

# ABOUT AXIATA GROUP

As a regional mobile telecommunications and digital conglomerate, Axiata Group is in a prime position to empower entire societies across our footprint of 11 countries in ASEAN and South Asia to seize the opportunities of the digital age. Our role is integral in helping Consumers, Homes and Enterprises navigate the new normal towards a more sustainable future. We have developed differentiated and segmented offerings across our three core businesses of Digital Telcos, Digital Businesses and Infrastructure based on our deep insights into our customers' needs.



## Digital Telcos



Our Digital Telcos are leveraging the digital ecosystem to provide differentiated and segmented digital products and solutions for Consumers, Homes and Enterprises. They are answering Consumers' need for unlimited and nomadic digital mobility, providing digital and technological convergence solutions as Homes shift to become the new centre of gravity, and enabling Enterprises to digitally transform in their quest to drive their growth.

## Digital Businesses



Our full spectrum fintech player in Malaysia, with a growing presence in the Indonesia market, is helping grow the digital economy by advancing digital and financial inclusion for micro-SMEs via fully digitized financing, payments and insurance based on rich transaction data.



Our Data and Artificial Intelligence company designs and executes integrated digital, analytics, marketing and eCommerce solutions, and is helping brands drive their digital and data maturity towards achieving their business goals.

## Infrastructure



As at the end of 2021, edotco is the 7th largest TowerCo globally. Named the "2021 Asia Pacific Telecoms Tower Company of the Year" by Frost & Sullivan for the fifth consecutive year, it is acknowledged by Credit Suisse as one of three Malaysia-based ASEAN unicorns.

edotco is championing regional connectivity and bridging the digital divide in eight countries through next generation technology to provide seamless connectivity and contributing to the climate change agenda through green tower designs and renewable energy use.

# WE ARE SMART AXIATA

Smart Axiata Co., Ltd. is part of Axiata Group Berhad, one of the largest telecommunications groups in Asia and leads Cambodia's mobile technology advancement.

Sustainability is central to Smart's business decision making and activities, enabling us to keep creating long-term positive impacts for our planet, our community and our business. Guided by our robust Sustainability Framework and that of Axiata Group, we will continue to create value and contribute towards a sustainable future for all, ensuring no one is left behind.

## VISION

To be the **#1** and most loved communication tech brand in Cambodia by 2022.

## MISSION

We Connect.  
We Make Lives Better.

## VALUES

We are **open and honest** (UI).  
We **win big, as a team** (EP).  
We are **courageous**.  
We are **passionate**.  
We are **attentive to details** to achieve simplicity.



## AWARDS AND RECOGNITION



**Frost & Sullivan  
Asia Pacific  
Best Practices  
Awards 2021**

- The Cambodian Mobile Service Industry Excellence in Best Practices
- The Cambodian Mobile Data Industry Excellence in Best Practices

### Global Banking and Finance Review 2021

- Best CSR Company Cambodia 2021
- Best Telecommunication Company Cambodia 2021
- Leading Company in Building Community Resilience Cambodia 2021