

PILLAR 1

Advancing Digital Society



Amid the rapid growth of the digital economy, Smart Axiata acknowledges the persistent digital divide—widened by limited connectivity and skills gaps—that continues to leave many behind. We are committed to bridging this divide to ensure everyone can thrive in a more connected world. Despite the challenges, our dedication to advancing digital inclusion remains steadfast. Our holistic approach focuses on expanding access to essential services like education, equipping individuals with the 21st-century skills they need, and supporting entrepreneurs to foster sustainable growth.

Sustainable Development Goals





Network Quality & Connectivity

We continue to strengthen network quality and connectivity to meet rising demand and support national development goals. Our focus remains on expanding coverage, improving reliability, and advancing digital infrastructure through innovation, automation, and sustainable practices.

Network Convergence, Digitization, and Automation

Total number of customers	Technology deployed	Number of base stations	Network coverage (by population)
7.5 million	GSM/Edge/LTE/LTE-A/eSIM	2G: 3,934 4G: 3,990	2G: 99.5% 4G: 93.1%

Expanding Coverage, Connecting Communities



In 2024, we deployed 429 new Base Transceiver Stations to expand 4G coverage. This effort enhances nationwide connectivity, improves service quality, and expands high-speed data access to more underserved communities across Cambodia.



Smart streamlined its fixed broadband and home internet process by automating fiber provider selection, cutting connection time from over a day to over a day to just second.



Network Quality & Connectivity (Continued)

Network Resilience and Reliability

► Network Availability and Incident Response

We maintain a 99.5% network availability rate by managing the installation, maintenance, and repair of core infrastructure, including towers, antennas, power systems, fiber cables, and generators. We will continue to leverage AI in our internal operations to enhance efficiency and strengthen network reliability by identifying and addressing network anomalies.

Impact:

Reduces downtime and provides customers with reliable access to keep operations running and maintain communication across devices, services, and networks.

► Enhances Network Reliability through Geographic Redundancy and Optimized Resource Distribution

We establish geographically redundant data centers and mesh-designed transmission systems with multiple paths, supported by strategically placed resources for swift preventive and corrective response.

Impact:

We power nearly 99% of off-grid sites using solar systems and standby generators to ensure continued service during outages.

► Energy Resilience at Off-Grid Sites

We power nearly 99% of off-grid sites using solar systems and standby generators to ensure continued service during outages and reduce reliance on the main grid.

Impact:

Reduces dependency on the national power grid in off-grid areas, minimizing the risk of service interruptions. Ensures continuous operations while advancing the use of sustainable energy solutions.



► Upskilling and Workforce Resilience

We deliver ongoing training to our field operation engineers to close skill gaps and equip them with the capabilities required for emerging technologies and systems.

Impact:

Improves work accuracy and reduces repair time. Supports employee development and strengthens staff retention.

► Organizational Structure Supporting Resilience

We structure Field Operations into four units covering transmission, regional field teams, radio and power systems, and data center operations to ensure continuity and effective network management.

Impact:

Improves coordination and speeds up issue response. Increases capacity to manage network challenges effectively.



Customer Experience

We improve customer satisfaction through enhanced digital channels, streamlined processes, and expanded nationwide retail presence. Our upgrades are guided by direct customer feedback to ensure faster, more secure, and accessible service delivery.

Customer Satisfaction

**Smart
ranked 1**

**in the market for three
consecutive years: 2022, 2023,
and 2024**

NPS Score for 2024

38%

NPS Score for 2022: 33.09%
NPS Score for 2023: 34.37%

tNPS for call center

80%

Digital Reputation Score

45%

Enhancing Customer Experience

Enhanced the SmartNas app by simplifying the top-up process, introducing gamification features, and integrating electronic Know Your Customer (eKYC) using facial recognition, AI, and machine learning across digital platforms.

**SmartNas's monthly active users
+31%.**

**Streamlined customer onboarding,
enabled faster in-app transactions,
and strengthened security through
digital identity verification without
requiring in-person checks.**

Launched Smart DakLuy, a service that allows prepaid users to request top ups from family or friends when unable to recharge.

**Enabled continued access to services
during low-balance periods and
supported uninterrupted connectivity
for prepaid customers.**

Introduced a redesigned Smart Axiata website with improved structure, faster page load time, mobile-friendly layout, and easier navigation.

**Increased accessibility to services
and information for customers across
all digital devices and improved
overall online experience.**

Opened 23 new Smart Shop Express stores, securing coverage across 21 provinces and expanding availability of customer support beyond major cities.

**Strengthened nationwide presence,
improved service delivery in
underserved areas and enhanced
customer convenience at physical
touchpoints.**



Customer Experience (Continued)

Enhancing Customer Experience

Upgraded Smart electronic Subscriber Identity Module (eSIM) with the capability to support up to five activations using a single QR code across multiple devices.

Enabled users to switch devices more easily, removed reliance on physical Subscriber Identity Module (eSIM) cards, and improved flexibility for mobile usage.

Deployed eKYC across the SmartNas app, Smart website, Smart Shops and dealer channels using facial recognition, AI, and machine learning for remote identity checks.

Reduced the need for physical verification, increased security of customer registration processes, and ensured compliance with regulatory requirements.

Installed connected queue machines in Smart Shops to manage walk-in customer flow and automate ticketing.

Reduced waiting times, improved service order handling, and enhanced in-store operational efficiency.

Rolled out over 300 Shop-in-Shop (SiS) locations through authorized dealers to provide basic services in community-based retail environments.

Extended Smart's reach into local areas, increased access to essential customer support, and strengthened retail network coverage.

Implemented Customer Day as a recurring quarterly program where Smart employees interact directly with customers at shops and call centers.

Collected direct feedback from customers, improved service understanding at all levels and supported faster resolution of service-related issues.

Redesigned the IVR system to feature proactive announcements that address common issues, introduced new flows for enterprise, home internet, and mobile users, and provided direct access to agents for high-value segments such as postpaid and home internet customers.

Improved routing of customer calls, allowed faster access to live support without repeated IVR prompts and led to a significant drop in call escalations since implementation.

Customer Feedback and Complaints

Smart reviewed existing policies and SOPs to identify gaps in customer complaint handling and is taking action to address the issues found.



Digital Inclusion

We expand access to digital education and services by supporting learning platforms, digital literacy programs, and inclusive technologies. Our efforts reach underserved groups, reduce the digital divide, and build capabilities across rural and marginalized communities.

EDISON Alliance

We focused on digital education as our main contribution to the EDISON Alliance by combining relevant programs with a digital learning platform. We also continue to strengthen the digital ecosystem through initiatives such as the Mekong Farm App and the Cambodia Digital Awards.

Under the “Education” focus area, we supported access to education that builds innovation and equips youth and women with essential digital skills. In 2024, our programs reached a total of 64,823 beneficiaries through the initiatives below:

BEEP	Code-C	Cambodia Digital Awards	Child Online Protection with APLE Cambodia through a reporting link	Digital Government Forum
1,440	2,300	210	15	10,609
Digital literacy program	Kid Kathon	Mekong Farm App	Online Safety Forum	STI Day
1,129	210	542	218	31,268
SmartStart ULP	Technovation Girls	Techno Preincubation	18th Annual Cambodian Science, Technology, Engineering, and Mathematics (STEM) Festival and Cambodia Robotics Olympiad	
1,330	662	125	14,765	

Total Number of Direct Beneficiaries* in our Digital Education Program: 64,823*

*Note: Direct Beneficiaries are the individuals, groups, or communities who immediately and directly receive the goods, services, or opportunities provided by the program.



Digital Inclusion (Continued)

Inclusive Access



Connectivity

Since the inception of the Universal Service Obligation Fund (USO) framework, we have successfully commissioned 84 base transceiver stations in close collaboration with the Ministry of Post and Telecommunications (MPTC) and the Telecommunication Regulator of Cambodia. These installations have strengthened connectivity and enhanced network access in rural communities across Cambodia.

Improved coverage and service quality have enabled better communication, easier access to information, and expanded opportunities for local businesses—contributing significantly to broader socio-economic development. We remain committed to partnering with MPTC to continue expanding connectivity in underserved areas.

Access to Vital Services – Education

Promoting Digital Education through Dedicated Products and Services

We introduced new product offerings tailored for learners to access educational content at a lower cost.

We introduced Digital Learning Add-Ons on the **SmartNas app**, allowing students to subscribe to plans designed for studying on the **EBC** and **Onesala platforms**. These plans are priced 60% lower than standard packages.

We also introduced **Smart Laor!** Rean Monthly, a monthly tariff plan that gives subscribers worry-free access to the **Educational Broadcasting Cambodia (EBC)** platform as well as other benefits.

Offering 1GB Daily Data through Educational Broadcasting Cambodia Partnership

We partnered with EBC to bridge the educational divide using our infrastructure and data offerings. The initiative promotes lifelong learning through digital platforms, enabling Cambodians to study at their own pace.

We provide 1GB data free to Smart Laor! users to access the EBC platform to **Smart Laor!** users.

Students registered on the **EBC** website can access the free data through **SmartNas**.

The initiative began at Hun Sen Serey Pheap High School, targeting 5,000 students, with plans to expand nationwide in the future.

Memorandum of Understanding (MoU) Signing

On 7 June 2024, we formalized our partnership with the EBC through an MoU signing ceremony at the Hyatt Regency Phnom Penh. This partnership supports students by improving access to quality education and narrowing the education gap between rural and urban areas through technology that lowers the barrier to learning.

More information: www.khmertimeskh.com/501509740/smart-axiata-ebc-sign-mou-for-digital-education-in-cambodia



Digital Inclusion (Continued)

Training for Digital Skills – Education



The Basic Education Equivalency Program (BEEP)

We supported BEEP, which provides flexible alternative education and skills training to out-of-school youth through digitally equipped learning centers, aligning with the government's TVET enrolment goal of 300,000 annually.

Since 2019, BEEP has expanded to 32 learning centers across 17 provinces, reaching over 3,338 learners.

Our 2024 contributions included 200 smartphones, 50 tablets, internet service to 10 BEEP centers, and data access for approximately 141 learners.

Total beneficiaries in 2024 : **1,017**

BEEP Project In Brief

BEEP supports school dropouts, individuals with disabilities, inmates and those unable to continue their education due to financial constraints by providing access to learning equivalent to a Grade 9 education.

The program helps learners build skills, gain a recognized certification, socially reintegrate, and qualify for Technical and Vocational Education and Training (TVET) programs.

As of 2024, BEEP operates 33 learning centers across 15 provinces and cities, including one correctional facility and 12 TVET centers, and has reached over 105 inmates and around 4 learners with disabilities through digital education.





Digital Inclusion (Continued)

Training for Digital Skills – Education (Continued)

Kid-KATHON

We partnered with Tech for Kids Academy to run Kid-KATHON 2024, a two-day program that engaged students from grades 7 to 9 in developing technology-based solutions to address global and local issues using micro:bit devices. The initiative aimed to promote critical thinking, teamwork, and innovation through problem-solving aligned with the UN SDGs.



The program received 104 applications, with 40 students shortlisted and grouped into eight teams. Participants received training in prototype development and explored global challenges within the SDG framework.

The event concluded with a public exhibition and live demo presentations attended by over 50 visitors.

Two teams received awards: Best Creative Team for developing a smart sensor that detects and alerts during forest fires and Best Innovative Team for creating a smart robot designed to sweep trash from public roads.

Total beneficiaries: **40**

Digital Literacy Program 2024

We partnered with the Ministry of Education, Youth and Sport, the Ministry of Post and Telecommunications, and TikTok to launch a digital literacy program that supports youth digital readiness.



This culminated in a series of workshops across four provinces, where 51 trainees, comprising volunteer students and Smart employees, were trained and later facilitated sessions for 1,268 high school students.

The program covered digital literacy, responsible online behavior, TikTok community guidelines, and video editing. Students worked in teams to produce 85 educational videos, strengthening both their practical skills and awareness of safe digital practices.

Total beneficiaries: **1,129**



Digital Inclusion (Continued)

Training for Digital Skills – Education (Continued)

Code-C Program

We partnered with the Cambodia Academy of Digital Technology (CADT) to support Cambodia Coding Festival (CODE-C) 2024, a national platform advancing digital skills and innovation among Cambodian youth.



2,300 participants from various sectors attended the event, including software development, digital technology, private enterprises, development partners, startups, and students.

The event featured 6 digital product demos, 68 expert speakers, 50 exhibitors, and 40 workshops and masterclasses.

These sessions provided access to emerging trends, practical skills, and industry knowledge, helping participants build digital capabilities and expand career opportunities.

More information: <https://cadt.edu.kh/news/code-c-developer-conference-2024/>

Total beneficiaries: **2,300**

BarCamp Battambang 2024

We partnered with the CADT to expand digital opportunities for youth in Battambang and surrounding provinces, where access to advanced digital skills remains limited. The program equips young people with competencies in emerging fields such as generative AI, career development, agritech, data analytics & data literacy, smart city solutions, cybersecurity & blockchain technologies, and digital marketing & content creation.

Over 2,000 students from 11 schools and universities attended the event.

The event offered exposure to learning, networking, and exploring career pathways.

More information: <https://cadt.edu.kh/news/barcamp-battambang-2024/>

Total beneficiaries: **2,000**

The 18th Annual Cambodia STEM Festival and Cambodia Robotic Olympiad

We supported the 18th Annual Cambodia STEM Festival (ACSF) and the Cambodia Robotics Olympiad (CRO), held on 10 and 11 May 2024, brought together around 10,600 students, educators, industry professionals and government representatives under the theme "Sustainability through Green Innovation." This was followed by the CRO on 14 September 2024, which gathered over 4,000 attendees, including students who competed in robotics competitions.

More information: <https://stemcambodia.ngo/services/annual-cambodian-stem-festival/>

Total beneficiaries: **14,600**



Digital Inclusion (Continued)

Innovation and Inclusive Services

Smart Axiata Digital Innovation Fund (SADIF)



Nham24

In December 2024, Smart Axiata Digital Innovation Fund (SADIF) facilitated the merger between Nham24 and Grab, a landmark transaction expected to inspire future tech entrepreneurs and attract international investment to Cambodia's startup ecosystem.

Okra

SADIF's seed round investment supported the successful delivery of Okra's mesh-grid solar electrification pilot project in Cambodia. The project became the basis for Okra's expansion to four countries and 124 villages, providing more than 37,000 people with access to clean and affordable energy.

Morakot

Morakot provides core banking systems and other digital solutions to 44 enterprise customers in Cambodia and Myanmar. Its platform has helped enable over 300 million USD in loans and supported more than 250,000 borrowers, contributing to improved access to finance.

Note: SADIF exited Nham24 in December 2024 through a regional merger, while its remaining four investees continue to drive impact across energy access, financial inclusion, and digital solutions.

Number of customers served under SADIF investment: **1,287,000**

Innovation for Social Impact

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Mekong Farm App

Smart Axiata supports the Mekong Farm App to strengthen Cambodia's agricultural sector by providing farmers with access to expert content, community discussions and weather updates. As of now, the app has 1,034 registered users, 328 Q&A discussions and 1,461 views on farming guidelines. To expand its reach, Smart partnered with Greenovator to send Short Messaging System (SMS) alerts guiding farmers on how to use the platform.

More information: <https://www.greenovator.co/products/mekong-farm>
Total beneficiaries: **1,034**



Digital Inclusion (Continued)

Digital Services for Business and Entrepreneurs

We aim to be the preferred Information and Communications Technology (ICT) partner for businesses of all sizes.

For large enterprises, we deliver added value through services ranging from broadband and dedicated internet to managed services, cybersecurity, and analytics.

For SMEs, we offer one-stop solutions with productivity tools such as Smart CheckinMe for workforce management, Virtual Desktop Infrastructure to lower capital costs and Mobile Device Management (MDM) to secure mobile assets and corporate data.

The services we provide are as follows:



Managed Wi-Fi

We reduce upfront network investment by shifting capital expenses to operational costs, allowing businesses to allocate budgets more effectively and focus on core operations without the need to manage their local network infrastructure.

Cybersecurity and Mobile Device Management

We protect digital assets such as customer data, business performance data, and digital touchpoints from cyber threats, giving businesses confidence that their information is secure and operational risks are minimized.

Analytics

We help businesses identify the right market segments and locations, ensuring marketing efforts are directed where they bring the most value and avoiding unnecessary investment losses.

Push-to-Talk over Cellular for Mission Critical Communication

We improve employee safety during mission-critical situations, enable real-time group communication across retail stores and allow business owners to monitor team activity for better operational control.

Virtual Desktop Infrastructure

We enhance operational efficiency by centralizing data security, reducing the cost of fixed hardware, and software, supporting remote access and improving user experience through over-the-air system deployment.

Smart CheckinMe

We enable business owners to manage employee attendance, monitor daily productivity, and access performance reports remotely, improving workforce efficiency and visibility.



Digital Inclusion (Continued)

Empowering Marginalized Communities

Women and Girls

Technovation Girls Cambodia

In 2024, we supported 622 female students from more than 12 provinces to develop their skills in technology, business, and digital innovation.

Over 12 weeks, participants took part in sessions covering idea development, coding, business fundamentals, presentation skills, and artificial intelligence. At the end of the program, 57 teams made up of 237 students submitted their final projects internationally.

The program ended with a national showcase, where 12 teams were selected to present their work. Four were awarded across core categories: overall winner, young entrepreneur, new entrant, and audience choice.

The National Grand Prize Winner, GCodey, was rewarded with a three-day study trip to Singapore to explore the city's technology and entrepreneurship landscape. The visit included learning engagements at Grab Headquarters, Kaplan Higher Education Academy, and Block 71.



Safe and Responsible Use of Technology

GSOC

We launched our GSOC service to help businesses of all sizes and sectors protect against cybersecurity threats and safeguard customer data. The service includes threat penetration testing, vulnerability assessment, and network monitoring, with operations aligned to ISO 27001 data security standards.





Digital Inclusion (Continued)

Safe and Responsible Use of Technology (Continued)



MoU on Child Online Protection with APLE Cambodia

We partnered with Action Pour Les Enfants (APLE) to help protect children online, following findings from the “Cambodia Disrupting Harm” report that over 11% of children aged 12 to 17 face online sexual exploitation or abuse. The partnership includes a reporting link on Smart’s website and resources to equip children with safe online practices.

More information: <https://cambodiainvestmentreview.com/2024/07/31/smart-axiata-ministry-of-post-and-telecommunications-join-forces-for-safer-internet/> and <https://www.smart.com.kh/protect-cambodian-children>

Educational Content to Users

We work with the Telecommunication Regulator of Cambodia (TRC) to promote digital safety and raising awareness on child online protection, the ban on explicit content, and child rights under Cambodia’s labor laws.

Sharing Awareness Content on Social Media

We use our official Facebook and LinkedIn platforms to raise awareness on online safety and cybersecurity via practical tips such as creating strong passwords and recognizing phishing attempts, helping users protect their personal data and stay secure in the digital space.

Child Online Protection

We focus on protecting children from online threats by helping parents and caregivers understand the importance of digital safety and how to support safe internet use for children.

Prohibition of Explicit Materials

We work to prevent the distribution of harmful content by running awareness campaigns that reinforce the legal and ethical responsibilities of online users, promoting safety and respect across digital platforms.

Supporting Child Rights and Labor Laws

We advocate for the protection of children's rights by ensuring they are not exposed to digital exploitation and are supported in their access to education and development in a safe environment.



Digitization and Innovation

We modernize legacy platforms through containerized architecture and introduce advanced features across core systems to improve service performance. We also invest in AI experimentation and data governance to ensure secure, scalable, and responsible digital transformation.

IT Transformation

Our aim is to modernize outdated platforms by adopting containerized architecture and introducing new features, such as:

- ▶ Modernizing the digital Customer Relationship Management (CRM) platform with containerization and added features such as Internet of Things (IoT), SMEs support, multi-SIM capability, and machine learning.
- ▶ Upgrading the enterprise CRM to enhance the web portal with full end-to-end self-service.
- ▶ Adopting eKYC across all touchpoints including retail, dealer, web, and the SmartNas self-care app.
- ▶ Upgrading the Interactive Voice Response/ Unstructured Supplementary Service Data (IVR/USSD) platform with containerization and implementing full redundancy disaster recovery.
- ▶ Enhancing the campaign platform to enable real-time, event-based campaign execution.
- ▶ Implementing the first Vector DB for face search and eKYC fraud detection.

Maximizing Value through AI

Generative AI Experimentation

We provide sufficient resources for in-house talent to explore and test generative AI technologies. This has led to the development of a proof-of-concept solution, marking a concrete step toward realizing AI's intended impact within our operations.

Establishment of Data Governance Council

We are establishing a Data Governance Council to ensure data is treated as a corporate asset and consumed responsibly to support our goal of achieving data maturity where all stakeholders understand how to handle data securely and in line with relevant regulations.

Smart Enterprise Solutions for Sustainable Development

Big Data Service

We provide mobility insights and heatmap data to identify hotspot locations, helping government agencies focus efforts on public service planning and enabling SMEs to determine optimal business locations.

Internet and Private Line for Banks and Other Companies

We support nationwide digitalisation to enhance financial performance monitoring by the government, enable businesses to connect multiple locations and reduce the financial divide between urban and rural areas.

SME Productivity Tools

We enable businesses to increase productivity through digital tools such as Smart CheckinMe, Push-to-Talk and Fleet Management, contributing to higher Gross Domestic Product (GDP). Improved business outcomes lead to greater community returns, including higher employment rates and access to practical skill-building opportunities.