

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.



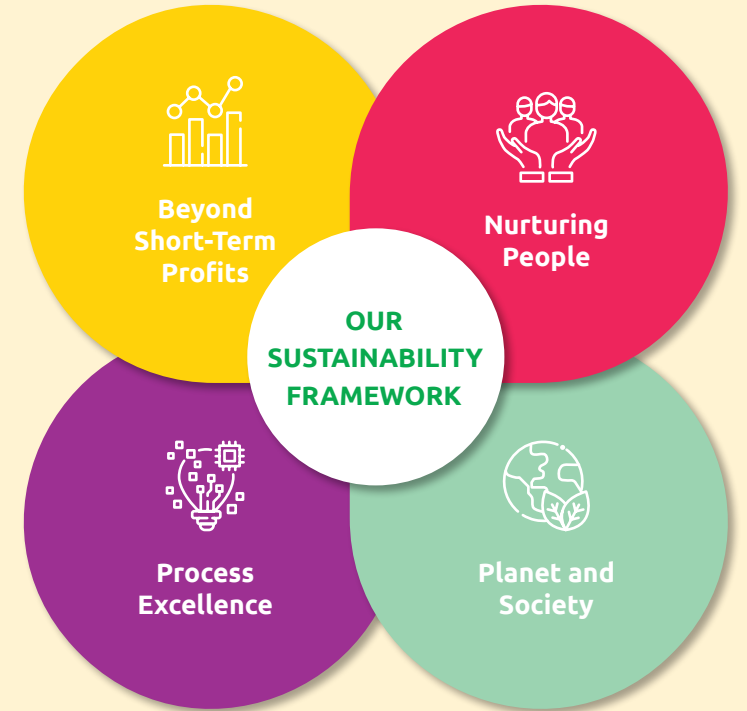
MISSION

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