



# OUR BUSINESS TODAY

Empowering communities and transforming businesses with progressive technology evolution and digital innovation is what we do.

In doing so, we enhance livelihood for everyone in Malaysia and foster growth for businesses.









# Our Business

We are proud of Unifi's strides this year in enhancing the digital landscape for Malaysians. Aligning with TM's aspiration of becoming a Digital Powerhouse by 2030, we focused on empowering businesses, especially MSMEs, by providing comprehensive digital solutions and affordable connectivity. Our objective was to position Unifi as a one-stop centre for MSMEs in Malaysia that serves their critical business needs.

In the consumer business, we solidified our role as Malaysia's leading convergence player, advancing our broadband and mobile offerings and enriching our entertainment portfolio through key partnerships with global content providers. This year's initiatives, from inclusive broadband packages to innovative collaborations, reflect our commitment to inclusivity and excellence. By harmonising cutting-edge technology with a customer-centric approach, Unifi continues to redefine the convergence experience, living up to our promise of making life and business easier for our customers.

## WHAT WE DO

As Malaysia's true convergence player, Unifi takes the lead in offering a comprehensive suite of services for both home and business customers. Throughout the years, we have built a strong track record of delivering the best broadband services in Malaysia, accompanied by an exceptional customer experience. We ensure that all Malaysians reap the benefits of broadband everywhere, by providing the best experience at home, at work as well as on the move.



## CREATING STAKEHOLDER VALUE

Stakeholder Expectations	How We Deliver Value
<b>Customers</b> High quality services, enhanced product offerings and the best customer experience	<ul style="list-style-type: none"> <li>• <b>Diverse Offerings:</b> Bundled offerings tailored to suit vast and diverse customers' needs</li> </ul>
<b>Communities</b> Access to affordable, advanced digital solutions	<ul style="list-style-type: none"> <li>• <b>High Quality Services:</b> Transformed Unifi Stores and provide continuous improvements at Unifi Contact Centre and Field teams, for a seamless customer experience and consultative brand experience</li> <li>• <b>Global Content Partnerships:</b> Rich content portfolio with global partnerships</li> <li>• <b>Digital Inclusivity:</b> Broader accessibility to high-speed Internet through affordable 5G Prepaid options and <i>Pakej RAHMAH</i></li> <li>• <b>Content Accessibility:</b> Making top-tier entertainment and comprehensive content available to wider demographics</li> </ul>

## A TRUE CONVERGENCE PLAYER

### High-Value Converged Offerings

Unifi stands out as the only quad-play provider in Malaysia, offering an integrated suite of services – broadband, mobile, telephony and TV.

### Broadband Leadership

Unifi is the first provider to update its fibre pricing and provide free speed upgrades for existing customers, showcasing our commitment to accessible, high-speed Internet.

### Strategic Partnerships

Collaborations with major streaming apps; HBO and Netflix, position us at the forefront of content and service provision, making us a leader in both broadband and content.

### Empowering MSMEs

Our focus on digitising MSMEs through enhanced product propositions and digital solutions demonstrates our commitment to driving business growth in Malaysia.

### Lifestyle Services

Our convergence offerings extend beyond connectivity services, embracing a lifestyle tailored to modern needs.

### Customer-Centric Approach

Ensuring our customers always come first, we shape our convergence story around their needs and expectations.

## KEY FOCUS AREAS & RESULTS

### 1 Continue to be the True Convergence Provider

#### What We Did in 2023

**Converged and High-Speed Offerings:** Launched high-value converged offerings, Smart Home features and 1 Gbps & 2 Gbps plans

**5G Mobile Plans Rollout:** Signed MOCN partnership and launched 5G Mobile individual and Family plans

#### Results

**Home Subscribers Surpassed 3.1 million:** Marked a significant increase in home subscribers

**95.4% Population Coverage:** Achieved extensive 4G LTE and 5G MOCN coverage

### 2 Comprehensive Digital Solutions for MSMEs

#### What We Did in 2023

**MSME Connectivity:** Enhanced connectivity and digital solutions for MSMEs

**Upskilling MSMEs:** Introduced *Geran Digital Perusahaan Mikro, Kecil & Sederhana* (PMKS) and *Madani* (GDPM), as well as delivered free MSME masterclasses

#### Results

**Value-Added Services for MSMEs:** Delivered more comprehensive solutions for business growth

**MSME Digital Proficiency:** Enhanced digital skills among MSMEs, leveraging GDPM benefits

## Our Business

### 3 Unparalleled Content Offerings

#### What We Did in 2023

**Enriched Unifi TV Content:** Launched new premium and free-to-air (FTA) channels, streaming apps and original content



#### Results

**77 Channels & 18 Streaming Apps:** Including Netflix, HBO, HBO HITS, HBO Family, BeIN, Moonbug Kids, ONE and many more

### 4 Enhancing Customer Experience

#### What We Did in 2023

**Unifi Store Transformation:** Transformed Unifi Stores for improved customer journeys with converged offerings

**Service Optimisation:** Accelerated infrastructure rollout and site provisioning driven by analytics

**Elevating Experience:** Introduction of Premium Lane for selected customers at the Unifi Contact Centre has reduced waiting time from two (2) minutes to 15 seconds



#### Results

**Enhanced Retail Experience:** Improved NPS scores and increased walk-ins in Klang Valley Unifi Stores

**Rapid Service Delivery:** 80% of customers within Unifi full port area were serviced within 14 days

**Enhance Services:** Resolved customer issues fast and right-at-first-time, where 90% of Unifi customers' service faults are restored within 24 hours

 For more information on our customer experience, please see pages 103.

## PERFORMANCE HIGHLIGHTS

### Financial

Revenue:  
**RM5,664.0** million  
(2022: RM5,648.1 million)  
**0.3%**  
increase



### Non-Financial

Broadband subscribers:  
**>3.1** million  
(2022: 3.0 million)



Unifi Mobile subscribers:  
**1.0** million  
(2022: 0.8 million)



## KEY RISKS & CHALLENGES

### Risks & Challenges

#### Soft Spending Sentiment

Consumers are more cautious with spending due to economic uncertainties

#### Competition

Increased competition in high-speed broadband and fixed-to-mobile substitution

#### Regulatory & Policy Changes

Evolving Government expectations lead to changes in pricing and regulations



### Mitigation Strategies

- Shift focus to customer value and benefits in product offerings
- Introduce campaigns that emphasise value-for-money and customer benefits
- Offer a complete suite of relevant and attractive offerings for customers
- Ensure exceptional service and customer support to differentiate from competitors
- Proactively engage with the Government and regulators to shape expectations, lead strategies and ensure compliance with regulations



## AWARDS & RECOGNITION

### Awards

1. Best Fixed Broadband Service Provider
2. Best Business Fixed Broadband Service Provider
3. Best Mobile Video Experience
4. Fastest Average 5G Download Speeds in 5G Global Mobile Network Experience Awards 2023
  - Best Video App Experience
  - Best Video Experience
  - Best 5G Live Video Experience
  - Best 5G Download Speed
  - Best Consistent Quality
  - Best Live Video Experience
5. Platinum Award in Communication Networks

### From

PC.com  
 PC.com  
 OOKLA  
 Opensignal

Putra Brand Awards 2023

## OUTLOOK



In the next one to three years, Unifi is set to focus on driving digital lifestyle convergence beyond mere connectivity, reinforcing our position as the true convergence player in Malaysia. This involves integrating a variety of digital lifestyle services to create a seamless experience for consumers, going beyond connectivity services.

We aim to lead in digital business solutions convergence, establishing ourselves as the preferred digital partner for MSMEs. We continue to offer comprehensive digital solutions tailored to the unique needs and challenges of these businesses. In terms of customer experience, we aspire to enable more digital and omnichannel interactions, empowering customers with personalised experiences and AI-supported interactions across all touchpoints.

# Our Business

In 2023, TM One navigated challenging market conditions to achieve a year of remarkable resilience. Our success was driven by enhanced customer offerings, including robust and secure next-gen connectivity and innovative digital solutions tailored to meet a spectrum of business needs. We played a pivotal role in driving organisational transformation, co-creating fit for purpose solutions managed by our team of skilled professionals.

Our extensive ecosystem and strategic partnerships with key global and local players solidified our position as the preferred digital solutions partner for large enterprises and Government bodies. This year's achievements reflect our unwavering commitment to empowering the journey towards a Digital Malaysia and Smart Nation, demonstrating our dedication to progressive communities, businesses and Government entities.

## WHAT WE DO

TM One, the enterprise and Government business solutions arm of TM, is at the forefront of driving Malaysia's transformation into a technological advanced country. We offer a comprehensive suite of integrated digital products and vertical-specific solutions, designed to propel digital adoption across diverse market sectors. Our services enable this transformative journey through the latest digital tools, human-centred technologies, bespoke solutions and managed services.

We specialise in a range of areas including fixed, mobile and wireless connectivity, cyber security, data centres and cloud computing, ICT solutions, Business Services and Smart Services. Our approach allows businesses and organisations to harness the capabilities of the Fourth Industrial Revolution (IR 4.0), AI, Big Data and IoT for their NEXT advancement advantage, today and tomorrow.



# Building a Smarter Future

## CREATING STAKEHOLDER VALUE

### Stakeholder Expectations

### How We Deliver Value

#### Customers

Trusted partner with reliable and comprehensive suite of converged innovative solutions and managed services

- **Digital Transformation Drive:** Adopt emerging technologies such as 5G, SDWAN, AI, data analytics, automation, cyber security and smart solutions
- **Platform & Ecosystem Focus:** Pivot on cloud technology to establish a robust and flexible platform and ecosystem

#### Partners

Empowering businesses through strategic partnerships and seamless collaboration with global technology leaders and end-to-end ecosystem partners

- **Fostering Trusted Partnerships:** Cultivate global and industry standards and best practices, delivering enhanced capabilities and capacities at scale

#### Shareholders & Investors

Cutting-edge and competitive offerings for long-term gains, minimising equity investment risk

- **Productivity & Service Excellence:** Business growth and improved profitability through enhanced productivity and exceptional customer service



## OUR IMPACT & REACH

### Comprehensive Digital Suite

TM One provides an extensive range of products and solutions, from next gen integrated ICT solutions and smart solutions to cloud and digital services.

### Advanced Connectivity

Our hyper-converged connectivity solutions offer scalability and capacity, essential for robust digital demands.

### IR 4.0 Enablement

We empower businesses with cutting-edge technologies like AI, Big Data, IoT and automation.

### Bespoke & Vertical Solutions

Tailored solutions across various industry domains and business operation landscapes are crafted to meet the unique needs of each organisation.

### Nation Building Role

TM One plays a crucial role in Malaysia's journey towards becoming a Digital Nation, shaping the country's digital infrastructure and capabilities.

## KEY FOCUS AREAS & RESULTS

### 1 Trusted Service Provider & Digital Partner

#### What We Did in 2023

**Smart City Aspirations:** Expedited the acceleration of the nation's smart city aspirations

**Higher Education Digital Ecosystem:** Collaborations to enhance the national higher education digital ecosystem

**Digital Inclusivity in Public Sector:** Commissioned as a strategic partner for digital infrastructure in Sarawak and Selangor

**Rural & Remote Connectivity:** Leading the POP 2 projects delivery and PEDi management



#### Results

**Global Recognition:** Ipoh City's Smart Traffic system contributed to international recognition by UNCDF

**Local Council Empowerment:** Built alliance with PLAN Malaysia for digital transformation for 29 local councils

**Educational Transformation:** Enhanced digital learning at USIM and JPPKK, boosting technological skills

**Strategic Digital Partnerships:** Established as a key partner for SDEC and BPM SUK, driving digital service adoption

**Connectivity Expansion:** Expanded Internet access in rural regions, recognised with multiple awards at *Persidangan PEDi MADANI 2023*

### 2 Leading Enterprise 5G

#### What We Did in 2023

**Healthcare Technological Advancements:** Implemented IoT technology for high quality healthcare services

**Oil & Gas Industry Advancement:** Installed Private 5G networks at key PETRONAS sites

**TM One Sandbox Launch:** Enabled stakeholders to develop and test services in an operational sandbox environment



#### Results

**Healthcare Innovation:** Enabled Malaysia's First 5G-Enabled VSI Holomedicine by KPJ Healthcare. Elevated patient care at Park City Medical Centre with IoT and Sunway Medical HIS on TM Cloud Alpha

**Operational Excellence:** Empowered organisation digitalisation and operational transformation programmes

**Innovation Platform:** Accelerated industry collaboration and co-creation of new digital solutions






## Our Business

### STRATEGIC PARTNERSHIPS & COLLABORATIONS

Collaborations	Quotes
Strategic partnership with <b>Majlis Perbandaran Batu Pahat (MPBP)</b> for their Smart and Low-Carbon City Programme 2030	"This collaboration with TM One was established to address urban issues and challenges based on smart city elements. Moreover, this initiative aligns with the State Government's aspiration to transform Johor into an advanced state by 2030 through the launch of the respective action plan." – MPBP Media Statement
Improvement of data storage methods for <b>Majlis Agama Islam Negeri Sembilan (MAINS)</b>	"Our collaboration with TM One has led to the development of MAINS CLOUD, focusing on three (3) core areas: a data innovation ecosystem, technological advancement and insight sharing, crucial for safeguarding the well-being of the poor and asnaf in our state." – Datuk Seri Dr. Abdul Aziz Sheikh Ab. Kadir, Chairman, MAINS
Optimised <b>RTM's</b> digital offerings through the e-TVCMS (e-Television Content Management System) solution, in partnership with TM One's Cloud Alpha Edge	"The implementation of e-TVCMS, a cloud computing-based system, has been transformative for RTM. It has enabled us to triple our content acquisition process, significantly enhancing our service delivery excellence and operational efficiencies." – Mohammad Yusari Ameer Mohd Yusof, Assistant Director of Content and Creativity, Department of Broadcasting Malaysia

### PERFORMANCE HIGHLIGHTS

Financial	Non-Financial
<b>Revenue:</b> <b>RM3,141.8 million</b> 	<b>Total Enterprise Customers:</b> <b>~4,800</b>  <b>Total Government Customers:</b> <b>~1,900</b> 

### KEY RISKS & CHALLENGES

Risks & Challenges	Mitigation Strategies
<b>Competitive Landscape &amp; Market Dynamics</b> Rapid technology evolution with rising costs, forex exposure, intense competition, geopolitical economics and supply chain risk	<ul style="list-style-type: none"> <li>Broad partnership programmes supported by multi-skilled professionals</li> </ul>
<b>Industry Technology Adoption</b> Cautious and phased organisation digitalisation transformation	<ul style="list-style-type: none"> <li>Co-create use cases with customers aligned to their business aspirations</li> </ul>

### GROWTH OPPORTUNITIES

Opportunities	Our Approach
<b>Enterprise 5G</b> Fostering innovation and industry advancement through technology integration	<ul style="list-style-type: none"> <li>Leading the deployment of Enterprise Private 5G in the country and the region</li> <li>Launched TM One Sandbox to complement TM One 5G Sphere Programme which accelerates industry use case development, prototyping and adoption</li> </ul>
<b>Digitalisation</b> Accelerate organisation and service transformation for enhanced operational performance, customer service excellence and business expansion	<ul style="list-style-type: none"> <li>Entered into strategic partnership to drive Smart Cities, Smart Healthcare, Smart Agriculture and Smart Industries</li> <li>TM Cloud Alpha as the preferred local hyperscaled sovereign public cloud for Government and enterprise</li> </ul>



## AWARDS & RECOGNITION

### Awards

1. Cyber Security National Award
2. Top Managed Security Service Provider (MSSP) for South East Asia and Hong Kong (SEAHK) 2022
3. Cloud Solution Provider of the Year 2023
4. Cyber security – Top Telco Partner in Southeast Asia 2023
5. CCAM Industry Excellence Awards 2023 (Individual & Corporate Category)
6. Contact Center Asia Pacific Awards 2023
7. Global Business Services Asia Awards
8. National Building Digital Award 2023
9. Best Enterprise Telco award
10. Managed Services Partner of the Year 2023

### From

Frost & Sullivan, Cyber Security Malaysia  
 Fortinet Award  
  
 Dell Award  
 Barracuda Networks  
 Customer Contact Association Malaysia (CCAM)  
 Contact Center Asia Pacific  
 Global Business Malaysia (GBS)  
 Chartered Institute of Digital Economy  
 PC.com Awards 2023  
 Cisco Partner Summit 2023

## OUTLOOK

### Short-Term

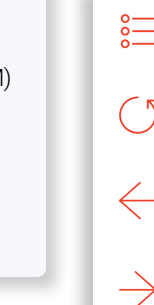
In the next one to three years, TM One is set to solidify its role as a pivotal enabler and strategic partner in Malaysia's Digital Nation and National Economic programmes. Our focus will be on driving economic growth, technological advancement and talent development across various industry verticals, business segments and the Government sector.

We are committed to spearheading the creation and adoption of Enterprise 5G use cases, aiming to revolutionise business services and operations in collaboration with our partners. Additionally, we plan to expand our product and solution offerings, particularly in AI and cyber security domains. Several MoUs and MoCs across a range of connectivity, business solutions and digital projects are in the pipeline, poised to deliver impactful results in the near future.

### Medium to Long-Term

Looking ahead, as TM aspires to become a Digital Powerhouse by 2030, TM One envisions being a leading platform provider that will empower seamless business interactions and transactions with insights and intelligence that will drive the organisation's NEXT advantage.

Our commitment to service excellence will be underpinned by a focus on cyber security, AI, automation and leading practices, utilising the latest in technology solutions. Expanded partnerships with top global and regional local companies, as well as collaborations with start-ups, will be crucial in driving agility and scalability in our vertical-specific solutions.







# Credence – Empowering Malaysia’s Economy through Transformational Solutions

Credence, a pivotal subsidiary of TM, stands at the forefront of digital and cloud services, guiding enterprises, the public sector and the Government through the complexities of the technology landscape.

As a Digital Transformation partner that provides comprehensive solutions from infrastructure setup to Agnostic Cloud strategies, IT Migration, SaaS, Managed Services, Business Analytics and Data Insights, Credence unlocks unparalleled value for customers and stakeholders alike, marking a significant leap towards a future-ready, digitally empowered Malaysia.

## FROM INFRASTRUCTURE TO INSIGHTS: HOW WE SUPPORT OUR CUSTOMERS



### OPTIMISING CUSTOMERS' BUSINESS OPERATIONS

By deploying Malaysia’s only sovereign cloud service provider (CSP) under Government’s MyDigital, offering professional advisory, consultancy services and managed services for cloud migration.



### REDEFINING CUSTOMERS' PRODUCTS/SERVICES

Utilising the best suited solutions and expertise to enhance customers' product propositions and performance



### FACILITATE ENGAGEMENTS WITH CUSTOMERS/END USERS

Providing cutting-edge data insights and AI-enabled solutions to establish enterprise-wide data platforms and foster data-centric applications to enable impactful decision-making



### EMPOWERING YOUR WORKFORCE

Facilitating human resource management via digital means and talent enhancement



#### Credence's Partnership Ecosystem:



#### ACHIEVEMENTS IN 2023

- Increased TM's Cloud customer base by 20%
- Developed a local strategic MSP with ServiceNow, a global software leader that provides a cloud-based, AI-driven platform for automating multiple management workflows in enterprises
- Introduced Darwinbox, a cloud-based integrated HR platform, rated as the Best Rated Solution by customers in Gartner's Peer Insights platform (4.8/5 rating)
- Supported the Ministries of Economy and Education, ensuring robust, scalable IT setups to manage significant online traffic, achieving more than 15 million hits
- Supported the transport infrastructure and broadcasting industries such as KTM, PLUS and RTM with strategic and operational insights to tackle their big data challenges and meet their data governance requirements
- Deployed Business Insights, Network Analytics & Service Excellence with TM to enhance customer service experience
- Capability building of Credence resources: Full Stack Software Developer capabilities, Development Operations capabilities, ServiceNow SaaS Developer capabilities, thus, decreasing external consultant footprint, starting with internal projects across 14 platforms/systems



#### CERTIFICATIONS

- ISO/IEC 27001:2013 Information Security Management System (ISMS) for Microsoft Azure Stack (MAS), Cloud Alpha Edge (CAE) and Virtual Private Cloud (VPC) VMWare
- ISO 22301:2019 Business Continuity Management System (BCMS) for Virtual Private Cloud (tGrid), CAE and MAS
- Payment Card Industry Data Security Standard for Microsoft Azure Stack (MAS), CAE and VPC VMWare
- ISO/IEC 27017:2015 (Cloud Security)
- ISO/IEC 27018 (Personally identifiable information data protection in Cloud)
- ISO 27701 (Privacy Information Management)



## Our Business

In 2023, TM Global continued its transformative journey, through the expansion of digital infrastructure and the development of platform-based digital solutions. We championed digital inclusion in Malaysia, successfully deploying 5G infrastructure and expanding high-speed broadband nationwide. This pivotal move not only propelled technology forward but also effectively bridged the digital divide, fostering stronger connections within communities now more than ever before.

Amidst the regulatory challenges, we navigated the impacts by offering value-added solutions, enhancing service quality and customer experience to service providers. Internationally, our expansion continued with strategic deployments of submarine cables and data centres, while also breaking new ground in platform play through edge gaming as well as content ecosystems with key industry players. These efforts firmly positioned TM Global at the vanguard of addressing global digital demands, underscoring our commitment to innovation and connectivity in an ever-evolving digital landscape.

### WHAT WE DO

At TM Global, we are at the forefront of digital infrastructure development, serving as the enabler for service providers both in Malaysia and around the world. Our comprehensive range of wholesale data, connectivity and digital platform solutions have positioned us as a key player in driving digital inclusion as well as empowering communities with advanced technology.

In Malaysia, TM Global is the backbone of the nation's digital infrastructure. Our commitment to digital inclusion is evident in our extensive network and initiatives. We have been instrumental in the deployment of 5G backhaul sites across the country, significantly contributing to the Government's target for widespread digital coverage. Additionally, our advocacy for infrastructure sharing has enhanced Malaysia's digital capabilities, ensuring that high-speed broadband is accessible nationwide.

On the international front, TM Global is expanding Malaysia's digital footprint and forging strategic partnerships with global service providers to position Malaysia as a digital hub for the ASEAN region. Our participation in the Asia Link Cable System Consortium is a strategic move to cater to the increasing bandwidth demands across ASEAN and North Asia. Moving on to elevate our platform play initiatives and service portfolio for adjacent businesses, we have established a strategic partnership with a global carrier to jointly develop MEC.

We have also intensified our efforts to strengthen our global brand presence through multi-channel branding activities including targeted digital marketing campaigns, knowledge sharing by subject matter experts in major global events and renowned industry publications.



## Bridging Malaysia to a Hyperconnected World

### CREATING STAKEHOLDER VALUE

#### Stakeholder Expectations → How We Deliver Value

##### Customers

Robust, reliable, yet affordable domestic and global digital connectivity with customised solutions

- **Enhanced Connectivity:** Upgraded domestic digital experience with 5G fibreisation, edge facilities and expanded HSBA network
- **Tailored Solutions:** Provided customised solutions to meet dynamic customer needs
- **Strategic Partnerships:** Leveraged global network reach and partners' expertise for mutual value creation

##### Shareholders & Investors

Sustained profitability, adaptability to market changes and cost-efficient operations

- **Profitable Growth:** Achieved substantial EBIT growth focusing on higher-margin solutions
- **Market Adaptability:** Enabled innovative solutions beyond conventional connectivity
- **Cost Efficiency:** Expanded global partnerships for greater cost efficiency and market responsiveness

##### Government & Regulators

Supporting national initiatives through resilient digital infrastructure and affordable connectivity

- **Infrastructure Deployment:** Extensive network infrastructures with over 720,000 km of fibre optic and edge data centres
- **Affordable Connectivity:** Collaborated with domestic service providers and local councils for cost-effective solutions, driving national digital growth

## OUR IMPACT & REACH

>5,000

5G Backhaul Sites

59

Distributed Radio Access Network (DRAN) Sites in Putrajaya

>720,000 km

of Domestic Fibre Optic Cable

>150

fibre optic network hubs connecting schools in Sarawak

35

submarine cables worldwide

## KEY FOCUS AREAS & RESULTS

### 1 Trusted Wholesale Infrastructure Provider

#### What We Did in 2023

**National Digital Transformation:** Supported the national digital transformation agenda through fiberisation nationwide

**Bridging Digital Divide:** Bridged the urban-rural digital divide and improved Internet infrastructure

**Regional Network Development:** Built regional networks for low-latency data computation nationally



#### Results

**5G Backhaul Site Fiberisation:** Fiberised more than 5,000 5G backhaul sites nationwide

**Appointed Partner:** Deployment of more than 150 fibre optic network hubs connecting schools in Sarawak

**TMiX Utilisation:** Increased TMiX peering utilisation by 90% against the 2022 record

**Edge Facilities Utilisation:** Increased edge facilities utilisation by more than 40% nationwide

### 2 Positioning Malaysia as Digital Hub

#### What We Did in 2023

**Submarine Cable System Initiative:** Enticed a new submarine cable system to land in Malaysia

**International Data Solutions:** Secured long-term data solutions businesses with global hyperscalers

**Content Delivery Network (CDN) Business Expansion:** Expanded the CDN business and moved up the value chain into platform play

**FBO License Acquisition:** Acquired a Facilities-Based Operator (FBO) license through TM Singapore



#### Results

**Asia Link Cable Consortium Participation:** Induced bandwidth transactions between Malaysia and other regions

**Hyperscaler Business Expansion:** Attracted 12 hyperscalers to expand business within Malaysia

**Global CDN Reach:** Deployed over 100 CDN nodes across regions, improving global reach

**Enhanced Enterprise Market Services:** Improved cost efficiencies and expanded service offerings for enterprise market between Malaysia and Singapore

### 3 Enhancing the Customer Experience

#### What We Did in 2023

**Customer Journey Improvement:** Improved overall end-to-end customer journeys for domestic and global customers



#### Results

**Customer Satisfaction & Recognition:** Maintained a steady NPS rating of 46, received recognition at various regional and international telecom award events



## Our Business

### PERFORMANCE HIGHLIGHTS

#### Financial

Revenue:  
**RM3,098.5** million  
(2022: RM2,851.8 million)  
**8.7%**  
increase



#### Non-Financial

**Total Customers Worldwide**  
**809**  
(2022: 734)



**Domestic:**  
**179**  
(2022: 163)



**International:**  
**630**  
(2022: 571)



### KEY RISKS & CHALLENGES

#### Risks & Challenges

##### Pricing Structure Revision

Changes in domestic pricing due to regulatory exercises

##### Geopolitical Tensions

Risks arising from geopolitical conflicts between global economic powerhouses

##### Data Centre Competition

Intense competition in the data centre sector and rising demand for low-latency applications

##### Connectivity Commoditisation

The challenge of connectivity services becoming undifferentiated and commoditised

#### Mitigation Strategies

- Provide value-added services to service providers to improve customer experience
- Monitor geopolitical movements and ensure compliance with revised frameworks in invested countries
- Proactively evaluate solutions with customers and partners to mitigate geopolitical threats
- Ongoing expansion of data centre capabilities, focusing on customer-led demands, especially in Klang Valley and Johor
- Expand TM's data centre presence through edge facilities nationwide
- Diversify from core connectivity into adjacent businesses such as edge computing and edge gaming
- Offer comprehensive one-stop connectivity solutions to optimise value for customers

### GROWTH OPPORTUNITIES

#### Opportunities

##### Domestic Market Expansion

Enhancing digital infrastructure solutions for domestic market growth

##### International Market Focus

Capturing growing opportunities in digital lifestyle and edge expansion globally

##### Adoption of AI Technology

Leveraging AI to enhance internal operational efficiency and optimise business opportunities

#### Our Approach

- Expand 5G infrastructure, edge network and broadband access coverage nationwide
- Leverage partner expertise for edge, CDN and gaming solutions
- Expand submarine cable capacity and reach for increased inter-regional connectivity
- Focus on platform play solutions for gaming and eSports to enhance the edge business portfolio
- Develop agnostic digital platforms for diverse use cases through technology partnerships



## AWARDS & RECOGNITION

### Awards

1. Asian Telecom Awards 2023 – Telecom Company of the Year – Malaysia
2. Asian Telecom Awards 2023 – Wholesale Company Initiative of the Year – Malaysia
3. W.Media Asia Pacific Cloud and Data Centre Awards 2023, winner under Project – Delivering the Edge category (Southeast Asia)
4. CC Global Awards under Asia Regional Operator of the Year category (Shortlisted)
5. CC Global Awards under Best New Market Entrant category (Shortlisted)
6. CC Global Awards under Customer Experience Excellence category (Shortlisted)
7. Global Carrier Awards under Best Asia-Pacific Carrier category (Shortlisted)
8. Global Carrier Awards under Best Global Carrier Data category (Shortlisted)
9. T-Systems Approved Zero Outage Supplier – 2023

### From

Asian Telecom  
 Asian Telecom  
 W.Media  
  
 Carrier Community  
 Carrier Community  
 Carrier Community  
 Capacity Media  
 Capacity Media  
 Deutsche Telekom Technik GmbH

## OUTLOOK

### Short-Term

In the immediate future, TM Global is set to amplify its role as a key digital infrastructure enabler, focusing on delivering value-driven and customised solutions, bolstered by a robust domestic and international partnership ecosystem.

Domestically, our strategy is to propel digital inclusion by expanding 5G network infrastructure, high-speed broadband access coverage and edge capabilities nationwide. We aim to enhance the nation's digital ecosystem by upgrading our data centre capabilities, catering to the growing demand for immersive content utilisation by service providers. Collaborations with industry stakeholders, including our subsidiaries, will be pivotal in enabling digital platform offerings and realising the Digital Malaysia aspiration.

Internationally, our efforts are geared towards establishing Malaysia as a regional digital hub by strengthening our core infrastructure as well as diversifying into edge and platform play services. These include investments in submarine cable systems and data centres as well as forming partnerships for CDN and edge services.

### Medium to Long-Term

Looking further ahead, TM Global will focus on increasing business resilience by aligning our leading-edge infrastructure offerings with the dynamic domestic and international market needs. We will continue to develop a comprehensive 5G network ecosystem, encompassing backhaul, edge, data centres, broadband access as well as platform play, to support the evolving 5G applications and use cases for service providers.

Our vision includes reinforcing Malaysia's position as a regional hub by fortifying our core global networks and delivering disruptive innovation solutions, especially in edge as well as digital play offerings. The adoption of cutting-edge technologies like AI and blockchain will be key in enhancing our operational efficiency as well as customer experience.

Our overarching goal is to elevate our standing through inventive solutions that meet market demands and ensure exceptional customer experiences. As we aspire to become a leading regional digital platform provider, we are committed to exploring state-of-the-art applications to drive digital expansion both locally and regionally.

