differentiated and competitive 5G propositions including B2B digitalisation solutions
- Established a new state-of-the-art CelcomDigi AI Experience Centre (AiX), a one-stop immersive innovation and collaboration hub, to accelerate AI adoption among enterprises
- Deployed AI and GenAI strategies and use cases across CelcomDigi, integrating AI into customer experience – including contact centres and retail stores – to further enhance sales and operational efficiencies
- Maintained ongoing engagement with regulators and authorities to support government initiatives as part of second 5G network development
- Collaborated with industry leaders, such as DHL Supply Chain, to launch Malaysia's first 5G-powered AI autonomous warehouse, showcasing the real value and benefits of 5G use cases and AI applications
- Hosted MY5G forums at CEO and SME level and collaborated with AWS to promote awareness and provide education on 5G use cases in Malaysia
- Leveraged advanced 5G use cases – such as network slicing, network exposure, APIs, edge computing and IoT – to drive new revenue streams by offering innovative services and solutions to businesses and consumers

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