



Beyond Short-Term Profits

GRI indicators:

203-1 203-2

We believe in creating long-term value for the Cambodian economy by investing in advanced network infrastructure and offering the latest mobile and digital technologies. While recognizing the impact that mobile communications have on socio-economic development, we create products that are inclusive and extend to rural and underserved communities. We take our national responsibilities seriously, striving to close the digital gap by incorporating our 4A principles of Affordability. Applicability, Availability, and

Local

economy

Context

nation requiring

investments in socio-

economic development.

Cambodia is a developing

Approach

We contribute to the economy through significant investments in advanced network infrastructure.

Investment in infrastructure Cambodia's digital economy is in its early stages and requires external stimulus to grow.

There is a need to

affordable digital

coverage with

services.

expand broadband

We provide funds to digital startups and contribute to organizations that provide technical support to technopreneurs.

We continually expand our are affordable.

Outcome

Smart continues to be recognized as the leading mobile service provider that also develops ICT talent and supports the growth of Cambodia-based startups. The company is laying the foundations for a vibrant, digitally enhanced lifestyle for all Cambodians.

Digital inclusion coverage by setting up more base stations and ensuring our products and services

Smart Axiata Co., Ltd. Sustainability Report 2020

Accessibility into

our daily

operations.

Prioritizing the Local Economy

Gross value added (GVA) national contribution



Contribution to public finance



Capital and operational expenditure



For every **1 USD** Smart spent in Cambodia through its capital investments, it added 4.7 GVA to the Cambodian economy in 2020



Accelerating Digital Finance

SmartLuy & Pi Pay merger approved



Widened digital payments adoption among consumers, merchants and small retail businesses

Gross value added (GVA) national contribution

million USD



Preparing for

rollout

Strengthening Connectivity for a Digital Cambodia



Network coverage

(number of base transceiver stations)



Network coverage

(by population and technology)



Trialed 5G at 20 sites

in Phnom Penh and Kandal



Digital inclusivity

Creating Long-Term Value Through Our



SADIF continues to invest in Cambodiabased digital companies and startups

Empowering Homegrown Digital Entrepreneurs



Smart Axiata Digital Innovation Fund

Developed esports ecosystem & hosted some of the largest esports tournaments

CAPEX million USD Development of Esports in the Kingdom



Launched the Kingdom's first PUBG Mobile tournament



Launched Axiata Game Hero & Kingdom of Legends tournaments

in the Kingdom

Contribution to public finance

million USD

Our Impact Story

Accelerating Cambodia's Esports Industry



Smart continues to empower professional e-gamers and partners with local game developers to drive the progress of Cambodia's mobile gaming industry and to prove that Cambodia can play a major role in the regional and global growth of esports.

Launched the Kingdom's 1st PUBG Mobile tournament

Paved the way for more players to be inspired to become eSports professionals

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Launched the Kingdom's largest esports tournaments

The Smart Kingdom of Legends tournament and Axiata Game Hero 2020 tournament



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Partnered with local game developers

Partnership with



▶irexPlay

Encouraged local developers to become more competitive in the growing esports industry

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Smart has been very supportive. This partnership allows us to bring esports in Cambodia to the next level!



Piseth Chhourm
CEO of DirexPlay

I am excited and honored to leave a mark on PUBG and esports in Cambodia.



Sim LaysrunMember of winning team in PUBG tournament

We are extremely proud and believe that our Cambodian teams can compete at the very top levels of the growing world of esports.



Thomas HundtFormer CEO of Smart
Axiata