

**PRESS RELEASE**

For immediate publication

**CelcomDigi records promising Q1 performance, good momentum for sustained profitable growth**

- *Growth in Total Revenue, EBIT and PAT from strong market execution and disciplined cost management*
- *Focused delivery and prioritisation on customer and operational excellence initiatives*
- *Declared first interim dividend per share of 3.7 sen*

**PETALING JAYA, 22 May 2025** – CelcomDigi Berhad (“CelcomDigi”) today announced its first quarter results for the Financial Year 2025 (FY2025), delivering a resilient quarter with Total Revenue and Profit After Tax (PAT) growth while core business stabilised. This achievement sets the company in the right direction for sustained profitable growth as the nation’s largest mobile network operator.

Total revenue grew 1.2% Y-Y to RM3,209 million, while Earnings Before Interest and Tax (EBIT) registered a strong growth of 21.3% Y-Y to RM696 million, and PAT improved 4.6% Y-Y to RM388 million as a result of prudent cost management in trimming operational expenditure (OPEX) and lower depreciation and amortisation. Adjusted for non-recurring items<sup>1</sup>, EBIT would have been RM758 million, while PAT was at RM434 million.

Integration and transformation initiatives progressed as planned across network, IT, and retail, with intensified efforts in driving customer and operational excellence across the organisation.

**Elevated customer experience through future-ready transformation initiatives**

CelcomDigi’s network integration and modernisation reached approximately 80% completion as of end-March 2025, with 6 states fully completed. Customers are now experiencing enhanced service quality on the new and significantly enhanced CelcomDigi intelligent network, as average monthly data consumption rose to 35GB per user. These efforts continued to enable the company to deliver the widest 4G/5G network to its customers while meeting the growing demand for high-speed, quality and reliable internet.

The company continued to ramp up IT consolidation activities, with 28 out of over 50 systems integrated to date, with a target of achieving approximately 75% of systems integrated by year end. This will enable seamless, personalised digital experiences at scale for its customers, and will strengthen the company’s customer positioning.

CelcomDigi’s retail transformation also continued to advance, with over 50 new digital-concept stores launched to date, resulting in higher sales productivity and enhanced customer engagements. CelcomDigi is now embarking on the next phase of transforming more than 300 exclusive partner stores. Upon completion, the company will form one of Malaysia’s largest branded retail chains of digital products distribution, well-positioned to support Malaysians’ evolving digital lifestyles.

As a flow-through of cost efficiencies from these integration initiatives, the company remains on track to deliver steady-state annualised cost savings of around RM700 to RM800 million post-2027.

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<sup>1</sup> Non-recurring items were severance packages in Q1 FY2024 and rights-of-use (ROU) impairments in Q4 FY2024

### Confidence in strategy, focus on customer and operational excellence to propel growth

Chief Executive Officer Datuk Idham Nawawi said, “We are pleased to report an encouraging start to 2025, with our first quarter performance delivering growth in revenue, EBIT, and PAT. This reflects the continued strength of our core business and disciplined execution of our strategic priorities.

We are progressing well in creating pathways for sustained profitable growth through four strategic focus areas – solidifying market leadership, enhancing customer experience, driving operational excellence, and investing for the future. Our prioritisation on customer and operational excellence continues to underpin our performance, supported by ongoing investments in enhancing our network infrastructure, technology platform capabilities, and talent bench strength, alongside disciplined cost management. With these efforts, we are well-positioned to deliver long-term value to our customers and stakeholders, and to compete effectively in a dynamic and competitive market.”

### Q1 performance largely within expectation, focus on long-term profitable growth

Continued revenue growth in Postpaid, Home & Fibre and Value-Added Services (VAS) partially offset impact from expected softer Prepaid revenue, interconnect and 2024 audit adjustments. This reflects strength and resilience in the company’s key focus areas for growth. Service Revenue was at RM2,688 million, a slight decline of 1.2% Y-Y.

In Q1, Postpaid revenue grew 3.2% Y-Y to RM1,066 million on the back of growth in subscribers (+340K, +6.2% Y-Y), from higher take-up on Convergence plans, a higher device contracting base, and value-accretive Prepaid-to-Postpaid migration. Prepaid revenue was at RM1,056 million as subscriber base stabilised with +0.88% Q-Q from rising mobile internet adoption, indicating a shift towards higher-value, data-centric customers.

Home & Fibre revenue continued to record strong double-digit growth of +48.1% Y-Y to RM55 million, with sixth-consecutive quarter of subscribers growth (+81K, +65.3% Y-Y), led by CelcomDigi One™ plans driving Convergence growth and strong demand for high-speed instant connectivity via fixed wireless access (FWA) offerings.

CelcomDigi closed the quarter with additional 190K subscribers Y-Y (+0.93%), bringing its total subscribers to 20.6 million.

The company declared a first interim dividend of 3.7 sen per share, in line with its sustainable dividend commitment to shareholders.

### Financial and Operational Highlights

RM'mn	1Q25	4Q24	1Q24	Q-Q	Y-Y
<b>Total Revenue</b>	<b>3,209</b>	<b>3,276</b>	3,171	-2.0%	1.2%
<b>Service Revenue</b>	<b>2,655</b>	<b>2,720</b>	2,688	-2.4%	-1.2%
<b>EBIT</b>	<b>696</b>	<b>328</b>	574	112.2%	21.3%
<i>Normalised EBIT</i>	<i>758</i>	<i>658</i>	<i>713</i>	<i>15.2%</i>	<i>6.3%</i>
<b>PAT</b>	<b>388</b>	<b>161</b>	371	140.9%	4.6%
<i>Normalised PAT</i>	<i>434</i>	<i>409</i>	<i>475</i>	<i>6.1%</i>	<i>-8.6%</i>
<b>CAPEX</b>	<b>148</b>	<b>1,152</b>	318	-87.2%	-53.5%
<b>Subscriber base (K)</b>	<b>20,655</b>	<b>20,394</b>	20,465	<b>261</b>	<b>190</b>

- **Consumer: Postpaid continuing growth momentum, stable Prepaid base**
  - Postpaid subscribers grew +46K Q-Q and +340K Y-Y in Q1 FY2025, reaching 5.84 million subscribers. Revenue was RM1,066 million, +0.3% Q-Q and +3.2% Y-Y.
  - Prepaid subscribers grew +113K Q-Q to 12.98 million subscribers, reflecting its base stabilising from impact of lower activations arising from dual-SIM consolidation and a strategic decision to reduce reliance on one-time rotational SIM segment. Revenue was RM1,056 million, or -2.9% Q-Q, -5.7% Y-Y.
- **Home & Fibre: Solid growth in subscribers and revenue, driven by Convergence and demand for high-speed connectivity**
  - Subscribers grew +17K Q-Q, +81K Y-Y, totalling 205K subscribers, sustained by strong uptake of CelcomDigi One™ plans, driving Convergence growth and Fibre/FWA acquisitions
  - Revenue was RM55 million, -1.9% Q-Q, +48.1% Y-Y, in tandem with the growth of subscribers.
- **Enterprise: Growth in Enterprise Mobile and Solutions**
  - Normalised Enterprise Mobile improved +0.2% Y-Y but declined -3.8% Q-Q due to one-waivers for renewals and impact from seasonality usage.
  - Normalised Enterprise Solutions grew +13.8% Q-Q, +7.4% Y-Y from key focus areas of connectivity, ICT, and cybersecurity solutions.
  - Continued securing solution deals from large enterprise segment.

Click [here for reflections from CelcomDigi's CEO](#) and more on the company's Q1 2025 performance.

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#### About CelcomDigi

CelcomDigi is Malaysia's largest mobile network operator with more than 20.6 million users on its network. The company aims to serve the growing digital needs of its customers by leveraging its newly combined widest network footprint, distribution touchpoints, innovative range of digital products and services, and superior customer experience powered by over 3,800 top industry experts. The company has clearly defined ambitions to advance the nation, inspire Malaysian society, and be a leader in inclusion and ESG practices. For more information on CelcomDigi, visit [www.celcomdigi.com](http://www.celcomdigi.com).

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