

DiGi.COM BERHAD 425190-X
ANNUAL REPORT 2004 LAPORAN TAHUNAN



Our Aspiration.. .

“To be the mobile communications leader in creating experiences with a difference for our customers and business partners through our passion for success.”

Our Key Principles.. .

- We have a passion for our customers
- We value ideas and encourage initiative
- We emphasise mutual trust and respect
- We believe in the power of teamwork
- We build partnerships for success

COVER RATIONALE

The cover reflects DiGi's efforts to create meaningful connections between communities and their rich texture of culture and heritage. This is captured in the traditional *ikat* design with its motifs of interlinked people and buildings.

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In January 2005, DiGi unveiled a new phase of its Corporate Social Responsibility programme, called *DiGi's Amazing Malaysians*. The programme aims to increase awareness of, and preserve, the nation's natural, cultural, art, built and social heritage.



Lion dancing goes back at least 2,000 years to a time of active trade between West Asia and China. As a mark of goodwill, Persian ambassadors would make gifts of exotic animals to the Chinese Emperor. Among these were lions. The regal beasts soon acquired the reputation of being able to ward off evil, and the lion dance captures this belief. Lion dancing came to Malaysia with Chinese immigrants hundreds of years ago.



DiGi is launching *The Lion Dancer of Johor* project in the third quarter, 2005

DiGi in 2004

Q1

DiGi.Com Berhad (DiGi) starts the year with the launch of an innovative product targeted at business and corporate customers. discover™ business solutions, introduced on January 2, comprises two simple and convenient plans. Under discover prime™, customers enjoy a flat rate of RM0.20 per minute for calls to mobile and fixed line numbers within Malaysia, with a monthly RM50 fee. discover classic™ offers a flat rate of RM0.25 for calls and RM30 monthly fee. In addition, both plans offer a 30% discount on IDD and 016 calls. Itemised billing is provided alongside SMS, Voicemail, IDD, GPRS and WAP data.

Q2

DiGi makes national headlines on May 14 as the first operator to offer EDGE, a high-speed mobile network, in the Klang Valley. With browsing speeds of up to 384 kbps, charged at GPRS rates, customers can access large data files from the Internet and other sources on their mobiles.

On April 23, DiGi launches the Online Prepaid Statement, which gives prepaid customers the flexibility of viewing their call details online. Another innovation for prepaid customers is rolled out on June 29, with RM10 reload coupons with five-day validity.

In May, DiGi embarks on a nationwide *No One Covers You Like DiGi* campaign to inform customers of improved coverage in most of populated Malaysia.





Q4

This is a quarter of hellos and goodbyes. On October 26, DiGi bids adieu to Erik Aas, former Head of Mobile, who leaves the company to take up his new position as CEO of Grameenphone, Bangladesh; while on November 15, we welcome Johan Dannelind into our fold as Chief Financial Officer. A restructuring of the company takes place on October 28, in which the business divisions are integrated into five main areas: Technology, Marketing, Finance, Human Resources and Corporate Affairs.

Meanwhile, on October 29, two revolutionary prepaid products are launched: Flexi e-Load™ and Talktime Transfer™. Flexi e-Load™ gives customers the flexibility, simplicity and convenience to reload their prepaid accounts electronically by any amount equivalent to RM5 and above.

Talktime Transfer™ enables customers to transfer talktime from one to another.



Q3

Morten Lundal is appointed DiGi's new Chief Executive Officer on July 26, replacing Tore Johnsen who is to head Telenor's mobile operation in Pakistan.

Riding on EDGE, DiGi introduces on August 19 a first in Malaysia — MobileTV™ — in partnership with ntv7. The service offers 24-hour live TV over EDGE-enabled handsets. On the same day, DiGi launches the Automatic Balance Notification, allowing customers to check their credit balance, account status and tariff plan; perform reloads; manage their Friends and Family™ numbers; and check the list of roaming countries via a USSD menu browser.



Corporate Information

Board of Directors

Arve Johansen **Chairman**
Tun Dato' Seri Dr Lim Chong Eu
Dato' Ab. Halim Bin Mohyiddin
Gunnar Johan Bertelsen
Christian Storm **Also Alternate Director to Arve Johansen**
Ragnar Holmen Korsæth

Audit Committee

Dato' Ab. Halim Bin Mohyiddin **Chairman/Independent Non-Executive Director**
Tun Dato' Seri Dr Lim Chong Eu **Independent Non-Executive Director**
Christian Storm **Non-Independent Non-Executive Director**

Nomination Committee

Christian Storm **Chairman/Non-Independent Non-Executive Director**
Tun Dato' Seri Dr Lim Chong Eu **Independent Non-Executive Director**
Dato' Ab. Halim Bin Mohyiddin **Independent Non-Executive Director**

Remuneration Committee

Arve Johansen **Chairman/Non-Independent Non-Executive Director**
Christian Storm **Non-Independent Non-Executive Director**
Ragnar Holmen Korsæth **Non-Independent Non-Executive Director**

Secretaries

Tai Yit Chan **MAICSA No. 7009143**
Liew Irene **MAICSA No. 7022609**

Domicile and Country of Incorporation

Malaysia

Registered Office

Level 7, Setia 1
15 Lorong Dungun
Damansara Heights
50490 Kuala Lumpur

T. 03-2095 7188
F. 03-2093 6325

Share Registrars

Berjaya Registration Services Sdn Bhd
Lot C1-C3, Block C
2nd Floor, KL Plaza
179 Jalan Bukit Bintang
55100 Kuala Lumpur

T. 03-2145 0533
F. 03-2145 9702

Principal Bankers

Affin Bank Berhad
AmMerchant Bank Berhad
Banca Intesa S.p.A., Hong Kong Branch
Bank of America N.A., Labuan Branch
Bumiputra-Commerce Bank Berhad
CALYON, Labuan Branch
EON Bank Berhad
Fortis Bank S.A./N.V., Singapore
Malayan Banking Berhad
Natexis Banques Populaires, Labuan Branch
Nordea Bank Sweden AB (publ)
OCBC Bank (Malaysia) Berhad
RHB Bank Berhad
Société Générale, Labuan Branch
Svenska Handelsbanken AB (publ), Sweden
The Bank of East Asia, Limited Labuan Branch
The Bank of Nova Scotia Berhad
The Bank of Nova Scotia, Labuan Branch

Auditors

Messrs KPMG
Chartered Accountants
Wisma KPMG
Jalan Dungun
Damansara Heights
50490 Kuala Lumpur

Stock Exchange Listing

Main Board of Bursa Malaysia
Securities Berhad

Stock Short Name

DiGi (6947)