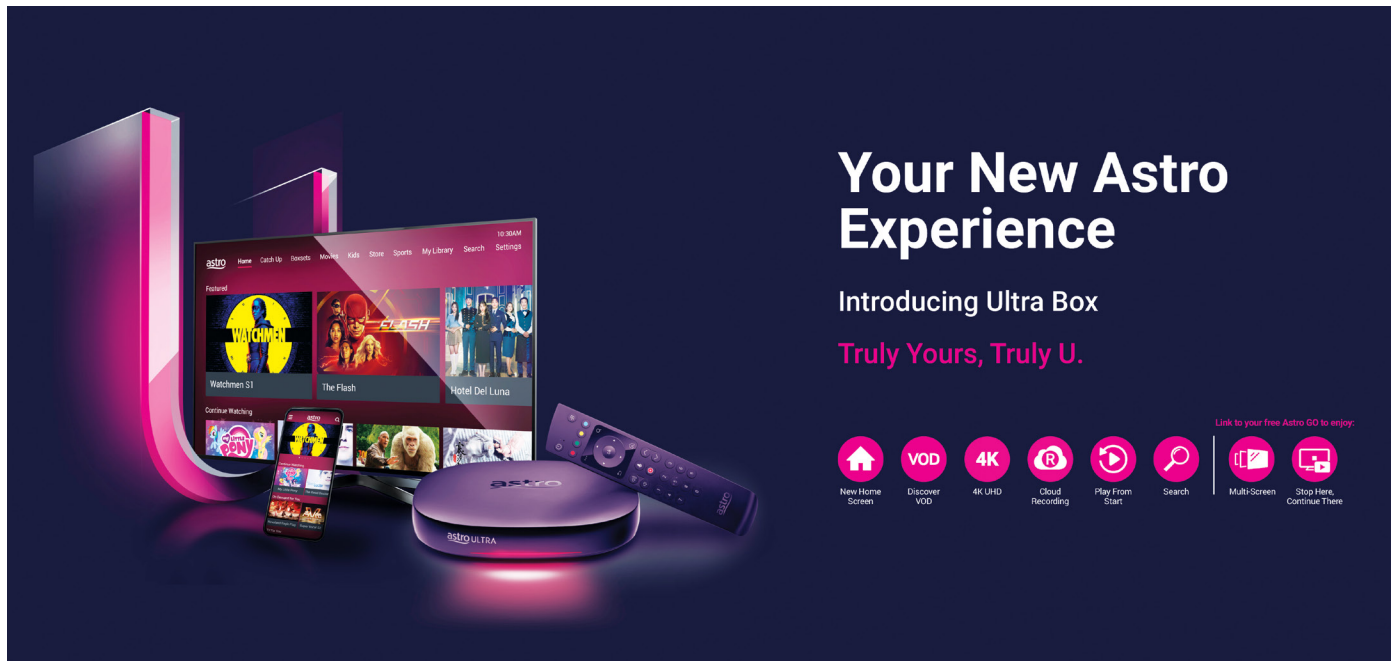


Leveraging technology to redefine
our customer experience



#UltraBox
#Streaming
#4KUHD

Experience & Technology



Redefining home entertainment with the Ultra Box

We leverage technology and data to provide customers with the best of home and personal entertainment experience, from content to customer care and convenience. Data, especially, is a critical corporate asset allowing for enhanced business intelligence as we journey towards being a truly customer-centric organisation. Analytics and insights gathered across various customer touchpoints enable us to unlock new propositions reinforcing our product and service offerings to create a positive feedback loop. We accelerated investments into customer experience and data analytics, with teams being strengthened by the addition of key specialised talents.

Redefining viewing experience

The launch of Ultra Box, our next generation STB featuring 4K UHD, in November 2019 marked a major milestone in redefining entertainment experience for customers. Boasting five times the operating capability of our previous STB, the Ultra Box is powered by the Infinite Video Platform (IVP), harnessing the technology of a hybrid system by utilising both satellite and internet. For the first time in Malaysia, viewers are now able to watch major live shows and movies, including the Premier League, in 4K UHD, which is four times sharper and clearer than HD.

The Ultra Box features a new home screen that prioritises On Demand and linear channels with personalised

“**Boasting five times the operating capability of our previous STB, the Ultra Box is powered by the Infinite Video Platform, harnessing the technology of a hybrid system by utilising both satellite and internet**”

recommendations, fuelled by an enhanced search engine for better content discovery. It comes equipped with the ability to Play From Start any TV program at the viewer's convenience. Meanwhile, Cloud Recording enables our customers to record multiple shows simultaneously to watch on TV and Astro GO across smart devices while on the move.

The new user interface for both the Ultra Box and Astro GO provides a consistent look and feel across these products. Customers' personalised entitlements are displayed in a rail format on the home screen while a standalone 'store' tab displays purchasable content such as Astro First and Astro Best titles. Paired with the Stop Here, Continue There feature, users can pause any content on one device and continue watching on another, encapsulating a truly multiscreen experience.


Experience & Technology


Driving digital viewing


Technology facilitates not only a wider reach of audiences but also stronger engagement. Having migrated our streaming service Astro GO to the IVP, it now boasts an interface and features identical to the Ultra Box, with this uniformity facilitating seamless viewing across multiple devices.

In FY20, we expanded our streaming service options beyond Astro GO to include HBO GO and iQIYI. With the launch of HBO GO in April 2019, customers gained access to more than 4,000 hours of HBO's latest premium content offerings and originals.


iQIYI was launched in November 2019, offering Chinese content on a freemium basis to Malaysians. iQIYI's advanced interface and seamless app experience appeal to millennials, with English subtitling making the content accessible to everyone. Astro customers enjoy an extended two-month trial access to the VIP tier that features HD quality content and advanced viewing of the latest originals.

 For more on streaming services, refer to Customer section on page 70



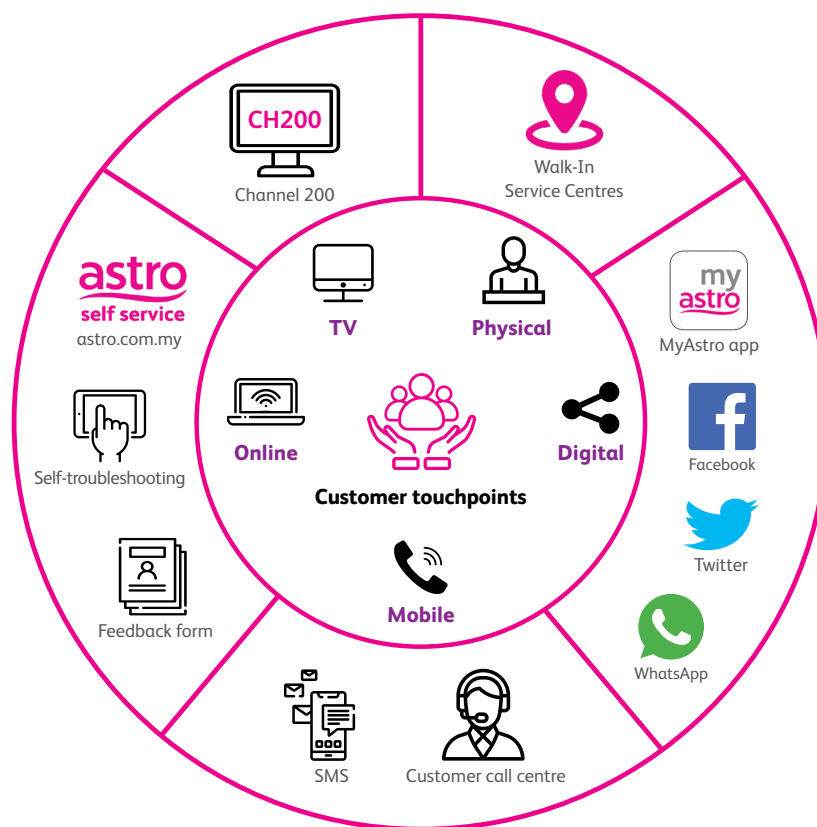
Stream the best of HBO GO on demand 

Exclusively for Movie Pack customers.



The advertisement features a dark blue background with a collage of six movie posters. The top row includes 'Rocketman' (Taron Egerton as Elton John), 'Green Book' (Mahershala Ali and Cuba Gooding Jr.), 'Shazam!', and 'Watchmen'. The bottom row includes 'Dragon: The Hidden World' and 'His Dark Materials'. The posters are arranged in a grid-like fashion, with some overlapping.

Astro customers gained access to more than 4,000 hours of HBO's latest premium content



Our various customer touchpoints ensure a seamless and hassle-free customer journey

Reinventing advertising solutions

In advertising, data allows for better audience targeting and tracking. Driven by deeper data insights, we are customising conversion tracking solutions to increasingly allow advertisers to monitor the effectiveness of their advertisements across Astro platforms. This not only helps advertisers to better allocate advertising spend between platforms but also deepens our capabilities for targeted marketing.

Mirroring radio's geographical advertising capabilities, we leveraged technology to pioneer localised advertising on TV in Malaysia to better serve SMEs and local businesses. With this ability to serve local advertisements specifically to a particular state or combination of states in the country, advertisers reap higher returns as we help them reach their target markets at competitive rates.

We are also looking to introduce addressable TV advertising across homes in the medium-term. This proposition will allow us to simultaneously serve distinct targeted advertisements to different households watching the same content and will feature as a premium offering to advertisers.

Prioritising customer service

We developed and refined data models to sharpen business intelligence for better churn prediction and management as well as closed-loop reporting across content, operations, sales and customer experience. Our strong database offers insights into customer behaviors, product performance and service measurement while providing an avenue for artificial intelligence to grow across platforms.

Our expanded e-contact centre focuses on social media interactions and self-troubleshooting. We also enhanced our call recognition system and simplified our Interactive Voice Response (IVR), resulting in quicker customer response and resolution time, and increased efficiency.

Repeat customer calls and technical visits are routinely monitored to identify retraining opportunities for our call and field agents to facilitate the troubleshooting process. As a result, our first-call resolution rate improved by 12 percentage points to over 85%.

Experience & Technology

Customers are also able to connect with us via multiple self-serve touchpoints, including Channel 200 on TV, MyAstro app, our website and WhatsApp. Digital self-serve platforms emerged as our customers' favourite channel for billing matters, payments, Pay-Per-View purchases, broadband sign-ups and service requests. Plans are underway to complement our digital touchpoints to include live agent assistance, enabling frictionless end-to-end support for issues requiring human intervention.

We recently introduced a simplified bill with detailed breakdown of charges for better clarity and added QR codes onto the bill to ease our customers' bill payment process, leading to a reduction in billing and payment enquiries and freeing up our live agents to assist in solving more complex customer enquiries.

Rewarding customers

To reward our loyal customers, we offer exclusive perks and privileges, including a wide range of special offers and discounts for lifestyle, education, health and travel, and priority purchase for popular concert tickets.

In FY20, Astro customers enjoyed exclusive discounts for concert tickets and event passes, including My Love Andy Lau World Tour

2019, Wang Leehom's The Only Music Concert and our very own *Konsert Hora Horey Live! Didi & Friends*, as well as special rates to the Marvel Studios: Ten Years of Heroes exhibition, entertaining kids and adults alike. We also partnered with AirAsia to offer exclusive travel deals during the 2019 Hari Raya season.

Our customers were rewarded with exclusive meet-and-greet opportunities with local and international artistes such as K-drama star Sung Hoon and many of Malaysia's top celebrities during *Konsert & Karnival Throwbaek 2019*. Inspired by our popular *Classic Golden Melody* IP, our 'Golden Club' engages with the silver-haired community through special engagement events with local artistes and yearlong activities. Participation in our latest game show *The A Game* is exclusive to all Astro customers, with prize money of up to RM1 million to be won. We leveraged our 360° engagement capabilities and expanded the game show to home participants.

Harnessing our extensive reach to Malaysians, we will continue to establish win-win partnerships with like-minded partners to extend these money-can't-buy experiences to our customers.

astro REWARDS
Exclusively for ASTRO customers

Priority Booking
from 11.00am, 12 June
until 11.59pm, 14 June
Exclusively for Astro Customers

Andy Lau 黎明 World Tour "The Only" 2019
13-15 September 2019
— 0PM — Ansonia Arena, Bukit Jalil, KL

STAR PLANET

astro REWARDS
Exclusively for ASTRO customers

6-7.09 2019
周五/六 8:30PM
王力宏 / 王力宏
云顶剧场

10% DISCOUNT
EXCLUSIVELY FOR ASTRO CUSTOMERS
FOR TICKET PS1 AND PS2 ONLY
PROMO PERIOD: 10/8-1/9/2019

astro REWARDS
Exclusively for ASTRO customers

KONSERT HORA HOREY LIVE!
Didi & Friends
2019

HARGA EKSKLUSIF & LALUAN EKSPRES UNTUK PELANGGAN ASTRO

	Zon Hora Horey	Zon A	Zon B
PAKET KELUARGA (4 ORANG)	RM360 RM306	RM220 RM198	RM140 RM126

*Hart adalah terhad. Tersebut pada terma & syarat.

15 - 18 OGOS 2019 Ballroom 1, Level 6, Quill Convention Centre
Quill City Mall, Kuala Lumpur

astro REWARDS
Exclusively for ASTRO customers

BATMAN NIGHT RUN
MALAYSIA BATMAN NIGHT RUN 2019
9 NOVEMBER 2019, 8PM
SURF BEACH, SUNWAY LAGOON

10% DISCOUNT
EXCLUSIVELY FOR ASTRO CUSTOMERS

Our Pay-TV customers enjoy exclusive privileges via Astro Rewards

Championing digital education



We are committed to championing digital skills and launched our new Astro Ceria IP, *Dekoded*, comprising a series of short episodes which introduce digital education to children aged between seven to 12. *Dekoded* covers simple theories, 'How-to' tutorials and inspirational stories from the early adopters of digital education. We are also partnering with Pusat STEM Negara under the Ministry of Education (KPM) to promote their digital learning platforms by offering free access to online tools such as Google Classroom and Microsoft's learning apps to public school students nationwide.

Digital learning forms a cornerstone in the development and holistic growth of the young. In conjunction with the year-end school holidays, we organised coding boot camps jointly with CIY. Club for children aged between seven and 15 to introduce the fundamentals of coding, 3D design and printing as well as game design. With an exclusive 50% discount offered to Astro customers, the programme was conducted nationwide and attracted over 500 participants.



Dekoded introduces digital education to children through a series of short episodes