

COMMUNITY DEVELOPMENT



WHY WE CARE

As a nation building organisation, community development is an essential component of our business strategy. It is our responsibility to give back to communities that have supported us over the years. Given our wide presence, we are in a unique position to make a positive impact on local communities, particularly those that are underserved and disadvantaged. By supporting these communities, we promote inclusivity and shared prosperity, which contributes to Malaysia's overall socio-economic progress.

Community resilience is also important for business – when communities suffer, so does business performance. The sustainable development of the country goes hand-in-hand with TM's long-term growth and successes, especially given our role as a GLC. Therefore, we need to create an ecosystem that benefits all segments of society. Social programmes also provide our employees with an added sense of ownership and fulfillment, while contributing to talent attraction and retention.

What Our Stakeholders Expect

- Social and environmental well-being
- Volunteer opportunities for employees
- Empowerment of disadvantaged groups

WHAT IS OUR APPROACH

We adopt a hands-on approach, mobilising both financial and non-financial resources to maximise positive impacts. We focus on economic recovery, sustainable livelihood and welfare for marginalised communities, including women, special needs individuals, senior citizens and the B40 group.

Our impact in social empowerment is driven through YTM and MMU.

↳ for MMU, please refer to page 140.

YTM spearheads TM Group's corporate responsibility initiatives across environmental, social, economic and governance contexts. As a foundation, YTM aims to address pressing social issues among targeted marginalised communities in Malaysia. For the past 28 years, YTM has been shaping future leaders through its scholarship programmes.

In 2021, YTM embarked on a transformation journey (YTM 2.0) to drive greater social impact for Malaysia as a whole, beyond education. Our new approach is threefold: to enlighten promising individuals with greater literacy, uplift marginalised communities and promote arts, culture and heritage through museum placemaking activities.

Deployed Capitals:  

Met Strategic Aspirations:   

Stakeholders Affected:  

Sustainability Impact:   

WHAT IS OUR APPROACH



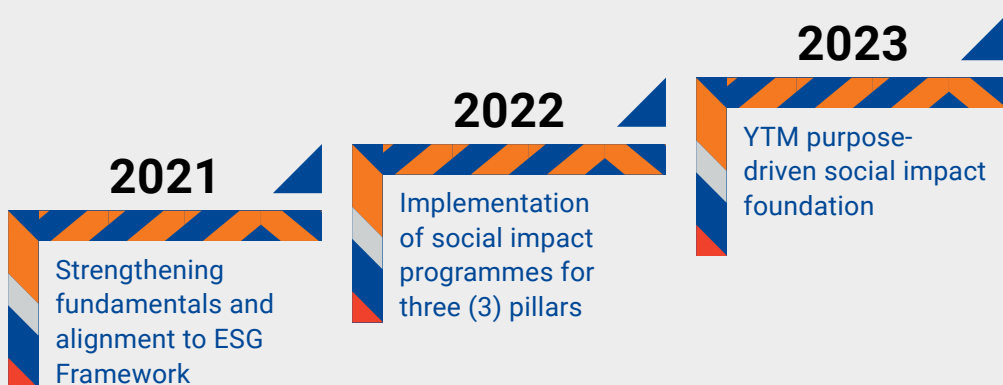
YTM 2.0 aligns with TM's transformation of becoming a human-centred TechCo. Through YTM 2.0 Transformation Roadmap 2022-2024, we are reshaping the foundation to create more impact and a positive difference in Malaysia, thus reaffirming TM as a company that genuinely cares about the people.

YTM 2.0: THE TRANSFORMATION ROADMAP 2022 - 2024

SUPPORTING DIGITAL MALAYSIA

Key Differentiators for YTM:

- Social impact programmes with digital inclusion as key lever
- Optimising TM's connectivity reach and digital solutions to meet community needs and ensuring no one is left behind



The Shifts in YTM 2.0

From **low profile scholarship based foundation...**

... to high profile social impact based foundation with expanded scope

From **scattered Corporate Responsibility (CR) initiatives and resources across TM Group...**

... to consolidate focused entity with three (3) strengthened pillars to deliver greater impact in both profiling and to society at large

Taking YTM 2.0 to greater heights as a purpose-driven social impact foundation

WHAT IS OUR APPROACH

YTM strengthened its engagement with key beneficiaries and stakeholders, including students, communities and implementing partners through its collaborative framework approach. This allows us to better understand their needs and empower them. We review the status of our projects bi-weekly/monthly during our Head of Units (HOU) meetings to keep us on track and aligned with the YTM's objectives. Concurrently, we regularly engage with our implementing partners to ensure smooth implementation throughout the year.

To gauge the effectiveness of our transformation journey and programmes, we conducted a Stakeholders' Perception Survey in 2022, which received a score of 90.58%.

HOW WE CREATED VALUE IN 2022

1 Education & Development

Education is a powerful tool to fight poverty and promote progress. We believe that everyone deserves access to quality education. As champions of Digital Malaysia, we are committed to bridging the education gap and nurturing future leaders who will shape a more prosperous and inclusive society.



YTM EDUCATION CONTRIBUTIONS & EFFORTS IN NURTURING FUTURE LEADERS FOR DIGITAL WORKFORCE



Future Leaders Scholarship Programme

We enable SPM graduates with high potential to further their education at well-established universities in Malaysia and abroad via our scholarship programme. We designed a structured development programme to develop these future leaders with an entrepreneurial mindset and perseverance needed to drive a digital workforce.

Our YTM scholars' development propels them to be future fit and ready towards the nation's digital workforce requirements, with an opportunity for them to be strong contributors to our TM workforce.

Impact:

- 230 new scholarships awarded
- 549 active scholars; including 57 abroad
- 63% (203 out of 319) of students achieved CGPA above 3.5
- 100% of YTM Scholars employed within six (6) months of graduating
- RM13.4 million channelled



Young Leaders Scholarship Programme

We provided financial aid to high-potential secondary students in support of their learning. The programme is a space where motivation is rewarded and intelligence is celebrated.

Impact:

- 1,338 scholarships awarded
- RM2.2 million channelled



Future Leaders Structured Development Programme

The Future Leaders structured development programme was intended to help shape more holistic and well-rounded talents. This end-to-end journey aims to equip scholars with future skills in both digital and employability. It is also a platform to expose scholars to real-life experiences, including work-related topics of the IR4.0

Impact:

- 317 YTM Future Leaders scholars participated from foundation to final year
- 8 cohorts completed
- 36 online classes conducted
- 31 modules covered - digital skills, soft skills, integrity, mental health and culture
- Six (6) Brown Bag sharing sessions by the industry players from various fields



TM Future Skills

We empowered stakeholders from the education sector, namely teachers and students, from schools across Malaysia with TM Future Skills (TMFS) modules, which include 3D printing modelling, big data analytics, coding and programming to increase students' interest in STEM subjects and pursue their tertiary education in IR4.0-related courses

Impact:

- >5,000 students from 51 schools equipped with IR4.0 future-ready skills



TM Future Skills Champion Schools

Last year, we rebranded our flagship TM School Adoption Programme to TM Future Skills Champion School with a new holistic approach. We take a comprehensive approach that empowers both teachers and students with digital and technological knowledge, preparing them for future employment opportunities while also promoting sustainable livelihoods by unlocking other valuable skills.

Impact:

- Three (3) schools selected
 - SMK Gunung Semanggol, Perak
 - SMK Dengkil, Selangor
 - SMK Tunku Putra, Johor

Mental Health Programmes

We believe that emotional intelligence is an important soft skill for future leaders to master. We investigated methods and approaches for developing resilient communities through mental health advocacy. As a result, we determined that it is critical to instil good mental health management at the school and university levels through a two (2)-pronged approach:

1. **YTM-GRG GREAT Project** raises awareness among college students, providing them with hope and assistance in better managing their mental health.
2. **TMFS Mental Health Module** is designed to teach high school students on the importance of addressing mental health issues.

Impact:

- >146 students from seven (7) universities participated in the project
- >16 students selected as the Green Ribbon ambassadors
- >17 physical and online campaigns on mental health are currently ongoing

Impact:

- 314 students from ten (10) schools were introduced on mental health modules
- 100% completion on mental health online modules and currently available on STEM Portal

Overall, YTM continued to make significant contributions in the education sphere in shaping a better future for our young leaders.

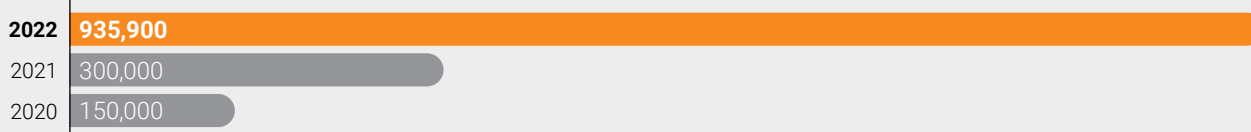
Total amount of scholarship disbursed – accumulative (RM million)



Total amount of scholarship disbursed – annually (RM million)



Total spent on schools – academic and non-academic activities (RM million)



Sekolah Enuma

We collaborated with Enuma Inc and Teach for Malaysia to pilot a pioneering digital learning platform to ease the learning of Bahasa Malaysia, English and Mathematics. YTM became the first funder to support the field test of the localised version.

Impact:

- 640 students and 60 teachers reached
- 8 schools supported in three (3) regions: Sabah, Sarawak and Kuala Lumpur

**PeKka#BM (Bahasa Malaysia Vocabulary Mastery)**

We took the initiative to support learning Bahasa Malaysia through the PeKka#BM Programme via an interactive learning platform to improve Bahasa Malaysia literacy at the primary school level, in line with the growth of digital technology in education. This effort is vital to balancing equity and ensuring the quality of student learning, especially for those who have not yet mastered basic Bahasa Malaysia.

Impact:

- 7,000 students and 400 teachers from 40 schools benefited
- 32 modules completed

2

Community & Nation Building

With TM's expansive reach across Malaysia, we strive to celebrate and uplift vulnerable communities especially in our areas of operation. Through our community empowerment programmes, we provide financial and non-financial to support marginalised groups and enabling employees to give back to society while further contributing to social progress. In 2022, we focused on building local communities through two (2) key areas:

**COMMUNITY DEVELOPMENT**

Empowering TM State Regulatory & Engagement (SRE) to reach out to needy communities nationwide

- **YTM-SRE Social Impact Project**

Impact we made:

- 12 social projects initiated by SREs
- 17 new partners (NGOs, foundations, universities, schools and SEs involved)

Exploring sustainable & measurable projects to increase community livelihood

- **YTM Social Impact Grant** were initiated to fund sustainable projects, with NGOs and other community partners encouraged to apply

Impact we made:

- 184 applications received from 120 organisations; 54 shortlisted;
- 8 projects/organisations awarded

Structured entrepreneurship programmes through partnership with various institutions

- **YTM-SUK Kelantan Digitalpreneurship Programme**
- **YTM-UTP Asnaf Entrepreneur Go to Market Programme with Asnaf**
- **YTM-KEMAS RAPIDE Digitalpreneur Programme**

Impact we made:

- 93 entrepreneurs trained including youth, asnaf and women

Improve livelihood and socio-economic well-being for Orang Asli, as well as preserve their heritage and environment

- **YTM-JGSM Indigenous Community Enhancement Project**

Impact we made:

- 3,000 Orang Asli benefited through upskilling and training



HUMANITARIAN AID

Enhancing Humanitarian Disaster Response & Preparedness through sustainable assistance, community empowerment and leadership

- Equips higher risk communities with disaster preparedness training through Community Based Disaster Risk Reduction and Management Programme (CBDRRM) in Pahang, Re-Energise TM Reaching Out Volunteers (TMROVers) and connecting SREs and TMROVers with local NGOs

Impact we made:

- **27,572** affected community members assisted
- **Over 100** TMROVers trained on Humanitarian and Disaster Preparedness Training
- **354** community members & local Government agencies trained via CBDRRM
- **8** local NGOs identified to work with SRE/TMROVers at East Coast during big floods in Kelantan and Terengganu 2022

GLC Demi Rakyat & Negara (GDRN)

- Rebranding exercise of GDRN with expanded scopes

Impact we made:

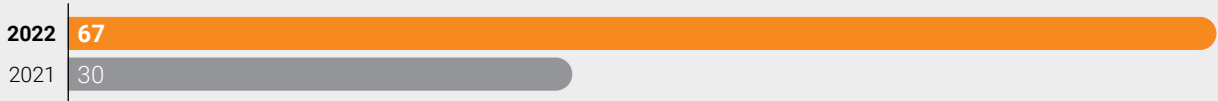
- Structured framework, membership, data gathering and communication

As part of our long-term focused approach, the impact of our community development programmes is tracked and measured through various value-creation indicators. This allows us to assess and improve our community empowerment performance each year.

Total contributions to community initiatives (RM million)



Female entrepreneurs empowered



Community members reached



NGO partnerships



3 Arts, Culture & Heritage (ACH)

We believe that the unique characteristics Malaysia culture should be preserved and appreciated by all. We do this through digitalisation to future-proof cultural content while ensuring its accessibility to all. Throughout the year, we continued to invest in preserving our national heritage, while contributing to the development of arts and culture.

Our key areas of contribution include:



Objective

Improve the state of heritage conservation plan, operations and museum curation

Strategies

- Muzium Telekom transformation plan, including heritage conservation and preservation
- Improving infrastructure accessibility and connectivity
- Creating an inclusive environment at the museum
- Operate, manage and promote Muzium Telekom and Telegraph Museum



Objective

Incubate digital & creative talents and entrepreneurship

Strategies

- An incubator of local, regional and national talents through Digital Art Gallery at Muzium Telekom
- A place for creative inspiration, presentation and exploration
- A home for learning, experimenting and growth
- Capacity building and education



Objective

Enhance the creative & cultural ecosystem via placemaking

Strategies

- Collaboration and networking
- Programme activation for arts and culture for community
- Attract/Develop arts, culture and heritage, content and partnership
- Safety and inclusivity for Person With Disability (PWD)
- Implement SDGs, ESG and Local Agenda 21 Programmes



Objective

Digitalise arts, culture & heritage of Malaysia

Strategies

- Partnership with the creative industry/ institution/NGOs
- Encourage knowledge transfer through masterclasses, webinars, conferences, etc.
- Explore opportunities for learning, experimentation and growth from the experts and community

IMPACT & ACHIEVEMENTS

Total PR Value in 2022 RM441,000	Total online viewers (reach) of ACH initiatives 3.8 Million	Total partners 145	Total visitors of Muzium Telekom 96,121	Total PWDs impacted 121
Total direct and indirect Income (Jobs*) created 649 <small>*Income and job creation for B40s, PPRs, PWDs, including employment and internships in event management, music, performing arts and film-making</small>	Total workshops/ masterclasses 108	Total entrepreneurs benefitted from Telekom Museum Weekly Events (TEMU Weekends) 340	Thematic exhibition attendees 66,109	

4 MMU

MMU is a leading private university in Malaysia, specialising in ICT, digital and engineering. By delivering a transformative learning experience, MMU continues to create future leaders and talents who thrive in the advent of IR4.0. The university also implements social programmes that help vulnerable communities, including its B40 students.

The university's strategic plan, MMU PLUS U, continues to drive university excellence and financial sustainability. MMU PLUS U was crafted to focus on five (5) key areas:

- Population & Popularity
- Learning
- University Reputation
- Financial Sustainability
- Us

2022 is a momentous year for MMU as the university celebrated its 25th anniversary as the first private tertiary institution in Malaysia. The main focus of the university during the year was to expand its reach in shaping young minds and create a nurturing and conducive learning experience for its students.



IMPACT & ACHIEVEMENTS

17% growth in student population

RM12.9 million publications and research grants received

Awards & Rankings:

Preferred Universities among Malaysian Employers by TalentBank

401 out of 500 Asia Ranking 2022 by Times Higher Education

401+ for Young University Rankings 2022 by Times Higher Education

