

DiGi 3G



sustainability report

2010



design rationale

Designed to complement DiGi's Annual Report 2010, this report adopts a flow of natural elements and activities, to display our commitment and aspiration to operate a truly sustainable business.

what's inside

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about digi

DiGi continues to be a game-changer for the Malaysian telecommunications industry. It has a solid history of product and service innovation, and is a leader in driving progressive and responsible business practices in the provision of mobile voice, internet and broadband services. DiGi.Com Berhad is listed on the Main Market of Bursa Malaysia Securities Berhad, and is part of global telecommunications provider Telenor Group.

At a glance

- Providing mobile services since 1995
- Providing mobile broadband services since 2009
- Revenue market share of 26%*
- Revenue of RM5.4b*
- 49% owned by Telenor, listed on Bursa Malaysia
- Market capitalisation RM19.1bn or US\$6.3bn*
- Around 2300 employees*
- >95% voice coverage nationwide, 50% broadband coverage*
- >50% 3G HSPA launched in the Klang Valley, Penang, Ipoh, KK and Kuching*
- Over 8.8 million mobile subscribers, over 300,000 broadband subscribers*

* by end 2010

DiGi's "Merdeka Day" Advertisement



CEO's message

As a leader of telecommunications, DiGi plays a major role in building the country's mobile communications infrastructure which helps pave the way for socio-economic development

Being a proponent of the nation's growth agenda, it is critical that we set benchmarks and integrate best practices in Corporate Responsibility into every aspect of our business.

We have prioritised our company-wide initiatives into three broad areas, namely ensuring Responsible and Safe Business Practices; Empowering Communities Through Mobile and Broadband Connectivity and Addressing Climate Change.

In our business, we are guided by a clear principle of good governance. Over the years, we have put in place systematic processes and structures to ensure fair and transparent engagements with key stakeholders in our marketplace and workplace. I am proud that we have been recognised for our efforts by the Minority Shareholders Watchdog Group with a Distinction Award in the recent Malaysian Corporate Governance Index, and by the Ministry of Domestic Trade, Cooperatives and Consumerism with the Ethical Business Excellence Award.

Transparency and ethical business practices are reinforced with the OSHAS 18001 certification we obtained this year; and implementation of the mandatory Responsible Business Conduct Agreement which is supported by our Health, Safety, Security and Environment governance and assurance process for all business partners.

While we continue to demonstrate strong business growth, we recognise the need to strengthen our human resources. As such, we have put in place plans that emphasise people and leadership development, moving towards a performance-driven culture.

On building customer rapport, we have kept our ears on the ground and improved our quality of service to better deliver on customer needs. This resulted in a marked improvement in our Excellent Customer Experience index from 44.5 in Q1 to 55.7 by the end of 2010.

For our communities, we focused on making positive changes to improve their livelihood. During the year, we grew our Community Broadband Centers (CBCs) to 13 nationwide and continuously looked for ways to enhance their relevance and sustainability. Our recent Challenge for Change competition was an example of how we engaged youths from local universities to unearth innovative Social Venture ideas to benefit communities around our CBCs. The second category of the competition saw our Malaysian entry emerge top five in the Global CleanTech Open in the United States.

Over the years, we made significant progress in addressing the climate change agenda. We are on track to reduce our carbon footprint by 50% (85,000 tonnes of CO₂) in 2012 due to our continuous investment in energy efficient initiatives across our telecommunications network. We also incorporated eco-friendly considerations across our operations and are proud to be certified ISO14001 for our Environmental Management System.

Further, our Technical Operation Centre (TOC) was provisionally awarded a Gold Certification in Design Assessment by the Malaysian Green Building Index - a first of its kind to be recognised in Malaysia.

All these initiatives are encapsulated by one common goal of operating a sustainable business in years to come. In 2010, we ranked top in the Asian Sustainability Ratings in Malaysia and amongst telecommunications companies across Asia.

In tandem with growing our business and equipping more Malaysians with the fundamental need for connectivity, we stay committed to raising the bar and setting industry standards on responsible corporate behaviour.

Henrik Clausen
Chief Executive Officer



CR@DiGi

Our philosophy for Corporate Responsibility is to use our core competencies and strengths to enable positive changes in society and our business environment

Our priorities are consistent with the Telenor Group CR strategy, taking into account the interests of our key stakeholders and the natural environment, as follows:

Responsible And Safe Business Practices

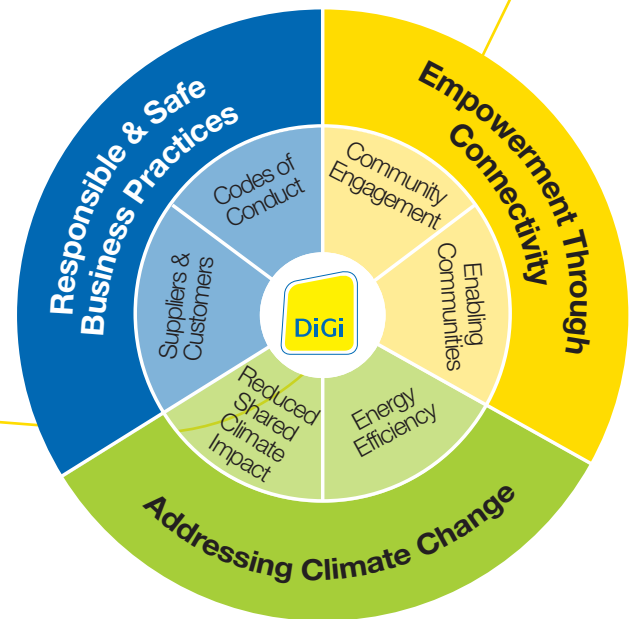
We endeavour to be a responsible company that promotes safe business practices through our initiatives. We empower our employees to act responsibly and ethically with all our key stakeholders, through our comprehensive governance structure.

Empowerment Through Connectivity

We are pushing the boundaries by going beyond traditional philanthropy, to create shared value in our engagements with the community. We use our core competency as a mobile and broadband provider to address social, economic and

Engaging Stakeholders

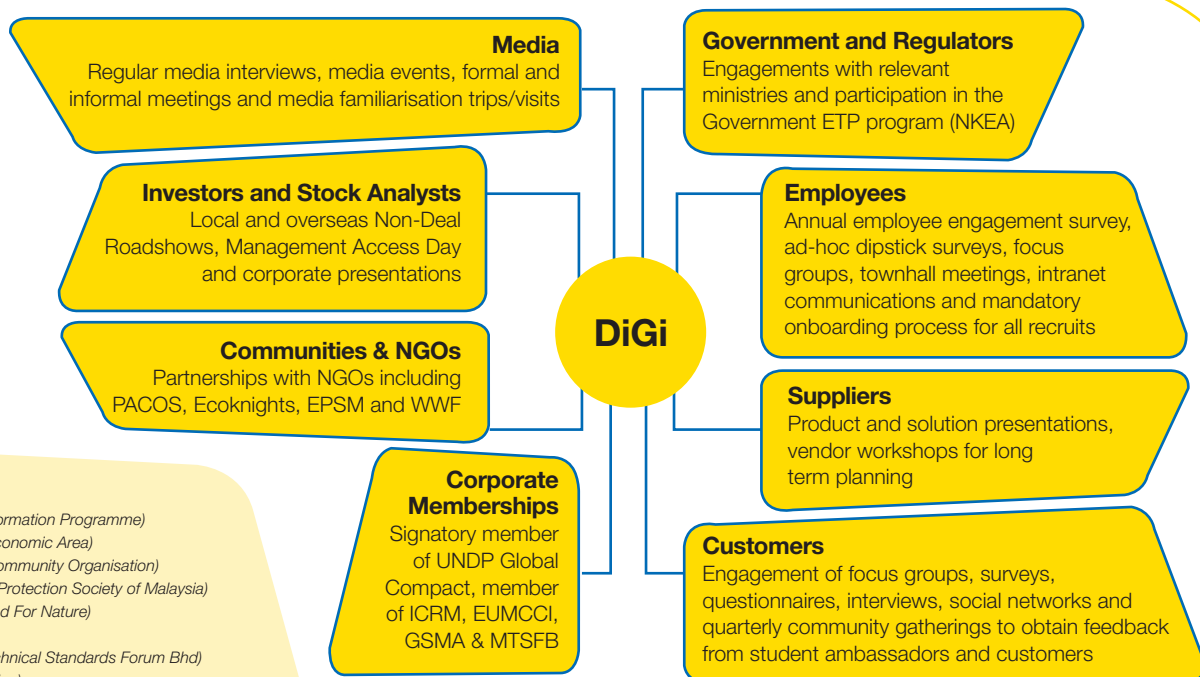
We operate in a dynamic regulatory and business environment and constantly engage our stakeholders to get their feedback, understand their interests and, where relevant, address key issues as they arise.



environmental needs but continue to support philanthropy in situations where appropriate.

Addressing Climate Change

We are committed to minimising our environmental impact by strengthening efforts to reduce our carbon emissions as well as work with our customers, partners and community to come up with climate-friendly solutions.



Footnote:

ETP (Economic Transformation Programme)
NKEA (National Key Economic Area)
PACOS (Partners of Community Organisation)
EPSM (Environmental Protection Society of Malaysia)
WWF (World Wide Fund For Nature)
ICRM (ICR Malaysia)
MTSFB (Malaysian Technical Standards Forum Bhd)
GSMA (GSM Association)
EUMCCI (EU-Malaysia Chamber of Commerce and Industry)

responsible and safe business practices



1

We may have our differences, but we're also the same.
Together, we work hard to serve our 1Malaysia better.
Happy Malaysia Day.

Let's wish each other Happy Malaysia Day
with these nationwide offers!

DiGi Prepaid™
Reload RM30 & get
FREE
100 SMS
to all networks
Validity: 14 - 16 Sept 2010
Maximum 300 FREE SMS/customer

DiGi Postpaid™
15% off
domestic calls
to all networks
Validity: 8pm - 9am,
16 Sept 2010 only

part of **telenor group**

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Enquiries: 018 221 1800 or digi.com.my

DiGi
Always the
smarter choice

DiGi's "Malaysia Day" Advertisement

IN THE WORKPLACE

We continue to push the envelope for responsible and safe business practices within our workplace as well as with our business partners

Committed to People Development

Our people are vital to DiGi's sustained business growth. To ensure we continue to attract and retain the best talents, we have taken solid steps to forge a tighter alignment between our human resource processes and our business goals. We focus on personal and professional development, including ensuring competitive and commensurate rewards for all our employees.

DiGi also undertook a strategic capability assessment of our current skills and leadership levels. Plans are now in place to address areas for improvement and these will be implemented in the coming year. Our various development processes have been streamlined into a single DiGi Development Process that consists of various key components such as business goals, development goals, capability assessments, succession planning, and our Internal Value Creation (IVC) survey.



We continue to have a strong emphasis on leadership development. Therefore, we provide our managers with the skills and competencies to drive excellent performance across their teams to meet business as well as their own development targets.

Raising the Bar on Corporate Governance and Business Ethics

At DiGi, we are governed by our Codes of Conduct that ensure we behave ethically and responsibly in our engagements with all our stakeholders.

We strengthened our internal governance processes through new policies as well as a more structured awareness programme for all employees and Board of Directors. New policies and procedures include a new Gifts and Business Courtesies Policy to guide employees on receiving and giving gifts and an Information Management Policy to manage risks related to Information and Document Management and Storage. These new codes are now subject to our internal compliance procedures.

DiGi was awarded the Distinction Award in the Malaysian Corporate Governance Index 2010 by the Minority Shareholders Watchdog Group Award and the Ethical Business Excellence Award in the Large Enterprise category by the Ministry of Domestic Trade, Cooperatives and Consumerism



Health, Safety, Security and Environment

DiGi's Supplier Code of Principles (SCP) was introduced in 2009. In 2010, this code has been embedded into an Agreement for Responsible Business Conduct (ABC) which is mandatory for all DiGi suppliers. We also have an annual Self Assessment process

for selected vendors to ensure compliance to our SCP and to identify Long Term Supply Chain risks. By the end of next year, we plan to extend the ABC to all parties that have a contractual obligation with us.

We established a systematic approach to address internal HSSE aspects. DiGi successfully obtained OHSAS 18001 and ISO 14001 certifications for our Central Region operations and we aim to extend this certification nationwide by next year. HSSE performance indicators are reported to DiGi's Board of Directors on a regular basis.

DiGi was the first telco to be awarded the Silver Award by the Malaysian Society for Occupational Safety & Health for its efforts to integrate Health and Safety best practices across its operations

IN THE MARKETPLACE

Substantial effort is taken to ensure that we deliver our products and services in a responsible, yet engaging manner to our customers

Excellent Customer Experience

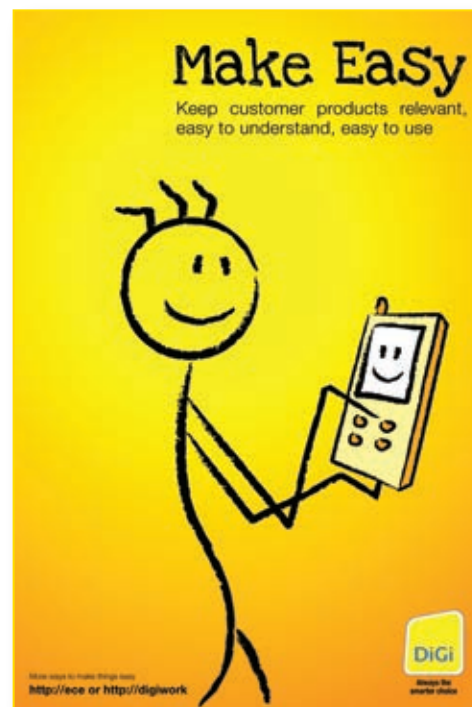
A concerted effort was made to act on customer feedback via our existing channels. These include a structured process to review and address recurrent issues including customer service, billing, accessibility and convenience. Further, we added more touch points such as YouTube, Facebook and Twitter to help customers, and for them to interact with us at their convenience. As a result, our Excellent Customer Experience (ECE) index improved from 44.5 in Q1 to 55.7 by the end of the year.



The ECE index is developed by an independent Market Research company which calls over 1,000 DiGi customers on a quarterly basis to obtain feedback. Customers are asked to rate their experience on a scale from -100 to 100 where 100 is the top-score across various touch points. Touch points and the questions for each touch point have a different weightage based on importance rated by customers. The scores are then aggregated to achieve the overall DiGi result

To give DiGi employees an appreciation of our customer related issues, we initiated 'The Nite @ Contact Centre' programme where close to 600 employees listened in to 'live' calls alongside our customer service consultants.

As DiGi customers ourselves, employees are now able to help our internal Spam Fighting Team by forwarding spam messages to an internal short code, enabling the Team to identify and filter mobile numbers from which the spam message originates. This way, we are able to reduce spam messages received by our customers.



Addressing the Risks of Electromagnetic Fields

We are cognizant of the concerns surrounding the issue of electromagnetic field (EMF) emissions. In this regard, DiGi abides by regulations to ensure that our network operates within approved limits, normally within 1% of the international standards, to minimise the risks to surrounding communities.

DiGi also participated in the industry driven EMF media education forum that included experts from the Ministry of Health who clarified the facts versus myths relating to EMF from telecommunications towers. As part of our internal process, we continue to monitor concerns and views relating to EMF from towers and alert our internal EMF Response Team to investigate and take corrective measures where relevant.

empowerment through connectivity



**Give a gift of love this Hari Raya.
We're sure it'll go a long way.**

Share a little of what you have with a charity near you this festive season. Millions of people will see this appeal today. If everyone were to come together as a community and each person donates a little, it would surely spread a lot of happiness.

Selamat Hari Raya. Our well wishes are always with you.

Send RAYA to 36365 or visit digi.com.my/raya for a list of charities nearby that need help.

Here's our little way of spreading the festive cheer.

**DiGi Postpaid™
15% off**
DiGi-DiGi calls on 10 & 11 Sept 2010 (excludes from 9pm - 9am)

part of **telenor group**

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Enquiries: 016 221 1800 or digi.com.my

DiGi
Always the smarter choice

DiGi's "Hari Raya" SMS Charity Drive Advertisement

IN THE COMMUNITY

On the Community Development front, we are committed to leveraging on our core competencies in mobile and internet technologies to bring a positive impact on society

Community Broadband Centres (CBC)

We launched 13 CBCs under the Universal Service Provision (USP) programme which provides underserved communities with access to broadband services. Over and above basic broadband connectivity, DiGi also provides entrepreneurial training and other online services that are relevant to the communities surrounding our CBCs. In addition, we worked with the Malaysian Communications and Multimedia Commission to give out 500 netbooks to students from low income families in Sabah as part of the 1Malaysia Broadband-Netbook Programme.



EFFECTING CHANGE THROUGH PARTNERSHIPS

We embarked on smart partnerships to empower various communities with mobile and internet technologies



Halal iPhone Application

We collaborated with the Halal Industry Development Corporation to introduce the Halal iPhone Application that provides halal information in a timely and relevant manner for a large segment of Malaysian customers in line with the Halal Malaysia concept.

Takaful Insurance

We partnered with Etiqa Takaful Berhad to provide customers with Syariah-compliant Takaful Personal Accident plans via SMS.

Taking Entrepreneurs to 'The Next Level'

We partnered NTV7 on a reality television programme to encourage Malaysians to use ICT tools to develop their ideas into viable businesses. Called DiGi – The Next Level, the 10-episode

programme awarded the winner with a cash prize of RM50,000 and 12 months' of enterprise support from DiGi worth over RM100,000. Suren Haris Anwar's winning idea is a website dedicated to promoting running.

Contestants faced weekly challenges to test their skills in areas such as branding, public relations, marketing and presentation skills. The audience also played a part in determining the winner by voting their favourite via SMS. The programme proved that with the right tools and partners, anyone can take their idea to the next level.

Building Capacity with eHomemakers

We are supporting social enterprise eHomemaker's mass messaging solution towards greater capacity and efficiency in communicating with its members. eHomemakers promotes teleworking, Small Office and Home Office businesses run by low income families and single mothers through the use of information and communications technology. The organisation also assists underprivileged groups by offering training or activities to enhance and improve their livelihoods.



EMPOWERING YOUTHS THROUGH EXPOSURE AND ENGAGEMENT

We recognise that the youth of today are lively, multi-talented, vocal and adventurous, exhibiting great potential in many fields. Therefore we work towards engaging them with the right tools and exposure to help them grow as future leaders

DiGi Done Right Camp

As a broadband provider, DiGi is fully aware of the power of the internet. We engaged over 4,000 bloggers from the online community through a programme called DiGi Angels, whose members are our online ambassadors. We held a bootcamp-styled session called the DiGi Done Right Camp, where 40 participants were treated to motivational and interactive sessions and exposed to DiGi values and creative ways of using internet and mobile applications.

DiGi Live Tour

DiGi LIVE is a nationwide talent competition that aims to provide 13 to 17-year old students with a constructive and conducive environment for self-expression. Under DiGi LIVE, the teens get a chance to learn first-hand from some of their favourite icons about what it takes to bring their passion for music, sports and arts to greater heights.



REACHING OUT TO THE UNDERPRIVILEGED

Besides donations by DiGi, we also raise funds for worthy causes through our customers and employees

Charitable and Festive Donations

The spirit of giving and sharing with the underprivileged is heightened during major festivals such as Hari Raya and Deepavali. As a responsible corporate citizen, DiGi reached out to all our subscribers via our Short Messaging Service (SMS) facility to raise donations during these festivals for worthy causes such as Tengku Ampuan Rahimah Charity Home (RACTAR) and Education Welfare & Research Foundation (EWRf).

Other than festive donation drives, we also made charitable donations in cash and kind to several organisations including RACTAR, Pertubuhan Kebajikan Anak-Anak Yatim/Miskin Klang (PEYAKIN KLANG), Cleft Lip and Palate Association Malaysia (CLAPAM) and Kiwanis Club of USJ.



During festive periods, many of our employees voluntarily redirect hampers and gifts received to charity homes that we support on a regular basis



Edge-Bursa Malaysia Kuala Lumpur Rat Race

We continued our support for one of Kuala Lumpur's largest annual corporate charity sporting event - the Edge-Bursa Malaysia Rat Race. We sent five teams to take part in this year's race and also contributed RM50,000 to the charity drive where the proceeds were used to support over 20 charitable organisations.



DiGi Flood Relief Drive

The recent floods in Johor affecting close to 50,000 people prompted DiGi to launch a flood relief drive for those impacted. We set up emergency telecommunication services and provided RM3 talk time credit for more than 11,000 subscribers so they could stay in touch with their loved ones throughout the emergency. We also organised a collection of essential items such as mats, blankets, rice and milk powder to be distributed to the flood relief centres housing hundreds of displaced families. We also helped our dealers to get back on track with financial support and cleaning-up activities.



addressing climate change

DIGI PREPAID™
FREE
RM2 TALKTIME
when you use RM10
21 - 23 Dec 2010

DIGI POSTPAID™
30%
Off DiGi-DiGi Calls
9am-6pm, 25 Dec 2010
SMS XMAS to 22298 by
24 Dec 2010 to enjoy this offer.

* DiGi Prepaid offer is not valid for DiGi Prepaid Campus, DiGi Easy Prepaid and Prepaid Internet customers.
* FREE RM2 talktime payout dates are 25 - 30 Dec 2010. RM10 charge is excluding free calls.
* DiGi Postpaid offer is not valid for Enterprise Business customers.

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We have your Christmas all wrapped up.
When you're done reading this, please spare a thought for the environment and wrap a present with this ad while you enjoy our festive promos.
Every little Deep Green effort goes a long way.
MERRY CHRISTMAS, 1MALAYSIA.

DiGi
Always the smarter choice

DiGi's "Christmas" Re-use, Recycle Advertisement

DEEP GREEN IN THE ENVIRONMENT

We continue with our efforts to address the universal challenge of climate change both in our internal operations as well as in engaging our stakeholders. Our company-wide initiative called Deep Green continues to drive energy efficiency and environmental sustainability in all aspects of our operations



Reducing Our CO₂ Emissions

By end 2009, we implemented many of our Phase 1 energy efficient initiatives across our operations. Phase 2 began in 2010, where we focused on putting in place governance systems to make environmental sustainability part of our company DNA. We benchmarked against global best practices via the Telenor Group to identify viable energy efficiency and green technologies to bring us closer to our ambition of reducing our emissions by 50% (85,000 tonnes of CO₂). While we maintained our CO₂ emissions level as that of the previous year, we will deploy new initiatives in 2011 that will give us substantial efficiencies to meet our ambition.

The Telenor Group's President and CEO Jon Fredrik Baksaas signed the Cancun Communiqué on Climate Change at the United Nations Climate Change Conference (COP16), Mexico. This communiqué aims to build on the significant momentum created by last year's Copenhagen Communiqué, as it urges governments to increase their efforts to develop a comprehensive international framework that tackles climate change

Technology Operations Centre (TOC)

Environmental Features

- Solar cells of 35.2KWp
- Landscaping on the external vertical walls - Greenwall
- 3 tick (excellent) water conservation fixtures
- Waterless urinal
- Rain water harvesting capacity and bio-swale tank
- Harvested rainwater used for landscaping and green wall irrigation
- Power and Water metering by zone/ floor linked to Building Monitoring System
- 'Green' Fire suppression system – inert gas used with ZERO Ozone Depletion Potential
- Green construction: ie, steel formwork system to reduce timber usage during concrete construction
- Non chemical chilled water treatment
- No raised floor, server racks laid in modular pods with dedicated cooling
- Eco-friendly carpeting
- Solar reflective roof paint coating
- Corridor lighting sensor
- T5 e-ballast lighting
- Low Volatile Organic Compound (VOC) wall paint
- Low Emission coated window glass

In Our Network

Our network contributes about 80% of our total CO₂ emissions and is a key focus in our reduction efforts. Our plans include substantial network modernisation across our mobile communications network and several new hybrid solar-powered base transmission sites. The latter was a result of a feasibility study with GSM Association whereby the findings helped to enhance the business case for these solar-powered sites.

Technology Operations Centre (TOC)

We have completed the construction of our DiGi Technology Operations Centre (TOC) which will be fully operational by 2011. The TOC is the first Data Centre to receive the Green Building Index Provisional Gold Certification (Design Assessment).

REDUCE SHARED CLIMATE IMPACT

Our climate ambition seeks to inspire climate-friendly solutions through our engagement with communities and customers

Deep Green Challenge for Change

The "Deep Green" philosophy is shared with the community through events such as the Deep Green Challenge for Change ("C4C"), a competition organised together with corporate partners such as Ericsson, TNB Research, and the Energy Commission of Malaysia, to instill a more sustainable mindset amongst Malaysian youths.





C4C Phase 1

In Phase 1, students from 9 universities developed applications of renewable energy solutions for underserved communities. The winners of the first installation of the competition were announced in the presence of the Crown Prince and Princess of Norway during their visit to Malaysia.



As a practical application of renewable energy solutions for underserved communities, we partnered PACOS (Partners of Community Organisations) to build a micro-hydroelectric system to provide electricity to over 35 households in Lumpagas, Pensiangan, Sabah.

C4C Phase 2

Participants developed their best green technology and social venture ideas with the support of the Ministry of Higher Education and the Ministry of Energy, Clean Technology and Water.

For the first category, 13 universities took part in the Social Venture Challenge, where tertiary students developed sustainable business ideas for DiGi's CBCs. Students from Universiti Sains Malaysia took home RM10,000 with their My One Village integrated web solution that can enhance income levels for nearby communities.

The Global CTO is a global green business competition that has been running since 2006, looking at clean and innovative ideas from all over the world

The second category, the CleanTech Global Ideas Challenge was open to all Malaysians and required participants to create eco-friendly and viable business ideas. We received 47 entries.

The winner, Dr Chew Heng Hai, represented Malaysia at the Global

CleanTech Open (CTO) in San Jose, United States.

His entry, the EZ Flush solution was the first medical submission received by the global competition and it emerged among the world's top five. The solution reduces non-biodegradable clinical waste while enhancing patient safety. Dr. Chew received a cash prize of RM10,000 and access to start-up services.



Climate Conversations

We continue to create awareness on climate issues through external and internal engagements. We sponsored the Eco-Film Festival 2010 to reach out to students in the University Malaya campus and the general public. We continued to cultivate climate awareness amongst employees through engagements such as movie screenings and competitions on Deep Green initiatives and current climate change issues.

As part of our engagement initiatives, we continue to stimulate discussions on climate issues via the social media. For this purpose, our Deep Green webpage was upgraded into an interactive aggregator page that empowers our users to share environmental news, issues, solutions and events. Further, we organised a forum for bloggers where experts from Eco-Knights and the Environmental Protection Society of Malaysia shared key climate trends and issues.



moving forward

Looking ahead, we remain focused on integrating responsible best practices across our value chain. This will be achieved by ensuring a closer alignment between our Corporate Responsibility initiatives with our business agenda. We will continue to actively engage our key stakeholders to better manage their expectations and interests

RESPONSIBLE & SAFE BUSINESS PRACTICES:

In the Workplace

We will accelerate our people development plans to continually drive excellent performance and leadership.

Compliance

We will strengthen measures to ensure greater consistency and accountability in relation to ethical standards of behaviour. Greater emphasis will be made on self-regulation and equipping line managers to ensure functional compliance.

Personal Data Protection Act (PDPA)

We have always worked towards making sure our customer's rights are protected in all our interactions with them. With the PDPA's introduction in 2010, we are currently in the process of ensuring that the data we collect, process and manage with regards to our customers is compliant with the Act.

HSSE

Our goal is to achieve nationwide certification for ISO14001 and OHSAS18001 by end of 2011.

In the Marketplace

We will be extending our Agreement for Responsible Business Conduct to all parties that have a contractual obligation with DiGi and will start with SMEs that have DiGi dealerships.

EMPOWERMENT THROUGH CONNECTIVITY

In the Community

We will continue to engage youth, employees and partners to come up with innovative solutions that leverage on the power of mobile and internet to bring positive impact to the community. The theme for C4C Phase 3 will be on developing mobile and internet technologies to benefit underserved communities. At the same time, we will provide relevant online services and other capacity building initiatives for our CBC communities.

ADDRESSING CLIMATE CHANGE

In the Environment

Our networks will be upgraded with modern and energy efficient equipment that will enable us to achieve substantial energy efficiencies. In the coming years, we will redefine our operational targets in relation to energy efficiency, including measuring our energy consumption against volume of voice and data traffic in our network.

on the right track

What our Stakeholders Say..

"DiGi Telecommunications led not just our Malaysian universe but the entire telecoms sector. Its reporting strength in the social category shows a particular strength in consumer engagement where it specifically focused on underserved communities."

Asian Sustainability Rating (ASR™) Report

"The CBCs are a great way for villagers to use the internet and broadband access to promote homestay programmes at the villages as well as market their agricultural products online. Although the centre is in Kampung Teriang, residents from surrounding villages are welcome, as we want them to benefit from the centre too."

Datuk Dr Abdul Latiff Ahmad, Deputy Defence Minister and Mersing Member of Parliament, at the launch of DiGi's CBC in Kampung Teriang, Mersing, Johor

"We've seen quality entries from Challenge for Change programme, we have outstanding entrepreneurial talent in Malaysia. It's good to unearth that talent, to empower them regionally and globally. With the right support and partners, we'd want to see them go all the way."

Nazrin Hassan, CEO of Cradle Investment Programme, Judge for Challenge for Change 2010

"We have learned so much and grown a lot throughout Challenge for Change especially in areas of project management, developing our problem solving skills and changing our mindset about rural communities."

Yap Wei Yee, Student and team leader Googolplex, from University Kebangsaan Malaysia for C4C 2010 Competition

"D'House (DiGi Headquarters) is an incredible example of what companies can do to incorporate their green practices into their business operations."

Nithi Nesadurai, President, Environmental Protection Society of Malaysia

1. Asian Sustainability Ranking 2010

- No. 1 Company in Malaysia
- No. 1 Telco in Asia
- No. 11 Overall in Asia
by Asian Sustainability Rating (ASR™)

2. MSOSH Occupational Safety & Health 2010

- Silver Recognition Award
by Malaysian Society of Occupational Safety & Health

3. ACCA Malaysia Sustainability Reporting Awards 2010

- Best First Time Reporter
by the Association of Certified Chartered Accountants

4. GEW MSC 2010 Awards

- Outstanding Domain Catalyst Partner
by Warisan Global and MSC Malaysia

5. Malaysia Corporate Governance Index 2010

- Distinction Award
by Minority Shareholder Watchdog Group (MSWG)

6. National Award for Management Accounting (NAfMA) 2010

- Best Practice Award in Non-Listed Company Category
by the Chartered Institute of Management Accountants (CIMA) Malaysia Division and the Malaysian Institute of Accountants (MIA)

7. Ethical Business Excellence Award 2010/2011

- Highest Recognition in the Large Enterprise Category
By Ministry of Domestic Trade, Cooperatives and Consumerism

DiGi's
"Deepavali"
SMS Donation
Advertisement



policies, codes and procedures

Available online@www.digi.com.my

- DiGi Broadband Fair Usage Policy
- Employee Code of Conduct
- HSSE Policy

Available on internal shared documents within the intranet:

Policies

- Agreement of Responsible Business Conduct
– includes Suppliers Code of Principles
- Anti-Corruption Policy
- Communications Policy
- Donations Policy
- Gift and Business Courtesies Policy
- Information Management Policy
- Internal Transfer Policy
- Internship Policy
- People Policy
- Performance Management Policy
- Resourcing Policy
- Rewards Policy
- Site Acquisition and Long Term Retention Policy
- Sponsorship Policy
- Tax Policy

Recognising human worth

Labour standards

Anti-Corruption & bribery

Political interests

Positive working environment

Drug-free workplace

Disclosure of information

Supplier conduct principles

Equal employment opportunity

Ethics & competing fairly

Corporate assets

Confidentiality & privacy of data

Health & safety

Loyalty and impartiality

Conflicts of interests

Gifts, entertainment & business courtesies

The 16 founding principles upon which DiGi's Codes of Conduct are based

Procedures

- Accounting and Financial Reporting Procedure
- Anti-Corruption Procedure
- Crisis Management Procedure
- DiGi Development Process
- Functional Description Procedures
- Information Handling Procedure
- Legal Hold Procedure
- Legal Risk Management Procedure
- Managing Intellectual Property Procedure
- Personal Data Protection Procedure
- Procurement SOPP
- Tax Procedure

performance data 2010

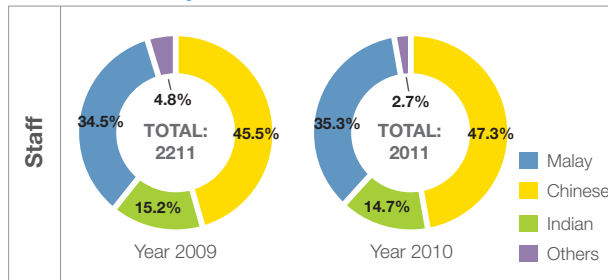
Data reported below consist of

- 1) Material Data for disclosure
- 2) New data/initiatives being reported
- 3) Data tracked from 2009 to 2010

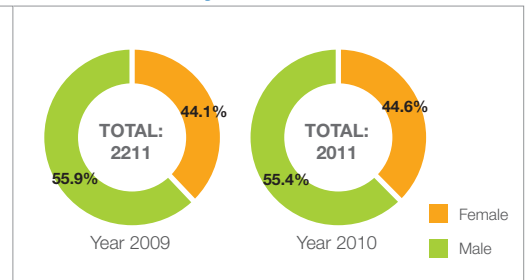
RESPONSIBLE AND SAFE BUSINESS PRACTICES

PEOPLE

Racial Diversity



Gender Diversity



Training

	Hours
Conference and Seminar	14
Functional Skills	3562
Management and Leadership	1080
Soft Skills	3906
Technical	1218
Others	2121
Total	11,887

HSSE

HSSE Data as of 31 December 2010	Units	Figures
Total Recordable Injury Frequency (TRI)	No of cases in 1 million work hours	0.56
Lost Time Injury (LTI)	No of cases in 1 million work hours	0.42
Sickness Absence Frequency	Percentage	0.40%
Work Related Fatalities	No	0

HSSE Awareness and Training	Quantity	HSSE Assurance and HSE Committee	Quantity
Employees and in-house contractor in HSSE awareness program	667	Inspected/Audited suppliers by DiGi	105
Employees and in-house contractor in HSSE training	234	High Risk suppliers audited by Procurement & Consultant	20
Suppliers in HSSE training	83	Active suppliers answering Self Assessment Questionnaire	17
		HSE Committee	
		- Management representatives	5
		- Employee representatives	8
		HSSE Committee Meetings	15

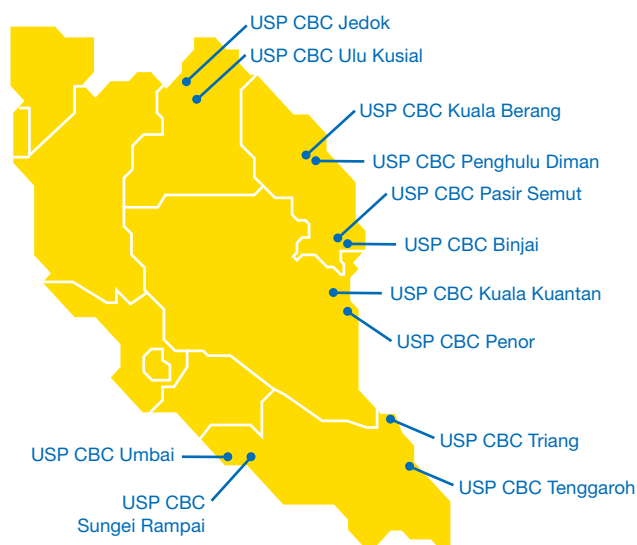
RESPONSIBLE AND SAFE BUSINESS PRACTICES

	Initiatives	Objectives	2009	As of December 2010						
1.1	Employee Code of Conduct (CoC)	All Employees sign acknowledgement and acceptance to abide by the code	Signed by all employees and board of directors 100% participation	CoC was updated in 2010 Adopt the Code Campaign <ul style="list-style-type: none">Including integrity, compliance, whistleblower, anti-corruption988 new employees trainedNo cases of discrimination or violations involving rights of people reported						
1.2	Health, Safety, Environment (HSE)	Achieve certification and implementation of HSE Management System (ISO14001 and OHSAS 18001)	HSSE Policy signed by all employees 100% participation	HSE management system implemented <ul style="list-style-type: none">ISO14001 and OHSAS 18001 Certified100% employees completed HSSE's ZERO WorkshopFormal training includes first aid, CPR, work at height, personal protective equipment and spill responseIssued guidelines to curb the spread of H1N1 at workplace100% employee vaccination for H1N1 & discounts for familyPricewaterhouseCoopers on behalf of Telenor Group HSSE conducted a 2 day audit of DiGi on 6 & 7 Jan 2011. DiGi scored 100% for both Environmental Management System and Occupational Health and Safety Management System						
1.3	Agreement for Responsible Business Conduct (ABC)	All Suppliers to sign ABC agreement	All suppliers aware of Supplier Code of Principles (SCP) and Supply Chain Business Assurance SOPP	SCP included in ABC All newly registered suppliers must sign ABC <table><tr><td>Signed ABC</td><td>Qty</td></tr><tr><td>Critical suppliers</td><td>41</td></tr><tr><td>Non-critical suppliers</td><td>697</td></tr></table>	Signed ABC	Qty	Critical suppliers	41	Non-critical suppliers	697
Signed ABC	Qty									
Critical suppliers	41									
Non-critical suppliers	697									
1.4	Compliance to Policies and Laws	Ensuring compliance to policies and law	Status quo Relevant law and internal policies	<ul style="list-style-type: none">New Policies and Procedure implemented to comply with Data Protection Act 2010Consolidation of Solicitors (e.g. Tenancy matters for payment of Legal fees to external counsel) to be in accordance to Solicitors Remuneration Order 2005 No cases of non-compliance or violations to Malaysian laws and regulations						
1.5	Career and Development	Provide & sponsor career development plan where staff aspirations meet capability requirement	Launched D'Plan in mid 2009, 1,715 employees completed appraisal dialogue 54% with active D'Plan	All employees to have a 3-year development plan to achieve career aspirations 65% with active D'Plan with periodic discussions with supervisors						
1.6	Employment Diversity & Opportunities	To be an equal opportunity employer	<ul style="list-style-type: none">PWD – 10Interns – 47	<ul style="list-style-type: none">Person with Disabilities (PWDs) increased to 12Interns – 45						
1.7	Excellent Customer Service (ECE)	<ul style="list-style-type: none">Employees to understand issues and solutions in Customer ServiceMaintain a high level of Customer Satisfaction Index	Conduct Customer Discovery Workshops and Customer Service Immersion Programme	<ul style="list-style-type: none">ECE War Room to tackle root causes of issues faced by customers and corrective actionsECE index up from 44.5 Q1 2010 to 55.7 in Q4 2010						

EMPOWERMENT THROUGH CONNECTIVITY

UNDERSERVED COMMUNITIES

Community Broadband Centre (CBC)



CBC	State
Umbai	Melaka
Sg Rambai	Melaka
Triang	Johor
Tenggaroh	Johor
Penor	Pahang
Kuala Kuantan	Pahang
Binjai	Terengganu
Pasir Semut	Terengganu
Penghulu Diman	Terengganu
Kuala Berang	Terengganu
Ulu Kusial	Kelantan
Jedok	Kelantan
Lundu	Sarawak



Initiatives	Objectives	2009	2010
eHomemakers	Empowering underserved groups with DiGi's products and services	-	Providing SIM card for social enterprise's mass messaging solution

YOUTH

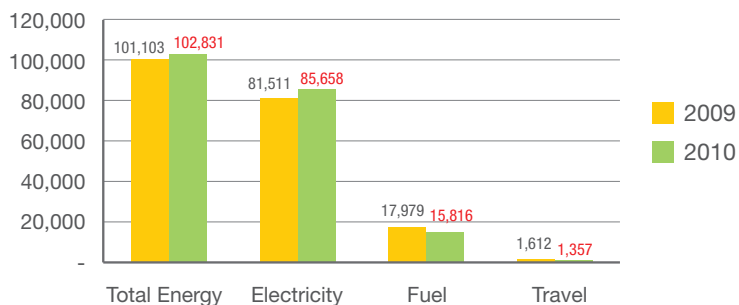
Initiatives	Objectives	2009	2010
Yellow Army	Inspire mindset change in undergraduates to develop great team leaders	Approximately 500 students in 15 universities nationwide	86 students recruited last year from 19 public universities
LEAP	Exposing tertiary students to DiGi's modern management mindset & culture	Sessions with 63 students focused on current issues in the working world	73 UITM students in a 2-day programme
DiGi LIVE Tour	Talent auditions encouraging secondary school students to express themselves through music, sports and arts	-	121 secondary schools in 6 states. Total 164 teams, 962 students participated in the regional finals
DiGi Angels	Engaging the online community through interactive sessions, reviews and feedbacks Generate creative ways of using internet and mobile applications	-	40 participants in Done Right Camp

CHARITY AND RELIEF

Initiatives	Objectives	2009	2010
Edge-Bursa Malaysia KL Rat Race	DiGi staff participation in race in support of charity	<ul style="list-style-type: none"> RM200,000 raised 176 employees 	<ul style="list-style-type: none"> RM50,000 raised for over 20 charities 25 selected to train and participate in race
Johor flood relief drive	Charity drive for victims of natural disaster	-	<ul style="list-style-type: none"> Set up emergency telecommunication services Provided RM3 talk time credit for subscribers Collection of essential items for distribution
Charitable contributions	Donations and engagements	-	<ul style="list-style-type: none"> RM42k donated to various charities including RACTAR, Peyakin Orphanage, CLAPAM, Kiwanis, Permata Camar Orphanage, charity associations EWRF and EPSM through Hari Raya and Deepavali SMS drive, Bola! Bola! campaign and Eco-film festival drive

CLIMATE CHANGE

CO₂ Emissions



DiGi has participated in International Disclosure: the Carbon Disclosure Project since 2009

CLIMATE CHANGE CONSUMPTION				CLIMATE CHANGE INITIATIVES			
	Initiative	2009	As of December 2010	Initiative	Objective	2009	As of Dec 2010
3.1	Electricity	154.4 GWh	141.4 GWh	Technical	Energy Efficiency	<ul style="list-style-type: none"> Increase temperature in all sites Diesel genset to grid conversion 	<ul style="list-style-type: none"> Completed for 1367 sites Completed for 38 sites
3.2	Waste	60 tonnes 16.2 tonnes recycled	252 tonnes 9.7 tonnes recycled e-waste – 0.115 tonnes	Spills	Diesel	None	None
3.3	Paper	1.7 mil sheets	1.7 mil sheets	Commercial	Reduce Packaging	Reduce sizes	No packaging for SIM/reloads for dealers
3.4	Diesel	6.27 mil litres	5.55 mil litres	Environmental laws and regulations	Compliance	Nil non-compliance	Nil non-compliance
3.5	Petrol	0.45 mil litres	0.45 mil litres	E-billing (campaign)	Reduce paper bills	Campaign with WWF	Completed (RM 98,211 donated)
3.6	Mileage	10 mil km	8.68 mil km	Paper-billing (opt out)	Reduce paper bills	-	Paper bills charged at RM3
3.7	Water	49,000m ³ for 46 buildings	49,000m ³ for 55 buildings				

COMMUNITY

	Initiative	2009	As of December 2010
Challenge for Change	A university competition to instill entrepreneurial values and sustainable mindset amongst youth	Phase 1 saw participation of 15 engineering teams from 9 universities	Phase 2 split into two categories: <ul style="list-style-type: none"> Social Venture challenge – 27 submissions from 13 universities Global CTO challenge – 47 entries
Micro-Hydro Project in partnership with PACOS	Generate clean electricity for underserved communities	Partnered PACOS to construct micro-hydro system in Lumpagas, Sabah in 2009	Micro-hydro system completed, fully operational in September 2010
Engaging Employees	Awareness of climate change issues and community	<ul style="list-style-type: none"> Earth Hour, Earth Day campaigns Mentors for C4C Students Eco-movie screening by Eco-knights and National Geographic Environmental Protection Talks D'Spring recycling charity drives Sustainable Transport Option Programme with CETDEM 	<ul style="list-style-type: none"> Earth Hour, Earth Day campaigns Eco-movie screening by Eco-knights D'Spring recycling charity drives D'Masters Deep Green Quiz Challenge D'Masters Quiz Challenge Minus Car Boot Sale charity drive Mentors for C4C Students ISO 14001 Awareness Day

Our report closely follows the GRI Reporting Guidelines with the objective of measuring, disclosing and being accountable for internal and external stakeholders for our Company's performance towards the goal of sustainable development. This section of our Corporate Responsibility Report presents, in a simple format, our initiatives to address the various Performance Indicators of the GRI in our reporting. For more information on GRI, please visit www.globalreporting.org










● Fully reported on ◐ Partially reported on ○ Not reported on ○ Not relevant

■ Core Indicators ■ Additional Indicators

GRI Ref.	Description	Where it appears in this CR Report	Extent of indicator disclosure
Strategy & Analysis			
1.1	Statement from the CEO about the relevance of sustainability to the organisation and its strategy	CEO's Message	●
1.2	Description of key impacts, risks and opportunities	Annual Report	●
Organisational Profile			
2.1	Name of organisation	Annual Report	●
2.2	Primary brands, products, and/or services	Annual Report	●
2.3	Operational structure of the organisation	Annual Report	●
2.4	Location of organisation's headquarters	Annual Report	●
2.5	Number of countries where the organisation operates	Annual Report	●
2.6	Nature of ownership & legal form	Annual Report	●
2.7	Markets served	Annual Report	●
2.8	Scale of reporting organisation (including employees, assets, sales and products)	Annual Report	●
2.9	Significant changes during the reporting period regarding size, structure, or ownership	Annual Report	●
2.10	Awards received in reporting period	Annual Report	●
Report Profile			
3.1	Reporting period	Annual Report	●
3.2	Date of most previous report (if any)	Annual Report	●
3.3	Reporting cycle	Annual Report	●
3.4	Contact point for questions regarding the report or its contents	Annual Report, Feedback	●
Reporting Scope & Boundary			
3.5	Process for defining report content	Our Priorities, Reporting Process	●
3.6	Boundary of the report	Reporting Process	●
3.7	State any specific limitations on the scope of boundary of the report	Reporting Process	◐
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability	Reporting Process	●
3.9	Data measurement techniques and the basis of calculations	Global Reporting Initiatives	●
3.10	Explanation of the effect of any re-statements of information provided in earlier reports and reasons for them	-	○
3.11	Significant changes from previous reporting periods in the scope of boundary, or measurement methods applied in the report	Reporting Process	◐
GRI Content Index			
3.12	Table identifying the location of the Standard Disclosures in the report	Global Reporting Initiatives	●
Assurance			
3.13	Policy and current practice with regard to seeking external assurance for the report	Reporting Process	●

GRI Ref.	Description	Where it appears in this CR Report	Extent of indicator disclosure
Governance, Commitments and Engagement			
Governance			
4.1	Governance structure of the organisation	Annual Report	●
4.2	Indicate whether the Chair of the highest governance body is also an executive officer	Annual Report	●
4.3	For organisations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members	Annual Report	●
4.4	Mechanism for shareholders and employees to provide recommendations or direction to the highest governance body	Annual Report	●
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives, and the organisation's performance	Annual Report	◐
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided	Annual Report	●
4.7	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organisation's strategy on economic, environmental and social topics	Annual Report	◐
4.8	Internally developed statements of mission or values, codes of conduct and principles relevant to economic, environmental and social performance and the status of their implementation	Policies, Codes and Procedures	●
4.9	Procedures of the highest governance body for overseeing the organisation's identification and management of economic, environmental and social performance, including relevant risks and opportunities, and adherence or compliance with international standards, codes of conduct and principles	Annual Report	◐
4.10	Processes for evaluating the highest governance body's own performance	Annual Report	◐
Commitment to External Initiatives			
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organisation	Policies, Codes and Procedures	◐
4.12	Externally developed economic, environmental and social charters, principles or other initiatives to which the organisation subscribes or endorses	CR@DiGi	◐
4.13	Membership in associations	CR@DiGi	◐
Stakeholder Engagement			
4.14	List of stakeholders	CR@DiGi	●
4.15	Basis for identification and selection of stakeholders with whom to engage	CR@DiGi	●
4.16	Approaches to stakeholder engagement	CR@DiGi	●
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organisation has responded	CR@DiGi, Responsible and Safe Business Practices	◐
Economic Performance Indicators			
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments	Annual Report	●
EC2	Financial implications and other risks and opportunities for the organisation's activities due to climate change	Addressing Climate Change	◐
EC3	Coverage of the organisation's defined benefit plan obligations	Intranet	●
EC7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation	Intranet	◐
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in kind, or pro bono engagement	Empowerment Through Connectivity, Website	◐
EC4, 6, 9 not reported. EC5 not relevant			
Environmental Performance Indicators			
EN3	Direct energy consumption by primary energy source	Performance Data	◐
EN4	Indirect energy consumption by primary source	Performance Data	◐
EN5	Energy saved due to conservation and efficiency improvements	Addressing Climate Change	●
EN6	Initiatives to provide energy efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives	Addressing Climate Change	●
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	Performance Data	◐

GRI Ref.	Description	Where it appears in this CR Report	Extent of indicator disclosure
Environmental Performance Indicators (cont'd)			
EN8	Total water withdrawal by source	Performance Data	●
EN16	Total direct and indirect greenhouse gas emissions by weight	Performance Data	●
EN17	Other relevant indirect greenhouse gas emissions by weight	Performance Data	●
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	Performance Data	●
EN19	Emissions of ozone depleting substances by weight	Performance Data	●
EN23	Total number and volume of significant spills	Performance Data	●
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	Addressing Climate Change, Performance Data	●
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	Performance Data	●
EN 9 – EN 15, 22, 24, 25, 27, 29, 30 is not reported, EN1, 2, 20,21 not relevant			
Social – Labour Practices & Decent Work Performance Indicators			
LA1	Total workforce by employment type, employment contract, and region	Performance Data	●
LA2	Total number and rate of employee turnover by age group, gender and region	Performance Data	●
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	Intranet	●
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advice on occupational health and safety programs	Performance Data	●
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region	Performance Data	●
LA8	Education, training, counselling, prevention, and risk-control programmes in place to assist workforce members, their families, or community members regarding serious diseases	Performance Data, Intranet	●
LA10	Average hours of training per year per employee by employee category	Performance Data	●
LA11	Programmes for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	Performance Data, Intranet	●
LA12	Percentage of employees receiving regular performance and career development reviews	Performance Data	●
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity	Performance Data	●
LA 14 not reported. LA 4, 5, 9 not relevant			
Social – Human Rights Performance Indicators			
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	Performance Data	●
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	Performance Data	●
HR4	Total number of incidents of discrimination and actions taken	Performance Data	●
HR6	Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour	Policies, Codes and Procedures	●
HR7	Operations identified as having significant risk for incidents of forced or compulsory labour, and measures to contribute to the elimination of forced or compulsory labour	Policies, Codes and Procedures	●
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	Performance Data	●
HR 1, 8 not reported. HR 5 not relevant			
Society Performance Indicators			
S01	Nature, scope, and effectiveness of any programmes and practices that assess and manage the impacts of operations on communities, including entering, operating and exiting	Performance Data, Responsible and Safe Business Practices	●
S02	Percentage and total number of business units analysed for risks related to corruption	Intranet	●

GRI Ref.	Description	Where it appears in this CR Report	Extent of indicator disclosure
Society Performance Indicators (cont'd)			
S03	Percentage of employees trained in organisation's anti-corruption policies and procedures	Performance Data	
S04	Actions taken in response to incidents of corruption	Responsible and Safe Business Practices	
S05	Public policy positions and participation in public policy development and lobbying	Responsible and Safe Business Practices, CR@DiGi	
S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country	Policies, Codes and Procedures	
S07	Total number of legal actions for anti-competitive behaviour, anti-trust, and monopoly practices and their outcomes	Policies, Codes and Procedures, Intranet	
S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	Performance Data	
Product Responsibility Performance Indicators			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures	Intranet	
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	Responsible and Safe Business Practices	
PR6	Programmes for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship	Policies, Codes and Procedures	
<i>PR 2, 3, 4, 7, 8, 9 not reported</i>			

reporting process

DiGi released our first Sustainability Report in 2009 and is committed to improving the quality of our Corporate Responsibility reporting. We continuously develop and improve our methods for collecting and reporting performance data

We collect data monthly and annually from all of our internal operations. We publish information about a set of topics, including environment, social activities, responsible practices and supply chain management on our corporate website. The scope of reporting is continuously revised in order to satisfy internal reporting needs, and comply with external requirements and upcoming reporting trends.

Implementing new reporting system

In 2010, we integrated our Non Financial Reporting with Telenor Group's Hyperion financial management system, supplemented by a series of internal trainings as well as improved guidelines on reporting. This is part of our focused efforts to continuously improve the data quality of disclosures on sustainability performance. With this new system, our financial and non financial reporting processes have been aligned to ensure a more streamlined scope of reporting, including Human Resource, HSSE, Climate Change and Corporate Responsibility management. The data in the 'Performance Data 2010' section of this report has been primarily extracted from this new improved system.

Defining the content and scope of our reports

In order to provide a transparent and complete overview of our sustainability performance, we have adopted a structured approach in selecting the topics that we report on and the level of detail we disclose these topics. As a result, we ensure that:

- The topics covered reflect our significant economic, environmental and social impact
- We provide information on topics that interest our stakeholders
- We provide appropriate detail on the topics covered, in a suitable format
- We continually engage with stakeholders so we can better understand their expectations and interests

External Reporting

On DiGi's corporate website we disclose information about all important sustainability areas, including information on corporate governance, supply chain, working conditions, in addition to a designated section on Corporate Responsibility.

Assurance

In this report, we have followed the G3 (Third Generation) Sustainability Reporting framework of the Global Reporting Initiative (GRI). As part of our continuous improvement efforts, we will engage our Internal Assurance team to verify the quality of our reporting processes and content; and plan to obtain external verification for our 2012 report.

feedback

DiGi.Com Berhad

Lot 10, Jalan Delima 1/1

Subang Hi-Tech Industrial Park
40000, Shah Alam

Tel: 03-5721 1800

Contacts:

Philip Ling (ohling@digicom.my)

Sumitra Nair (sumitran@digicom.my)



Always the
smarter choice

DiGi.Com Berhad (425190-X)

Lot 10, Jalan Delima 1/1, Subang Hi-Tech Industrial Park, 40000 Shah Alam Selangor. Tel: 03-5721 1800



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