Smart 5G

Together, We Empower People.

Inclusive by Nature. Resilient by Design.

Smart's contribution extends beyond connectivity. Through our reach, partnerships,and digital expertise, we bring together businesses, government, development partners, communities, and civil society to expand opportunities, advance inclusion, and strengthen resilience, turning connectivity into lasting progress for Cambodia.



WHAT SUSTAINABILITY MEANS TO US?

To us, sustainability is about how we operate and the impact we enable. Through our connectivity, technology, partnerships, and people, we connect opportunities, empower communities, and contribute to Cambodia's sustainable development journey.

Dear Stakeholders,

Despite economic headwinds and geopolitical uncertainty, Smart continued to invest in Cambodia's future. As one of the country's leading digital connectivity and ICT providers, serving approximately 8 million customers, we expanded our 4G and 5G networks, accelerated fiberization, and strengthened the digital foundations that power individuals, businesses, and communities across Cambodia.

We believe connectivity is the foundation of progress. Yet our role extends far beyond providing access. By leveraging our infrastructure, technology, partnerships, and digital expertise, we help businesses grow, support the development of future digital talent, protect customers from online threats and scams, introduce innovative solutions, and showcase Cambodia's digital advancement on the regional and global stage.

Through our continued investments in networks, innovation, and people, we are creating opportunities, advancing inclusion, and strengthening resilience across the country. As Cambodia evolves in a digital-first era, we remain committed to enabling economic growth, building future-ready digital infrastructure, developing the next generation of talent, and operating responsiblyto create lasting impact.

As Cambodia's third-largest taxpayer in 2025, we are proud to contribute not only through theservices we provide, but also through the economic value we create for the nation. Sustainability is not a separate initiative at Smart. It is embedded in how we invest, operate, and grow, ensuringthat the progress we enable today delivers lasting benefits for our customers, communities, businesses, and Cambodia for generations to come.

Ritesh Kumar SINGH,
Chief Executive Officer

AWARDS & RECOGNITION



AmCham 6th CSR Excellence Award:
Digital Inclusion



ASEAN Award for Child Online Protection Efforts (AOSWADA 2025)



AmCham 6th CSR Excellence Award:
- Education & Empowerment
- Innovation, Leadership & Partnership
- Community & Social Impact: Humanitarian & Crisis Response
- Environment & Sustainability: Corporate Climate Action



Asian Telecom Awards 2025:
- Cybersecurity Initiative of the Year
- HR Initiative of the Year



Adam Smith Awards Asia 2025:
Best in Class Treasury Solution in ASEAN

SUSTAINABILITY FRAMEWORK

Advance Digital Society
Driving Cambodia Forward Through Digital Innovation, Economic Opportunity, and Future Readiness.

Advance Green Economy
Supporting a greener Cambodia by building smarter, lower-carbon and more resilient networks through renewable energy, AI-driven optimisation, emissions reduction, recycling initiatives, and environmental stewardship across our operations and communities.

Advancing People and Communities
Growing capability. Strengthening inclusion. Standing with communities when it matters.

Driving Governance and Risk
Safeguarding customers and Cambodia's digital future through strong governance, ethical conduct, continuous cybersecurity enhancement, and responsible innovation.

Driving Cambodia Forward

Through Digital Innovation, Economic Opportunity, and Future Readiness.

Smart 5G



Advance Digital Society

Smart drives Cambodia's digital future by empowering individuals and businesses of all sizes with the connectivity, tools, and digital solutions needed to participate, innovate, and grow, enabling a more inclusive digital economy.

CUSTOMERS CONNECTED

8M+
Customers Connected

25
Provinces Coverage

NETWORK EXPANSION (Q2 2026)

>95%
4G Population Coverage

4,600+
2G enabled sites

4,700+
4G enabled sites

950 5G enabled sites
includes one and two sectors

>34%
5G Population Coverage

4,400+ 4G sites deployed by 2025

Growing to **5,000+** sites by the end of 2026

ACCELERATING DIGITAL ADOPTION AND CUSTOMER EXPERIENCE THROUGH AI AND INNOVATION

74%+
customers using e-top up as of Q2 2026

eSIM Adopters
0.1M (2024) → 0.3M (2025) → 0.4M in Q2 2026

SmartNas 4.0 & 5.0 launched, enhancing user experience and expanding digital services.



Advanced AI-driven customer experience through Bong Smart Chatbot (80%+ enquiry resolution), AI fraud detection, SmartNas 5.0, and WH Chatbot as Smart GenAI portal.

EMPOWERING BUSINESSES WITH SECURE DIGITAL AND CONNECTIVITY SOLUTIONS FOR BUSINESSES AND SMES



ADVANCING SAFE DIGITAL PARTICIPATION AND INNOVATION ECOSYSTEM GROWTH

52,000+
Beneficiaries
through digital literacy, coding, STEM, online safety, and child protection programmes, 2025–Q2 2026



Smart Youth
Equipped 500 university students with digital skills and resilience through the Smart Youth pilot programme in Q3 2026, with plans for nationwide expansion.



Smart Startup Space & ACTSmart
The flagship incubation programme under Smart Startup Space, enabling startups and MSMEs to test, digitise, and scale their ventures. Supported 32 digital startups and MSMEs in the inaugural 2025-2026 cohort, with plans to expand to 48 participants in 2026-2027.

OTHER SOLUTIONS

Ensuring business resiliency by safeguarding companies environment from digital threat.

Expanded **managed network and Wi-Fi Solutions** for reliable and secure connectivity.

Supporting **businesses to have data-driven decision-making** with the latest business insight.

Provided **Dedicated Internet Access (DIA)** solutions for high-performance connectivity.

Domestic Private Leased Circuit (DPLC) provides reliable, high performance and secure branch to branch connectivity.

High resilient **IP Transit Service** to ensure business availability and resiliency.

Advance Green Economy

SMART supports a greener Cambodia by building smarter, lower-carbon and more resilient networks through renewable energy, AI-driven optimisation, emissions reduction, recycling initiatives, and environmental stewardship across our operations and communities.

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CLIMATE AND ENVIRONMENTAL STEWARDSHIP

ESG as strategic company KPI



TRANSITION TO CLEANER ENERGY

1,800+ Solar-Powered Sites



Transitioning senior leadership's vehicles to EV

BUILDING A CIRCULAR ECONOMY

Waste segregation

5.4T
of plastic recycling
(from 2025 till Q2 2026)

Marketing Banners upcycling

Transition from physical SIMs and scratch cards to eSIM and e-top up

WATER CONSUMPTION TRACKING

66 Operational locations
Establishes water usage monitoring baselines

IMPROVED ENERGY INTENSITY WHILE SUPPORTING CONTINUED GROWTH IN NETWORK TRAFFIC.

Leveraged AI through PowerStar 2.0 system to optimise network energy consumption.

Retired 232 legacy radios, upgraded to equipment with 9% higher energy efficiency, and enabled zero-power operation during idle periods.

Axiata Group Recognition for Environmental Disclosure

MSCI ESG RATINGS AAA

MSCI AAA ESG Rating
Highest rating

CDP B

Improved CDP score of B in 2025

Advancing People and Communities

SMART Growing capability. Strengthening inclusion. Standing with communities when it matters.

Smart builds a future-ready workforce and resilient communities through continuous earning, wellbeing initiatives, and meaningful community support.

Smart 5G

INVESTING IN PEOPLE AND EMPLOYMENT GROWTH



1,300+
Direct Employees
As Q2 2026

Invested over 69,000 hours in employee learning and development across 2025 & H1 2026

Plan to recruit up to **250+** of field sales officers and cluster heads in 2026 and 2027 amid economic challenges

Learning Week

Strong employee engagement, recording 1,774 participations* (cumulative count), up 112% from 2025, and reaching 608 unique employees, representing a 150% increase year-on-year.

- Knowledge sharing session on AI, personal finance, performance and career
- Creativity sessions: art of painting, design the bouquet, zumba class, and happy baking

+112% increase in learning engagement

Leaning Hours and Engagement

- **1,028** employees trained on health and safety in 2025 and 191 as of Q2 2026.
- **1,055** AI learning hours, leadership programmes for managers and supervisors, and data analytics upskilling, as of Q2 2026.

CREATING A HEALTHY, INCLUSIVE AND EMPOWERING WORKPLACE

33% women employees

40% in senior Leadership

Improvement in Employee Engagement Score 81% employee engagement score in 2026 from 77% in 2025, 9% higher than Axiata Group score.

- Making Health Check-up available for every employee and with full support in 2026
- Relocated to a greener office with improved facilities to enhance employee well-being.
  - Having built-in infirmary
  - Breast Feeding room
  - Exercise and Multifunction room
  - Surrounded by parks

Adjusted working hours from 8:00 AM-6:00 PM to 9:00 AM-6:00 PM for non-client facing employees to support better work-life balance.

Improved field staff well-being and safety through optimised coverage planning and provision of appropriate safety equipment.

PURPOSE-DRIVEN WORKFORCE







Over **1,000** employee volunteers

Total Impact: **402,000+** people benefited from our programs and initiatives | 2025–Q2 2026

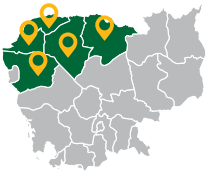
#Smart WithYou — STANDING WITH COMMUNITIES AFFECTED BY THE CAMBODIA-THAILAND BORDER CONFLICT

Relief and Recovery Project (2025-2027)

219,000+
PEOPLE IMPACTED
(2025-Q2 2026)



PROVINCES SUPPORTED



- Banteay Meanchey
- Oddar Meanchey
- Siem Reap
- Pursat
- Preah Vihear

AREAS OF SUPPORT

- Mobile Education & Facilities
- Psychosocial Support
- Nutrition
- School Construction
- Non-Food items (shelter, wash, hygiene, medication kits)
- Food & Relief Item

PARTNERS

PLAN INTERNATIONAL · helpcode · World Vision · unicef for every child

Driving Governance and Risk

SMART safeguards customers and Cambodia's digital future through strong governance, ethical conduct, continuous cybersecurity enhancement, and responsible innovation.

STRENGTHEN DIGITAL TRUST

NIST Framework Maturity

3.52

Comply with National Institute of Standards and Technology (NIST) with the maturity level of 3.52 (external assessment)

*NIST: is a globally recognized framework that helps telecom operators strengthen cybersecurity, protect critical infrastructure, build customer trust, and improve resilience against cyber threats


bsi.
Certificate of Registration
INFORMATION SECURITY MANAGEMENT SYSTEM - ISO/IEC 27001:2022
...making excellence a habit.

Received **ISO/IEC 27001:2022**, the world's leading international standard for Information Security Management Systems (ISMS)

STRENGTHENING DATA PRIVACY MATURITY

3.3

Verified by Axiata Group Privacy Office

99.8%

of employees completed Data Privacy and Data Governance training

PROMOTE ETHICAL CONDUCT THROUGH ANTI-CORRUPTION PRACTICES

0

Confirmed Corruption Cases

ESTABLISHED A ROBUST GOVERNANCE STRUCTURE TO OVERSEE STRATEGY, OPERATIONS, AND RISK MANAGEMENT

- Board of Directors
- Board Audit Committee
- Board Risk & Compliance
- Board of Sustainability (oversight by Axiata Group level)
- Risk & Compliance Committee

INTRODUCING "WAR ON WASTE" INITIATIVE

War on Waste (WOW) is a transformation initiative to simplify processes, eliminate inefficiencies, and improve speed, productivity, compliance, and customer experience.

- Faster Decision Making
- Streamlined Processes
- Greater Automation
- Cost Efficiency
- Faster Time to Market
- Reduced Operational Friction
- Scalable Growth

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