

PROCESS EXCELLENCE

Sustainable Development Goals



PROCESS EXCELLENCE

FOCUS AREAS

Procurement and Supplier Management



We manage our relationships with our suppliers in an ethical and cost-effective manner while supporting local businesses as much as possible.

Customer Satisfaction



We ensure our customers are satisfied, as it is critical to our business success.

Digitalization



We cultivate a data-driven culture to deliver digital processes that bring about greater cost and operational efficiencies.

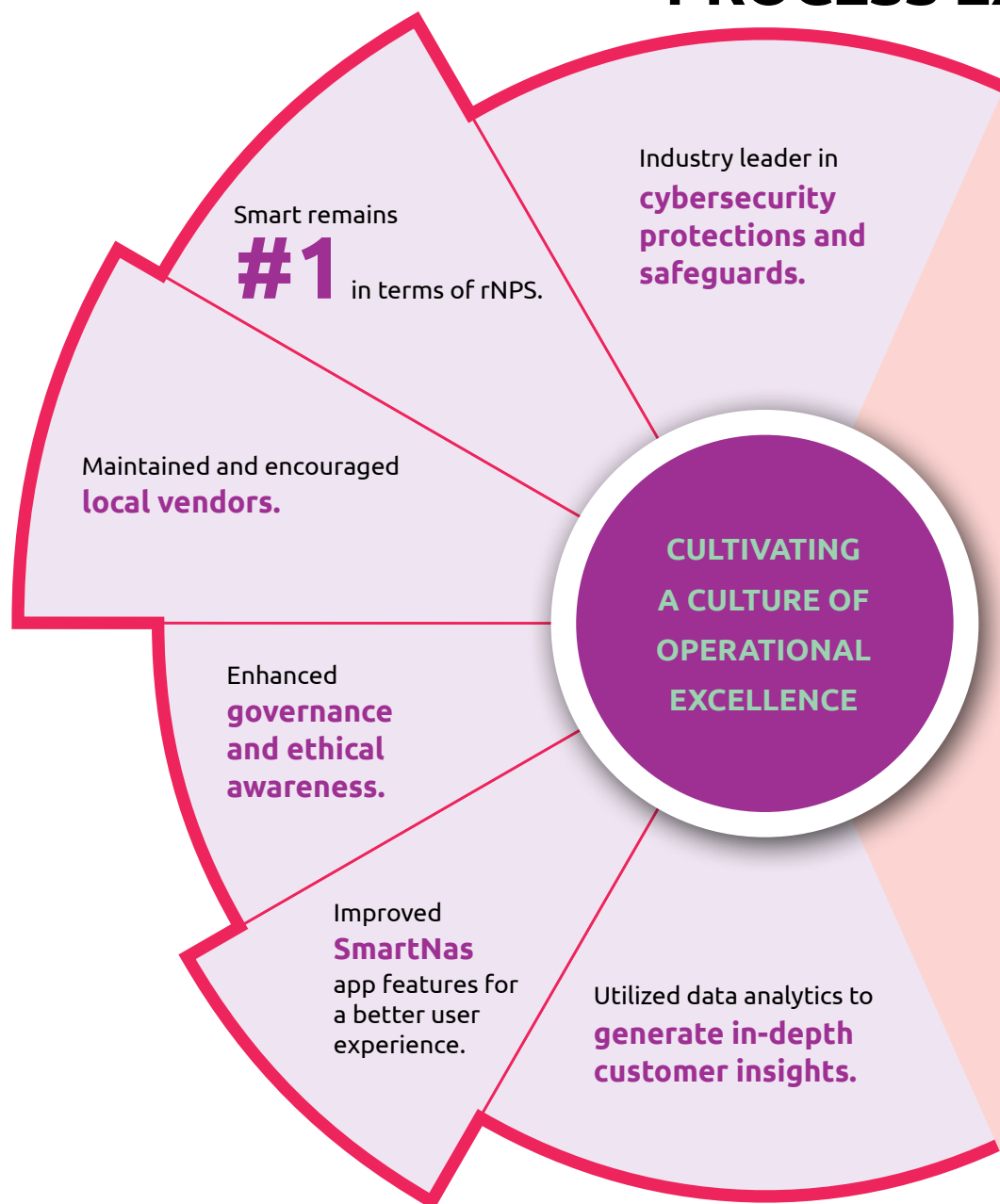
Business Continuity



We are proactive in building business resilience to ensure uninterrupted business operations and continuity.

Establishing a strong brand and image requires several key components that are impactful. We believe in building trust and good relationships with our stakeholders such as customers, dealers and suppliers. Above all, we uphold integrity in all our activities and stay committed to delivering excellence through digitalization.

PROCESS EXCELLENCE

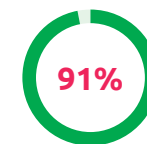


PROCUREMENT AND SUPPLIER MANAGEMENT

Number of Local Suppliers

234 local suppliers which is equivalent to **67%** of our total suppliers.

Supplier Code of Conduct



297 of our vendors **signed the Supplier Code of Conduct**.



CUSTOMER SATISFACTION

SmartNas App Updated and Enhanced



Focus on **customer transactions** and **account management**.



Improved **charging history** and **top up history**.



Enhanced **top up experience**.

Improved Customer Service



Upgraded **billing system**.



Language preference for all customer interaction channels.



Unified **customer service experience**.

PROCESS EXCELLENCE

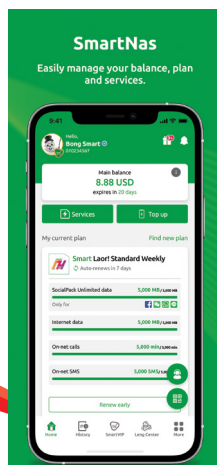


CUSTOMER SATISFACTION (CONT.)

Festive Season/Holiday Campaigns



Prizes for **customer engagement** during Chinese New Year, Vea Ka'om, Bos Bay Ben, Oum Touk and New Year.



DIGITALIZATION

e-Business Platform



The e-Business Platform was developed by our vendor to **reduce manual work** and **introduce paperless documentation** to speed up the processes involved in purchasing and billing for **suppliers' equipment and services**.

Strong Commitment to Data Privacy and Protection



Implemented **data privacy policy** and **privacy notices**.



Adopted the **National Institute of Standards and Technology (NIST) framework** and in the process of obtaining **ISO 27001 certification**.



Training for new employees and refresher training for existing employees and vendors.



Enhancing security control level with the implementation of **Minimum Baseline Security Standard (MBSS 2.0)**.



BUSINESS CONTINUITY

Established Board Risk Management and Compliance Committee (BRCC) & Risk Management and Compliance Committee (RMCC)



The committee's responsibility is to ensure that Smart Axiata:

- ▶ upholds the highest standard of conduct and acts lawfully and ethically.
- ▶ has robust and effective systematic risk management in place with respect to cybersecurity, AML, bribery and corruption and data privacy.
- ▶ responds effectively and promptly to business disruptions, such as disasters and incidents, with the ultimate goal of keeping customers connected.

Established Gift, Donation and Sponsorship Committee (GDSC)



The committee oversees both incoming and outgoing gifts, donations, sponsorships and CSR transactions.

IMPACT STORY

Developing Stronger Working Relationships with Our Vendors

In 2021, Smart Axiata introduced a system to enhance and speed up the procurement and payment process when purchasing equipment and services.

The **control and tracking** of the **Bill of Quantities (BoQ)**



Review and approval of **Proof of Delivery (PoD)**



Jointly **developed e-business platform** with vendors that has **eliminated manual work and paper documentation** by moving a range of processes online



Ability to **view payment status online** and to **extract purchase order** and **billing reports**



The **implementation of the e-business platform** has greatly improved turnaround times and helped with online document archiving, Cloud data storage and other benefits

