> DiGi is recognised for bringing innovative ideas, technologies and services to Malaysian mobile subscribers.

“*Right from the start, DiGi has aligned its corporate community programme with the Malaysian Government's goals of transforming Malaysia into an* information-rich and creative society; *a society capable of handling rapid change without losing a sense of our unique heritage and cultural identity.*”

Corporate social responsibility

>This community project reflects
DiGi's vision for unity in a diverse
culture and aims to give these special
children a chance...

DiGi has an active community service programme designed to help enrich the society it serves. The company is fully aware of the fact that no corporation can exist today by maximising shareholder value alone. By leveraging on a strong service ethic which pervades the organisation, DiGi and her people have gently nudged their way into Malaysian towns and villages, making a distinct contribution in areas of greatest need. The time and energy which DiGi staff have selflessly poured into serving in volunteer capacities throughout the reporting year, has clearly reinforced our mission to improve community life throughout the nation.

The DiGi yellow mobile

The DiGi Yellow Mobile programme is a unique community intervention project that is taking underprivileged and disabled 8 to 12-year-olds from all over Malaysia and immersing them in the beauty and richness of their cultural heritage, through highly-interactive arts-based workshops. Joining them in their journey of discovery and learning are some of the country's well-known artists, musicians, dancers, craftspeople and theatre personalities. This community project reflects DiGi's vision for unity in a diverse culture and aims to give these special children a chance for individual expression, as well as to participate and learn in a harmonious environment with other children and adults. In all the locations where the DiGi Yellow Mobile workshops have been held, DiGi staff have enthusiastically volunteered

> Disadvantaged children are the main beneficiaries of the DiGi Yellow Mobile programme.

> It's amazing how much the children pick up in just two to three hours.

...for individual expression, as well as to participate and learn in a harmonious environment with other children and adults.

> The children's creativity and enthusiasm have enthralled both the DiGi staff and the artistes who conducted the workshops.

to help facilitate and assist the children in discovering their cultural roots. Many of these volunteers have said that this kind of close interface with the often forgotten members of our community has transformed their attitudes and values, inspiring them to give more of themselves via various social development organisations.

> The DiGi Yellow Mobile programme reflects DiGi's vision for unity in a diverse culture, and aims to give these special children a chance for individual expression.
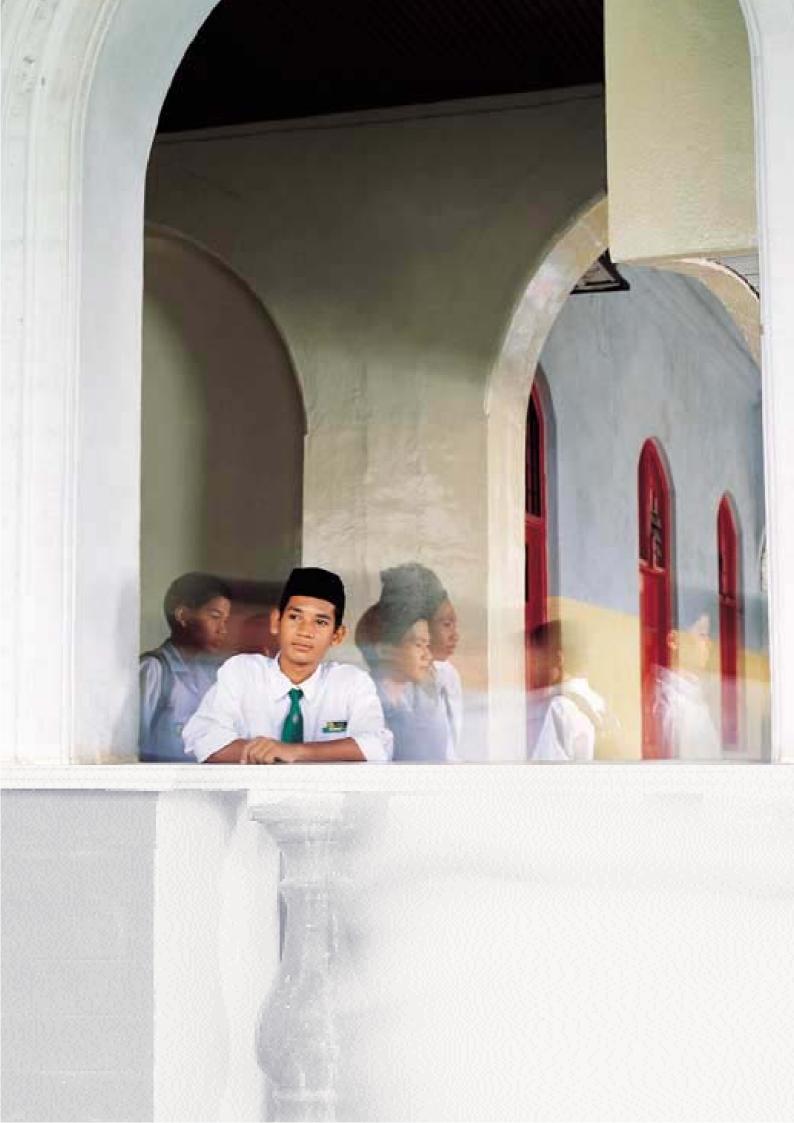
DiGi staff have enthusiastically volunteered to help facilitate and assist the children in discovering their cultural roots.

> DiGi management and staff have been greatly moved and uplifted by their encounters with the children, many of whom have experienced great personal tragedy and deprivation.

"*At DiGi, communications is not just
our business; it is our core competency.
We believe the connectivity we establish
is helping to link communities,*

tying us together with a single thread.

*We at DiGi would like to think that our DiGi Yellow Mobile project
is a community initiative of a different kind. Where so often corporations
and other organisations seek to alleviate poverty and suffering through
the provision of food and other material contributions, we see the DiGi
Yellow Mobile workshops as helping to satisfy the hungry soul... towards
an appreciation of the beauty of our culture, the common values and
the sense of brotherhood that binds us as a* **community.**"

> Malaysia
is gearing up to
enter the world
of broadband.
Malaysia, believes
that the unflap-
pable optimism
of the present
generation will
enable them
to reinvent educa-
tion based on a
wireless platform.