

Making Sustainability Count



“At Smart Axiata, sustainability is not a side initiative—it’s at the heart of how we operate and grow. We go beyond providing connectivity by embedding sustainability into our core business strategy and everyday decisions. We believe that true sustainability must be measurable, actionable, and impactful. And we’re committed to inspiring our partners, communities, and the industry to do the same — because meaningful progress happens when we all make sustainability count.”

Ritesh Kumar Singh
Chief Executive Officer
Smart Axiata

► **Sustainability is not a side initiative — it is the foundation of how we grow, operate, and contribute**

Dear Stakeholders,

We believe that progress is only meaningful when it is shared. As Cambodia continues its journey into the digital era, we stand not only at the forefront of innovation, but at the heart of national transformation. The rapid pace of technological advancement—from AI to cloud computing to 5G—is unlocking new frontiers for growth, but the true impact of these technologies lies in how they uplift people and communities.

That’s why at Smart Axiata, sustainability is not a side initiative —it is the foundation of how we grow, operate, and contribute. We don’t just connect people—we empower them. We don’t just deploy technology —we make it count.



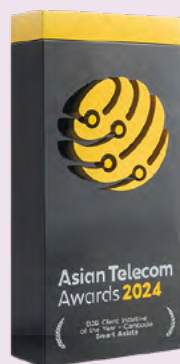
Cambodia is experiencing a pivotal moment in its digital evolution. While digital services continue to expand and benefit more segments of society, we recognize that **ensuring equitable access and participation remains a shared responsibility**. Progress must be inclusive, and sustainability must be intentional.

That's why this year's theme, "**Making Sustainability Count**," resonates deeply with us. While sustainability is sometimes seen as a branding exercise, at Smart, it is a core part of our strategy. It's not just the right thing to do for society—it's essential to our long-term success. Guided by our four sustainability pillars, we are driving meaningful progress in digital inclusion, climate action, community empowerment, and strong governance.

1. Advancing Digital Society

In today's world, connectivity is a gateway to opportunity. At Smart Axiata, expanding our network means empowering the communities we serve. In 2024, we extended **our 4G coverage to reach 93.1% of the population, deploying 429 new base transceiver stations to deliver fast, reliable access nationwide**. This continued investment ensures that more individuals, families, and businesses across Cambodia have the digital tools they need to thrive in an increasingly connected world.

Recognizing that **digital literacy is just as essential as digital access**, we launched the **Digital Literacy Guidebook**—a user-friendly, bilingual resource available both in print and online. Distributed widely to students and schools across the country, the guidebook helps Cambodians begin their digital journey with confidence. As part of our broader commitment to digital education and inclusion, our **CSR initiatives, under the EDISON Alliance, have reached over 64,823 beneficiaries**, breaking down accessibility barriers and enabling more people to actively participate in the digital society.



Asian Telecom Awards 2024
B2B Client Initiative of the Year
- Cambodia



Our **Smart for Business** initiative continues to expand, supporting enterprises of all sizes—especially **Small and Medium Enterprises (SMEs)**—with **affordable, scalable digital solutions**, from cloud tools and cybersecurity to IoT technologies. Backed by a dedicated team with deep industry knowledge, we help Cambodian businesses access cutting-edge ICT tools **without the burden of large upfront investments**, enabling them to embrace digital transformation, enhance competitiveness, and accelerate their journey toward growth and innovation.

We believe that building a **digital society** is not just about **megabits and machines**—it's about **equity, opportunity, and empowerment**. True inclusion goes beyond coverage and numbers; it means ensuring that a farmer in Kampong Cham can access real-time weather data, a student in Battambang can join virtual classes, and a small business in Siem Reap can compete in the digital marketplace.

These efforts are not just corporate social responsibility; they are investments in Cambodia's human capital and digital infrastructure that allow the nation to unlock its young and dynamic economy for decades to come.

2. Advancing Green Economy

As we advance in technology, we also take responsibility for our planet. We believe that **economic growth and environmental care must go together**, which is why our **net-zero 2050 commitment** is already in motion.

In 2024, we deployed **150 new solar-powered network sites** (totaling 1,684), upgraded our data centers to **save 11,000 kWh annually**, and improved waste management—**diverting over a ton of single-use plastics** from landfill.

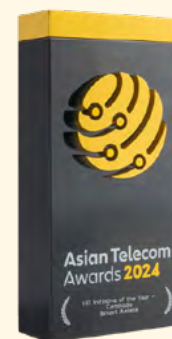
Beyond our own operations, we are proud to collaborate with the Ministry of Environment to advance climate action, including our support for the **Green Sprouts initiative**, which aims to grow **1 million saplings annually**. We also continue to champion nationwide sustainability through supporting initiatives such as the **Inland Ocean Festival** and the **National Eco-Pagoda Program**, helping to amplify green practices across communities in Cambodia.



Eurocham Cambodia
Technology Leader Award on
ESG Contest and Award 2024



3. Advancing Our People and Communities



**Asian Telecom
Awards 2024**
HR Initiative of
the Year
- Cambodia

Guided by our Winning Culture—centered on customer focus, adaptability, collaboration, and results—we continue to recognize and uplift our people, creating a company where every voice matters and everyone has the opportunity to succeed.

We extend our care beyond our team, **committed to ensuring that the benefits of technology reach everyone**. In 2024, we **empowered over 280,000 Cambodians** through digital skills training, education, and entrepreneurship programs, supported by more than **450,000 USD in community investment**.

We also take seriously our role in protecting Cambodia's youngest digital citizens. In partnership with **APPLE Cambodia**, we launched an **online reporting link** for child online abuse on Smart Axiata website and formally integrated **Child Online Protection** into our Code of Conduct—reinforcing our commitment to a safer digital environment for all.

To us, our people are not just employees, they are the heart of our company. We are committed to ensuring they are fairly treated, protected, and supported—through competitive benefits, inclusive policies, and a workplace culture that values diversity and wellbeing.

With 36% female leadership and over 34,000 hours of training delivered in 2024, we are building an inclusive, skilled, and future-ready workforce. Through global learning opportunities and continuous engagement, we empower our teams to grow, lead, and thrive.

4. Driving Governance and Risk

As digital adoption grows, so do the risks. Cyberattacks are now a top concern for businesses and individuals alike. By adopting **NIST Cybersecurity Framework 2.0** and achieving **ISO/IEC 27001:2022 certification** for our network and data center, we've set new benchmarks for digital trust.

Recognizing the critical importance of cybersecurity, we launched AI-powered security solutions and our **Global Security Operation Center (GSOC)** to detect and respond to threats, helping keep Cambodia's digital ecosystem secure and resilient.



As CEO of Smart Axiata, I firmly believe that cybersecurity requires more than just technology—it calls for strong governance, a steadfast commitment to data privacy, ethical leadership, and close collaboration across all stakeholders. We are dedicated to doing what is right to protect our users, partners, stakeholders and our business.

Looking ahead, our focus remains on delivering real impact and continuous improvement, guided by the theme **"Making Sustainability Count."** This reflects how we lead, operate, and create lasting value for everyone we serve.

Thank you for being part of this transformative journey with us. Our progress is a testament to the trust of our customers, the unwavering dedication of our team, and the strong support of our partners and government. Together, let us commit to embedding sustainability at the core of Cambodia's future—creating a greener, more inclusive nation where everyone can thrive.