

regional heads

TELEKOM MALAYSIA BERHAD

Mohd Ali Nordin

*General Manager
Business Operations*

Sales Outlet

- Ipoh • Tasek • Kampar
- Batu Gajah • Taiping
- Parit Buntar • Sungai Siput
- Grik • Kuala Kangsar • Tapah
- Sitiawan • Tanjung Malim
- Teluk Intan

Primatel Business Centre
• Ipoh

PAHANG



**Wan Danial
Wan Ibrahim**
*General Manager
Business Operations*

Sales Outlet

- Kuantan • Bentong
- Kuala Lipis • Raub
- Mentakab



PERAK

Salmah Mohd Taufek

*General Manager
Business Operations*

Sales Outlet
• Melaka • Alor Gajah

Primatel Business Centre
• Bangunan Peringgjit Point,
Melaka

PENANG



Dato' Sharif Zaimi Abu Hashim

*General Manager
Business Operations*

Sales Outlet

- Jalan Burmah • Bayan Baru
- Butterworth • Bukit Mertajam
- Sungai Bakap
- Lebuhr Downning

Primatel Business Centre
• Jalan Burmah

NEGERI SEMBILAN



Zulkiffli Abdul Aziz

*General Manager
Business Operations*

Sales Outlet

- Seremban • Port Dickson
- Kuala Pilah • Tampin

Primatel Business Centre
• Seremban

Mahzan Moin

*General Manager
Business Operations*

Sales Outlet

- Alor Setar • Jitra • Langkawi
- Kangar • Sungai Petani
- Kulim

Primatel Business Centre
• Alor Setar

MELAKA

KELANTAN



Ahmad Zakaria

*General Manager
Business Operations*

Sales Outlet

- Kota Bharu • Pasir Mas
- Tanah Merah • Kuala Krai
- Pasir Puteh

KEDAH/PERLIS

regional

Datuk Haji Mohd Taib Hassan
*General Manager
 Business Operations*

- Sales Outlet**
- Setapak • Ampang • Kepong
 - Rawang • Shah Alam
 - Banting • Sabak Bernam
 - Bukit Raja • Kuala Selangor
 - Kuala Kubu Baru • Damansara Utama • Petaling Jaya
 - Subang Jaya • Kajang

- Primatel Business Centre**
- Wisma Telekom Shah Alam
 - Menara PKNS, Petaling Jaya

KUALA LUMPUR



SELANGOR



Tengku Abdul Rahman Tengku Ngah
*General Manager
 Business Operations*

- Sales Outlet**
- Bukit Mahkamah
 - Kompleks Maluri
 - Kompleks Damai

- Primatel Business Centre**
- Bangunan Menara Weld

Abd Razak Abu Samah
*General Manager
 Business Operations*

- Sales Outlet**
- Batu Pahat • Yong Peng
 - Muar • Kluang • Mersing
 - Segamat • Johor Bahru
 - Pelangi • Skudai
 - Pasir Gudang • Kota Tinggi
 - Pontian • Kulai

TERENGGANU



JOHOR



Rafaai Samsi
*General Manager
 Business Operations*

- Sales Outlet**
- Kuala Terengganu • Dungun
 - Kemaman

Haji Omar Zaki Mustafa
*General Manager
 Business Operations*

- Sales Outlet**
- Kota Kinabalu • Airport Kota Kinabalu • Sandakan • Tawau
 - Lahad Datu • Keningau
 - Beaufort • Kudat • WP Labuan

- Primatel Business Centre**
- Kota Kinabalu • WP Labuan

Haji Ali Man
*General Manager
 Business Operations*

- Sales Outlet**
- Batu Lintang, Kuching
 - Pending, Kuching • Sibü • Miri
 - Bintulu • Sri Aman • Sarikei
 - Limbang • Kapit • Lawas

- Primatel Business Centre**
- Kuching • Miri



SARAWAK



SABAH

human resource development

TELEKOM MALAYSIA BERHAD

Introduction Never before has human resource played such a key role in business. Globalisation which brings forth the new phenomenon of mega mergers and strategic alliances at all levels of businesses, demands an increasing and intensified degree of corporate interaction and relationship skills. Communications have been revolutionised by the explosion in Information and Communications Technology (ICT) and continues to undergo massive technological advancement, with great impact on businesses. It mandates a new orientation and thinking within the organisation, new specialities and higher levels of skills and thinking capabilities. The change goes beyond mere competence building, but mindset change in nurturing the ability of our human resources to adapt to the transformation of the business environment.

human





A Strategic Approach to Staffing | In response to the dynamic changes in the business environment, there is a critical need for Telekom Malaysia to optimise its human resource through proactive human resource strategies, policies and practices. One such critical strategy is enhancing and improving employee productivity through right-sizing, right-skilling and re-skilling, contributing to the Company's knowledge capital base. With a group staff strength of about 30,000, encompassing both local and overseas operations, Telekom Malaysia has a major role in protecting the high 'intellectual and experiential value' of its human resource assets, in ensuring that employees are capable of keeping the Company continuously in high gear.

resource



development

Investment in Human Resource Development | Human assets have become a crucial and decisive factor for corporate success. In year 2001, Telekom Malaysia spent approximately RM45 million on Human Resource Development, encompassing leadership development, training, in-house educational programmes and scholarship awards.

One major emphasis of our human resource development strategy is the building of strategic leadership. Enhancing the knowledge and skills of top management is an important objective of Telekom Malaysia. In preparing future leaders for top and key management positions, the Company has developed its own customised leadership training and development programmes for the top 200 Key Talents in Telekom Malaysia. This planned leadership development is targeted at specific groups, including top and key managers, managers with high potential and fast track executives. The Management Leadership Development Programme (MLDP) and Senior Management Development Programme (SMDP) are designed to prepare Executives, Managers and Senior Managers for promotion to the upper echelons of management.

human resource development

TELEKOM MALAYSIA BERHAD

Continuous training and education programmes are ongoing to enhance the knowledge and competencies of our employees. Re-skilling and Up-Skilling programmes in the area of Marketing and Sales, Multimedia, ICT and Management have been introduced to cope with the rapid changes in the ICT industry. Training is an important element for Telekom Malaysia to keep pace with an increasingly competitive marketplace. It is a key business strategy in developing new work culture and practices. Our Human Resource policies and practices strive for best practices against world standards, dictated by the need to be competitive in the local and overseas markets. The Company provides in-house educational programmes at Certificate, Diploma and Postgraduate levels in collaboration with recognised local and foreign universities to assist employees in their career advancement. The Company also offers scholarships to eligible and qualified employees to upgrade their knowledge and skills in areas relevant to our business by pursuing undergraduate and postgraduate studies, either full-time or part-time, and also through an “action-oriented” learning or experiential learning approach.

As part of the nation’s vision, Telekom Malaysia has established the Multimedia University in Cyberjaya and Melaka to help increase the number of ICT knowledge workers in the country. Telekom Malaysia has also established the Yayasan Telekom Malaysia (Telekom Malaysia Foundation), to provide scholarships and educational assistance and opportunities to eligible students throughout Malaysia to study at our Multimedia University or other established universities both locally and overseas.

Rewarding Employees | Compensation for employees is a vital part of the management of human resource. The Company continuously conducts research, benchmarking and surveys in its effort to provide a competitive compensation and benefits package for employees. Salary Review, Annual Increments, Bonuses, Merit Awards, Staff Loans Revision and the Employee Share Option Scheme (ESOS) have been significant contributions in year 2001.





*Telekom Malaysia's
commitment towards meeting
the nation's workforce
requirements*

The Company also sought to recognise high achievers amongst its staff. This includes those who are deemed to have significantly contributed towards meeting management objectives and who have enhanced quality in the Company. The staff will benefit from Human Resource Rewards and Recognition Programmes with the establishment of an Employee Of The Month Award, The Excellent Employee Award, The Divisional Award, Special Awards and various Quality Awards.

As part of the Company's effort to ensure productivity and to safeguard the welfare of employees, Telekom Malaysia has enhanced its innovative Employee Assistance Programme (EAP) to tackle a host of employee related problems such as personal, marital, workplace, career and financial that could affect their performances. In attending to staff welfare, we have continuously built upon our existing programmes throughout the year. Educational Assistance for employees' children, Medical Support Equipment Assistance, Disaster Assistance, Funeral Expenses Assistance, Childcare Centre and Retirees Assistance programmes have been implemented and are ongoing. Telekom Malaysia has also provided financial support to internal Telekom Malaysia clubs and societies that organise welfare activities for staff and dependents.

Building Value Based Leadership Through Work Culture Transformation | A major human resource initiative supporting the Telekom Malaysia Change initiative is building value leadership through its three core values of uncompromising integrity, total commitment to customers and respect and care. The absorption of these core values, at all levels, will promote a performance driven culture of teamwork and innovation, ultimately fulfilling Telekom Malaysia's corporate objectives of profitability, ownership of customers, operational and employee excellence.

With its Human Resource policies, Telekom Malaysia always strives to strike a proper balance between technical proficiency and personal welfare, seeking to ensure job satisfaction and commitment, and thereby optimising employee productivity.

customer relationship management

TELEKOM MALAYSIA BERHAD

Working together for Success Customer Relationship Management (CRM) is a widely adopted key strategy in today's competitive business landscape. It calls for companies to focus directly on the needs of the customers and, as a result, is revolutionising markets and reshaping business models throughout the world.

Customer RELATIONSHIP Management



Customers today face multitudes of choices regarding delivery channels, product packaging, loyalty rewards, service level guarantees and pricing. In such environments, service and customer loyalty have become the predominant factors influencing customer decision-making.

CRM is the process of acquiring, satisfying, retaining and growing profitable customers. CRM today, is about understanding, delivering and exceeding customer expectations.

Core Values of CRM | CRM requires a customer-centric business philosophy and culture to support effective markets, sales and service processes.

The goal of CRM solutions is to seamlessly integrate IT and business objectives into every area of the company that affects customers.

A true CRM programme manages the total end-to-end customer related process for an organisation, optimising marketing strategies across multiple channels throughout the organisation.



CRM in Telekom Malaysia

| In order to unlock the value of CRM, Telekom Malaysia has adopted an implementation framework based on the interaction of cross-functional business processes drawn from strategy development, value creation, multi-channel integration, information management and performance assessment.

The Change Management process implemented in Telekom Malaysia since early 2001, started off with a comprehensive review of business practices with a view to provide general improvement and to create a platform for a more comprehensive CRM strategy.

A revised Customer Segmentation Policy has also been introduced. Customer selection and segmentation is now based on the following customer related issues:

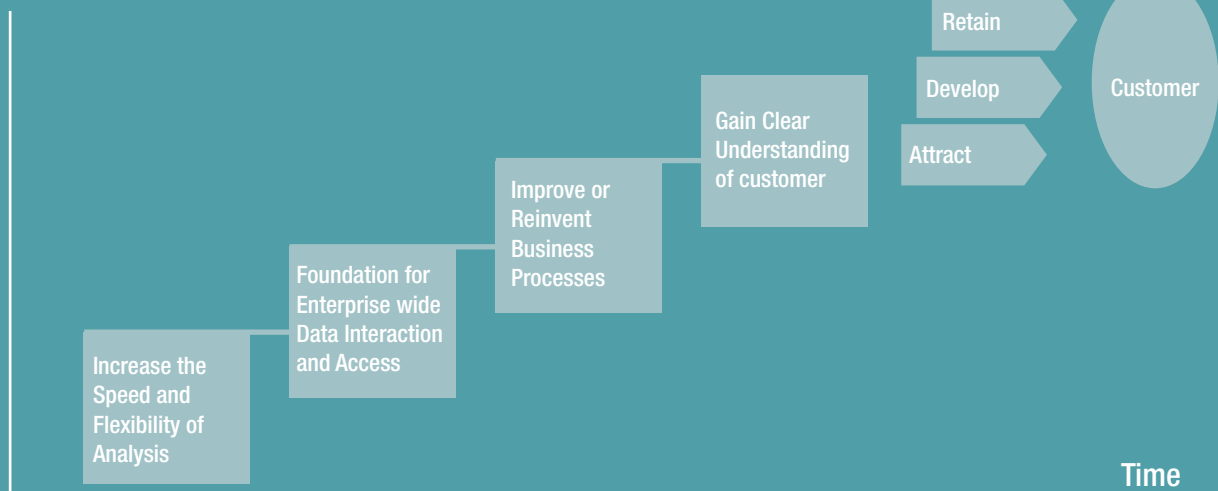
- Customer profiling and status according to Telekom Malaysia’s customer strategy
- Long term relationships
- Knowledge and value of the customer base
- Product/service involvement and complexity of usage behaviours

Telekom Malaysia launched its key CRM project for residential customers with the introduction of the Loyalty Card program in January 2001. To seek a better understanding of our customers and to reward their loyalty towards the Company, over 2 million Telekom Malaysia customers have been offered free membership to RealRewards – a program that allows members to earn points every time he/she uses the telephone. The program has proven to be very effective in building long term relationships with our customers.



The real value of good customer service will be the integration of quality customer relationship activities...

Value



Time

customer relationship management

TELEKOM MALAYSIA BERHAD



Always at your service



The strengthening of account management, as a result of the company wide restructuring exercise, has placed Telekom Malaysia in a much better position to create and deliver value for customers.

Customers are provided with ready access to the Company through State Account Management teams and the 150 Telekom Malaysia outlets nationwide. The Sales and Service Call Centre (1050) increased its console position capacity by 40% in 2001. TM 1050 is equipped with state-of-the art front-end application solutions, enabling Customer Service Representatives to perform their duties effectively and efficiently. Service at all 3 centres (Johor Bahru, Kuching and Taiping) is similar to that in Kedai Telekom and other Telekom Malaysia outlets.

2001 saw the introduction of the TM Multimedia Customer Interaction Centre (MCICS) during the relocation of the Company's call centre to Wisma Telekom Semarak. Featuring a Customer Relationship Management System, MCICS is able to provide information on customer profiles, complaint status, account status and products and services to the customer service representative in a matter of seconds while attending to customer complaints and queries. The introduction of MCICS has drastically reduced the volume of customer complaints by 60%. The MCICS centre operates 24 hours a day, 7 days a week.



*Customer Service with a smile
at Kedai Telekom*

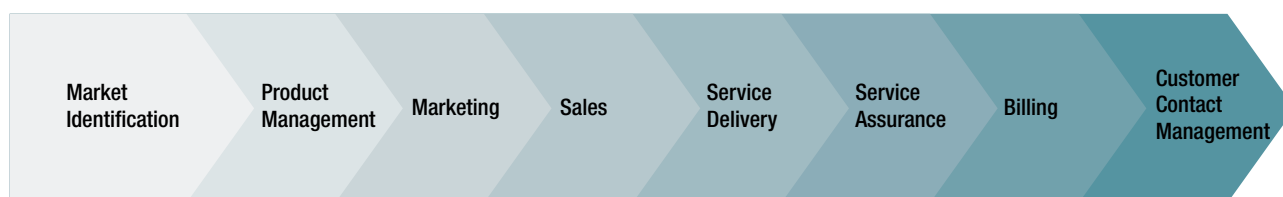
In the mobile market, The TMTOUCH Telecare Centre has been established to respond to all call-in complaints and enquiries from cellular customers and the general public. These calls are attended to by Customer Service Consultants while written complaints are addressed by Customer Correspondence Consultants, all of whom have undergone intensive training to provide a professional response.

The Centre is equipped with the latest technology, such as the Customer Contact Management (CCM) System which enables the Consultants to respond to each enquiry promptly and effectively.

To ensure that technology solutions support CRM, the Customer Value Chain Taskforce, established under the Telekom Malaysia ICT Master Plan Implementation Framework, has conducted an extensive audit on current applications. It is now embarking on a long term planning process to provide seamless customer service.

Telekom Malaysia is currently developing its own Data-warehouse, featuring intelligence modules known as BISTARI (Business Information System and Repository). It provides the core of its many CRM initiatives.

The successful implementation of BISTARI, together with other IT initiatives such as CPC (Customer Profile Consolidation), EAI (Enterprise Application Integration) etc., will enable Telekom Malaysia to lead in this new ICT competitive market place.



Customer Value Chain

Transforming Telekom Malaysia | As Telekom Malaysia goes through the transformation process towards becoming the next generation communications company, two of its main thrusts are maintaining customer loyalty and ensuring business profitability. Competitive advantage stems from the creation of value for the customer and is key to the success of Telekom Malaysia. Accordingly, Telekom Malaysia's initiatives will address and improve the customer value chain as depicted in the diagram above, encompassing the Organisation, Processes and Systems aspects of CRM.

CRM requires the commitment of the entire workforce and all business partners throughout the Customer Value Chain. Although CRM is a complex task, but when supported by a strong framework and strategy, it can lead to the realisation of considerable benefits for customers and the Company.

research & development

TELEKOM MALAYSIA BERHAD

research & development



Research and Development Telekom Malaysia established its Research & Development Division as one of its priority initiatives. For the last three years, investment in research and development had shown a dramatic increase from RM14 million in 1999 to RM24.3 million in 2001.

Introduction | The changing business environment dictates that the Company should be more competitive in providing services to customers. In line with this, Telekom Malaysia has drawn up business strategies and direction which would require research and development to play a lead role in the introduction of technologies that would give the Company a leading edge.

R&D activities gave focus on the various new Telekom Malaysia business initiatives of TM TelCo, (data services, network and infrastructure), TM Multimedia (Internet and Multimedia) and TM Cellular (cellular services).

In this regard, the Group has defined and drawn up technology direction and roadmap for R&D activities. It has identified the research needs that must be fulfilled to realise the required technology advancements that will place Telekom Malaysia at par with other leading Telcos. In line with global industry trends, and to accommodate Telekom Malaysia's current and future needs, R&D activities will be focused on four main industry groups, namely:

- Transport
- Services
- Products
- Content

Skill Gaps | Most world class Telcos have state-of-the-art telecommunication technologies at their disposal. They also have the capacity to develop and utilise technology while enjoying extensive market penetration and global presence.

For Telekom Malaysia to be in the same league, a strong R&D outfit with skilled research teams are one of the key prerequisites. As part of our efforts to beef up R&D capabilities, researchers have been recruited from within the Company and externally. Programmes have been laid out so that researchers will have every opportunity to consistently improve their skills and knowledge.

Telekom Malaysia aspires to be not just a user of R&D technologies but to master these technologies sufficiently in its effort to become a global reference point for research activities. This aspiration will be achieved through the support of R&D objectives as outlined below:

- To lead Telekom Malaysia's technological direction through the development and enhancement of new products, systems, network and service quality.
- To support Telekom Malaysia management with strategic technological input/information for effective decision making.
- To coordinate and manage technology standards and facilitate the transfer of technology internally and externally.
- To generate additional revenue, reduce cost and improve quality through new technology initiatives, pilot projects and design and enhancement of new products and solutions from investigative studies.
- To develop linkages with local and international expert groups to promote transfer of information, technology and shared knowledge.



Inspection of optical fibres through a Fibre Microscope during the Optical Time Domain Reflectometer calibration process.



caring for the environment

TELEKOM MALAYSIA BERHAD

Building Environmental Awareness through Socially Responsible Business Practices

Telekom Malaysia has a long and well-established record in social responsibility and commitment towards national interest. Environmental conservation, one of the goals of Vision 2020 is high on our list of contribution towards a caring society. The Company has taken a proactive stance in pursuing a policy of environmental management at several levels.



This begins with a rigorously complied legal obligation, in the disposal of equipment, particularly that which may pose a threat to the environment. At the same time, we are in the process of examining the scope for recycling and resulting cost savings, where appropriate. For several years, the Company has observed a recycling policy on all paper products, using both sides of a document, with minimum waste, aiming towards a paperless operation and cost reduction of 5% per year in this area. After use, cable is returned to the store for recycling and recouping of investment. Since 1997, Telekom Malaysia, in association with local authorities, has spearheaded efforts to reduce road digging by introducing common trenching for use by all telco operators. In the same period, wet batteries have been withdrawn from use and replaced with sealed dry cell units. Despite initial substantial investment, this shift has resulted in low maintenance cost and posed minimal threat to the environment.

Regular assessments are carried out on environmental risks and are key to policy planning and implementation. Our philosophy encompasses a concern for the landscape and the need to preserve and protect the natural beauty and wildlife of our country for future generations.



Lush green surroundings and cascading pools set the stage for a conducive working environment at Telekom Malaysia's Corporate Headquarters

for the environment

Our relationship with the environment is symbolised in the design of the new 55 storey Menara Telekom which represents a sprouting bamboo shoot. It is one of the latest intelligent buildings that make up the face of the new Kuala Lumpur. We preserve the individuality of the building which is the hallmark of our key landmark buildings which contributes to the visual appeal of this city. We did not want the anonymous uniformity of a modern high rise, but preferred a design that was intrinsically Malaysian and therefore, original. The choice of a bamboo shoot suggests a building rising from the Malaysian earth, expressing the richness of our tropical origins, and the strength and versatility of our homegrown products. A total of twenty one skygardens, each being featured on every third floor, provide a conducive working environment for employees. The Intelligent Building System which provides infrastructure for multimedia services with high speed connectivity features an energy efficient facilities management system. Menara Telekom is CFC free. It utilise centralised district cooling system which pumped chilled water to all floors and operated by an underfloor supply unit to provide air conditioning. Although somewhat more expensive to operate, it demonstrates our commitment and objective of providing a healthy, pollution free environment.

Whilst keeping pace with technological advances, particularly in extending the telecommunications infrastructure throughout the country, we have been careful and sensitive by doing it in an environmentally friendly way. In the construction of Menara Kuala Lumpur, for example, we were careful to preserve a hundred year old Jelutong tree in the vicinity of the tower.

caring for the environment

TELEKOM MALAYSIA BERHAD

Significant initiatives have included notably Telekom Malaysia's contribution to environmental awareness at the Paya Indah Wetlands in Dengkil. Our sponsorship programme there for the care of four hippopotami demonstrates the leadership role we wish to take in raising the awareness of Malaysians towards not only their own natural heritage but to the environment in general.

2001 is the Year of the Hippo for Telekom Malaysia | Prime Minister Y.A.B. Dato Seri Dr. Mahathir Mohamad, at the official opening of the Paya Indah Wetlands, which is a 45 minute drive away from Kuala Lumpur, said that preservation of the environment is an important guideline in the national development blueprint. In describing the Wetlands as the Government's gift to the nation, the Prime Minister hoped the younger generation would benefit by learning about the valuable eco-system and learn to care for its preservation.

Moving in tandem with its role in nation-building through environmental awareness, Telekom Malaysia has provided a sponsorship of RM750,000 for the management and maintenance upkeep of four hippopotami donated by the Government of Botswana. The sponsorship includes food, manpower, maintenance of enclosure,

A bird's eye view of the city's skyline from amongst lush green surroundings at Telekom Malaysia's Corporate Headquarters



healthcare, preparation of educational materials for visitors and care of the four hippopotami for a period of three years.

Chief Executive of Telekom Malaysia, Y.Bhg. Dato' Dr. Md Khir Abdul Rahman, elaborated that the hippo had been adopted as the mascot of Bluehyppo.com, the lifestyle portal launched by TM Multimedia in 2001. As one of the largest animals in the world, it represents a capacity for mass, growth and variety. Just like BlueHyppo.com entered the ICT scene as the first local lifestyle portal, the four new arrivals are the first hippos to live in natural surroundings in Malaysia.

The four Nile Hippopotami, was flown from Botswana on a 27-hour flight. They had to undergo a two-week quarantine before being released at the Wetlands. Their home is a 1.2 hectare lake with a depth of about five metres and enclosed by a low wall with electric wiring. This is because the hippos are able to scale low obstacles and can be dangerous. In contributing to the upkeep of the hippopotami, Telekom Malaysia hopes that they will prove a valuable tool in making the Wetlands a premier centre of environmental education. The hippopotami add a live dimension to the rehabilitation of the ex-tin mining land at Paya Indah, which also houses peat swamp forests and a myriad of lakes.



As animals well known for their love of muddy areas, it is hoped the hippopotami will make the Wetlands their natural habitat, and in years to come propagate and populate the area and contribute to the overall ecosystem. The culmination of a six-year effort, the Paya Indah Wetlands stands as Malaysia's testimony to being able to manage its own environment. By sponsoring the hippopotami, Telekom Malaysia has become part of an overall Malaysian effort to recreate, for the benefit of future generations, an eco-system that might otherwise be lost.

Telekom Malaysia Preserves a 100 Year Old Jelutong Tree at Menara Kuala Lumpur |

While Menara Kuala Lumpur stands tall as one of Malaysia's most impressive landmarks, many do not know the story behind the preservation of the 100 year old Jelutong Tree (*Dyara Costulata*) adjacent to the tower.

Perched atop Bukit Nanas and rising to a height of 421 metres, Menara Kuala Lumpur is the fourth tallest communications tower in the world. In the course of building the tower, Telekom Malaysia undertook to preserve the 100-year old tree at a cost of RM430,000. The tree is now recognised as part of the natural heritage of Kuala Lumpur and it is almost as old as the city itself.

The architects of Kumpulan Senireka Sdn. Bhd. paid great care in building the wall separating the Tower from the 100-year old tree. These efforts have paid off as today's trekkers and visitors to Menara Kuala Lumpur have the benefit of walking through the forest reserve surrounding the tower, experiencing a sense of the Malaysian jungle that has now become a thriving city metropolis. By preserving the Jelutong Tree, Telekom Malaysia is in the vanguard of corporates that prove development and the natural environment can co-exist side by side.

Connecting Malaysia to The Rest of The World | Telekom Malaysia is no novice to environmental conservation. In the construction of its many hill stations located throughout the country, efforts are consistently made not to damage the eco-systems already in existence. Protection of the natural tropical countryside throughout the nation is high on the list of priorities in any work undertaken by the company. This policy also covers submarine work carried out at the ocean bed. In positioning its many undersea cables for telecommunication purposes, Telekom Malaysia undertook a number of commissioned reports on the best way of preserving the sea bed while laying cables. Over the last twenty years, Telekom Malaysia has worked steadfastly to extend communication lines throughout Malaysia through its hill top towers and submarine cables. In doing so, the reef and undersea eco-systems remain untouched, and the natural beauty of the rural landscape protected, while connecting Malaysia to the rest of the world.

Telekom Malaysia aims to become one of the top corporate 'green' entities in the country.

We want to be the
spark when you dream,
when you aspire.

When you achieve your goals.



Reaching Out, Raising Excellence

Run, jump, play. Push the limits.
Exceed your **goal**. Break that **record**.

We need **heroes** to believe in.
We need **champions** to cheer for.

We're reaching out to bring you
world-class events.

We're reaching out to develop
world-class talent.

To inspire you.

inspiring achievements - our contributions to the nation

TELEKOM MALAYSIA BERHAD



Our CONTRIBUTIONS to the nation

Telekom Malaysia: Connecting with Our Community and Contributing to National Excellence Since its inception, Telekom Malaysia has been at the forefront of the national ICT infrastructure development which keeps the community in touch. A significant aspect of our proud tradition is towards charity and community support. Being a good corporate citizen is one of Telekom Malaysia's key priorities, with the goal of building and maintaining positive relationships, while improving the quality of life for everyone, now and for generations to come. Committed to the communities within which we operate, our charity and community programmes are designed to support projects which are innovative and sustainable, that produce tangible results and promote national excellence. The Company will continue to build on these foundations, reflecting our position as a telecommunications leader with a heart.

Just as our products touch people's everyday lives and add value to consumers, shareholders, employees and business partners, our philosophy of a caring corporate citizen is carried through our contribution ethic, ensuring a high return for the community. Throughout the year, our Company supported many philanthropic causes, ranging from conferences, charities to fund-raising dinner for good causes. Most projects supported by Telekom Malaysia are not mere one off, but are sustained contributions to the chosen priorities of national level. Each in its own way, is seeking to drive Malaysia towards of a developed country status as envisaged by Vision 2020. Two particular areas are worthy of special mention.



Contribution to Intellectual Discourse | This contribution is of vital necessity specially in periods of strategic change. We need to examine new directions and priorities, the implications of a new globalised world and the impact of crisis and uncertainty. Companies and societies have to reinvent themselves with new thinking, essentially strategic thinking. In this regards Telekom Malaysia has helped to provide the forum for some of this analysis and creativity.

Since 1995, the company has supported the Langkawi International Dialogue (LID), contributing a total of RM5,080,000 in cash and providing technical and telecommunications facilities in kind. LID seeks to promote and nurture smart partnerships and alliances within the English speaking community worldwide where Malaysia offers an economic role model to other developing continents like Africa. It promotes globalisation, international relations across cultures and mutual business opportunities. LID embodies part of one national credo – to support constructive engagement amongst nations. It also gives recognition to, and showcases Malaysia’s achievements. LID champions community initiatives such as medical care in rural areas, as well as women’s affairs and education. It helps the Commonwealth as live up to its name. Additional side benefits are tourism and the opportunities made available for Malaysian entrepreneurs and businessmen for cross border investments.

Telekom Malaysia is fully committed to help businesses make the necessary transition to keep ahead in a competitive arena. Our Deputy Chief Executive, Y.Bhg. Dato’ Dr Abdul Rahim bin Haji Daud, is Chairman of the Commonwealth Telecommunications Organisation (CTO) since 1999, and has spearheaded workshops and seminars to develop new thinking in the global community. Telekom Malaysia hosts these events in recognition of the benefits obtained with the exchange of experience and expertise.

Another key business event namely the “Venture 2001 Malaysia” was a business plan competition based on similar events in Germany, Switzerland, Netherlands, South Africa, India and Singapore. Held in November 2000, it generated 447 business ideas in Malaysia from budding technopreneurs. As an Information Communications Technology leader, Telekom Malaysia was proud to sponsor this programme, which make it mandatory for participants to deliver rigorous planning in areas of finance, strategy, implementation and management. Top teams received coaching from some of the leading corporates in the country, with the final winner receiving RM30,000. Y.A.B. Dato Seri Dr. Mahathir Mohamad, the Prime Minister gave away prize to the winner. Recognition and reward of entrepreneurship is vital to national growth. The Company’s contribution to this initiative was RM200,000.

inspiring achievements - our contribution to the nation

TELEKOM MALAYSIA BERHAD



Communication in Sport | Malaysia is raising its profile in the international sports world. Recognition of this is evident from the choice of Malaysia as a favoured venue for international events like the Commonwealth Games, Formula 1, The SEA Games and World Cup Hockey. Our reputation is well established for organising these events to world standards and the provision of facilities second to none. A good demonstration of “Malaysia Boleh”. The performance of our Malaysian contenders contributes to national pride and puts Malaysia on the world map, especially given the exposure of worldwide TV coverage attracted by such major events. It brings an increasing number of visitors to our shores. This has the salutary effect of introducing the outside world to the reality of Malaysia – a safe, clean, modern haven with some of the most advanced infrastructure in the region. A showcase of cultural diversity coupled with the powerful, visual and scenic appeals makes Malaysia a journey of discovery. Telekom Malaysia has contributed in cash and kind to many such sporting events.

Telekom Malaysia Le Tour de Langkawi is a very high profile cycling event, much looked forward to in the annual international sporting calendar. Telekom Malaysia has sponsored the race for seven years and became the title sponsor in 2001, when it was renamed the Telekom Malaysia Le Tour de Langkawi. This magnificent international cycling race is the only one of its kind to be held outside of Europe and North America, and has been acknowledged as a major non-European cycling event by the International Cycling Union. With an improved world status rating of 2.3, the race will continue to attract an increasing number of professional competitors to Malaysia. In 2002, 154 professional riders representing 22 teams participated in the race supported by a great number of international cycling enthusiasts. For the first time in 2002, Telekom Malaysia provided live coverage of all the finishing phases of the race into living rooms of fans around the world. The 10-day sporting event was provided with Internet access, video streaming, fixed and mobile telephony for the International Media Centre and Secretariat as well as broadcasting links to television stations around the world by Telekom Malaysia. The daily coverage presented the best of



Malaysia audiences the world over and positioned the Telekom Malaysia Le Tour de Langkawi on par with the great road cycling races of the world such as the Tour de France, Giro D'Italia and the Spanish Vuelta. In 2001, Telekom Malaysia contributed a grand total of RM8 million in cash and in kind by providing the telecommunication infrastructure necessary to deliver this event domestically and internationally. The live broadcast has brought the sponsorship value to RM10 million in 2002.

The KL International Tower Jump 2002 and The Menara Alor Setar Tower Jump took place in the first two months of the year, providing a world's first in buildings, antenna, spans and earth (BASE) jump history by having two such events in one country in the same week. This literally high profile sporting event attracted participants from the USA, Australia, United Kingdom, Sweden, Belgium, Spain, Germany, Indonesia, Singapore and of course, Malaysia. Jumpers make a freefall of about three seconds to clear the tower head before deploying their parachutes. Taking approximately 10-12 seconds to reach the ground in a normal freefall exercise, jumpers require a minimum height of 800 metres as a safety margin before deploying the chute. As the fourth tallest tower in the world at a height of 421 metres, Menara KL presents a formidable venue for this prestigious event. Y.B. Dato' Hishamuddin Tun Hussein, Minister of Youth and Sports was at both events to spur on competitors.

Telekom Malaysia International Towerthon Fest 2001 took place from 14 July to 5 August at Menara KL, attracting more than 1800 participants. In its third year, the event attracted some of the top tower runners in the world to this extreme staircase running sport. To promote awareness and increase participation amongst Malaysians, Telekom Malaysia held roadshows at ten major locations nationwide before the Malaysian Selection Race, Junior Tower Run and Charity Tower Run. In total, eight events took place within the month, culminating in the International Towerthon on 4 and 5 August, where the best Malaysian male and female runners were sponsored by Telekom Malaysia to participate in the AMP Tower Run in Sydney, Australia, thus increasing our international sporting profile. The Telekom Malaysia International Towerthon is regarded as the top tower run in the world, offering the highest prize money of RM117,800. Sporting records have been broken every year so far, and competition continues to increase. In 2001, Telekom Malaysia allocated RM1.5 million to this event which is an important feature in the world sporting calendar.

In August, Telekom Malaysia supported the final round of The Track World Cup 2001 with a donation of RM50,000. This is the world's premier cycling track team event, bringing to Malaysia more than 30 cycling teams from all over the world. Malaysia is the first nation to be awarded the right to host the final round for two years running and the only second Asian country to host a round of the World Cup. There is obvious synergy between this event and the Telekom Malaysia Le Tour de Langkawi, promoting cycling as a healthy activity and competitive sport, while leveraging on the opportunity for Malaysia to be known by a global audience.

Telekom Malaysia was one of the four main sponsors of the XXI SEA Games held in Kuala Lumpur in September, providing over 1,000 experienced personnel and the necessary infrastructure to provide the highest quality broadcasting coverage in the country and to participating countries, namely Brunei, Thailand, Indonesia, Singapore, Philippines, Laos, Cambodia, Myanmar and Vietnam. Telekom Malaysia invested extensively in state-of-the-art hardware at the Games stadia and, for the first time in Asia, submarine telecommunication cables were used to provide direct video feed to broadcasters. An allocation of RM3.8 million in cash and kind was made to the XXI SEA Games, with a further RM6.2 million contributed in broadcast expenditure. The SEA Games play a vital role in bringing together the communities of South East Asia, fostering better understanding of the region's diverse cultures, languages and religions. In keeping with its core values, Telekom Malaysia will continue to support such nation building events.