Google Cloud and Axiata Partner to Advance Digital Adoption Across Asia

Axiata to offer Google Workspace to customers across six Digital Telcos in Asia

Axiata's Digital Telcos to also leverage Google Cloud innovations to modernise and drive digital transformation

Kuala Lumpur, Malaysia, June 17, 2021 – Google Cloud and Axiata Enterprise, the B2B unit of Axiata Group Berhad ("Axiata") a leading telecommunications group in ASEAN and South Asia, today announced a strategic partnership to serve the evolving needs of millions of companies across rapidly digitalising economies in Asia.

The partnership will be rolled out in two distinct phases. The first will see Axiata's Digital Telcos offering Google Workspace as part of their integrated ICT portfolio and solution bundles to Small and Medium Businesses (SMBs). Dialog in Sri Lanka will lead, with implementation scheduled for Q2 this year, followed by Celcom in Malaysia, XL in Indonesia, Robi in Bangladesh, Ncell in Nepal, and Smart in Cambodia by the second half of the year.

The second phase of the partnership will see Axiata's Digital Telcos continue to leverage Google Cloud's core compute, storage, and networking capabilities to modernise their infrastructure and drive their digital transformation initiatives.

Asia is home to over one million SMBs all looking for the best possible way to tap the immense opportunities in some of the world's fastest growing Internet economies. Axiata's controlling interests in six mobile operators cover over 157 million mobile subscribers across its footprint.

XL Axiata has already adopted Anthos to power its hybrid and multi-cloud computing needs last year. With a target to move 70% of workloads to the cloud within the next three years, the Indonesian telco is able to automate, manage and scale workloads across its hybrid- and multi-cloud environments in a secure, consistent manner.

Likewise, Celcom is leveraging Google Cloud's infrastructure and solutions to run its payment gateway and advance its modern digital customer journey. The Malaysian telco also has plans to use Google Cloud's AI tools to build personalisation and recommendation models to further enhance customer experience.

Axiata Enterprise's CEO Dr Gopi Kurup said, "Axiata and Google Cloud have a shared vision of helping businesses digitise and grow as they build greater resilience for the long haul. With nations increasingly stepping up on digitalisation for economic recovery and growth, we stand at a critical juncture to support businesses, especially small and medium players in their efforts to adjust and adapt to new digital norms for survival,"

"The power of Google Cloud's advanced technologies combined with Axiata's market intelligence enables companies to access advanced tools to boost their collaboration and productivity and generate data-based insights to strengthen their evolving customer engagement strategies," he added.

Ruma Balasubramanian, managing director of Google Cloud in Southeast Asia said, "To resource-strapped SMBs, cloud technology is a game changer that enables them to compete with larger players in the market. We're thrilled to partner with Axiata to accelerate the digital transformation of millions of companies in the region, and help them solve their complex business and technology challenges."

About Google Cloud

Google Cloud accelerates organizations' ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

About Axiata

As one of the leading telecommunications groups in Asia in pursuit of its vision to be The Next Generation Digital Champion by 2024, Axiata has transformed itself from a holding entity with a portfolio of pure-play mobile assets into a Triple Core Strategy

driven business focusing on Digital Telco, Digital Businesses and Infrastructure.

Within ASEAN and South Asia, the Group has controlling stakes in market-leading mobile and fixed operators in the region including 'Celcom' in Malaysia, 'XL' in Indonesia, 'Dialog' in Sri Lanka, 'Robi' in Bangladesh, 'Smart' in Cambodia and 'Ncell' in Nepal. Axiata is actively spearheading efforts to transform its mobile-centric operations into digital converged companies.

Axiata Digital, the digital services arm of Axiata is focused on two digital business verticals namely Digital Financial Services ('Boost', ‘Aspirasi’) and Digital Analytics & AI ('ADA').

'edotco', the Group's infrastructure company, operates in eight countries to deliver telecommunications infrastructure services, amassing approximately 32,800 towers. Presently the 16th largest independent tower companies globally, it aims to be one of the top regional telecommunications tower companies and is committed to responsible and sustainable business operations.

As a committed and long-term investor, and in line with its sustainability goals, the Group actively supports and drives young talent development; disaster response and recovery; as well as green initiatives. Axiata's broader goal of Advancing Asia aims to piece together the best in the region in terms of innovation, connectivity and talent.

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