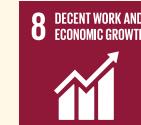




# BEYOND SHORT-TERM PROFITS

## Sustainable Development Goals



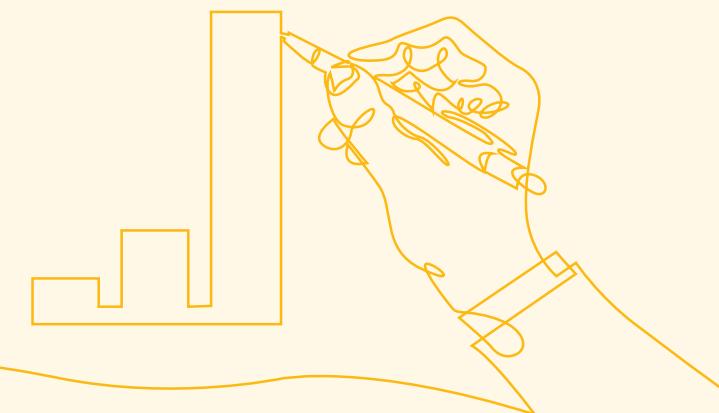
8 DECENT WORK AND  
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



17 PARTNERSHIPS  
FOR THE GOALS



# BEYOND SHORT-TERM PROFITS

## FOCUS AREAS



Providing funds to digital startups and contributing to organizations that support local technopreneurs to boost the local economy.



Contributing to the economy through significant investments in advanced network infrastructure and, therefore, supporting the needs of a developing nation.



Ensuring sufficient coverage through additional base stations as we strive to expand access to affordable digital services.

As a leading mobile network provider, we seek to create value for our stakeholders and the community in which we serve. Through our business activities, products and services, we help the community to thrive and leave long-lasting positive impacts by contributing to the local economy, investing in infrastructure and promoting digital inclusion.

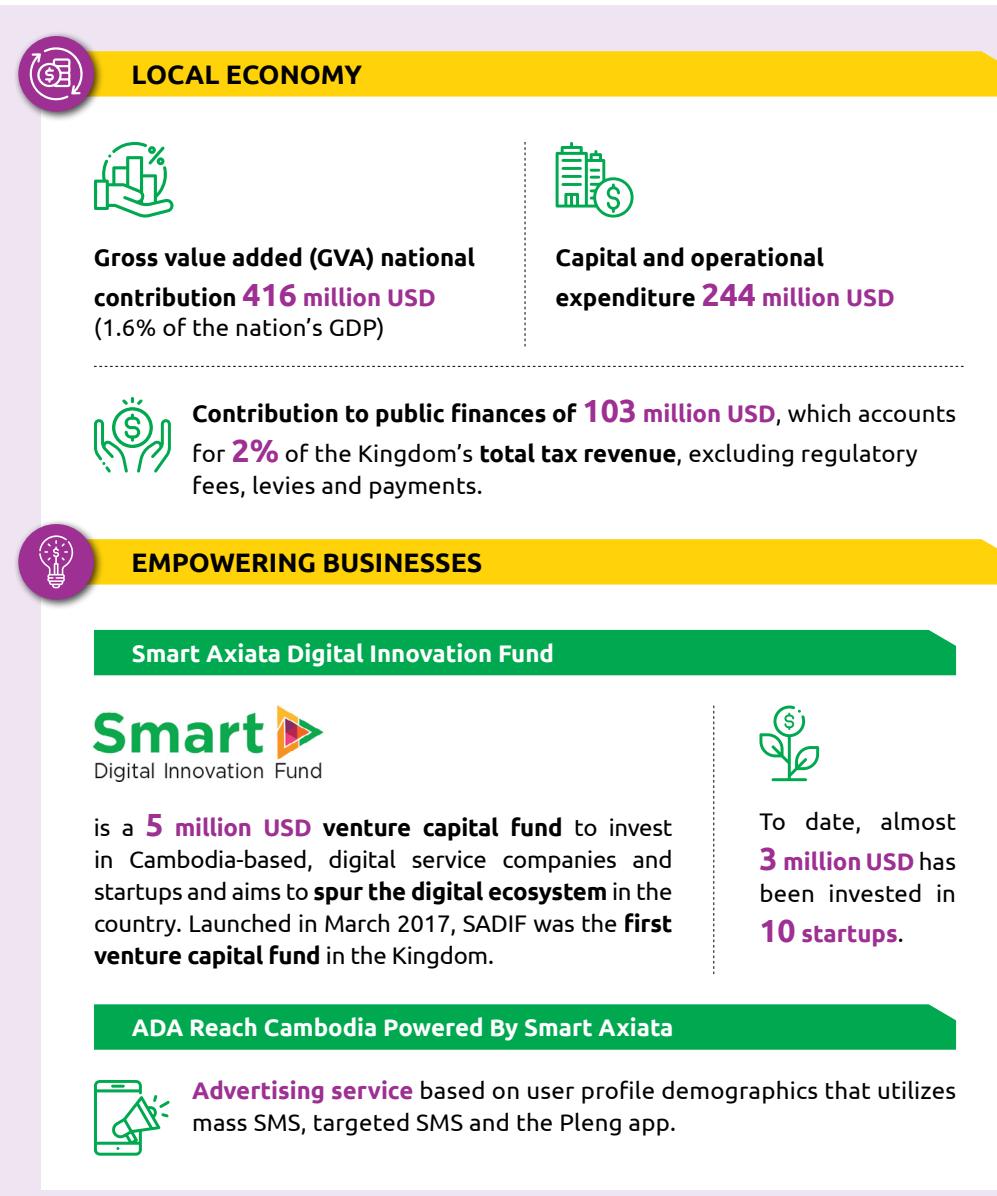
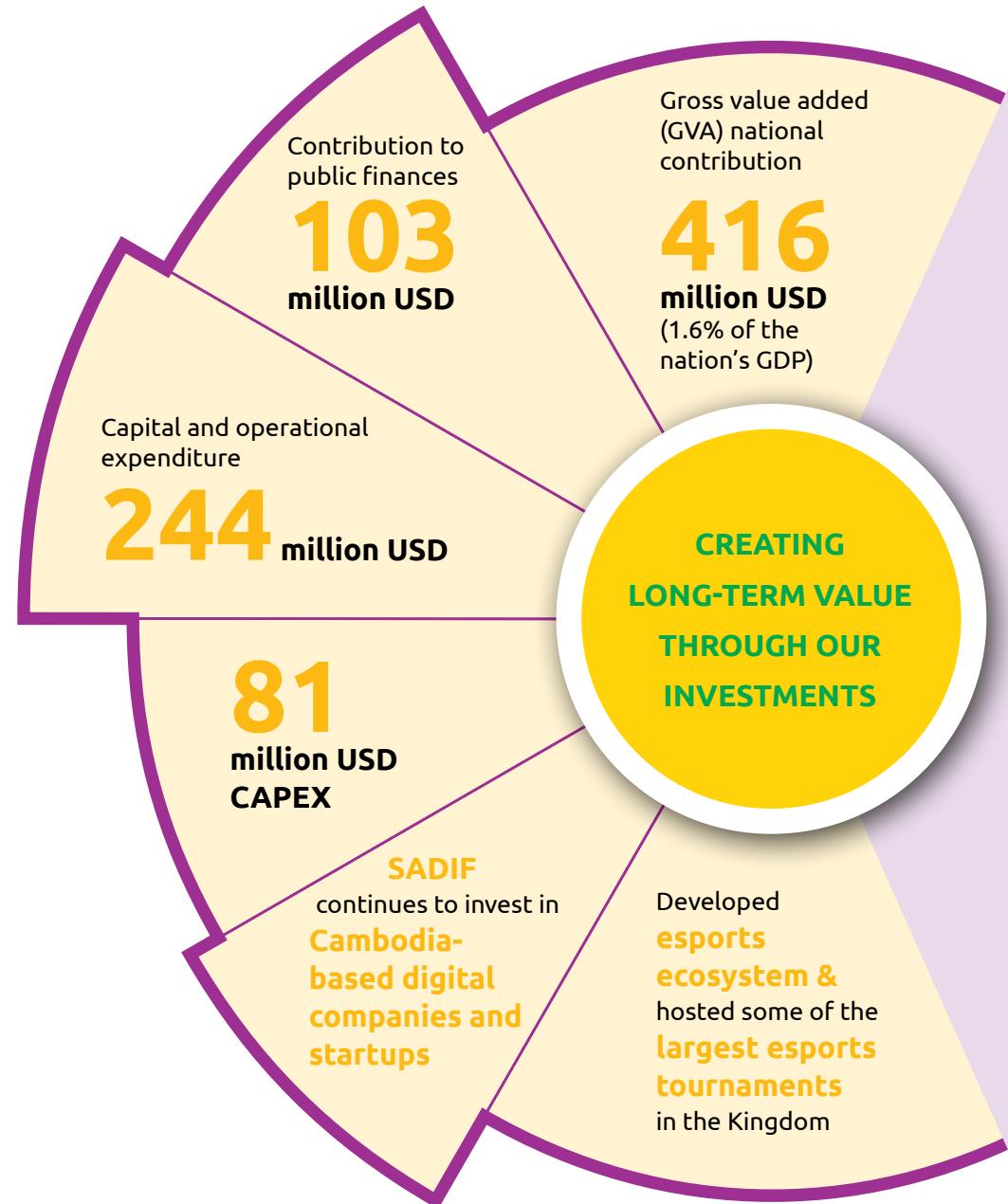
Local Economy

Investment in Infrastructure

Digital Inclusion



# BEYOND SHORT-TERM PROFITS

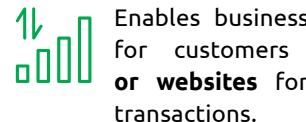


# BEYOND SHORT-TERM PROFITS



## EMPOWERING BUSINESSES (CONT.)

### Smart Sponsored Data



Enables businesses to **sponsor data usage** for customers using their **applications or websites** for worry-free browsing and transactions.



Helps **improve the market presence** of the business and **reduce consumer data expenses**.



Currently used by **three popular local online businesses**: Nham24, LMCAR and True Money.



## INVESTMENT IN INFRASTRUCTURE



### Network coverage (number of base stations)

2G		3,211 sites
3G *		1,962 sites
4G		3,255 sites

\* 3G upgraded to 4G sites for better data experience for our customers.



### Network coverage (by population)

2G		99.6%
3G		63.5%
4G		95.7%



**2%** of total annual service revenue contributed to **Universal Service Obligation Fund** to bridge the digital divide.



**385** newly **4G coverage sites** across **21 provinces**.



**1%** of total annual service revenue is contributed to the **Capacity Building Research and Development Fund** to develop **ICT resources**.



Improved **4G network quality of service** at **747 sites** (1,084 sectors) **across 24 provinces**.



All new locations are fully equipped with **LTE technology**.

# BEYOND SHORT-TERM PROFITS



## DIGITAL INCLUSION

### Affordability



We **prioritize the needs** of our customers at all times and **celebrated the most meaningful times** of the year by rewarding them with chances to **win prizes and airtime bonuses**, as well as **discounts and promotions**.



**Organized campaigns** to make it affordable to **get and stay connected**, such as offering SIM card discounts, data top up promotions and device trade-in programs.



During the pandemic, we **provided free calls and data** for a period of **25 days** for subscribers to stay connected with family and friends.

### Development of E-Sports in the Kingdom



By enabling digital payments under the SmartPay umbrella, subscribers can use their Smart main balance to buy digital content from Google Play, the App Store and other merchants, including Razer. SmartPay also seamlessly links subscribers to the e-sports ecosystem, where they can purchase game vouchers via SmartNas.



Established **partnerships with Technineir and DirexPlay**, allowing subscribers **access to new games**, such as Smart Game Hero Season 2, and tournaments in the Leng Arena.



Launched the **third season of the regional Axiata Game Hero**, a PUBG Mobile tournament organized by Axiata featuring teams from all around Asia.



# IMPACT STORIES

## SADIF

SADIF is a **5 million USD** venture capital fund by Smart Axiata in partnership with **Mekong Strategic Partners (MSP)** to support digital companies and startups in Cambodia. In 2021, SADIF provided follow-on funding to support companies, with three investees closing seven-figure amounts of follow-on funding. These investees have used the funds to **expand their business** and **develop their products**.



### Nham24



Cambodia's **first local super e-commerce company** for food, groceries and packages, as well as taxi services.



Extended its service coverage across **16 major cities**.



Established in 2016, Nham24 **simplifies the ordering process** and **provides various services** and options to restaurant merchants, drivers and customers.



Increased its gross merchandise volume (GMV) **8 fold over 2019's GMV**.



Created jobs for **176 Cambodians** and over **2,000 Cambodian driving partners**.

### Morakot Technology



Cambodia's **core banking system** for microfinance institutions, banks and other financial institutions.



Expanded to **39 clients** in Cambodia and Myanmar.



Comprised **270 million+ USD** total loan portfolio and **>260,000 end users**.



Gained traction through upselling its **CIFRS modules** and **Loan Origination System** to existing financial institutions.



To launch **enterprise resource planning software** in 2022.



Created jobs for **36 Cambodians**.

### Other investee expansions included:

- ▶ The amplification of gaming platform to **28 countries** by **GoGames**.
- ▶ The upgrading of software to deliver **off-grid solar power** to Cambodia, the Philippines, Nigeria and Haiti by Okra Solar.
- ▶ The launch of the beta version of **Banhji 2.0**, an upgraded accounting platform with **dual currency reporting** and **tax-filing features** by Banhji.
- ▶ The roll-out of a **student mobile app** to assist students in their university application process by **Sala Tech**.