

ARTICLE:

EMPOWERING THE NEXT GENERATION THROUGH EDUCATION AND DIGITAL INCLUSION

As we advance our aspiration to become a Digital Powerhouse by 2030 (PWR 2030), we recognise that long-term success depends on our ability to build, sustain and renew human capital at scale. In an increasingly AI-driven global economy, we have adopted a deliberate and long-term approach to talent development through the strategic collaboration between Yayasan TM (YTM) and Multimedia University (MMU).

This integrated "cradle-to-career" talent pipeline strengthens capability development across multiple life stages, from early digital exposure to workforce readiness, while ensuring that individuals from diverse socio-economic backgrounds are able to participate meaningfully in the digital economy. The approach reflects our belief that resilient organisations are built alongside resilient communities.

BUILDING FOUNDATIONAL DIGITAL CAPABILITIES

Talent development begins at the foundational level through YTM's focus on STEM education and innovation. The TM Future Skills (TMFS) programme represents a cornerstone of this effort. From an initial pilot involving three (3) schools, the programme has expanded to 35 schools nationwide under the Sekolah Angkat MADANI initiative, encompassing 19 secondary schools and 16 primary schools across multiple states.

Through TMFS, more than 22,000 students and over 2,500 teachers have been exposed to applied learning in robotics, programming, coding and data analytics. By embedding exposure at a formative stage, the programme supports the development of curiosity, confidence and foundational digital skills that influence long-term learning and career trajectories.

Inclusivity is embedded within programme design. Through the Robocode initiative, we supported special needs students across 15 schools in Terengganu, Pahang and Kedah with customised learning modules and sustained mentoring. These interventions enabled participants to build technical confidence and teamwork skills, culminating in their participation in structured robotics challenges.

Complementing this, the Young Techno Maker initiative equipped 20 schools with 3D printers and Internet of Things (IoT) kits. Supported by industry-led coaching, students progressed from conceptual learning to hands-on prototyping, strengthening creativity, critical thinking and problem-solving capabilities increasingly valued in the digital economy.

EXPANDING ACCESS THROUGH SCHOLARSHIPS AND FINANCIAL ASSISTANCE

We recognise that access to education plays a critical role in shaping long-term capability development. Accordingly, we ensure that financial constraints do not hinder academic progression, particularly for students from B40 and underserved backgrounds. Through Yayasan TM (YTM) and Yayasan Universiti Multimedia (YUM), we administer a suite of scholarships and financial assistance programmes that support access, continuity and progression across education pathways.

Since its establishment, Yayasan TM has awarded more than 19,000 scholarships with a cumulative value exceeding RM650 million, supporting students across secondary and tertiary education. At the secondary level, the Young Leaders Scholarship provides one-off financial assistance to high-performing Form Four and Form Five students from B40 families in SBP, MRSM and public schools, helping students remain focused on their studies during critical examination years.

At the tertiary level, YTM's Future Leaders' Scholarship (FLS) supports high-achieving students pursuing studies at leading local and international universities. Beyond financial sponsorship, FLS incorporates structured leadership development, mentoring and professional exposure, strengthening graduate readiness and long-term employability in technology-driven fields.

Complementing this, Yayasan Universiti Multimedia (YUM) provides financial assistance to B40 students enrolled at Multimedia University (MMU). This support enables deserving students to pursue industry-relevant programmes, particularly in engineering, digital and artificial intelligence disciplines without financial barriers, reinforcing MMU's role as an inclusive talent incubator within our broader ecosystem.

Together, these initiatives support continuity in education, widen participation in high-demand disciplines and strengthen the sustainability of the digital talent pipeline.

STRENGTHENING AI AND DIGITAL TALENT THROUGH MMU

MMU plays a central role in advancing TM's digital and AI capability agenda. To respond to evolving industry demands, MMU has undertaken a strategic academic transformation with the establishment of the Faculty of Artificial Intelligence and Engineering (FAIE), replacing the traditional Faculty of Engineering.

FAIE offers specialised programmes such as the Bachelor of Science (Hons) in Applied Artificial Intelligence and Intelligent Robotics, integrating engineering fundamentals with applied AI use cases across sectors including smart healthcare, autonomous mobility and precision agriculture.

The academic ecosystem is further enhanced through the MMU AI Lab, developed in collaboration with industry partners such as ZTE and Intel. Equipped with industry-grade infrastructure, including the ZTE AiCube full-stack AI platform, the lab supports applied learning in generative AI, computer vision and cybersecurity—strengthening practical competencies and real-world problem-solving capabilities.

SUPPORTING TECHNICAL TALENT THROUGH TVET PATHWAYS

Recognising the importance of technical and vocational talent in supporting digital infrastructure and services, we have adopted a multi pathway approach to workforce development. This includes national TVET collaborations alongside Higher Technical and Vocational Education and Training (HTVET) delivery through Multimedia University (MMU), strengthening technical capability across multiple entry points.

Through the TVET MADANI initiative, we sponsor students in digital and fibre optic short courses, upgrade technical laboratories at selected institutions and enhances curriculum in areas such as Big Data, Cloud Computing, cybersecurity and fibre network deployment. These initiatives are expected to support 300–400 TVET graduates annually, with us facilitating employment opportunities across our business ecosystem.

Complementing this, MMU delivers industry oriented HTVET pathways that bridge academic learning with applied workforce deployment, particularly in digital and fibre related disciplines critical to TM's operations. MMU's HTVET programmes integrate certificate, diploma and degree level offerings with industry endorsed curriculum and professional certifications.

Collectively, these pathways strengthen job readiness by combining technical training with exposure to real world operational environments, enabling smoother transitions into technical and specialist roles within TM's ecosystem and its extensive contractor and vendor network.

ENABLING A FUTURE-READY WORKFORCE

At the organisational level, we ensure workforce readiness by systematically identifying priority skills and future competencies, integrating emerging technologies such as Artificial Intelligence and Cloud Analytics into learning and development frameworks to support the Group's PWR 2030 transformation.

Further enhancing skills development, we introduced the Talent Marketplace Platform, a centralised digital talent inventory designed to improve visibility of critical skills across the organisation. The platform enables talent-to-project matching by aligning individual capabilities with growth opportunities, supporting agile deployment of skills while broadening employee exposure to cross-functional and strategic initiatives. To date, 3,534 digital-competent talents have been successfully onboarded onto the Talent Marketplace, strengthening workforce mobility and accelerating skills application across the Group.

To strengthen leadership depth and succession continuity, we invest in a suite of Top Talent Development Programmes, including LEAD, ASPIRE and CATALYST, which are designed to prepare high-potential talents for strategic and leadership roles across the Group. Collectively, these programmes have developed 736 TM talents, strengthening leadership readiness and building a robust internal pipeline to support long-term organisational needs.

ASPIRE, a tailored development programme focused on nurturing high-potential women talents, provides structured development through leadership training, experiential learning, coaching, mentoring and sponsor engagement. Since its inception in 2023, 90 women employees have participated in ASPIRE, with 60 participants completing the programme in 2025. Of those who completed the programme, 11% progressed into senior management roles, contributing to stronger leadership continuity and increased representation of women within senior leadership positions.

Together, these initiatives enhance workforce agility, strengthen leadership succession and ensure that skills are not only developed but effectively deployed—reinforcing organisational resilience and positioning us to execute our long-term strategic ambitions.

OUTLOOK: SUSTAINING LONG-TERM HUMAN CAPITAL VALUE

TM's education and talent initiatives reflect a long-term commitment to capability building and access across the talent lifecycle. By strengthening early exposure, widening pathways to higher education, expanding AI-ready infrastructure and supporting continuous workforce development, we are cultivating a self-reinforcing digital talent ecosystem.

Ultimately, this approach extends beyond workforce development. It reflects our commitment to creating enduring value, supporting individuals, strengthening institutions and ensuring the Group remains resilient, competitive and future-ready as we progresses towards its aspiration of becoming a Digital Powerhouse by 2030.