

## CEO's Statement / *Penyata Ketua Pegawai Eksekutif*



“In 2004, DiGi performed even better than analysts predicted. Many factors contributed towards this, but our core philosophy... no doubt played a significant part.”

2004 was a great year for DiGi. One which saw us come out with a string of firsts in terms of product launches, while greatly increasing both our customer base as well as coverage. We launched EDGE, Malaysia's first high speed mobile network. We introduced MobileTV™. We revolutionised the process of reloads. We even enabled users to transfer talktime to one another.

In 2004, DiGi performed even better than analysts predicted, quarter upon quarter. Many factors contributed towards this, but our core philosophy of marketing smartness, operational excellence and organisational effectiveness has shaped a value-based management and organisation that no doubt played a significant part.

Revenue increased 30% from RM1.71 billion in 2003 to RM2.23 billion, driven mainly by the 47% growth in our mobile customer base which reached 3.24 million. Our prepaid customer base rose by 46% to 3.07 million while postpaid grew 64% to 175,000. Net

*Tahun 2004 menandakan tahun yang cemerlang bagi DiGi. DiGi banyak mencapai kejayaan cemerlang yang menyaksikan kami memainkan peranan sebagai pelopor dengan melancarkan beberapa produk baru, di samping meningkatkan bilangan pelanggan dan liputan kami secara meluas. Kami telah melancarkan EDGE, rangkaian mudah alih kelajuan tinggi pertama Malaysia. Kami turut memperkenalkan MobileTV™. Kami membawa pembaharuan besar kepada proses tambahan nilai. Malah, kami juga membolehkan pengguna memindahkan masa percakapan kepada satu sama lain.*

*Pada 2004, prestasi DiGi mengatasi jangkaan penganalisis untuk setiap suku tahun. Banyak faktor yang menyumbang kepada kejayaan ini, tetapi falsafah teras kami, iaitu kebijaksanaan pemasaran, kecemerlangan operasi dan keberkesanan organisasi telah membentuk pengurusan dan organisasi berasaskan nilai yang jelas memainkan peranan penting.*

additions for prepaid and postpaid were 966,000 and 68,000 customers respectively.

Thanks to solid revenue development, careful cost management and economies of scale, DiGi's EBITDA increased to RM979 million from RM699 million. EBITDA margin surged to 44% from 41%. DiGi's operating cash flow, meanwhile, rose from RM136 million to RM455 million, despite significant investments made in coverage and the roll out of our HighSpeed Mobile Network™.

Profit before tax surged 122% to RM447 million from RM202 million in 2003, while profit after tax posted 123% higher, from RM142 million in 2003 to RM317 million. As a result, earnings per share increased to 42.3 sen from 19.0 sen.

The mobile communications market in Malaysia is very dynamic. To give an example, within just the second half of 2004, mobile penetration shot up from 51% to 57%. A seemingly insatiable quest for information is driving data technology evolution. Meanwhile, our increasingly mobile lifestyle makes inevitable the convergence of technologies into one portable device, for greater convenience. All these are powerful sources of change.

*Hasil meningkat 30% daripada RM1.71 bilion pada 2003 kepada RM2.23 bilion, dipacu terutamanya oleh pertumbuhan 47% bilangan pelanggan mudah alih kami yang kini mencecah 3.24 juta. Bilangan pelanggan prabayar kami meningkat sebanyak 46% kepada 3.07 juta manakala pelanggan pasca bayar bertambah 64% kepada 175,000. Penambahan bersih bagi khidmat prabayar dan pasca bayar ialah 966,000 dan 68,000 pelanggan.*

*Dengan pembangunan hasil yang mantap, pengurusan kos yang teliti dan manfaat ekonomi skala, EBITDA (keuntungan sebelum faedah, cukai, susut nilai dan pelunasan) DiGi meningkat daripada RM699 juta kepada*





## CEO's Statement (continued) / Penyata Ketua Pegawai Eksekutif (sambung)

In such an exciting industry, it is essential to understand market needs and adapt to these, quickly. At DiGi, however, we do not just respond to needs and demands. We make a conscious effort to *drive* change. Only by being change agents can we truly say we're a leader. Have we achieved this? Judging from our innovations in 2004, I feel qualified to say "yes"!

### What were our innovations in 2004?

With our EDGE network as a backbone, we have been able to offer Malaysians a range of services that require high broadband speed and bandwidth capabilities, such as Internet access, news and financial services, MobileTV™ and games. These serve to enhance the mobile lifestyle of Malaysians, giving them the flexibility, speed and convenience of being able to conduct an increasing number of functions – both work-related and personal – while on the move.

Innovations to improve our customer experience focused on four main areas: 1) enhanced service by customer service personnel who undergo constant training and who

*RM979 juta. Margin EBITDA pula meningkat daripada 41% kepada 44%. Sementara itu, aliran tunai operasi DiGi meningkat daripada RM136 juta kepada RM455 juta, walaupun pelaburan besar telah dibuat untuk memperluas liputan dan melancarkan rangkaian mudah alih kelajuan tinggi kami.*

*Keuntungan sebelum cukai melonjak 122% kepada RM477 juta berbanding RM202 juta pada 2003, manakala keuntungan selepas cukai dilaporkan 123% lebih tinggi, iaitu daripada RM142 juta pada 2003 kepada RM317 juta. Hasilnya, pendapatan sesaham meningkat kepada 42.3 sen daripada 19.0 sen.*

*Pasaran telekomunikasi mudah alih di Malaysia sangat dinamik. Sebagai contoh, pada separuh kedua 2004 sahaja, kadar penembusan perkhidmatan mudah alih meningkat daripada 51% kepada 57%. Permintaan untuk maklumat yang tidak terbatas memacu evolusi teknologi. Sementara itu gaya hidup*





have quicker access to information required by customers via web-based portals; 2) access by customers to information online; 3) increasing the number of transactions that customers can execute electronically, such as reloading their prepaid accounts; and transferring talktime from one to another; and 4) making reloads more

*zaman ini, yang menyaksikan manusia semakin giat bergerak, bermakna teknologi akhirnya akan digabungkan dalam satu peranti mudah alih untuk kemudahan dan kesenangan pengguna. Semua perkembangan ini menjadi pemangkin kepada perubahan.*

*Dalam industri yang begitu menarik ini, keperluan pasaran perlu difahami dan langkah-langkah harus diambil untuk menyesuaikan perkhidmatan berasaskannya. Tetapi di DiGi, kami bukan sekadar bertindak balas memenuhi keperluan dan permintaan. Kami berusaha bersungguh-sungguh untuk memacu perubahan. Kami hanya dapat menggelar diri kami sebagai pemimpin*

“Internally, we cut down the number of our business divisions from 11 to five... restructuring the company to eliminate duplication of functions.”

convenient by allowing for top-ups of any amount equivalent to RM5 and above.

Towards better coverage, in 2004 we embarked on a *No One Covers You Like DiGi* campaign targeting rural as well as urban areas, including Sabah and Sarawak. This complements our marketing strategy of focusing on youth and rural customers.

Internally, we cut down the number of our business divisions from 11 to five — marketing, technology, finance, human resources and corporate affairs — restructuring the company to eliminate duplication of functions. We made individual responsibilities more clearly defined.

At the same time, we created a lively atmosphere in which opinions and ideas are exchanged freely. We feel it is important to communicate and challenge each other all the time. To promote

*jika kami menjadi ejen perubahan. Apakah kami berjaya melakukannya? Jika dilihat daripada inovasi yang kami pelopori pada 2004, saya rasa jawapannya jelas sekali 'Ya'!*

### Apakah inovasi kami pada 2004?

*Dengan rangkaian EDGE sebagai tunjang, kami dapat menawarkan pelbagai perkhidmatan yang memerlukan kelajuan jalur lebar dan keupayaan lebar jalur yang tinggi kepada rakyat Malaysia, seperti capaian Internet, berita dan perkhidmatan kewangan, MobileTV™ dan permainan. Semua ini mempertingkatkan gaya hidup bergerak rakyat Malaysia, dengan memberikan mereka fleksibiliti, kelajuan dan kesenangan untuk mengguna pakai semakin banyak fungsi — sama*



## CEO's Statement (continued) / Penyata Ketua Pegawai Eksekutif (sambung)

greater interaction among staff, our new headquarters, to be ready end 2005, will adopt an open-floor concept. With no designated desks, we will move with our laptops into any space available. That way, top management will be found next to junior staff, and communication barriers will start to break down. Work on the new HQ began in July 2004.

As a result of our numerous innovations internally and externally, the DiGi brand has come to stand for cool, refreshing smartness. And that is the way we would like to be seen!

### Technology

In 2004, the Technical, International and IT divisions were merged to form the Technology division, which oversees network planning and development, service planning and operations, and business support systems. This Division has been central to increased coverage, better network quality and new products and services.

*ada untuk bekerja atau tujuan peribadi – sambil bergerak.*

*Inovasi untuk meningkatkan pengalaman pelanggan tertumpu kepada empat bidang utama: 1) perkhidmatan lebih baik oleh kakitangan perkhidmatan pelanggan, yang sentiasa diberikan latihan dan capaian lebih pantas kepada maklumat menerusi gerbang berasaskan web 2) capaian oleh pelanggan kepada maklumat di dalam talian; 3) menambahkan bilangan urus niaga yang boleh dilaksanakan oleh pelanggan secara elektronik, seperti menambah nilai akaun prabayar mereka, dan memindahkan masa percakapan kepada satu sama lain dan 4) memudahkan tambahan nilai dengan menawarkan penambahan sebarang jumlah RM5 dan keatas.*

*Untuk menyediakan liputan yang lebih baik, kami telah melaksanakan kempen No One Covers You Like DiGi pada 2004, yang menyasarkan kawasan bandar dan luar bandar, termasuk Sabah dan Sarawak. Kempen ini menyokong strategi pemasaran kami untuk memberi tumpuan kepada pelanggan belia dan penduduk luar bandar.*



“As a result of our numerous innovations internally and externally, the DiGi brand has come to stand for cool, refreshing smartness.”

*Di dalam syarikat, kami telah mengurangkan bahagian perniagaan kami daripada 11 kepada lima – iaitu pemasaran, teknologi, kewangan, sumber manusia dan hal-ehwal korporat. Proses ini dilaksanakan menerusi penyusunan semula syarikat untuk mengeneipkan penduaan fungsi. Kami memastikan tanggungjawab individu kini ditakrifkan dengan lebih jelas.*



In 2004, we built 445 new base transceiver stations (BTS), bringing the total at year end to 2,449 sites. The introduction of standard pricing for the construction of BTS has made the exercise more cost-effective. At the same time, infrastructure-sharing in the industry also increased our coverage efficiency.

As a result of network upgrading, by end 2004, DiGi's customers had access to EDGE in Klang Valley, Penang and Johor Bahru. RM125 million was invested in upgrading the network beyond the three areas to include Genting Highlands, Rawang, Negeri Sembilan, Ipoh, Melaka, Kuantan, Kota Kinabalu and Kuching. The latest phase of our EDGE expansion began in November 2004 and is expected to be completed by 2005. This will take EDGE to a majority of our customers.

Among our key achievements in 2004, as compared to 2003, are the reduction in outage minutes and customer complaints by 25% respectively.

The Division also established an E-Field Force tool to allow for online access from sites, increasing productivity and improving troubleshooting.

In addition, DiGi implemented a number of IT-based systems to simplify procedures internally and give staff access to more information. We have new IT features to support billing and provisioning platforms. Existing servers and storage were consolidated to support capacity on demand and to optimise costs over the long run. Finally, the enterprise LAN and WAN bandwidths were expanded to support business operations at regional offices with speed and efficiency.

*Pada masa yang sama, kami mewujudkan persekitaran yang ceria di mana pendapat dan idea dikongsi bersama secara bebas. Kami rasa kami perlu berhubung dengan satu sama lain dan mencabar satu sama lain pada setiap masa. Untuk mengeratkan hubungan kakitangan, ibu pejabat baru kami yang akan siap menjelang akhir 2005 akan menggunakan konsep lantai terbuka. Tanpa sebarang meja khusus untuk kakitangan, kami akan bergerak bersama komputer riba kami ke mana-mana ruang yang kosong. Dengan cara ini, pihak pengurusan kanan akan duduk semeja dengan kakitangan bawahan, dan sekatan komunikasi akan mula runtuh. Kerja-kerja membina Ibu Pejabat baru telah dimulakan pada Julai 2004.*

*Hasil inovasi kami di dalam dan luar syarikat, jenama DiGi kini dilihat sebagai melambangkan kebijaksanaan hebat. Inilah imej yang ingin kami paparkan!*

## Teknologi

*Pada 2004, bahagian Teknikal, Antarabangsa dan IT telah digabungkan untuk membentuk bahagian Teknologi. Bahagian ini memantau perancangan dan pembangunan rangkaian, perancangan perkhidmatan dan operasi, dan sistem sokongan perniagaan. Ia memainkan peranan penting dalam usaha memperluas liputan rangkaian, meningkatkan kualiti rangkaian dan membangunkan produk dan perkhidmatan baru kami.*

*Pada 2004, kami telah membina 445 stesen transmisi tapak (STT) baru, untuk menjadikan jumlah keseluruhan sebanyak 2,449 stesen pada akhir tahun. Langkah memperkenalkan harga piawai bagi pembinaan STT telah menjimatkan kos pembinaan. Pada masa yang sama,*



## CEO's Statement (continued) / Penyata Ketua Pegawai Eksekutif (sambung)



### International

In 2004, International operations continued to register strong growth, generating total revenue of RM274 million, an increase of 16% over the previous year. Thanks to innovative products, customised and quality service, International doubled its revenue over the year from the Application Service Providers market.

The Division continued to establish new bilateral routes to arbitrage DiGi's transit traffic for better quality and competitive pricing. New routes were established during the year to India, Pakistan, Bangladesh and Myanmar. Meanwhile, DiGi's international calling card, chatz™, maintained its market share with added premium services.

We intend to capitalise on the growing bandwidth and data business. And we believe the bundling of IDD outbound traffic with SMS and MMS services will further boost revenue.

perkongsian infrastruktur dalam industri juga telah meningkatkan keberkesanan liputan kami.

Hasil daripada kerja-kerja menaik taraf rangkaian, pelanggan DiGi memperoleh capaian kepada EDGE di Lembah Klang, Pulau Pinang dan Johor Bahru. Sejumlah RM125 juta telah dilaburkan untuk menaik taraf rangkaian di luar tiga kawasan tersebut termasuk Genting Highlands, Rawang, Negeri Sembilan, Ipoh, Melaka, Kuantan, Kota Kinabalu dan Kuching. Fasa terbaru peluasan liputan EDGE bermula pada November 2004 dan dijangka lengkap menjelang 2005. Perkembangan rangkaian ini akan membawa EDGE kepada sebahagian besar daripada pelanggan kami.

Antara pencapaian penting pada 2004 berbanding dengan 2003 ialah pengurangan minit kegagalan dan pengurangan aduan pelanggan sebanyak 25%.

Bahagian ini juga menubuhkan sebuah Pasukan e-Lapangan untuk membolehkan capaian dalam talian daripada tapak, lantas meningkatkan produktiviti dan penyelesaian masalah.

DiGi juga melaksanakan beberapa sistem berasaskan IT untuk meringkaskan prosedur dalaman dan memberikan kakitangannya capaian kepada lebih banyak maklumat. Kami kini mempunyai ciri-ciri IT baru untuk menyokong pengeluaran bil dan peruntukan landasan. Pelayan dan simpanan yang sedia ada disatukan untuk menyokong kapasiti berasaskan permintaan, dan untuk mengoptimumkan kos dalam jangka panjang. Akhir sekali, lebar jalur LAN dan WAN perusahaan telah diperluas untuk menyokong operasi perniagaan di pejabat serantau dengan cekap dan pantas.

## Regulatory

The most significant regulatory development in 2004 was the Government's stated objective of providing nationwide mobile coverage within a stipulated timeframe. To enhance coverage, the Ministry of Energy, Water and Communications issued a directive for mobile number portability, which will allow access to other cellular networks if a user's own network is not available at any given time. The Malaysian Communications and Multimedia Commission is working on regulations for this.

Increased coverage already forms part of DiGi's agenda, therefore we welcome the Government's directive. Meanwhile, we have continued to stress the need for a level playing field. This is essential for competition and liberalisation in the truest sense. In response to our lobbying, the Government issued a public inquiry paper in August to assess dominance in the communications market in order to redress the situation.

## Outlook

As the mobile communications market evolves, the focus will shift in 2005 on sophisticated mobile offerings which will require tremendous organisational capabilities in mobile companies. Mobile will lead the emergence of a new paradigm in communication, and DiGi is determined to be a forerunner in bringing to the market ever-innovative products and services.



## Antarabangsa

*Pada 2004, operasi antarabangsa terus mencatatkan pertumbuhan kukuh dengan menjana hasil berjumlah RM274 juta, satu peningkatan 16% berbanding tahun sebelumnya.*

*Dengan menawarkan produk inovatif serta perkhidmatan yang berkualiti dan terkhusus, bahagian Antarabangsa menggandakan hasil daripada pasaran Pembekal Perkhidmatan Aplikasi berbanding tahun sebelumnya.*

*Bahagian ini terus membentuk sambungan dua hala baru bagi mengambil kesempatan daripada lalu lintas transit DiGi untuk kualiti dan harga yang lebih baik. Sambungan baru telah dibuat ke India, Pakistan, Bangladesh dan Myanmar. Sementara itu, kad panggilan antarabangsa DiGi, chatz™, telah mengekalkan bahagian pasaran dengan menawarkan perkhidmatan premium tambahan.*

*Kami berhasrat untuk memanfaatkan perniagaan lebar jalur dan data yang semakin berkembang maju. Kami percaya langkah menggabungkan panggilan keluar IDD dengan perkhidmatan SMS dan MMS akan meningkatkan lagi hasil.*

## Kawalselia

*Pembangunan pengawalseliaan paling penting pada 2004 ialah objektif khusus Kerajaan untuk menyediakan liputan*

**“ DiGi is determined to be a forerunner in bringing to the market ever-innovative products and services.”**



## CEO's Statement (continued) / Penyata Ketua Pegawai Eksekutif (sambung)

To support our customer services, we will continue to strengthen our strategic operations with faster and smarter business modules. We will strive to keep ourselves lean, thus more nimble-footed and able to convert forward-thinking, proactive ideas into reality.

Finally, DiGi will continue to leverage on the vast technological, marketing and product strength that the Telenor network has to offer. We will use cross-border projects and information-sharing with the 12 Telenor affiliates around the world to further reinforce our position as Malaysia's most innovative mobile operator.

Morten Lundal

Chief Executive Officer

March 25, 2005

*mudah alih yang meliputi seluruh negara dalam tempoh yang ditetapkan. Untuk meningkatkan kadar liputan, Kementerian Tenaga, Air dan Komunikasi mengeluarkan arahan untuk membenarkan peralihan nombor bimbit, yang memberikan pelanggan capaian kepada rangkaian mudah alih lain jika rangkaian pengguna itu sendiri tidak boleh dicapai pada bila-bila masa. Suruhanjaya Komunikasi dan Multimedia Malaysia sedang merangka peraturan bagi kemudahan ini.*

*Liputan yang lebih luas sememangnya menjadi sebahagian daripada agenda DiGi, justeru kami mengalukan arahan Kerajaan. Sementara itu, kami terus menekankan betapa perlunya mewujudkan persaingan yang adil. Ini sesuatu yang amat penting agar persaingan dan liberalisasi dapat dilaksanakan dalam erti kata yang sebenar. Sebagai tindak balas kepada gesaan kami, Kerajaan telah menerbitkan kertas siasatan umum pada bulan Ogos untuk menilai penguasaan dalam pasaran komunikasi untuk mengatasi masalah tersebut.*

### Tinjauan

*Memandangkan pasaran telekomunikasi mudah alih akan terus berkembang maju, tumpuan pada 2005 akan beralih kepada tawaran mudah alih serba canggih yang memerlukan keupayaan organisasi luar biasa daripada syarikat-syarikat pengendali perkhidmatan mudah alih. Perkhidmatan mudah alih akan menerajui kemunculan paradigma baru dalam komunikasi, dan DiGi berusaha gigih untuk mencapai matlamatnya menjadi pelopor yang membawakan produk dan perkhidmatan inovatif ke pasaran.*

*Untuk menyokong perkhidmatan pelanggan, kami akan terus mengukuhkan*



operasi strategik kami dengan modul perniagaan yang lebih pantas dan pintar. Kami akan berusaha memastikan organisasi kami terus cekap dan tangkas dan mampu menukarkan idea-idea proaktif berpandangan jauh menjadi kenyataan.

Akhir sekali, DiGi akan terus memanfaatkan kekuatan teknologi, pemasaran dan produk yang ditawarkan oleh rangkaian Telenor. Kami akan memanfaatkan projek merentasi sempadan dan mengambil kesempatan daripada perkongsian maklumat dengan 12 sekutu Telenor di seluruh dunia untuk mengukuhkan lagi kedudukan kami sebagai pengendali perkhidmatan mudah alih yang paling inovatif di

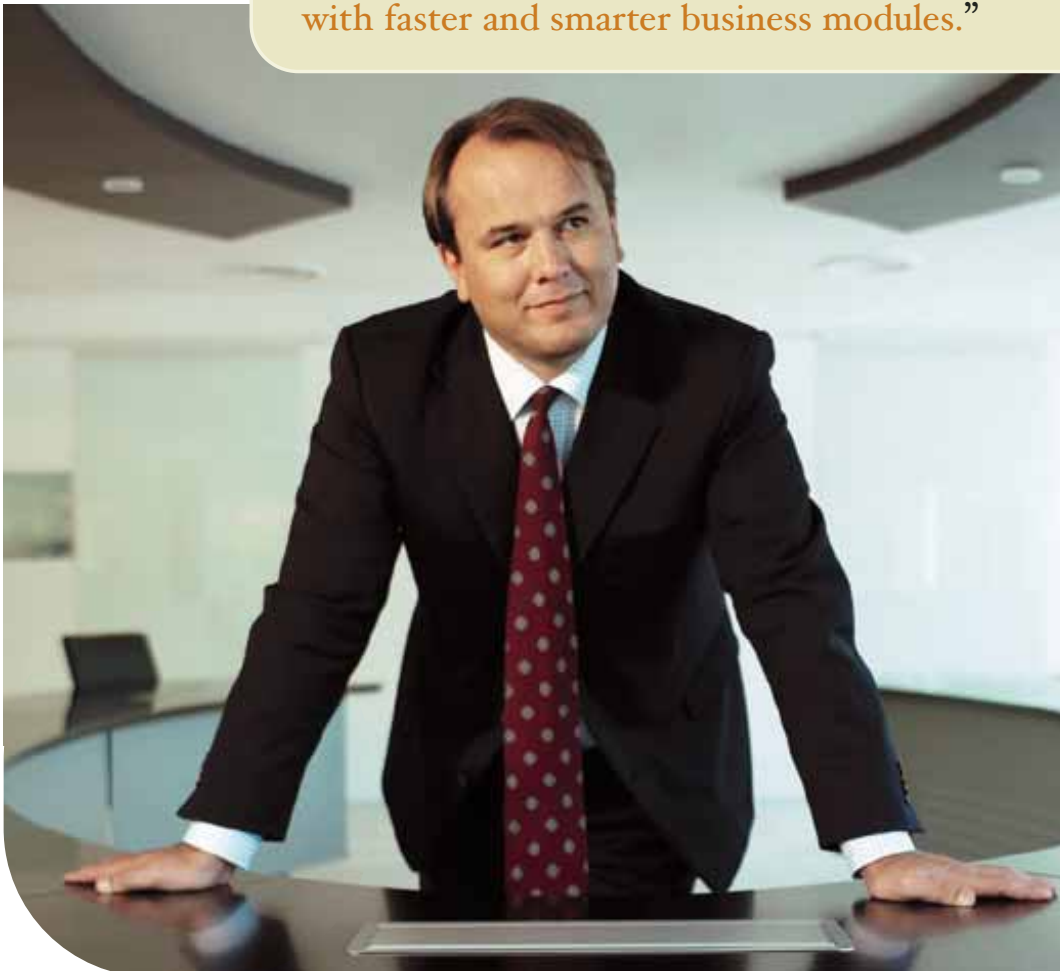
Malaysia.

**Morten Lundal**

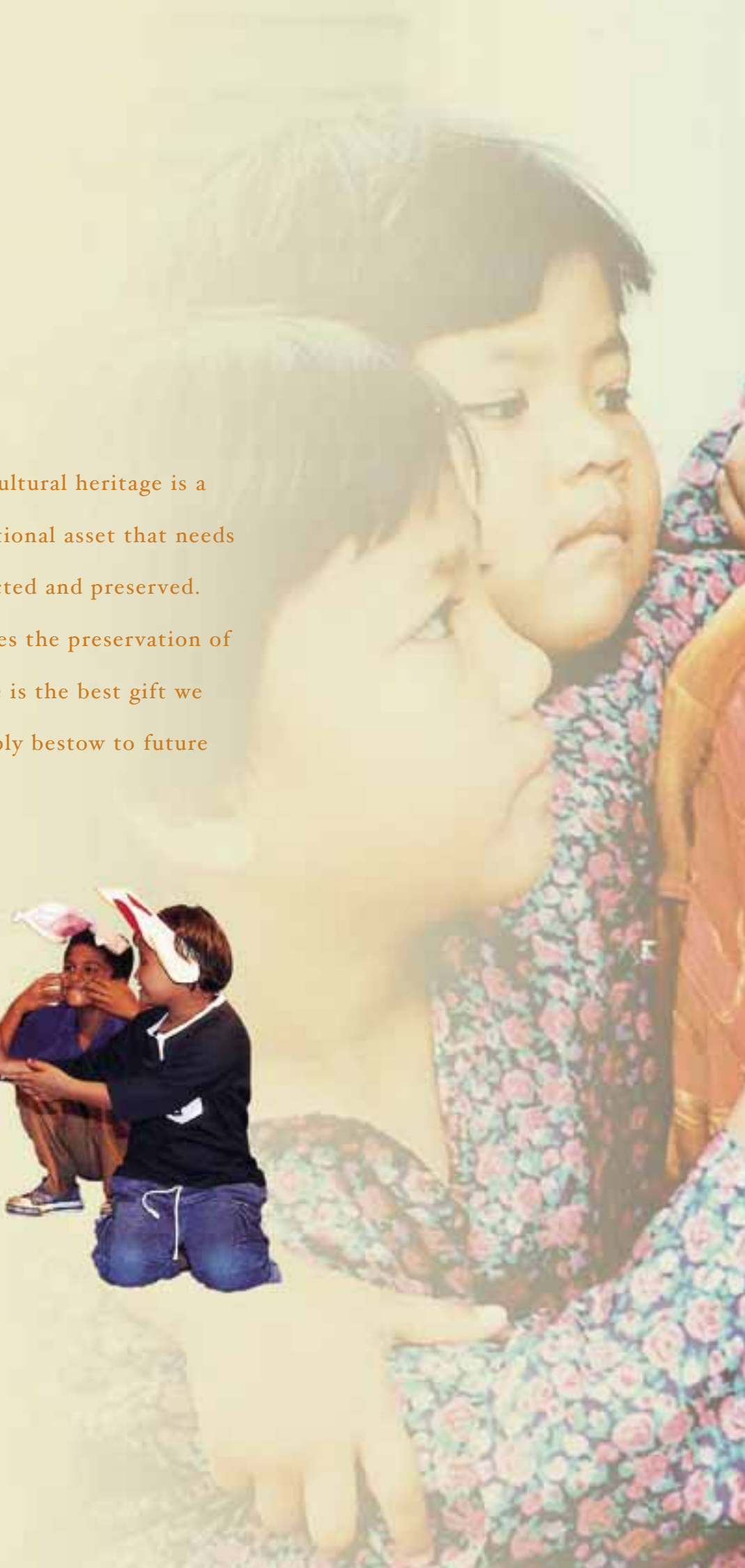
*Ketua Pegawai Eksekutif*

*Mac 25, 2005*

“We will continue to strengthen our strategic operations with faster and smarter business modules.”



Malaysia's cultural heritage is a precious national asset that needs to be protected and preserved. DiGi believes the preservation of our heritage is the best gift we could possibly bestow to future generations.









## Corporate Social Responsibility

On stage, a group of eight to 12-year-olds are banging away on huge Chinese drums, their hands synchronised in dance-like motion as they fill the ballroom with thunderous, almost perfect beat. When they finish, another group performs an African war dance. Then another sings a Malay song. Each performance is met by hearty applause. There are smiles everywhere.

This was the scene at *Dumelang*, a one-day culture workshop organised by DiGi in September for underprivileged children as part of our corporate social responsibility programme, the DiGi Yellow Mobile (DYM). The children were from homes in Kuala Terengganu. They had spent most of the day rehearsing with numerous artistes, flown in from Kuala Lumpur, before showing off what they learnt in the exciting finale.



In 2004, two other similar workshops were held in March and July: the *Ramakien*, in which some 100 children performed a Thai version of the Indian epic, *Ramayana*; and *Velkommen*, which saw another 100 or so children play out a Norwegian folktale, *East of the Sun and West of the Moon*.





It is an unfortunate fact that, as countries modernise and join the growing homogenous global village, their unique traditions tend to get forgotten. DiGi is determined that this should not happen in Malaysia. We believe culture and heritage are national assets that should be protected.

2004 was a significant year for DYM because it marked the end of phase I of this programme. In January 2005, DiGi unveiled a new phase of the DiGi Yellow Mobile, called *DiGi's Amazing Malaysians*. This promises to intensify our involvement in heritage preservation by turning our

Since the DYM was launched in 2002, 11 culture workshops have been held nationwide, attended by well over 1,100 children. As a result of DYM, DiGi has become an integral part of the cultural milieu in Malaysia.

Why did we choose culture? As a mobile communications company, one of our objectives is to build bridges to connect people.

By the same token, we are naturally drawn towards building bridges that link our cultural past to present, and even future.





## Corporate Social Responsibility (continued)



day-long workshops into three-month training programmes. This way, we believe the learning experience for the children and youth will be deeper and leave a lifelong impression.

To make the individual projects all the more meaningful, underprivileged children and youth will work towards accomplishing a goal, such as establishing a culture centre, or a wetlands park, which will continue to improve the cultural landscape in the long term.



### Youth and Responsibility

Since 2002, DiGi has been holding one-day D-Mobile Youth Forums at which we invite college students and young professionals, aged 18 to 24, to discuss issues pertinent to the mobile communications industry. In 2004, the Youth Forum held at the Hyatt Regency Saujana, Subang, on December 4 focused on the social implications of mobile technology.

The more than 120 youth assembled acknowledged that mobile technology has brought about numerous benefits in terms of convenience and security of always being in touch, plus easy access to important news and information, but noted that mobile etiquette could be improved and the privacy rights of individuals should be respected. At the end of the forum, the youth produced a set of resolutions on how this can be achieved. These resolutions have been sent to the Malaysian Communications and Multimedia Commission.



## Health and Social Welfare

Although youth and culture are the foci of our CSR programmes, DiGi also contributes towards the well-being of the nation as and when the occasion arises.

In August, we sponsored a cancer awareness fund-raising event, the *Yellow Balloon Race*, organised by the National Cancer Society of Malaysia. And, following the December 2004 tsunami, DiGi launched a nationwide fund-raising campaign for the affected families in a show of heartfelt sympathy and support.

## Festive Cheer

In 2004, DiGi celebrated Hari Raya, Deepavali, Christmas and Chinese New Year with underprivileged children, in mini culture workshop environments held at major shopping centres.

We organised DiGi's *Rays of Light* in conjunction with Deepavali at Sunway Pyramid on October 23; *Colours of Raya – Hari Raya Aidilfitri* at the Berjaya Times Square on November 20; *12 Trees of Christmas* at the Bangsar Shopping Centre on November 27; and *Celebration of Peace and Prosperity* just before Chinese New Year at the Berjaya Times Square, on January 29.

At these events, children were brought in and guided to produce works of art which were then sold to DiGi partners. The money raised was channelled back to the children's homes. Via these functions, children, DiGi volunteers and the general public all shared in a joyous spirit of warmth and giving.

