

Unlocking the AI-Native Future

Transforming Enterprises at Scale

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Axiata Group is a Converged Connectivity Group – Headquartered In Malaysia, With Operations Across Southeast And South Asia

Customers

> 190M

Countries

7

Employees

~ 9.8K

Portfolio Categories

Telecommunications:



Technology:





Our AI journey: from building foundations to delivering measurable outcomes; next phase aims to unlock enterprise AI Impact @ Scale.

Bold aspiration and strategic commitment

	Pre Axiata.AI ('22-23) <i>Start of AI Journey</i>	Axiata.AI ('24-25) <i>Org. Wide Structured AI Program</i>	Axiata.AI @ Scale <i>Unlock AI Impact @ Scale</i>
	AI Factory	AI Factory + Gen AI	AI-Native Organisation
 Data Arch	▪ Big Data Architecture in all Telcos	▪ Data architecture with AI Factory and Gen AI	▪ Unified Data Oceans ▪ Axiata Data and API manifesto
 Use Cases	▪ High impact Classical AI use cases	▪ 50+ Classical AI use cases ▪ 20+ Gen AI use cases	▪ From Use Cases to end-2-end Domain Transformation
 People	▪ AI training, and Hackathon	▪ Adoption of Gen AI tools for employees	▪ Integrated org. transformation of people, process and culture
 Governance	▪ Strong Data Governance practice	▪ Integrated Data and AI Governance Policy	▪ Implementation of Policy and Standards
 Autonomous Networks	▪ Use case with rule-based automation	▪ Deployment of replicable Gen AI use cases	▪ Better network utilization, user experience & resilience

**Enterprise Data and AI
Architecture**

**1st ever Axiata Data &
AI Governance Policy
and Standard**

**AI Curriculum and
basic Training for all
employees**

**50+ Classical AI Use
Cases in AI Factory
Implemented**

Axiata.AI Highlights

**AI Training for Axiata
Senior Leaders**

20+ Gen AI Use Cases

**AI Hackathon and
“Promptathon”**

AI Training for BoD

Classical AI Use Cases @ Production – Examples From Opcos

Emergency Balance Service

Driving Revenue by recovering low-balance customers

Implemented in



Dynamic Pack Pricing Offer

Powering Gross Revenue by predicting willingness-to-pay

Implemented in



AI-Powered Credit Scoring Model

Reducing defaults / improving approval quality

Implemented in



Next best offer recommendation

Increasing ARPU by tailored offer delivered at the right time

Implemented in



AI-Powered Churn Reduction

Reducing churn by AI-Driven behavior pattern recognition

Implemented in



Personalized Upsell offer powered by AI

Increasing ARPU by Intelligent plan, add-on & recommendation

Implemented by



Generative AI Use Cases @ Production – Examples From Opcos

Intelligent Virtual Assistant

Improving Cx by managing complaints effectively

Implemented in



Gen AI powered GPT for employees

Improving productivity with faster human-like response

Implemented in



Conversational GPT for back-office functions

Improving efficiency by delivering faster search

Implemented in



Gen AI for Marketing content generation

Saving cost and delivering faster time to market

Implemented in



AI coding assistant powered by Gen AI

Improving efficiency and productivity

Implemented in



AI in products creation DTE/Genix

Enhanced productivity gain in the BRD to deployment journey

Implemented in



This is not enough....

Impact at Scale Demands AI-Native
Transformation

What is AI-Native Transformation?

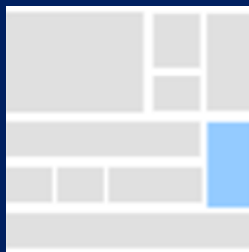
No AI impact

Traditional System
(no AI component)



Little to moderate impact

AI-powered



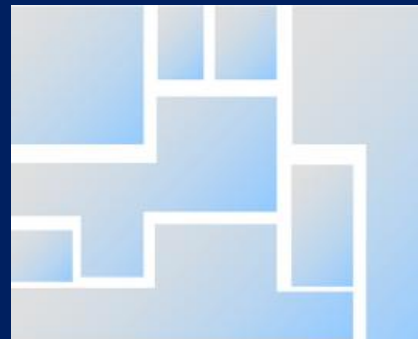
Replacing an existing component w/ an AI based component

Adding a new AI based component



AI impact @ scale

AI Native
(Domain Transformation)



AI Native is where all components potentially use AI in and among each other

Our Strategy For Value Creation From AI

From AI-Powered

Current state for most

- Adding AI components to existing systems
- Point solutions with siloed data
- Batch processing, periodic updates
- Moderate impact, limited scale



To AI-Native Domain Transformation

Our 2026-2027 path

- Entire domain rebuilt with AI at core
- Unified Data Ocean, real-time decisioning
- Always-on optimization, closed-loop learning
- **Impact @ Scale at enterprise level**

From Barriers to Breakthroughs – How we aim to deliver AI Impact

Initiatives	From	To	End Goal
01 Unified Data Oceans	 Fragmented, siloed data	 One unified data layer	▸ Every data point accessible through standard API
02 AI-Native Rev. Management	 Reactive, late to act	 Predict & act in advance	▸ Transform end-to-end Revenue Management
03 AI-Native Customer Exp	 Slow, costly service	 Instant & faster resolution	▸ Reimagine customer experience
04 Autonomous Networks	 Fix issues after impact	 Predict & prevent issues	▸ Network with autonomous decision capability
05 Agentic AI Adoption	 Manual, isolated workflows	 Agents run end-to-end	▸ Transform the way we work
06 AI-Ready Organisation	 Uneven skills, weak governance	 AI-fluent, governed workforce	▸ Adoption & Sustainability

Our Execution Approach

1

Strategic alignment for value creation

Priorities with explicit business impact targets, aligned to value drivers:
ARPU, cost efficiency, NPS

2

6 Taskforces created led by OpCos

To deliver those identified 6 focus areas in 2026

3

Governed Execution

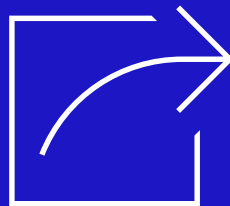
Monthly taskforce reviews | Quarterly SLT alignment | Board updates

Axiata's Responsible AI approach



**Consistent principle
across the entire AI
lifecycle**

Implement policy through
Leadership and Governance



**Agile adoption of
cutting-edge AI
technologies**

Keep updating and applying
RAI Process & Tech



**Build a sustainable
structure for
Responsible AI**

Embed Culture through
trainings & communication

The full 'Axiata.AI @ Scale' picture



Vision &
Purpose

AI-Native Telco-Techco
Unlock Value from AI @ Scale

Strategic
Focus

Transform Rev.
Management

Redefine
Customer Exp.

Build Intelligence
into Networks

Drive Efficiency
and Productivity

Execution by
6 Taskforces

1. AI-Native
CLM/CVM

2. AI-Native CX

3. Autonomous
Networks

4. Enterprise
Scale Agentic AI

Tech Enabler

5. Unified Data Ocean – Axiata Data & API Manifesto

Efficiency
Enabler

6. AI Ready Organization – People Transformation

Governance

Responsible AI by Design – Axiata Data and AI Governance Policy

Foundation

Culture – The Operating System Underneath

Summary and Closing: Three Things to Take Away

1

No Data = No AI

2

**AI-powered is not
enough,**

AI-Native is the way

3

**Culture is the
operating system**

Let's **NOT** just **add** AI to the business. Let's **Reimagine and Rebuild** business around AI



axiata.AI

Thank you