

# Crisis Management and Response

*Ensuring we are well prepared for crises with a rapid and adequate response plan, and clear lines of reporting.*

## **Impact & Financial Assessment**

Effective crisis management preserves the company's reputation, maintains stakeholder confidence, and minimises the impact of unforeseen events. Poor crisis response can lead to reputational damage and financial losses.

Swift crisis response helps maintain operational continuity, preventing disruptions to services and protecting immediate revenue streams. This is critical for short-term financial stability and avoiding revenue losses during the crisis. CelcomDigi is ISO22301 certified and works with National Disaster Management Agency (NADMA), meaning it is well placed to understand potential threats and appropriate mitigation.

## **Overview**

CelcomDigi prioritises effective crisis management and response to ensure business continuity and minimize the impact of unforeseen events. Our crisis management framework includes detailed plans and protocols to address various types of crises, ensuring a swift and coordinated response to protect our stakeholders and assets.

## **Policies & Guidelines**

- Business Continuity Management Policy & Manual
- Crisis Management Manual
- Dawn Raid Manual

## **CelcomDigi Berhad**

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### ***Our Response***

- Applied careful planning, effective communication and proactive management throughout integration process and operating model changes
- Deployed robust integration strategies with the aim of prioritising customer experience
- Prepared clear and comprehensive contingency plans to manage unexpected system failures
- Ensuring clear communication channels during crises to keep stakeholders informed

### ***Business Continuity Management (BCM)***

Being the largest telecommunications company in Malaysia, CelcomDigi places paramount emphasis on having a comprehensive Business Continuity Management (BCM) framework in place. This reflects a steadfast commitment to establishing operational resilience with the aim of ensuring continuity of our key products and services to customers, even in adverse situations. The BCM framework is accredited in accordance with BCMS ISO 22301:2019, a testament of resilience, foresight and unwavering commitment to business continuity.

It encompasses critical aspects such as emergency response, crisis management, crisis communications, incident management and business continuity. In alignment with our commitment to continuously strengthen our business continuity framework, CelcomDigi implements an annual BCM programme, comprising essential components such as awareness initiatives, targeted training sessions, and regular reviews and validations. These strategic activities are pivotal in meticulously evaluating the efficiency and effectiveness of CelcomDigi's BCM strategies. Such proactive measures fortify the organisation's preparedness and underscore resilience in navigating potential disruptions with well-coordinated response and recovery capability.

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