



# CELCOMDIGI BERHAD 28<sup>TH</sup> Annual General Meeting

Thursday, 22 May 2025 | 9:00AM





# AGENDA

CelcomDigi Today

2024 Highlights

Shaping Up For Future Growth







**ADVANCING &  
INSPIRING SOCIETY**



**The nation's Top 10 corporate leaders, an inclusive and responsible business**  
*Inspire to be a leading technology and innovation icon in Malaysia*

## OUR PURPOSE

**Advancing and Inspiring Society**

## OUR VISION

**To be Malaysia's top Telco-Tech company**

*Largest telco today, transforming beyond core connectivity  
to lead in digitalisation and innovation*

## OUR VALUES



**Customer  
Obsessed**



**Performing  
Relentlessly**



**Stronger  
Together**



**Responsible  
& Caring**

## OUR BRAND SPIRIT

**Creating a world inspired by you**

*We are the #1 enabler of the digital lives of  
Malaysian consumers, businesses, and society*



**Powered by 3,800 inspired CDzens today,  
shaping up to be the nations' talent powerhouse tomorrow**

**20.4 million**  
Customers

**18,000**  
Network Sites

**400**  
Retail Stores







# 2024 HIGHLIGHTS



FY2024

## Poised for sustainable growth as a market leader



### INTEGRATION

Surpassed targeted  
Integration  
timelines,  
realising strong  
gross synergies



### MARKET

Maintained  
leadership,  
seeing strong growth  
across  
target segments



### INNOVATION

Leading Malaysia's  
transformation  
into a 5G-AI digital  
society and regional  
digital hub



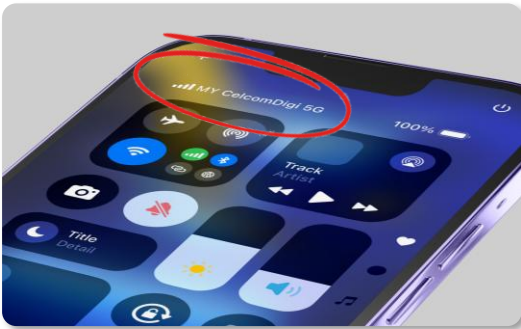
### CUSTOMER EXCELLENCE

Becoming a brand  
Malaysians can trust  
and rely on in the  
age of 'digital-  
everything'

## INTEGRATION

Surpassed targeted integration timelines, realising strong gross synergies

### Technology Integration



**75% completed**  
network modernisation

**80% improved**  
signal strength

**First phase completed**  
Core Billing & CRM upgrade

### Next-Gen Retail Transformation



**48 transformed**  
new stores

**1.2x improvement**  
in productivity

### Operating Model Enhancement



**New operating models**  
Distribution, Customer  
Care & Network

**Channel growth and  
efficiency**  
to better serve customers

### Organisation Refresh



**Progressive Customer  
Obsessed Culture**

**~RM700mil to RM800mil steady-state opex savings post-2027**



## Market

Maintained leadership, seeing strong growth across target segments

### Consumer



#### POSTPAID

- Unified Postpaid 5G plans
- +2.6% revenue growth Y-Y



#### PREPAID

- Refreshed Edisi Biru and Edisi Kuning
- Stabilised prepaid subs



#### HOME & FIBRE

- Convergence services with CelcomDigi One™ plans
- 34.5% revenue growth Y-Y

### Enterprise



#### EB CONNECTIVITY

- Mobile Business for Corporate Individuals
- Expanded Business Postpaid bundles



#### EB SOLUTIONS

- Widened range in FMC, Cloud, APIs, IoT, cybersecurity, 5G, robotics, and AI
- 8.8% growth Y-Y for solutions

All 20.4 million customers enabled for 5G



## Innovation

# Leading Malaysia's transformation into a 5G-AI digital society and a regional digital hub

### AI Experience Centre (AiX)

AI and Emerging Technology  
Solutions Incubator



40 global and  
local partners



45 solutions  
8 verticals

### Early Deployment of AI/5G Solutions

15 live pilots and POCs to  
accelerate enterprise adoption



Private 5G LTE  
Network & Digital  
Solutions Offshore



Autonomous  
Inventory  
Management System



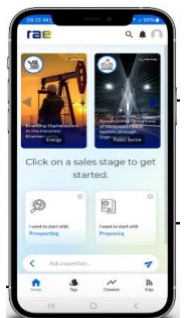
Metaversity™  
Reimagines  
Tertiary Education



Holomedicine®  
Integrating 3D  
Holograms

### AI-First Organisation

Accelerating AI and Gen AI  
adoption across the company



AI assistants for Business & IT operations,  
Tech Intelligent Agents

Exploring 30 uses cases to

- Serve customers better
- Sell better
- Improve operational efficiency
- Generate new revenue streams



## Customer Excellence

Becoming a brand Malaysians can trust in the age of 'digital-everything'

Retail Experience



Product Experience



Support Experience



TRUST &  
CUSTOMER  
EXCELLENCE

Digital Experience



Network Experience



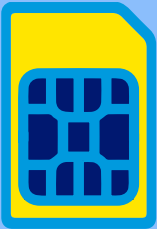
Supported by a customer obsessed organisation



FY2024

## Stable business performance amidst massive integration

### Total Subscribers



20.4mil

### Total Revenue



RM12.7bil

▼ 0.02% Y-Y

### PAT



RM1.4bil

▼ 11.4% Y-Y

NORMALISED: RM1.8bil

▲ 11.6% Y-Y

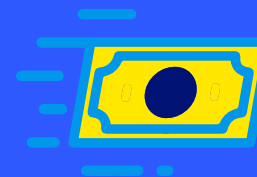
### CAPEX



RM2.4bil

18.7% CAPEX Intensity

### DIVIDEND



14.3 sen



FY2024

## Share price movement in the past 6 months

### CelcomDigi share price against KLCI from 18 November 2024 to 21 May 2025

18 Nov'24

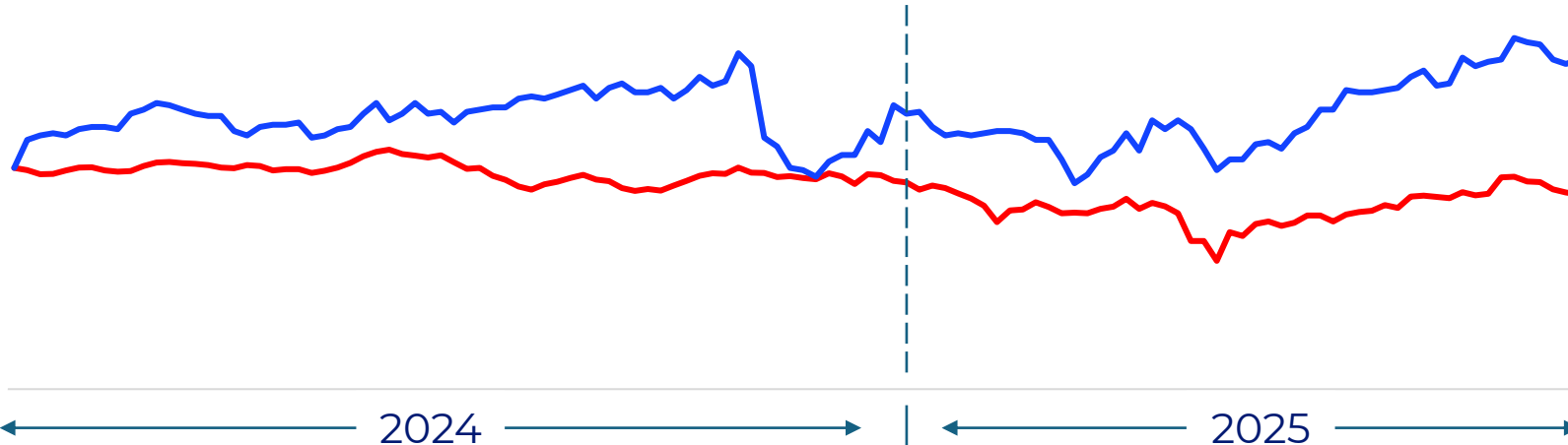
Rebased Share Price @ 100

21 May 25

— KLCI — CDB

**CelcomDigi**  
RM3.37

**KLCI**  
1,604.04  
points



**CelcomDigi**  
RM3.90 +15.73%

**KLCI**  
1,544.80  
points -3.69%

**#7** listed on KLCI

**RM45.8b**  
Market cap <sup>(1)</sup>

**3.67%**  
Dividend Yield <sup>(1)</sup>

**11.7sen**  
Earnings per share <sup>(2)</sup>

<sup>1</sup> Closing share price of RM3.90 as at 21 May 2025

<sup>2</sup> Earnings per share for FY2024



# Committed to delivering sustainable value to stakeholders

## Customer Experience



**97%**  
4G LTE

**94%**  
4G LTE-A



**>45**  
New digital-concept  
stores launched



**>80%**  
Experiencing  
improved signal quality\*



**96.6%**  
Customer  
satisfaction score

\*On newly modernised digital network

## Shareholder Value



**MARC**

AAA Credit Rating  
Affirmed on our  
debt programs



**The Edge BRC 2024**  
Highest returns on equity  
over 3-years for Super Big  
Cap Companies and  
Telecommunications &  
Media Categories



**Notional Corporate  
Governance Award  
2024**  
Top 20 in "Overall  
Excellence"

## People And Cultural Impact



**SEEK People & Purpose  
Awards 2004**  
Gold (Telecoms category)



**HR Excellence Awards 2024**  
Silver for HR Change Management

**Talent Awards**  
LinkedIn

**LinkedIn Talent Awards 2024**  
Best Employer Brand Talent Award  
(MY, 1k~10k employees)



**GRADUAN Brand Awards 2024**  
Top 50 MY's Most Preferred Employers

## Sustainability Leadership



**The Edge BRC 2024**  
Best Corporate  
Responsibility Initiative



**FTSE4Good**  
**FTSE4GOOD Bursa MY Index**  
Achieved 4-Star Rating



**SUSTAINALYTICS**

a Morningstar company

**Sustainalytics ESG  
Risk Rating**  
Ranked Medium Risk

**MSCI**

**MSCI ESG Rating**  
Ranked AA



**Committing to Net  
Zero 2050**  
Established  
Emissions  
Reduction Goals



A woman and a man in warehouse safety vests are looking at a tablet. A glowing trail of yellow and blue particles flows from the tablet across the floor. In the background, there are high warehouse shelves with boxes and a small drone flying. The right side of the image has a solid blue overlay.

**SHAPING UP FOR  
THE FUTURE**



Shaping up for future growth

## Focused on executing key priorities for sustained profitable growth

1

### **Solidify Market Leadership**

across businesses for sustained profitable growth

2

### **Enhance experience for our 20mil customers**

through differentiated connectivity and digital services

3

### **Drive operational excellence**

through cost structure optimisation and efficient operating models

4

### **Invest for the future**

through innovation, partnerships and new opportunities



# CelcomDigi Berhad

Registration No: 199701009694 (425190-X)



# Thank You

Thursday, 22 May 2025