

PRESS RELEASE

For immediate publication

CelcomDigi delivers improved revenue and profitability in Q2 from strong market execution and cost efficiencies

- *Continued efforts in driving customer and operational excellence; retail transformation and partnerships driving differentiation*
- *Declared second interim dividend per share of 3.8 sen*

PETALING JAYA, 18 August 2025 – CelcomDigi Berhad (“CelcomDigi”) today announced its second quarter results for the Financial Year 2025 (FY2025), registering Total Revenue growth of 2.3% Y-Y to RM3,178 million. Earnings Before Interest and Tax (EBIT) grew 12.3 % Y-Y to RM736 million, while PAT improved 5.5% Y-Y to RM439 million, supported by disciplined capital and operating expenditure management and the realisation of merger benefits.

Integration and transformation initiatives are progressing as planned across network, IT, and retail operations, delivering expected synergies, and improving customer experience and operational excellence across the organisation.

Strategy execution and operational excellence driving profitable growth

Chief Executive Officer Datuk Idham Nawawi said, “Our steady second quarter performance, marked by sustained revenue and improved profitability, reflects our strong focus on driving long-term profitable growth, prudent capital spending and operational excellence across the company. We are pleased that our strategy and priorities are yielding expected returns, even against increasing competition and shifting market dynamics.

“Our commitment to customer excellence will continue to drive our results. We are making steady progress in one of the most complex IT consolidation projects that will enable seamless, personalised digital experiences at scale for all customers upon completion. At the same time, our network integration and modernisation continue to bring stronger, more reliable network experience, while our award-winning retail transformation is delivering both differentiated service and better customer experiences. Together with innovation-driven customer service enhancements, these efforts are elevating the way we serve customers across every touchpoint. The positive feedback from our customers, reflected in stronger customer satisfaction scores, affirms the progress we are making.”

Maintaining focus on long-term profitable growth

CelcomDigi reported positive results for the quarter, underpinned by continued revenue growth in Postpaid and Home & Fibre, which partially offset the anticipated softer performance in Prepaid. Service revenue was steady at RM2,693 million (-0.1% Y-Y).

Postpaid revenue rose 3.8% Y-Y to RM1,079 million, driven by a 328K (+5.8% Y-Y) increase in subscribers from the high-value segment, higher take-up of convergence plans, and strong performance from roaming and Value Added-Services (VAS). ARPA improved RM2 to RM107, from retention activities and strategic move towards growing Family Line acquisitions and convergence bundles.

Prepaid revenue stood at RM1,050 million, with the subscriber base lowered by 376K (-2.9% Y-Y) following IT rationalisation initiatives. ARPU held steady at RM28, reflecting the company's focus on retaining high-value customers.

Home & Fibre revenue sustained strong double-digit growth, rising 45.2% Y-Y to RM61 million, marking the seventh consecutive quarter of subscriber gains (+95K, +67% Y-Y). Growth was

fuelled by driving convergence through the continued uptake of CelcomDigi One™ plans, alongside robust demand for high-speed, instant connectivity through fixed wireless access (FWA) solutions.

Revenue from Enterprise Solutions was up 10.3% Y-Y from sustained demand for connectivity, ICT, and cybersecurity services. Performance was further reinforced by a steady stream of major enterprise contract wins.

CelcomDigi closed the quarter with additional 151K subscribers Y-Y (+0.7%), bringing its total subscribers to 20.4 million.

The company declared a second interim dividend of 3.8 sen per share, in line with its sustainable dividend commitment to shareholders.

Delivering customer and operational excellence through technology-driven transformations

As of end-June 2025, CelcomDigi's network integration and modernisation reached 84% completion, enabling customers to enjoy enhanced service quality on the new, significantly upgraded CelcomDigi intelligent network. Average monthly data usage rose to 38GB per user, reflecting the growing demand for high-speed, reliable internet that the company continues to deliver with Malaysia's widest 4G/5G coverage.

The company continued its steady progress on its IT consolidation and transformation programme, completing critical tests on major applications and billing systems in the quarter. Once complete, these will enable seamless, highly personalised digital experiences at scale, strengthening CelcomDigi's commitment in delivering customer excellence.

CelcomDigi's retail transformation is nearing completion, with close to 60 new digital-concept stores launched to date, driving higher sales productivity and deeper customer engagement. The company has also launched two "Life" flagship stores, unveiling a new digital lifestyle store concept with partners, Samsung and Disney. The company is now rapidly upgrading more than 300 exclusive partner stores, creating one of Malaysia's largest branded retail networks for digital product distribution. These transformative efforts have been recognised at the Retail Asia Awards, where CelcomDigi was named Telco Retailer of the Year and Innovation Team of the Year, underscoring its position as a leader in delivering innovative retail experiences for Malaysians' evolving digital lifestyles.

Building on the momentum from its retail transformation, CelcomDigi intensified its focus on customer excellence by introducing new service channels and deploying innovations powered by GenAI and Agentic AI. These initiatives are enhancing service quality and engagement, and have been met with positive customer feedback, reinforcing the progress of the company's AI-driven transformation journey.

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

Financial and Operational Highlights

RM'mn	2Q25	1Q25	2Q24	Q-Q	Y-Y	1H25	1H24	YTD
Total Revenue	3,178	3,209	3,106	-1.0%	2.3%	6,388	6,277	1.8%
Service Revenue	2,693	2,655	2,695	1.4%	-0.1%	5,348	5,383	-0.7%
EBIT	736	696	655	5.7%	12.3%	1,432	1,229	16.5%
PAT	439	388	416	13.1%	5.5%	827	787	5.1%
CAPEX	351	148	518	137.2%	-32.2%	499	835	-40.2%
Subscriber base (K)	20,374	20,655	20,223	-1.4%	0.7%	20,374	20,223	0.7%

- **Consumer: Postpaid continuing growth momentum, Prepaid stabilising**
 - Postpaid subscribers grew +75K Q-Q, +328K Y-Y, reaching 5.95 million subscribers. Revenue was RM1,079 million in Q2 (+1.0% Q-Q, +3.8% Y-Y) and RM2,147 million YTD (+3.6% Y-Y).
 - Prepaid subscribers reduced -407K Q-Q, -376K Y-Y to 12.57 million subscribers, following IT rationalisation and a strategic decision to reduce reliance on one-time rotational SIM segment. Revenue was RM1,050 million in Q2 (-0.6% Q-Q, -5.5% Y-Y) and RM2,106 million YTD (-5.6% Y-Y).
- **Home & Fibre: Solid growth driven by FWA momentum and expanding fibre adoption**
 - Subscribers grew +31K Q-Q, +95K Y-Y, totalling 236K subscribers, sustained by strong uptake of CelcomDigi One™ plans, driving convergence growth and Fibre/FWA acquisitions.
 - Revenue was RM61 million in Q2 (+8.9% Q-Q, +45.2% Y-Y) and RM117 million YTD (+48.1% Y-Y), in tandem with the growth of subscribers.
- **Enterprise: Mixed performance with strong growth in Enterprise Solutions**
 - Enterprise Mobile revenue lowered -2.7% Q-Q, -5.6% Y-Y, -4.3% YTD, due to reduced Bulk SMS from lower domestic demands and international revenue claw-backs.
 - Enterprise Solutions grew +36.4% Q-Q, +10.3% Y-Y, +0.8% YTD, 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 Q2 2025 performance.

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About CelcomDigi

CelcomDigi is Malaysia's largest mobile network operator with more than 20.4 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.

For further media enquiries, please contact:

Audra Ooi, Communications, CelcomDigi | Mobile: +6016 483 2433 | audra.ooi@celcomdigi.com