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Cover Rationale](#)

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with Smart Axiata video](#)

# Creating Meaningful Connections for a Sustainable Future

SUSTAINABILITY REPORT 2020

# We are Smart Axiata

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

Sustainability has always been key to Smart's business philosophy. We have strengthened our nation-building agenda based on our sustainability framework and that of Axiata Group, our parent company.

## Our Vision



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

## Our Mission



We connect.  
We make lives better.

## Our Core Values



We are open and honest.



We are courageous.



We win big, as a team.



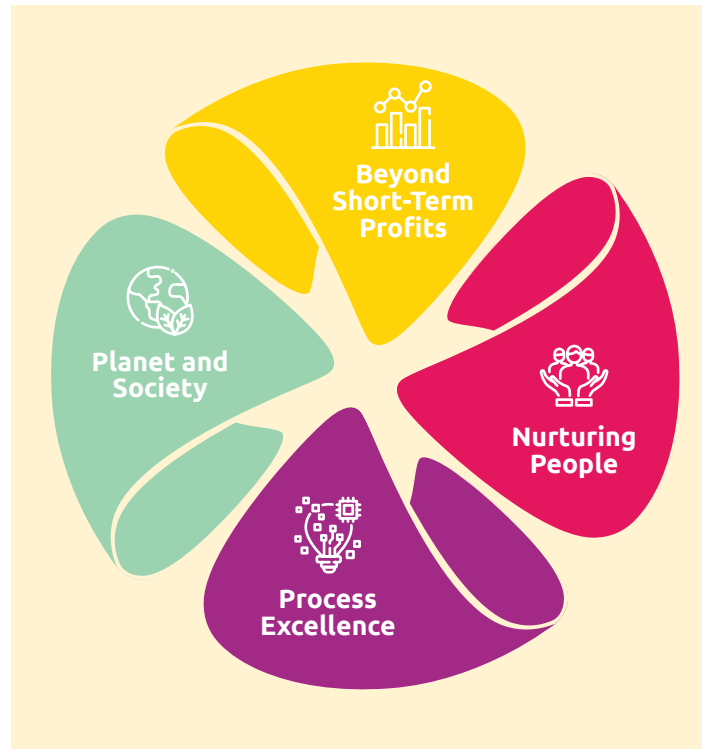
We are passionate.



We are attentive to details to achieve simplicity.



## Our Sustainability Framework



## Awards and Recognition

### ▶ Global Banking and Finance Review



Best CSR Company



Best Telecommunications Company



Decade of Excellence



CEO of the Year Telecommunications

### ▶ Frost & Sullivan Best Practices Awards



Mobile Data Service Provider 2020



Mobile Service Provider 2020

### ▶ Asia Responsible Enterprise Award 2020



Social Empowerment category



# Connecting People and Making Lives Better



**I am delighted to share with you Smart’s sustainability efforts in 2020. As the coronavirus pandemic continues to dominate the global outlook, Smart has redoubled our efforts to ensure that Cambodia and, by extension, Cambodians will not be left behind as the region and the world grapples with the unprecedented global health crisis.**



**Feiruz Ikhwan**  
Acting Chief Executive Officer

## Dear Stakeholders,

This Sustainability Report highlights Smart’s long-term commitment to the sustainable growth and development of Cambodia based on four key pillars. Our mission of connecting people and making lives better is reflected through the following pages; and beyond these pages, we continue to work tirelessly to pave the way for Cambodia’s digital economy age.

Seeing ourselves as the leading mobile telecommunications operator, Smart has made it a point during the pandemic to aid our main stakeholders by leveraging our strengths and resources while adopting a bottom-up approach to address the most pressing difficulties.

Our flagship initiative, the 1 Million USD COVID-19 Relief Fund, has provided funds to 12 organizations that are working hard to resolve various challenges faced by Cambodians. The issues these organizations are addressing include mental health, personal hygiene, malnutrition, access to online education, and helping small businesses navigate an uncertain economic climate.

I am proud of the continuing role that Smart is

playing in stepping up to support the Kingdom’s socio-economic growth while adding value to its telecommunications and ICT sector and engaging local vendors whenever possible. As of end-2020, Smart had invested approximately 1.88 billion USD in telecommunication infrastructure and contributed over 562 million USD in taxes, levies, and regulatory fees to the Royal Government of Cambodia.



In 2020 alone, Smart paid **95 million USD** in taxes, levies and regulatory fees.

Beyond our contributions to national development funds and government revenue, sustainability remains at the center of our business operations. Our CSR pillars, including education, sports, tech innovation, and the environment, have a singular purpose of empowering Cambodians to look at positive and sustainable ways to help their families and communities.



**BEYOND  
SHORT-TERM PROFITS**



# 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

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

Development of Esports in the Kingdom



Launched the Kingdom's first PUBG Mobile tournament



Launched Axiata Game Hero & Kingdom of Legends tournaments



# 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



[Click to view article](#)

[Click to view launch video](#)

### Launched the Kingdom's largest esports tournaments


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



[Click to view article](#)

[Click to view launch video](#)

### Partnered with local game developers

Partnership with 

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

[Click to view article](#)

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



**NURTURING  
PEOPLE**





# Nurturing People

GRI indicators:

102-16 | 404-1 | 404-2 | 405-1

We seek to create a friendly and productive workplace for our employees, providing them with ample opportunities for personal and professional growth, with a focus on digital learning. We attract a diverse workforce, enriching the organization with broad viewpoints and perspectives. We also frequently engage with our employees to create a sense of belonging while encouraging volunteerism to enhance job satisfaction and give back to our local communities.



## Issue

## Context

## Approach

## Outcome



### Diversity & Inclusion

Efforts are still needed to reduce gender inequality in Cambodia. This requires the promotion of female talent in the sector.

We have a policy of hiring locals where possible and have a non-discriminatory hiring policy that recognizes female talent.

Smart is seen as an employer of choice, enabling us to attract the best talent and continually enhance our performance.



### Employee welfare & development

The competency and satisfaction of employees determine their productivity.

We provide training and development opportunities while caring for the well-being of our employees.

A sustainable pipeline of talented individuals who are fully engaged and motivated towards meeting our business leadership needs.



**Prioritizing Our Employees' Welfare**

Launched Smart COVID-19 Task Force



Prioritized our employees' health and safety



**Developing Our Employees' Skills**

Enhanced leadership skills via Smart Leaders Program



Developed talent management strategy



Developed capabilities



Improved our employees' English communication, a fundamental need in Cambodia



Total hours of online learning per employee **16.35**, total hours of online learning **14123**



**Digital Learning**



All employees are continuously enhancing their skills



Transforming into a modern, agile, and digital organization

**Employee Recognition Programs**



**188** employees received On Spot Awards



**132** contact center agents received On Spot Awards with gift certificates



**10** Brand Ambassadors



**272** interns



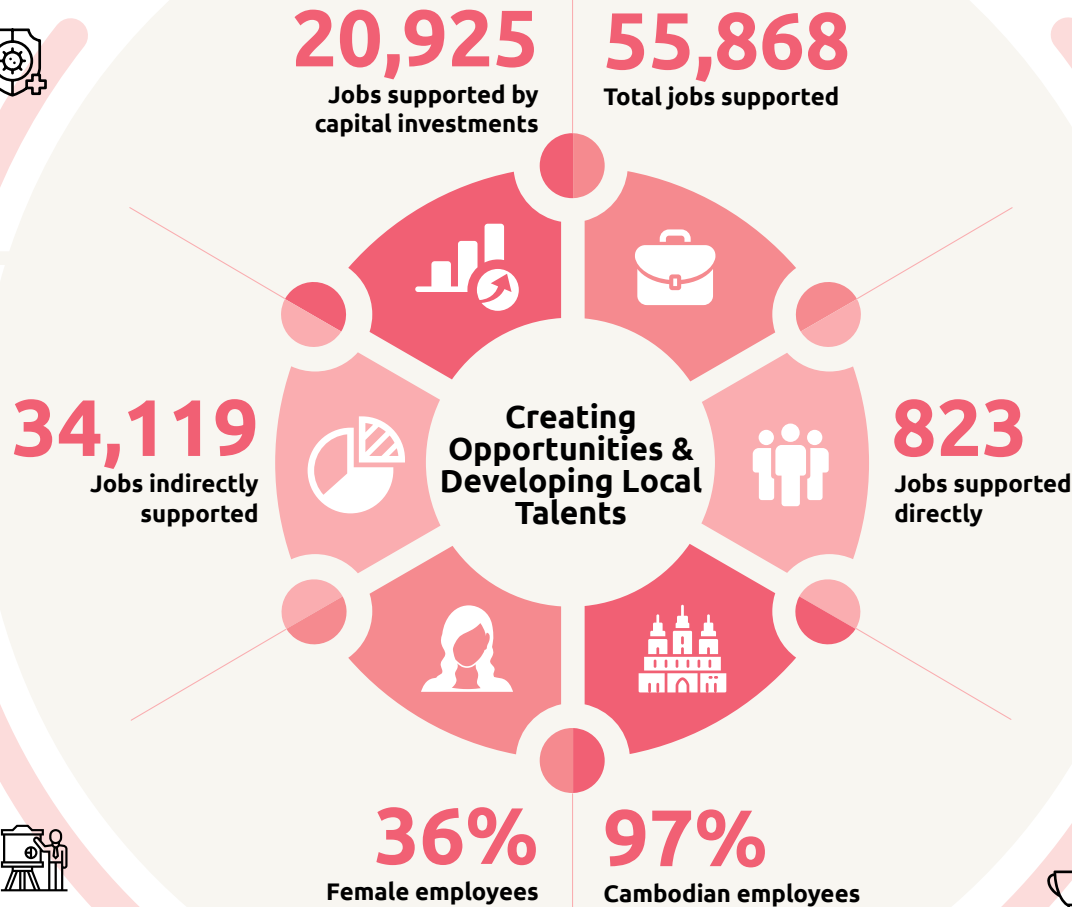
**15** Smart Axiata Champions



**12** Smart Stars



**6** Axiata Champions





# Our Impact Story

## Nurturing a Good2Great Culture



Smart continued its Good2Great journey and refreshed its corporate identity by launching a new mission, vision, and refined core values. This journey signifies Smart's agile nature in adapting to an ever-changing world through our mission of connecting people and making lives better.



### We are open and honest (UI).

- ▶ I uphold the high ethical standards of the company.
- ▶ I am truthful and transparent.
- ▶ I listen first and embrace feedback.



### We are courageous.

- ▶ I dare to challenge myself and others to do things better and differently.
- ▶ I learn from my mistakes and move forward.



### We win big, as a team (EP).

- ▶ I care about what others do.
- ▶ I deliver on my promise to achieve our common goals.



### We are passionate.

- ▶ I go the extra mile.
- ▶ I do things wholeheartedly with full dedication.



### We are attentive to details to achieve simplicity.

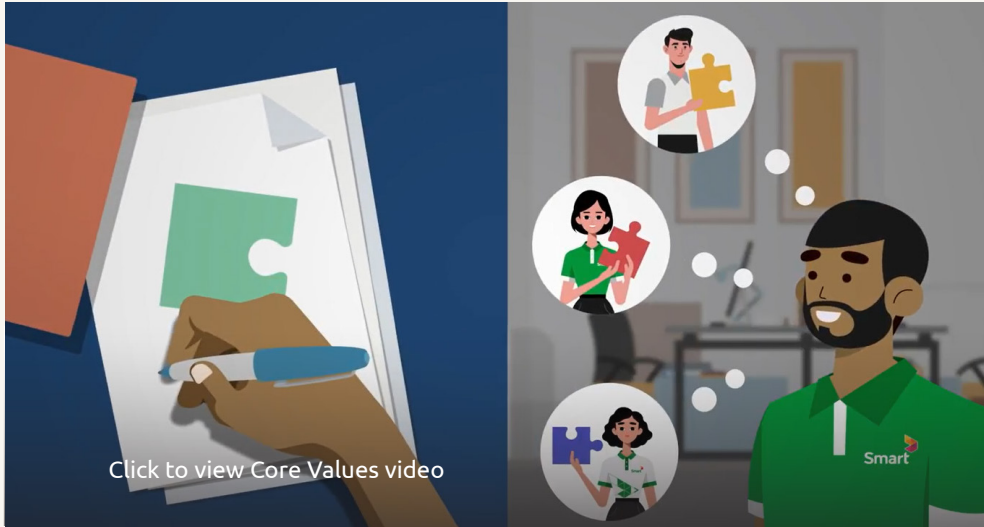
- ▶ With our customers in mind, I think, then I do.
- ▶ I consistently demand and deliver accurate work.





# Our Impact Story

## Nurturing a Good2Great Culture



Click to view Core Values video

### Live and lead by example

to ensure continued success and future growth



### Activate offline communication

and strengthen engagement with employees across Smart's operations



### Enhance online communication

to engage with employees virtually



Leading – and living – by example is really the easiest path to becoming a truly effective leader.

Being an authentic leader means leading by example. I push my people forward with excitement, inspiration, trust, and vision.



**Jasvinder Singh**  
Head of Analytics



**Alexey Kovrizhnykh**  
Head of Infrastructure

Speaking up is an important component of our business. It boosts ideation and uncovers creativity in teams and paves the way to success for our company.

Attention to detail in customer service is not just about resolving problems or answering queries. It's about little courtesies and getting customers to speak highly of our company.



**Kun Pollysreyneth**  
Contact Center Agent





Smart Shop



PROCESS  
EXCELLENCE







# Process Excellence

**GRI indicators:**






204-1 | 205-1 | 205-2 | 308-1

The foundation of our strong market reputation is built on establishing trust with key stakeholders, such as our suppliers, dealers, and customers, as well as maintaining the highest level of integrity in all our dealings and cultivating a culture of operational excellence. The latter is supported by our increasing adoption of digital processes and systems.



Issue	Context	Approach	Outcome
 <b>Procurement &amp; supplier management</b>	We have a duty to be ethical in how we conduct our business.	All suppliers sign a Code of Conduct as part of their contracts. We support local businesses as far as possible.	<b>Smart operates in an ethical and cost-effective manner.</b>
 <b>Customer satisfaction</b>	Our customers are critical to our business success.	We ensure a high level of customer satisfaction through various digital and nondigital channels.	<b>Smart has the highest Net Promoter Score and brand equity score among the telecom players in Cambodia.</b>
 <b>Digitalization</b>	Digital processes bring about greater cost and operational efficiencies.	We cultivate a data-driven culture.	<b>Smart is perceived to be a leader in digital technologies.</b>
 <b>Business continuity</b>	Reevaluating our business operations and remaining prepared in the pandemic era.	We have to be predictive and proactive in building resilience for better business continuity.	<b>Uninterrupted business operation and positive reputation.</b>

**Customer Service Digitalization**

- Payment gateway integration**  
for top up services 
- Seamless SIM card registration** 
- Managing accounts via the **SmartNas app** 
- Latest devices are available at Smart Shops nationwide 
- Improved customer management system 

**SmartNas**  
Improved app features for a better user experience

Enhanced **governance and ethical awareness**

Maintained and encouraged **local vendors**




**Cultivating a Culture of Operational Excellence**

Smart remains **#1** in terms of rNPS

**Implementing a System of Checks and Balances in Procurement Policies**

- Established Anti-Bribery and Anti-Corruption (ABAC) policy** 
- Whistleblowing policy** 
- Board Risk Management and Compliance Committee** 
- Risk management policy** 
- All employees** have completed the ABAC training course 
- Our vendors are ISMS ISO 27001 certified** 




**Promoting Integrity Throughout Our Supply Chain**

- 187 vendors** 
- Environmental and social criteria** in supplier selection 
- Supplier relationship management** 
- 32% of procurement spending** went to local vendors 

Utilized data analytics to **generate in-depth customer insights**

Industry leader in **cybersecurity protections and safeguards**

**Data-Driven Culture**

- Implemented innovative protection system** 
- Expanded privacy and data protection** 
- Implemented two-factor authentication (2FA)** 



# Our Impact Story

## Established Smart COVID-19 Task Force



Regardless of the pandemic, we have remained committed to delivering continued connectivity for our customers across the Kingdom by optimizing our workplace mobility, upgrading our network, and preparing for the gradual shutdown of the 3G network. We are determined to support the nation and continue to play our role in prioritizing the safety and well-being of our employees through adherence to public health guidelines.

At Smart Axiata, our COVID-19 Task Force played a significant role in establishing business continuity in order for our customers to be able to connect with each other and improve their lives amidst the new norm.



### Established Smart COVID-19 Task Force

A standing crisis response committee with a direct communication channel to employees



### Prioritized employee welfare

Built secondary site to facilitate social distancing in contact center



### Workplace safety procedures

Enforced SOPs across our offices and shops to ensure that the safety of our employees came first



### Provided lunch boxes

Boosted team morale and enhanced our company togetherness



### Established employee wellness channel

Helping employees stay fit and healthy wherever they are, at home or in the office



**Putting our employees, who are our dearest asset, at heart, this agile platform (COVID-19 Task Force) allows us to ensure the wellbeing of our employees without compromising their ability to serve our customers.**



**Feiruz Ikhwan**  
Acting CEO of Smart Axiata





**PLANET AND  
SOCIETY**

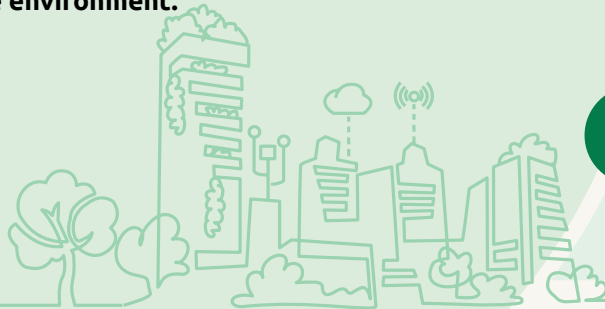





# Planet and Society

GRI indicators:

302-4 | 305-5 | 413-1

Sustainability is central to our operations. Thus, we play our part in giving back to society and actively addressing urgent climate issues by monitoring and managing our carbon footprint. We go a step further by empowering Cambodians to look at positive and sustainable ways to help their families and communities through corporate social responsibility (CSR) initiatives in the fields of education, community sports, tech innovation, and the environment.



Issue	Context	Approach	Outcome
 <b>Climate change</b>	All businesses have a responsibility to reduce their greenhouse gas emissions to mitigate climate change.	We monitor our carbon emissions and employ technologies to reduce our carbon footprint.	<b>We have steadily reduced our carbon emissions.</b>
 <b>Contribution to society</b>	Our business depends on our customers. We have a duty to give back to society in a sustainable manner.	We support various educational and sporting programs targeting young Cambodians.	<b>We have improved the social well-being of individuals in our communities.</b>
 <b>Tech innovation</b>	As a technology-based company, we have the capability to contribute to programs that encourage technology development.	We organize and support various programs that encourage technology development and innovation.	<b>Increased competence in the areas of ICT and innovation.</b>

**Humanitarian Support**

Smart Axiata's 1 Million USD COVID-19 Relief Fund 

Smart Axiata Flood Relief Fund 

Launched 5G technology at two main hospitals treating COVID-19 patients 

SMS blasts to 7.5 million subscribers 

**Tech Innovation**

SmartSpark 

Smart IoT Challenge Hackathon 

UNDP Cambodia Bluetribe program 

Provided up to **66,000 USD** in matching donations to the **Smart Axiata Flood Relief Fund**

Solar grids at **210 sites** produced a total of **386MWh** (megawatt per hour)

Launched the Smart Axiata's **1 Million USD** COVID-19 Relief Fund

**Mitigating Environmental Impacts & Empowering Cambodian Society**

**>1%** of annual revenue allocated to CSR initiatives

Piloted the **Smart IoT Challenge Hackathon** to boost digital innovation among youth


Created the **Smart Good Citizen Award** to recognize the country's model citizens as part of our **Rise Together** campaign

**Education**

 Sipar

 Let's Read

 FUSAAC's annual Major and Career Fair

 SmartEdu Scholarship Program

 Smart Digital Literacy Program

**Environment**

 Implemented a solarize sites initiative

 Lower fuel consumption

 Outdoorization

 Smart Employee Volunteer Program

# Our Impact Stories






## 1 FUSAAC's annual Major and Career Fair went digital with Smart Axiata's support



The Fulbright and Undergraduate State Alumni Association of Cambodia (FUSAAC), in partnership with Smart Axiata, launched its annual Major and Career Fair online. The premise of FUSAAC's Major and Career Fair, which has been organized every year since 2009, remained much the same, with the exception that the digital library is now available to a much larger audience across Cambodia due to the constraints of the COVID-19 pandemic.

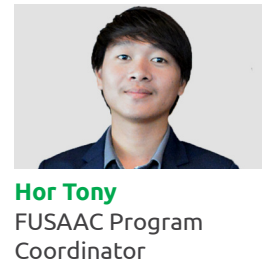


The online initiative was endorsed by the Ministry of Education, Youth and Sport and supported by the US Embassy as well as Smart Axiata.

<p><b>Digital library featuring 100 videos &amp; podcasts with 450,000 total views</b></p> 	<p><b>Covering a wide range of STEM subjects and professions</b></p> 	
<p><b>Counseling services</b></p> 	<p><b>Reached an audience of 1,634,000</b></p> 	<p><b>Total video views 450,000</b></p> 

[Click to view Major and Career online series](#)

**Despite the COVID-19 restrictions, we were still determined to go ahead with an online version of the Major and Career Fair to share useful information online and help students decide their academic majors or future careers, with financial support from Smart Axiata.**





# Our Impact Stories

## 2 SmartEdu Scholarship Program



The SmartEdu Scholarship Program is part of the tripartite memorandum of understanding (MoU) signed by Smart with the Ministry of Education, Youth and Sport and the Ministry of Post and Telecommunications. This is the fifth cohort of high school students that has been offered SmartEdu scholarships since 2016.

**300,000 USD worth of SmartEdu scholarships**



**Supporting digital & ICT innovations**



**Development programs & opportunities to participate in CSR programs**



**We want to encourage Cambodian youth to pursue higher education and equip themselves with skills and competencies so that they can become actively involved in advancing the Kingdom's digital economy.**



**Koam Tivea**  
Head of Corporate Affairs at Smart Axiata



**Hean Mayleang**  
Roaming Officer at Smart Axiata and 2016 SmartEdu scholarship recipient

**I have grown so much by collaborating with so many talented people in this program. Most importantly, I have been given the opportunity to work in a position that provides regular challenges and incredibly rewarding work.**



**Suy Kosal**  
Manager of ITM Leadership Program and 2016 SmartEdu scholarship recipient

**SmartEdu is a life-changing opportunity. This scholarship has given me more than just an education; it has fueled my passion to serve the community, especially in the ICT industry.**

# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund



Smart Axiata has thrown its weight behind helping Cambodians cope with the health, social, and economic impacts of the pandemic by establishing the 1 Million USD COVID-19 Relief Fund. The Fund was established to support initiatives across four themes: ICT for education, crisis management, social distancing, and personal hygiene. Funding requests are approved by a multi-stakeholder group comprising representatives from Smart Axiata, Axiata Group and independent Cambodians following a thorough review by an internal committee.

To date, we continue to invite any organization that is aligned with our goal of improving the resilience of the nation and our communities during these difficult times.



### The projects we support

We are proud to support many important initiatives that are making communities more resilient to the negative effects of the COVID-19 pandemic.



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund





# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### I SEA Globe Presenting timely news about COVID-19



Given that a pandemic of this scale had not been experienced in recent times, the sharing of timely, trusted, and valuable information was critical for Cambodians to make informed decisions. Smart Axiata contributed to the Focus Cambodia website to enable a team of journalists to continue creating high-quality content about the pandemic and future scenarios, which was broadcast through multiple platforms.

**100 articles published in both English and Khmer on the Ready for Tomorrow website**

[Click to view article](#)



**100 posts across the website and social media**

[Click to view article](#)



**Reached almost 1 Million Cambodians**



During the COVID-19 crisis, we realized that many rumors were going around and we recognized a gap in trustworthy information on this important topic.

**Borin Sopheavuthtey**  
Reporter

### II Friends-International Improving hygiene knowledge



Friends International, together with its local NGO partners, has been working to support and protect marginalized children and families during the COVID-19 crisis across seven provinces of Cambodia. Smart Axiata ensured the sustainability of their efforts to upskill ChildSafe Agents to make sure that accurate information on COVID-19 prevention was being shared. In addition to this, the Agents also impart knowledge on how to spot fake news on digital platforms.

[Click to view article](#)

**2,522 ChildSafe Agents were upskilled**



**More than 7,000 educational materials in the form of notebooks, calendars, posters, and hygienic products were distributed.**



With funding from Smart Axiata's 1 Million USD COVID-19 Relief Fund, we are able to upskill our community-based ChildSafe Agents across seven Cambodian provinces. The agents will educate communities about protecting themselves and others from COVID-19, how to prevent its spread, and what to do if someone develops symptoms.

**Vann Khemreth**  
ChildSafe International Technical Coordinator





# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### III Insite Pasteur Du Cambodge Contributing to the frontline battle



Institute Pasteur du Cambodge is a research and public utility institute under the patronage of the Cambodian Ministry of Health, and during the pandemic, it has helped to increase the country's testing capacity. Smart Axiata contributed to this noble effort as the institute worked closely with the Cambodian Communicable Control Department to roll out diagnostic testing on January 14, 2020.

[Click to view video](#)

[Click to view article](#)

**IPC tested passengers from the MS Westerdam cruise ship in February 2020 (1,615 samples)**



**IPC received recognition as a WHO Global Referral Laboratory for COVID-19 in April 2020**



**More than 200,000 COVID-19 RT-PCR tests conducted by January 2021**



**The Smart fund finances part of our surveillance activities, and this activity is essential to containing COVID-19. The priority for the Ministry of Health today is to avoid imported cases.**

**Christophe Mousset**

Director of Administration and Finance  
at Institute Pasteur du Cambodge

### IV Bayon Education and Development and Sala Bai Supporting distance vocational learning



The Bayon Pastry School is a branch of the local NGO Bayon Education and Development (BED) and provides vocational training in the pastry industry to women from underprivileged communities. During the pandemic, it was unable to conduct physical classes. Therefore, Smart Axiata supported the school by providing digital devices and mobile credit to enable the continuation of classes via e-learning.

[Click to view video](#)

[Click to view article](#)

**The students benefited from an average of 22 hours of classes per week for three months**



**26 students at BED graduated in December 2020, and 15 of them were able to secure jobs**



**186 students from 15 different provinces and cities, including teachers and facilitators, were able to stay connected with one another and continue the classes**



**Helping our students develop vocational skills is very important for economic recovery and employment creation. We're grateful for Smart Axiata's support in helping us get the resources and materials we needed.**

**Chan Sokha**

Head Teacher at Sala Bai



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### V Transcultural Psychosocial Organization Promoting mental health and coping skills of vulnerable individuals



The Transcultural Psychosocial Organization (TPO), with the support of Smart Axiata and in partnership with the Banteay Meanchey provincial department, designed and implemented an integrated crisis management program to help support impacted migrants and their families.

[Click to view video](#)

More than **115,000** beneficiaries through a Facebook campaign



69 awareness campaigns reaching **3,602** community members



Assisted **400** individuals through phone and Facebook counseling



Fortunately, through Smart Axiata's COVID-19 Relief Fund, the TPO has been able to provide counseling – free of charge – through hotlines, as well as train local people and officials from those communities to identify people suffering from poor mental health and help them access TPO services during this difficult time.

**Taing Sopheap**

TPO Program Coordinator

### VI Open Institute Creation of 1,000 videos



Smart Axiata helped to facilitate the collaboration between the Open Institute and the Ministry of Education, Youth and Sport (MoEYS) to develop online video content for the national e-learning platform targeting Grade 12 students. The content enabled current students to continue their studies during the pandemic and will serve as a valuable resource for future Grade 12 students. The videos were disseminated through MoEYS's e-learning platform, its Facebook page, and television channels.

A total of **1,000** videos for nine subjects were created for Grade 12 students, with four or five videos being released daily

Each video garnered about **1,000** daily views

[Click to view video](#)



**75** additional videos were created featuring questions that had appeared in previous examinations and demonstrating how they were solved



The videos are not only for the pandemic. Having these videos now, the ministry has become much more resilient and much more prepared for another possible situation, and for promoting digital learning in the future.

**Javier Sola**

Director of the Open Institute

[Click to view article](#)



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### VII Young Entrepreneurs Association of Cambodia Access to Finance Program



With funding from Smart Axiata's 1 Million USD COVID-19 Relief Fund, YEAC introduced the Access to Finance Program for SMEs in Cambodia to improve the readiness of micro, small, and medium enterprises (MSMEs) in the future and mitigate the negative outcomes of the pandemic.

[Click to view article](#)

**181 MSMEs** received training to improve their financial capacity



**66 companies** have completed the program



**51 MSMEs** have participated in the Access to Finance Workshop



**21 MSMEs** submitted loan applications to banks



**7 MSMEs** have successfully obtained funding



We really appreciate the contribution that Smart Axiata has made to our country's business community. The qualified SMEs for this project will be able to receive loans with low interest rates without administration fees.

**Neang Sovatha**

Program Coordinator with YEAC

### VIII Impact Hub Phnom Penh Business Resilience online course

IMPACT HUB

Impact Hub Phnom Penh has rolled out a business awareness course specifically aimed at startups to help them become more resilient, especially during difficult economic times. The Business Resiliency for Startups program provides business resilience training and support for businesses, at scale, online. Through online modules, videos, and a virtual community, Impact Hub plans to support as many businesses as possible across the country. Most of the content is filmed in English and then translated into Khmer, with localized content added.

[Click to view article](#)

[Click to know about the course](#)

The course has been launched and now has **456 participants**, of whom **44%** are female



**58 businesses** have been able to re-establish themselves



**6 online webinars** and **5 mentorship sessions** have been held thus far



The goal of the Business Resiliency for Startups program is to provide knowledge to entrepreneurs across Cambodia and help them build sustainable and resilient businesses that can overcome crises such as the COVID-19 pandemic.

**Olivia Hough**

Managing Director of  
Impact Hub Phnom Penh



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### IX East Meets West Good health is only a tap away



The pandemic created an opportunity to raise greater awareness about personal hygiene. Smart Axiata supported the East Meets West Foundation (EMWF) to organize a personal hygiene awareness program that also provided mobile taps for financially challenged families in five provinces.

[Click to view article](#)

Supplied mobile hand washing devices with taps to **5,000** poor and vulnerable households



Trained **725** youth and partner hygiene promoters



Purchased **20,000** face masks for hands-on training and household education



None of this would have been possible without the assistance of Smart Axiata. We are really thankful for the support provided by Smart, which helps us equip people in their fight against COVID-19. This is a very good model for businesses in Cambodia.

**Kim Hor**

Country Director of East Meets West

### X Community Advancement Organization Local Farming and Food System Resilience Program



The Community Advancement Organization (CAO), with the support of Smart Axiata, rolled out an agricultural training program to mitigate the negative economic impact of the pandemic on rural families. The program equipped impacted villagers in the Svay Rieng province with farming skills, seeds, and livestock to help them produce their own food, thereby improving their self-sufficiency and resilience.

[Click to view article](#)

Provided starter kits comprising seeds and equipment to train the trainers, impacting **156** families



Extended starter kits for livestock rearing to an additional **304** families



Provided training in the areas of growing vegetables, organic fertilizers, and natural pesticides, impacting **488** participants



Smart Axiata is once again showing its commitment to empowering the Kingdom's rural and urban communities.

**Yann Kosal**

Program Manager of CAO

Smart Axiata is creating economic opportunities for families in rural areas by giving a hand up, not a handout.

**Enn Phanny**

Agriculture teacher at CAO



# Our Impact Stories

## 3 Smart Axiata's 1 Million USD COVID-19 Relief Fund

### XI Save the Children Protecting children's learning during the COVID-19 pandemic



Save the Children in Cambodia, in partnership with the MoEYS and UNICEF, implemented a guided virtual learning program targeting schoolchildren in 15 remote communities in Kampong Cham. The program helped to ensure that the children continued their education despite the pandemic. Smart Axiata played a role by providing tablets, smartphones, and SIM cards with mobile and data credit to teachers, parents, and caregivers.

[Click to view article](#)

Trained **140** teachers and parents along with **281** participants on how to use e-learning materials

Supported the establishment of groups on social media platforms

Supported Children's Councils, which had **165** members

We will also leverage social media to ensure teachers, parents, and caregivers are connected, motivated, and equipped to continue distance learning, as well as provide access to e-learning materials to children in remote areas.

**Elizabeth Pearce**

Country Director of Save the Children

### XII Angkor Hospital for Children Combatting the COVID-19 child nutrition crisis



The pandemic has overburdened healthcare systems, disrupted routine health services, stalled food systems, and caused income loss. This has prevented many, especially women and children, from accessing nutritious diets and essential nutrition services, including those for the early detection and treatment of malnutrition. To help overcome this, the Angkor Hospital for Children (AHC) organized a series of activities to prevent malnutrition among the children in Siem Reap province during the pandemic.

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AHC found **55** Severe Acute Malnutrition (SAM) cases and **126** Moderate Acute Malnutrition (MAM) cases



Conducted **653** nutrition sessions and **221** cooking demonstrations, impacting **3,827** caretakers



Provided **7,506** food packs to **689** affected families



Such generous funding will allow AHC to treat around 800 malnourished children, educate over 1,000 families about proper diets, and identify nearly 40,000 children who are at risk of malnutrition in local communities. This is an example of wonderful support and a great model for giving back to the community by Smart Axiata.

**Dr Ngoun Chanpheaktra**

Hospital Director of Angkor Hospital for Children



No. 464A Monivong Blvd,  
Sangkat Tonle Bassac  
Khan Chamkarmorn, Phnom Penh,  
Cambodia

Tel: **+855 10 201 000**  
Email: **[info@smart.com.kh](mailto:info@smart.com.kh)**

**Thank you for taking the time to read our Sustainability Report 2020  
and playing your part in strengthening the culture of sustainability.**