



Business-to-Consumer (B2C)

# CONNECTING LIVES, ENRICHING EXPERIENCES

As Malaysia's Convergence Champion, we integrate internet, mobile, entertainment and lifestyle solutions to meet the diverse needs of today's digital customers and businesses. Through strategic partnerships and advanced technology, Unifi enables smart homes, digital lifestyles and seamless customer experience, ensuring Malaysians benefit from an increasingly interconnected world. In addition, Unifi Business goes beyond connectivity, offering digital tools and resources to empower MSMEs, boost productivity, expand market reach and drive digital transformation.

## KEY CONTRIBUTIONS AND ACHIEVEMENTS: ADVANCING TM'S PWR 2030 STRATEGY

In 2024, Unifi continued to contribute to the nation's digital transformation by expanding digital connectivity, bridging the digital divide and supporting digital inclusivity, while driving sustainable innovation.



Delivering superior connectivity and customer experience is at the core of our mission. In 2024, we strengthened our high-speed mobile services to keep our customers connected anytime, anywhere. By leveraging advanced technologies like 5G, AI and edge computing, we ensure fast, reliable and secure connections that enhance user experiences. Our focus on innovation allows us to continuously improve network performance, delivering exceptional quality and service. Whether for personal use or business, we are committed to offering mobile solutions that empower our customers and elevate their digital lifestyles.

### Focus: Enhanced Customer Experience

#### What We Did

##### 1 Elevated Customer Care with Personalised Support

- Introduced the Ultra Experience, a premium service for high-value customers offering personalised support including next-day installations and proactive consultation by Unifi Elite Crew.
- Established the Unifi Premier Care Crew to provide high-priority customers with faster, more personalised issues resolution.

#### Outcome and Results

- Contributed to the overall customer satisfaction with a NPS of 45.
- Improved customer satisfaction and quicker resolution within the same day for Premium customers.

Impacted Stakeholders: Supported SDG:

| What We Did   | Outcome and Results  |
|---|--|
| <p><b>2 Switching to Unifi Mobile is enabled through streamlined Mobile Number Portability (MNP)</b></p> <ul style="list-style-type: none"> <li>Streamlined the MNP process with a guided, step-by-step concierge service to help customers switch to Unifi Mobile with ease.</li> </ul>                  | <ul style="list-style-type: none"> <li>Significant increase in MNP success rate, reflecting higher customer trust and satisfaction.</li> </ul> <p>Impacted Stakeholders:  Supported SDG:  </p>  |
| <p><b>3 Stable and Uninterrupted Connectivity Through Proactive Network Monitoring</b></p> <ul style="list-style-type: none"> <li>Implemented advanced monitoring tools to ensure stable and uninterrupted connectivity for customers by identifying and resolving network issues proactively.</li> </ul> | <ul style="list-style-type: none"> <li>Improved proactive detection, resulting in reduced downtime by close to 10% compared to 2023.</li> </ul> <p>Impacted Stakeholders:  Supported SDG:   </p> |

**Focus: Building Strategic Partnership**

As the preferred digital partner to more than 400,000 MSMEs in Malaysia, we enable their transformation through connectivity and comprehensive digital solutions, empowering their businesses in the digital economy.

| What We Did  | Outcome and Results  |
|--|--|
| <p><b>1 Revolutionising Digital Healthcare</b></p> <ul style="list-style-type: none"> <li>Launched e-Pharmacy Solution, a mobile application that enables e-prescription via tele-consultation for pharmacists and their walk-in patients. This is made accessible to MSMEs in the healthcare sector under the <i>Geran Digital PMKS MADANI</i> initiative.</li> </ul> | <ul style="list-style-type: none"> <li>Streamlined prescription processing, improving patient experience and medication management.</li> </ul> <p>Impacted Stakeholders:  Supported SDG:   </p>  |
| <p><b>2 Expanding MSMEs' Growth with Banking-as-a-Service (BaaS) powered by 5G</b></p> <ul style="list-style-type: none"> <li>Delivered 'Go Niaga', a mobile business banking bundle to help businesses manage finances, improve incomes and offer digital payment options powered by secure 5G connectivity and networks.</li> </ul>                                  | <ul style="list-style-type: none"> <li>Expanded Go Niaga mobile sales to 60 locations nationwide.</li> <li>Improved access to digital tools and financing, accelerating MSMEs' digital adoption.</li> </ul> <p>Impacted Stakeholders:   Supported SDG:   </p> |



## BUSINESS-TO-CONSUMER (B2C)



We win over customers with attractive converged bundles and expanded device offerings, solidifying Unifi's position as the Convergence Champion with the only quad-play services in Malaysia.

### Focus: Enhanced Customer Experience

| What We Did   | Outcome and Results   |
|---|---|
| <p><b>1 Seamless Digital Experiences via UniVerse</b></p> <ul style="list-style-type: none"> <li>Offered integrated broadband solutions bundled with mobile, entertainment and lifestyle solutions, including partnerships with Netflix for all our customers.</li> </ul>   | <ul style="list-style-type: none"> <li>Recorded positive growth in fixed broadband customers with improvement in FMC penetration rates.</li> </ul> <p><b>Impacted Stakeholders:</b> <b>Supported SDG:</b> </p>      |
| <p><b>2 Smart Living with Device Fiesta</b></p> <ul style="list-style-type: none"> <li>Enabled more Malaysians to experience smart living via smart device bundled packages (5G smartphones, laptops, tablets, smart home devices, WiFi boosters and Unifi TV box) and more advanced applications.</li> </ul>       | <ul style="list-style-type: none"> <li>Accelerated and boosted customer acquisition, retention and device adoption.</li> </ul> <p><b>Impacted Stakeholders:</b> <b>Supported SDG:</b> </p>                          |
| <p><b>3 Broadening Connectivity with Data Freedom</b></p> <ul style="list-style-type: none"> <li>Launched value for money mobile campaigns for Postpaid and Prepaid customers, such as an additional 200GB 5G Monthly Data Pass for just RM1 for UNI5G Postpaid 39 customers and UNI5G WOW Prepaid plan.</li> </ul> | <ul style="list-style-type: none"> <li>Recorded a significant upward trend in Unifi Mobile customers.</li> </ul> <p><b>Impacted Stakeholders:</b> <b>Supported SDG:</b> </p>  |
| <p><b>4 Empowering MSMEs with Convergence Solutions</b></p> <ul style="list-style-type: none"> <li>Launched Business Bundle Mantap with value for money digital solutions, including convergence discounts and free 5G devices bundled with business fibre and Unifi Mobile plans.</li> </ul>                       | <ul style="list-style-type: none"> <li>Digital solutions' penetration rate recorded a notable growth of close to 30% over the previous year.</li> </ul> <p><b>Impacted Stakeholders:</b> <b>Supported SDG:</b> </p> |



We continue to drive digital adoption and business growth with our innovative product propositions and proactive engagement, ensuring our customers are well-equipped for a connected future.

### Focus: Driving Connectivity

| What We Did   | Outcome and Results  |
|---|--|
| <p><b>1 Next-Gen WiFi with Premium Mesh WiFi 7</b></p> <ul style="list-style-type: none"> <li>Delivered even faster speeds and broader coverage for a seamless digital experience.</li> </ul> | <ul style="list-style-type: none"> <li>Enhanced WiFi performance for Ultra-speed (1Gbps and 2Gbps) users.</li> </ul> <p><b>Impacted Stakeholders:</b> <b>Supported SDG:</b> </p> |

### Focus: Enhancing Mobile Brand Awareness

| What We Did   | Outcome and Results   |
|---|---|
| <p><b>1 Enhancing Mobile Awareness and Seamless Connectivity with Uni5G WOW</b></p> <ul style="list-style-type: none"> <li>Refreshed Uni5G WOW prepaid packages for greater value for money and flexibility, catering to an even wider customer base. This includes immersive learning and excellent gaming experiences for university students across Malaysia.</li> </ul> | <ul style="list-style-type: none"> <li>Delivered interactive gaming experiences, while also bridging digital innovation and education.</li> </ul> <p><b>Impacted Stakeholders:</b>  <b>Supported SDG:</b>   </p>  |
| <p><b>2 Expanding Global Reach with Uni5G Roaming Passes</b></p> <ul style="list-style-type: none"> <li>Expanded Uni5G roaming passes to more countries, including a special Saudi Pass for Umrah and Hajj pilgrims, ensuring value for money and seamless international connectivity.</li> </ul>   | <ul style="list-style-type: none"> <li>Offered a more diverse and personalised selection of passes to meet the needs of various consumer segments.</li> <li>Created value for money roaming passes on par with other Mobile Network Operators (MNOs).</li> </ul> <p><b>Impacted Stakeholders:</b>  <b>Supported SDG:</b>   </p> |

### Focus: Enriching Content for Customers

| What We Did   | Outcome and Results  |
|---|--|
| <p><b>1 World-Class Entertainment via Unifi TV</b></p> <ul style="list-style-type: none"> <li>Introduced new channels and apps, offering a mix of international and local content including DEGUP, HITS Now, Vidio App, Max App, CMGO App and Unifi TV Originals, on top of the existing Netflix and Disney+ Hotstar channels.</li> </ul> | <ul style="list-style-type: none"> <li>Significant increase in linear channel viewership quarter-on-quarter (QoQ).</li> <li>DEGUP thriller and horror channel was ranked as the top local channel in 2024.</li> </ul> <p><b>Impacted Stakeholders:</b>  <b>Supported SDG:</b>  </p> |

### Performance Highlights

#### FINANCIAL

 **Revenue**  
**RM5,633.3 million**  **0.5%**  
 (2023: RM5,664.0 million)

#### NON-FINANCIAL

 **Fixed Broadband Customers\***  
**3.2 million**  
 (2023: 3.1 million)

 **>1 million**  
 Fixed broadband customers subscribing to mobile and content services<sup>^</sup>

\* Represents fixed broadband customer base comprising B2C, B2B and C2C segments.

<sup>^</sup> Customers can opt to subscribe to mobile, content or both. This is in line with our role as Malaysia's Convergence Champion.

### OUTLOOK

Moving forward, Unifi will strengthen its position as Malaysia's Convergence Champion, ensuring that customers enjoy a fully integrated, seamless digital experience across internet, mobile, entertainment and lifestyle solutions.

We will continue to deepen customer engagement via seamless digital and omnichannel interactions, prioritising personalised and consultative experiences. Leveraging on advancements in cloud, Generative AI and IoT, we aim to offer smarter, faster and more effective self-service solutions to all our customers.