



Beyond Short-Term Profits

GRI indicators:

203-1 | 203-2

We believe in creating long-term value for the Cambodian economy by investing in advanced network infrastructure and offering the latest mobile and digital technologies. While recognizing the impact that mobile communications have on socio-economic development, we create products that are inclusive and extend to rural and underserved communities. We take our national responsibilities seriously, striving to close the digital gap by incorporating our 4A principles of Affordability, Applicability, Availability, and Accessibility into our daily operations.





Prioritizing the Local Economy

Gross value added (GVA) national contribution



Contribution to public finance



Capital and operational expenditure



For every **1 USD** Smart spent in Cambodia through its **capital investments**, it added **4.7 GVA** to the **Cambodian economy** in 2020



Gross value added (GVA) national contribution

463 million USD



Contribution to public finance

95 million USD



Creating Long-Term Value Through Our Investments

Strengthening Connectivity for a Digital Cambodia



Network coverage

(number of base transceiver stations)



Network coverage

(by population and technology)



Tried 5G at **20** sites in Phnom Penh and Kandal



Digital inclusivity

Preparing for **5G** rollout



SADIF continues to invest in Cambodia-based digital companies and startups

Empowering Homegrown Digital Entrepreneurs



Smart Axiata Digital Innovation Fund

Development of Esports in the Kingdom



Launched the Kingdom's first PUBG Mobile tournament



Launched Axiata Game Hero & Kingdom of Legends tournaments

Accelerating Digital Finance Inclusion

SmartLuy & Pi Pay merger approved



► First mover in digital app-based payments in the Kingdom

► Widened digital payments adoption among consumers, merchants and small retail businesses

Developed esports ecosystem & hosted some of the largest esports tournaments in the Kingdom



CAPEX **74** million USD



Our Impact Story

Accelerating Cambodia's Esports Industry



Smart continues to empower professional e-gamers and partners with local game developers to drive the progress of Cambodia's mobile gaming industry and to prove that Cambodia can play a major role in the regional and global growth of esports.

Launched the Kingdom's 1st PUBG Mobile tournament

Paved the way for more players to be inspired to become eSports professionals



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Launched the Kingdom's largest esports tournaments


The Smart Kingdom of Legends tournament and Axiata Game Hero 2020 tournament



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Partnered with local game developers

Partnership with 

Encouraged local developers to become more competitive in the growing esports industry

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Smart has been very supportive. This partnership allows us to bring esports in Cambodia to the next level!



Piseth Chhourm
CEO of DirexPlay

I am excited and honored to leave a mark on PUBG and esports in Cambodia.



Sim Laysrun
Member of winning team in PUBG tournament

We are extremely proud and believe that our Cambodian teams can compete at the very top levels of the growing world of esports.



Thomas Hundt
Former CEO of Smart Axiata