

MESSAGE FROM OUR CEO



Dear Stakeholders,

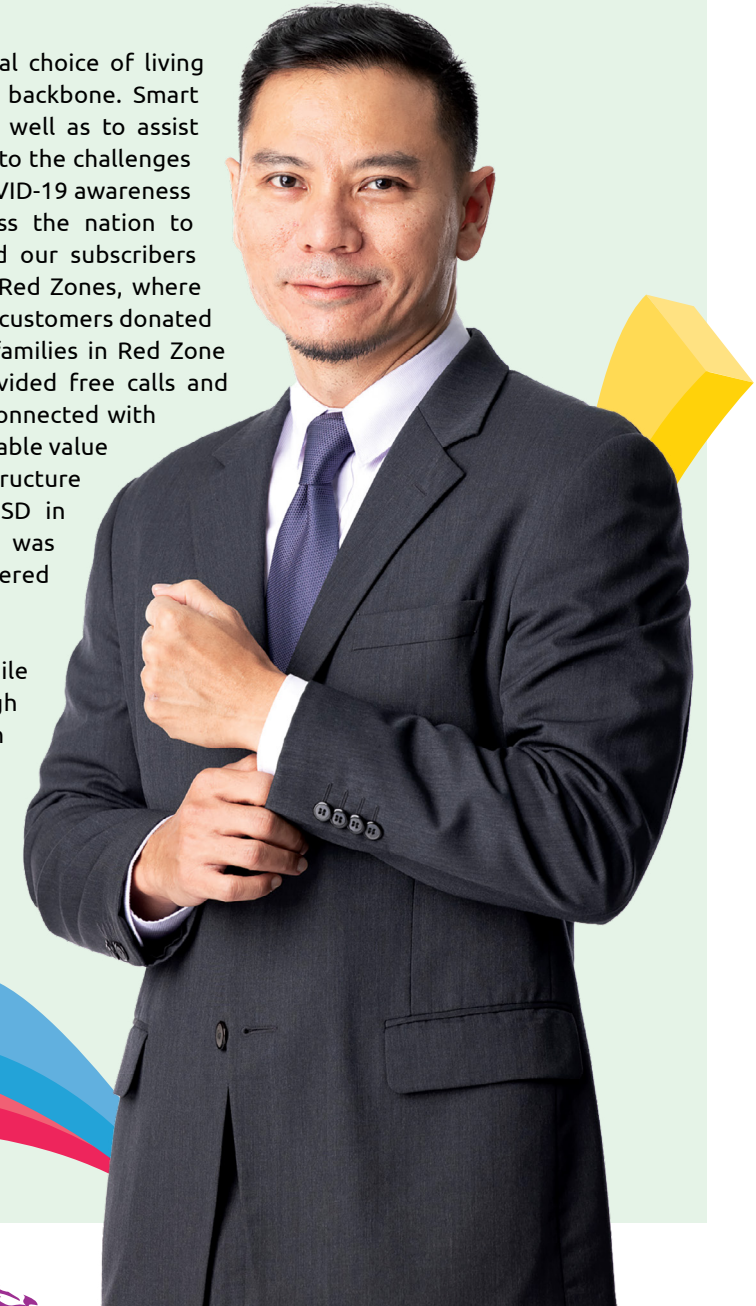
In what has been another challenging year as the world continued to grapple with the effects of the pandemic, Smart Axiata has remained steadfast in connecting people, being an enabler and supporting the Kingdom's efforts to bolster, protect and develop the economy and its citizens in a sustainable way."

FEIRUZ IKHWAN

Acting Chief Executive Officer

In 2021, Cambodia, like many other nations, made the difficult but logical choice of living with the pandemic. During COVID-19, connectivity evolved into society's backbone. Smart was there every step of the way to provide continuous connectivity, as well as to assist frontliners, vulnerable communities, employees and customers in adapting to the challenges of this path. Throughout the year, we have supported the government's COVID-19 awareness campaign by broadcasting messages to our 8 million subscribers across the nation to encourage the public to adhere to health guidelines. Smart also helped our subscribers and communities both in cash and kind, especially those confined within Red Zones, where mobility was severely limited. For instance, we launched a relief fund where customers donated cash for the purchase of food and essential supplies for 300 vulnerable families in Red Zone communities in Banteay Meanchey province. For our customers, we provided free calls and data for a period of 25 days during the pandemic for subscribers to stay connected with family and friends. Beyond the pandemic, Smart continued to create sustainable value and generated a positive impact in the Kingdom via our business, infrastructure and connectivity initiatives. Smart invested approximately 81 million USD in the Kingdom's development, while our contribution to public finances was 103 million USD. As of the end of 2021, 95.7% of the Kingdom is covered by 4G.

We are also firmly focused on prioritizing digital inclusion and literacy, while ensuring we play a significant role in empowering Cambodia's youth through the implementation of robust educational, entrepreneurship and tech innovation programs. In this context, we worked with development partners such as Sipar, World Vision International, the Institute of Technology Cambodia and various government agencies to develop and implement impactful programs that have uplifted the people of Cambodia.



MESSAGE FROM OUR CEO

Smart’s aspiration to develop entrepreneurs as a means of spurring Cambodia’s economy forward continues to be reflected through the progress of investee companies under our Smart Axiata Digital Innovation Fund (SADIF). Almost 3 million USD has been invested in 10 digital startups since the fund was conceived in 2017, which has helped to create jobs and fulfill the needs of the economy.

Looking ahead, we are striving to better position ourselves to ensure that we are meeting the growing sustainability concerns of the government, investors and public. Our aim is to engage all internal and external stakeholders to play an active role in what would be a more integrated sustainability journey that will benefit all parties. In the coming year, we will continue contributing to the development of Cambodia through various digital and environmental initiatives while delivering programs that ensure the most vulnerable pockets of society will not be left behind as the economy progresses.

In closing, I would like to thank the team at Smart Axiata for their dedication and effort in making the Smart family a leading digital citizen. We continue to meet global standards, and as employees, each and every one of you should be proud of this achievement. We remain committed to further improving on the positive impacts we are creating every day and will continue working closely with the government and all our stakeholders.

