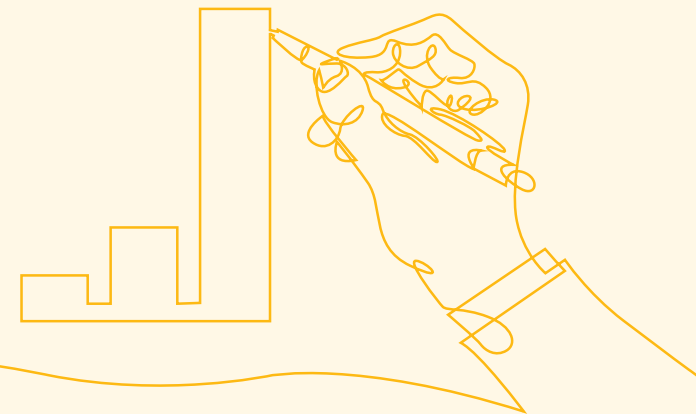
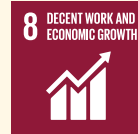


BEYOND SHORT-TERM PROFITS



Sustainable Development Goals



BEYOND SHORT-TERM PROFITS

Local Economy



FOCUS AREAS



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

Investment in Infrastructure



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

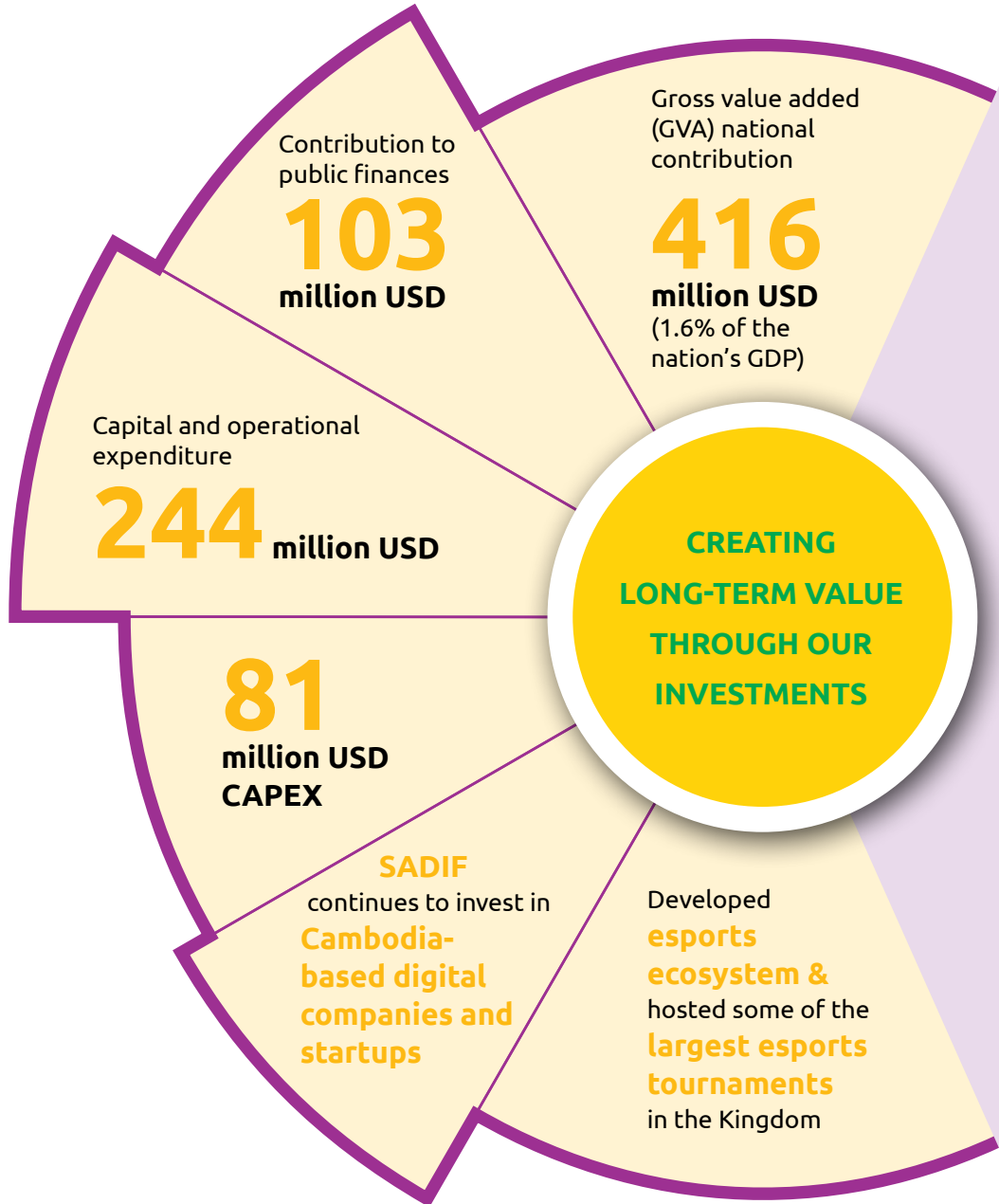
Digital Inclusion



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.

BEYOND SHORT-TERM PROFITS



LOCAL ECONOMY



Gross value added (GVA) national contribution **416 million USD** (1.6% of the nation's GDP)



Capital and operational expenditure **244 million USD**



Contribution to public finances of **103 million USD**, which accounts for **2%** of the Kingdom's **total tax revenue**, excluding regulatory fees, levies and payments.

EMPOWERING BUSINESSES

Smart Axiata Digital Innovation Fund



is a **5 million USD** venture capital fund to invest in Cambodia-based, digital service companies and startups and aims to **spur the digital ecosystem** in the country. Launched in March 2017, SADIF was the **first venture capital fund** in the Kingdom.



To date, almost **3 million USD** has been invested in **10 startups**.

ADA Reach Cambodia Powered By Smart Axiata



Advertising service based on user profile demographics that utilizes mass SMS, targeted SMS and the Pleng app.

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	<div style="width: 85%;"></div>	3,211 sites
3G*	<div style="width: 60%;"></div>	1,962 sites
4G	<div style="width: 95%;"></div>	3,255 sites

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



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.**

Improving Connectivity and Coverage



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



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



Network coverage
(by population)

2G	<div style="width: 99.6%;"></div>	99.6%
3G	<div style="width: 63.5%;"></div>	63.5%
4G	<div style="width: 95.7%;"></div>	95.7%

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



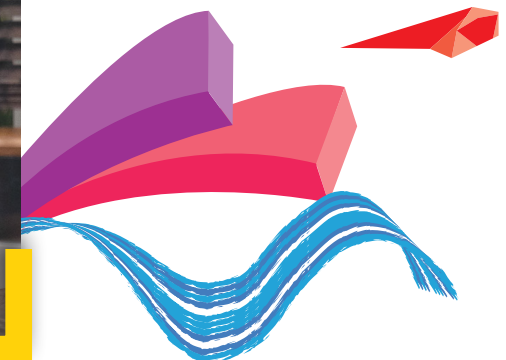
By enabling digital payments under the SmartPay umbrella, subscribers can use their Smart main balance to buy digital content from Google Play, the App Store and other merchants, including Razer. SmartPay also seamlessly links subscribers to the e-sports ecosystem, where they can purchase game vouchers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

Morakot Technology

- 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**.

- 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**.