





At Maxis, we believe tech
is what special,



nology is not
is.

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Overview

Maxis Communications Berhad ("the Company" or "Maxis") and its subsidiaries ("the Group") is the fastest growing telecommunications service provider in Malaysia. The Group provides a wide range of mobile, fixed line and international network services to customers.

Our mobile services, the principal driver of the Group's business, are marketed under the *maxis* brand for postpaid mobile services and *Hotlink* for prepaid services. Both offer basic voice and data services, as well as advanced mobile data services on GPRS. Our fixed line network offers voice, data and other specialised solutions to the enterprise market like WLAN and VSAT. Our international network provides international connectivity for our mobile and fixed line services, as well as, wholesale international services to others.

The Group aims to stay at the forefront of innovations in communications. Currently, we are on the threshold of rolling out 3G services, which will further enhance the range and scope of our operations and provide new opportunities for growth.

Maxis, which started commercial operations in 1995, was listed on Bursa Malaysia on 8 July 2002. The Company is the fifth largest public company in Malaysia with a market capitalisation of RM22 billion as at the date of this report. The Group had also achieved recognition for its quality and innovative communications solutions. In 2003, Maxis was voted the best GSM carrier in Asia by Telecom Asia and also rated No.1 by the Far Eastern Economic Review for our high quality services and products across all industries in Malaysia.

As we forge ahead, we will continue to focus on creating value for our customers and shareholders whilst maintaining the highest standards of professionalism and integrity.

Our Vision

To be the most preferred and successful communications group

At Maxis, we believe in setting high goals and standards. In our pursuit of excellence, we remain focused on our key objectives:

- To be the communications group every customer prefers above all others
- To be the organisation every employee aspires to work for, where they can maximise their full potential
- To be the corporation every investor seeks to invest in
- To be the partner every company wants to do business with
- To be recognised domestically and internationally by everyone, within and across all industries
- To be the success story every Malaysian can be proud of

BOARD OF DIRECTORS ("the Board")

Datuk Megat Zaharuddin bin Megat
Mohd Nor
[Chairman / Independent Director](#)

Dato' Jamaludin bin Ibrahim
[Chief Executive Officer / Executive Director](#)

Dato' Seri Syed Anwar Jamalullail
[Independent Director](#)

Lord Killearn
[Independent Director](#)

Khoo Teng Bin
[Non-Executive Director](#)

Augustus Ralph Marshall
[Non-Executive Director](#)

Tan Poh Ching
[Non-Executive Director](#)

COMPANY SECRETARY

Dipak Kaur

AUDITORS

PricewaterhouseCoopers
11th Floor, Wisma Sime Darby
Jalan Raja Laut
50350 Kuala Lumpur
Malaysia

Tel : (603) - 2693 1077

Fax : (603) - 2693 0997

REGISTERED OFFICE

Maxis Communications Berhad
(Company No. 158400-V)
Level 18, Menara Maxis
Kuala Lumpur City Centre
off Jalan Ampang
50088 Kuala Lumpur
Malaysia

Tel : (603) - 2330 7000

Fax : (603) - 2330 0590

HOMEPAGE

[Main homepage](#)

<http://www.maxis.com.my>

[e-mail](#)

contactus@maxis.com.my

SHARE REGISTRAR

Signet Share Registration
Services Sdn. Bhd.
Level 26, Menara Multi Purpose
Capital Square
No. 8 Jalan Munshi Abdullah
50100 Kuala Lumpur
Malaysia

Tel : (603) - 2721 2222

Fax : (603) - 2721 2530 / 2721 2531

STOCK EXCHANGE LISTING

Main Board of Bursa Malaysia
(Listed since 8 July 2002)
(Stock code: 5051)

key events and milestones in 2003

january



february



april



may



june



march



january

- Maxis is the 5th largest company in the Bursa Malaysia by market capitalisation.

february

- Maxis announces its first full year results since its listing.

march

- Maxis joins operators from South Korea, China, Singapore and Australia in the world's first and largest Wireless Broadband Alliance.
- The World's GSM Association, an international wireless trade association body, selects Maxis to sit on the GSM Association CEO Board.

april

- UMTS (Malaysia) Sdn. Bhd. ("UMTS (Malaysia)"), a wholly owned subsidiary of Maxis, is awarded the 3G Spectrum Assignment by the Malaysian Communications and Multimedia Commission for the provision of 3G services in Malaysia.
- Maxis makes available a range of enhanced entertainment services for its mobile phone subscribers, including downloadable polyphonic ringtones, colour graphics and java games running on the GPRS network.
- Maxis teams up with four other leading mobile operators in the region to form the Asia Mobility Initiative, which aims to enhance the mobile user's experience, especially in the area of mobile data.

may

- Maxis completes the acquisition of Malaysian Mobile Services Sdn. Bhd. ("Malaysian Mobile", formerly known as *TIMECel Sdn. Bhd.*) and integration work begins.

june

- Maxis Bridging Communities launches the CyberKids Camp pilot programme at Kota Kinabalu.

july

august



october



september

november

december

july

- Maxis is first to make commercially available MMS in Malaysia.

august

- Maxis announces the internal reorganisation of the activities of its wholly-owned subsidiaries, Maxis Mobile Sdn. Bhd., Maxis Broadband Sdn. Bhd. and Malaysian Mobile to streamline operations.
- Launch of Maxis Developers Programme to nurture a community of local mobile content and application developers.

september

- Maxis becomes the first local telecommunications company to offer international roaming MMS in Malaysia, Singapore and Hong Kong.

october

- Maxis contributes RM3.5 million to the Universiti Tunku Abdul Rahman education fund.

november

- Maxis successfully completes the integration of Malaysian Mobile's network and operations with that of Maxis'.

december

- Maxis engages second wireless infrastructure partner for 2G and 3G equipment to ensure the smooth evolution of Maxis' network to new technologies.



At Maxis, we are dedicated to providing our customers with the most innovative and extensive range of communications solutions.

CONSUMER PRODUCTS

1. *maxis* Postpaid Mobile Services

Postpaid Call Plan

- Standard Plan
- Pro-Talk Plan
- Supplementary Line
- Lifestyle Packages
 - package 138
 - package 238

Basic Postpaid Call Services

- SMS, GPRS and other selected Mobile Data Services
- Basic Voicemail
- Automatic International Roaming (including SMS / MMS roaming)
- Roam *120*
- International Direct Dial ("IDD")
- IDD Plus

Enhanced Voice Services

- Caller Line / Number Identification Presentation ("CLIP")
- Caller Line / Number Identification Restriction ("CLIR")
- Call Forwarding
- Call Waiting / Call Hold
- Call Conferencing
- Call Barring
- Voicemail Plus
- TalkMail
- Itemised Billing

2. *Hotlink* Prepaid Mobile Services

Prepaid Call Plan

- Standard Plan

Standard Features

- Basic Voicemail
- SMS, including international SMS, SMS Chat, SMS Games
- IDD
- CLIP
- International Roaming (including SMS / MMS roaming)
- Activ5
- USSD Balance Retrieval (*122#)
- SMS, GPRS and other selected Mobile Data Services

3. Mobile Data Services

- SMS
- Easy Access (64K SIM with menu options)
- Easy Alerts
- Mobile Fax
- Mobile Circuit Switched Data
- Wireless Access Protocol ("WAP") Services
- GPRS
- Ticket reservation SMS service
- Downloads – Enhanced Services, e.g. Java Games, Polyphonic Ringtones, Picture Messages, Colour Wallpapers, Colour Operator Logos
- MMS – Picture Messaging and Video Messaging
- MMS Store
- Mobile Office
- Friend Finder – Location Based Service ("LBS")
- Video Streaming
- True Tone

4. Maxis Loyalty Programmes

- Advantage Savings – Direct cash savings based on tenure, usage and payment patterns.
- BonusLink – Point collection and redemption programme including *Hotlink* starter packs and RM100 and RM60 *Hotlink* top-up-tickets.



Delivering customised enterprise solutions



Wireless LAN access - real-time business information at your convenience



Launch of MMS

- Maxis One Club – personalised services through membership (by invitation only).
- Maxis Rewards – discounts and privileges at participating dining, retail and entertaining outlets.

ENTERPRISE PRODUCTS

Maxis strives to provide customised communications solutions to help businesses remain efficient and productive within and beyond the office. Maxis Business Answers (“MBA”) provide enterprises with solutions that meet their business needs whether they be on wireless, broadband or satellite platforms.

The services offered under MBA services include:

1. Mobile Enterprise Solutions

Maxis works with selected technology partners to deliver customised enterprise solutions that add mobility capabilities to their business processes.

Solutions include:

- Sales Force Automation
- Field Force Automation
- Mobile Banking
- Mobile Marketing
- Mobile Telematics
- Mobile Reservation
- Business Productivity Suite
 - EasyMail (e-mail service)
 - i-Backup (online storage back-up services)
- Mobile Imaging Solution

2. Voice Services

- Mobile Voice Services
- Business Telephone Services
 - Single Line / Multi Line

- Trunk Voice Services
 - Integrated Services Digital Network (“ISDN”) PRI 30
 - Multi Frequency Codes Register Two Digital (“MFCR2D”)
- Value Call and Value Call Plus
- Freefone 1800
- Wholesale Voice Services
- Call Management Services
 - CLIP
 - Voicemail
 - Call Forwarding
 - Call Waiting
 - 3-Way Calling
 - Call Barring
- Voice Away

3. Data Services

- Mobile Data Services
 - GPRS
 - Bulk SMS
 - MMS
- Domestic Private Leased Circuit
- International Private Leased Circuit
- VSAT
 - Sky Stream SkyLine and SkyLine Plus
 - Sky Net (TDM / TDMA services)
 - Gyro-stabilised VSAT
- IPVPN

4. Broadband Internet

- WLAN service
- iLink (ADSL) Broadband Internet Access
- Internet Leased Line