

Digital Inclusion

Enabling greater access to enhance digital inclusion among stakeholders.

Impact & Financial Assessment

Promoting digital inclusion contributes to social responsibility and expands the customer base. Failure to address digital inclusion may result in exclusionary practices and negative public perception.

Malaysia's mobile broadband penetration rate in 2024 is 134.5%. CelcomDigi's network strength is evident with a 97.5% 4G LTE and 94.4% 4G LTE-Advanced coverage. CelcomDigi's smartphone penetration rate remains high at 93.6% while data consumption escalated to an average of 36.6 GB per user per month. Eventhough penetration is already high, there is room for rural areas for digital penetration. (Rural areas may be unprofitable to private service providers). The Universal Service Provision (USP) programme aims to expand network infrastructure to underserved areas to close the digital divide. Under Section 204 of the Communications and Multimedia Act (CMA) 1998, telecommunications licensees whose annual revenue exceeds RM2 million contribute 6% of their weighted net revenue to the USP fund.

Overview

CelcomDigi is committed to promoting digital inclusion by ensuring that all individuals and communities have access to affordable and reliable digital services. We strive to bridge the digital divide by expanding our network coverage, offering affordable plans, and providing digital literacy programs to empower underserved populations.

Our outreach programmes and initiatives were geared towards driving the digital empowerment agenda, with a focus on building digital competencies through online safety and future skills development among stakeholders. We maximise our positive

CelcomDigi Berhad

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impact on societies through collaborations with partners who share common aspirations. We aim to become a trusted partner to the government, consumers, and businesses.

Policies & Guidelines

- Sustainability Policy
- Business Partner Management Policy & Manual

Our Response

- Collaborated with the government to launch accessible and affordable Rahmah packages for youth, seniors, the disabled, and the B40 segment
- Created partnerships with educational institutions and NGOs to expand digital literacy programmes that prepare Malaysians for jobs in the digital economy, focusing on future skill development
- Finding new approaches to the teaching and learning of coding among schoolchildren and youths to create a future-ready workforce
- Operating *Pusat Sebaran Maklumat Nasional* (NADI) nationwide to provide internet access in rural and low-income areas
- Driving digital inclusion by leveraging our combined assets and extensive infrastructure
- Empowering societies during natural disasters by ensuring service reliability, access to connectivity, and relief support

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