

TALENT

Te@m Astro

Embracing diversity,
inclusivity and accountability

Talent



Team Astro comprises talents from diverse backgrounds, embracing our belief in diversity and inclusivity

“We practise an equal opportunity policy without discrimination based on race, religion, gender, age or disability”

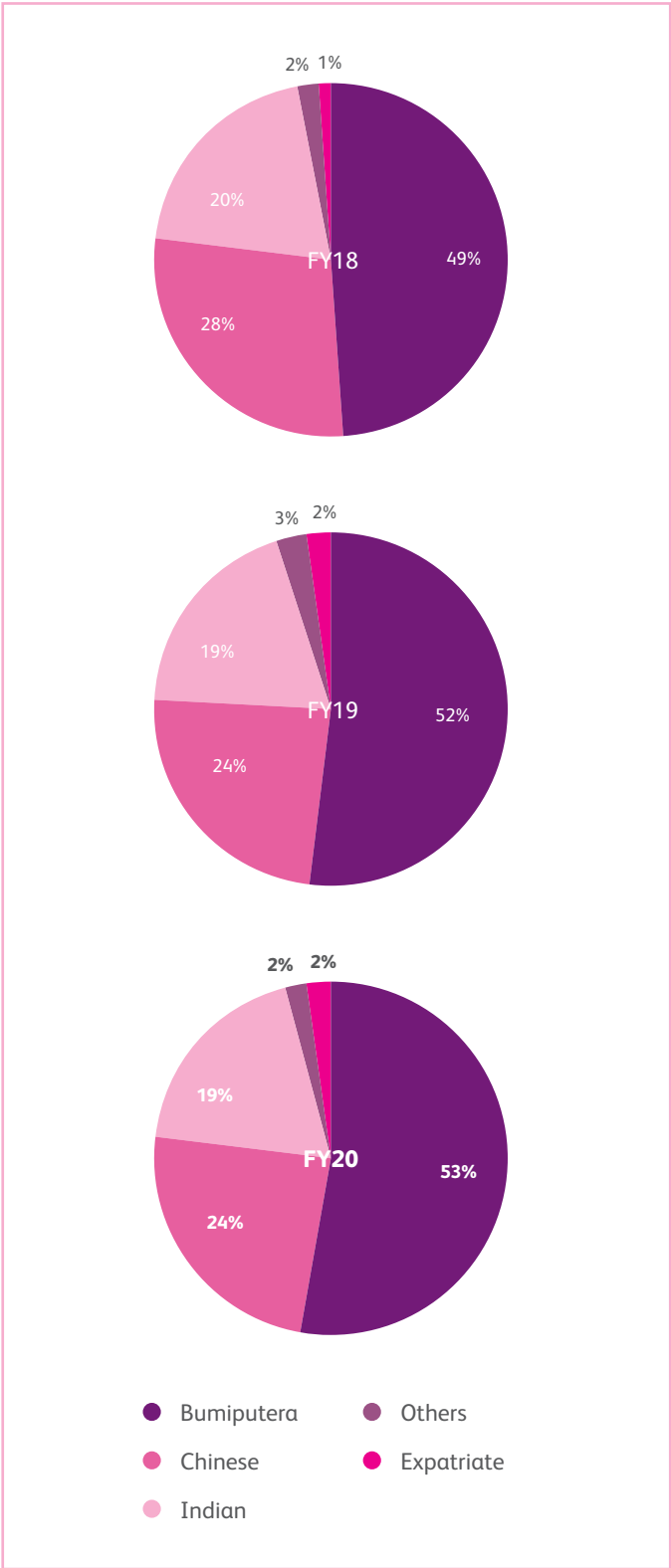
A DIVERSE TEAM ASTRO

We cultivate inclusivity to foster a collaborative, creative and flexible working environment. We hold ourselves accountable to deliver the best products and services for our customers, pursuing innovative solutions in an evolving digital economy. Astro is committed to recruiting, training and retaining talents across diverse backgrounds, both fresh graduates and experienced professionals alike.

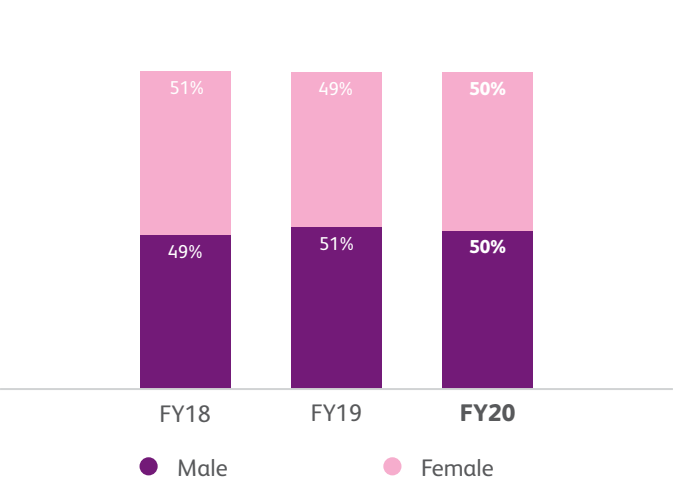
We practise an equal opportunity policy without discrimination based on race, religion, gender, age or disability. Of our 4,758 employees, 50% are women. Notably, 42% of our senior management are women. 98% of our talents are Malaysian with an ethnic composition reflective of our nation's demographic makeup, granting us a deeper understanding of our customers' varied needs. Team Astro is relatively young, with an average age of 34, and 82% of our workforce are aged 40 and below. 84% of our team are permanent hires, with the remaining being contract-based. The turnover rate of our permanent employees has improved by 0.5 percentage points to 12% in FY20.

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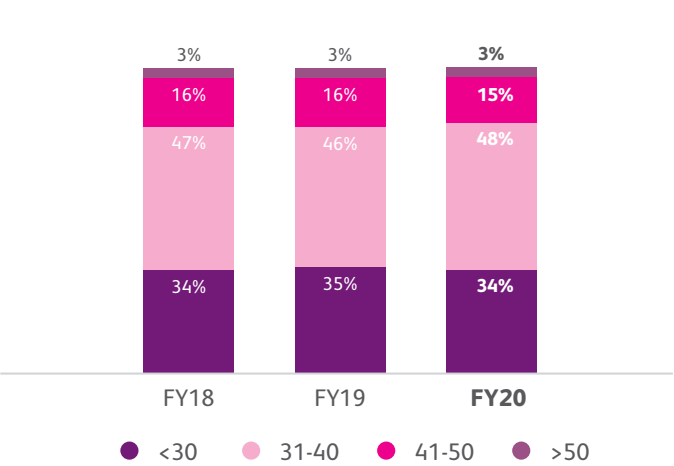
ETHNIC COMPOSITION



GENDER COMPOSITION



AGE COMPOSITION



Our talents, both on- and off-screen, are offered learning and development opportunities, helping to build a dynamic and agile Team Astro that is prepared for disruption and constant change. Our comprehensive employee benefits and staff welfare programmes have also been key in enabling us to attract and retain a sustainable talent pipeline.

“**Our Human Capital has cumulatively invested over RM40 million across young talent programmes, benefitting more than 500 young leaders to date**”

A SUSTAINABLE TALENT PIPELINE

Nurturing industry talent

Our talent management arm, Rocketfuel Entertainment, serves as a launchpad for emerging artistes. With a roster of 422 on-screen talents, comprising social media influencers, musicians, digital content creators and eSports gamers, Rocketfuel supplies marketers with one-stop creative solutions alongside talents with the right brand fit and relevance in their respective target markets.

Leveraging the growth of eSports among millennials, Rocketfuel now manages 283 eSports talents who create content for Astro's very own eSports channel, the eGG Network, and other social media channels. We also provide online content through the Facebook Gaming Creators programme that enables us to upscale monetisation. Rocketfuel also focuses on regional outreach through the development of spin-off *16 Bars* digital IPs, including *16 Bars Australia* and *16 Bars Thailand*, both of which gained traction with over 6 million views on YouTube.

With over 77 million social media followers, Rocketfuel Entertainment has generated over 30 million music streams and digital downloads. On YouTube, we have 31 talent-driven digital IPs with over 2.7 million subscribers and a whopping 444 million digital views overall in FY20.

Developing corporate talent

Astro pays close attention to the personal growth and career progression of our corporate talents, investing in upskilling and reskilling initiatives to maintain a competent and proactive Team Astro. These initiatives include in-house training sessions and online courses, strengthening our talents' skill sets in crucial areas such as data analytics, digital marketing and software engineering. Our learning subscriptions with Workday, LinkedIn, Masterclass and Udemy unlocked multiple opportunities for our employees, whether through physical or virtual sessions.

In total, our talents clocked 25,942 training hours in FY20, averaging about 5.5 hours per employee.

In October, we held 'People Month' in collaboration with 65 partners, including Maxis, RHB and Celebrity Fitness. Over 1,000 Astro talents benefitted from the 29 learning sessions carried out, covering various topics spanning wellness, safety, learning, career and work-life balance.

We recently embarked on a three-year programme in collaboration with General Assembly, a Singapore-based education and career transformation company, to enhance the digital skill set of our workforce. This programme equips Team Astro with the basics of data science, digital skills and logical thinking, specifically tailored to the needs of the individual.

We also provide internal transfer opportunities for high-performing employees to hone their potential, thus keeping talents with the right cultural fit motivated and engaged to deliver effective business outcomes.

Investing in young talent

To ensure a sustainable talent pipeline for Team Astro, we continue to invest in the Malaysian youth through an array of programmes. Our Human Capital team has established an eclectic programme line-up for students of diverse talents and capabilities, providing both undergraduates and graduates with rewarding learning experiences in business, technology and broadcasting.

As of FY20, we have cumulatively invested over RM40 million across all our programmes, benefitting more than 500 young leaders in Malaysia to date. Our focus is increasingly STEM-related, and in FY20 we championed an educational venture centred around artificial intelligence ("AI") in collaboration with the Malaysia Digital Economy Corporation ("MDEC") and local universities.

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OUR YOUNG TALENT PROGRAMMES

MYINDUSTRY AI Scholarship Programme

We are among seven Malaysian companies to pilot the AI-focused Master of Research (MRes) under the all-new MYINDUSTRY AI Scholarship programme that is jointly funded by the industry, MDEC and selected universities. Four outstanding scholars were selected as Astro's first cohort and are undergoing a full-time course of up to 18 months.

Astro Scholarship Awards

Established in 2005, we have since invested RM34 million to fund the tertiary education of 83 students in top universities all over the world. We currently have nine students specialising in areas such as law, data science and economics.

Astro Graduate Programme

Fresh graduates are rotated through business or technology streams over 18 months. In FY20, 16 associates completed the programme and were recruited into Astro's core teams, including content, data and software engineering. There are currently 27 exceptional talents enrolled in the programme, including 12 new associates.

Leadership Exploration and Development Programme (LEAD)

In collaboration with the United Kingdom & Eire Council of Malaysian Students (UKEC), we co-hosted the LEAD programme in Edinburgh, Scotland in January 2020. For the second year running, we held an immersive three-day camp on digital leadership for Malaysian tertiary students based in the UK, exposing them to current industry-related issues. 62 undergraduates participated in the recent LEAD event, including five Astro scholars who are currently studying in the UK.

Astro Internship Programme

We provide industrial experience to interns in both creative and operational environments, such as content, technology and finance. In FY20 alone, over 103 students from local and foreign universities were offered placements under this programme with outstanding interns being earmarked as potential hires upon their graduation.

Astro Broadcasting Traineeship Programme

Tailored for aspiring young talents in broadcasting, this programme hones their skills through 1,500 hours of simulation and in-field assignments with top industry trainers. A total of 152 individuals have successfully completed the programme so far, with a further 91 currently in training. We have invested RM6.5 million in this programme to date.

Astro Champs Awards

For the ninth consecutive year, we recognised our employees' children's academic excellence in school and pre-university examinations. 17 awards were given this year to three UPSR students, 10 PT3 students, three SPM students and one A-Level student.



FROM LEFT TO RIGHT

Haniff
Radio Announcer/Social Influencer

Suresh
Radio Announcer/Social influencer

Nicole Lai
Actress/Singer/Social Influencer

Ernie Zakri
Singer

Hael Husaini
Singer

Zizan Razak
Actor/Singer/Social Influencer

Lisa Surihani
Actress/Social Influencer/Humanitarian

Soloz
eSports personality

Ara Johari
Singer

Adam Carruthers
Astro Supersport Host

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We partnered with UKEC to host the LEAD programme, a leadership camp held for Malaysian tertiary students in the UK

“***Our flexible perks are tailored to suit employees’ varied needs in areas such as lifestyle, leave incentives, health and wellness, technology, education, travel and transport***”

COMPREHENSIVE EMPLOYEE BENEFITS

Our employee benefits have been designed to support our talents’ needs and are periodically reviewed to ensure that they remain current and relevant. Through our proprietary myChoice@Astro portal, we offer talents an array of core and flexible benefits for them to choose from.

Our core benefits include medical insurance, life and personal accident coverage. Supplementing these is a bouquet of flexible perks that can be tailored to suit employees’ varied needs in areas such as lifestyle, leave incentives, health and wellness, technology and education as well as travel and transport.

To promote workplace wellbeing, we refreshed our holistic wellness programme called ‘Live Well’, which was established in 2018. Under this initiative, employees are provided with on-site physiotherapy sessions, wellness massages and free round-the-clock mental health support services through our collaboration with The Mind. Astro employees also benefit from monthly meal allowances, complimentary parking and subsidised Pay-TV subscriptions at home.

Ensuring equality and staff welfare

Remuneration packages are periodically reviewed and benchmarked to ensure alignment with current market standards and trends. Our remuneration review process contributes to reducing inequality among employees performing similar tasks at the workplace, enabling us to justify base pay increments for eligible employees as we work towards closing pay gaps across our workforce.

We also provide adequate channels for our employees to report any undesirable incidents, such as harassment and bullying, through our Corporate Assurance (“CA”) team, Human Capital and respective line managers. Such cases are handled in line with clearly defined standard procedures, and managers are trained to supervise and escalate any untoward incidents that may put our talents at risk.

Employee engagements are carried out consistently through multiple channels. We encourage all talents at Astro to take ownership of their welfare and realign themselves on business matters through focus groups, departmental townhalls and team engagements.

Two employee engagement surveys were conducted in March and November 2019 for talents to voice honest feedback about their Astro experience. Actionable feedback was gathered, allowing for areas of improvement to be identified and addressed. The positive impact was apparent as engagement scores improved by three percentage points to 71% within eight months. Leaders also underwent cultural transformation workshops, focusing on systems, people and behaviour to collectively build a better work environment for Team Astro.

AWARD-WINNING HUMAN CAPITAL

Astro remains the go-to destination for top graduates in Malaysia. At Malaysia's 100 Leading Graduate Employers Awards in 2019, we emerged 15th overall and won the Most Popular Graduate Employer in the Broadcasting and Media Sector for the eighth consecutive time. Astro was also ranked No. 1 in the Arts and Media Industry and among the Top 10 overall in the Graduan Brand Awards in 2019. We were voted by young Malaysians as the Most Attractive Employer Brand in Media, Journalism and Broadcasting at the Graduates' Choice Awards.



Astro was named Malaysia's 100 Leading Graduate Employers' Most Popular Graduate Employer in the Broadcasting & Media category

Investing in our talents



Our key talent investment and management practices are guided by the UN SDGs, raising the quality and standards of our Human Capital.

Through our learning and development arrangements, we provide reskilling and upskilling opportunities for our talents, creating a consistently dynamic and progressive cohort that is adaptable to the digital economy.

To ensure a sustainable talent pipeline, we invest in deserving individuals and create opportunities through multiple initiatives, including access to on-site and off-site learning.

Our wellness programme provides our talents with the best of physical and mental care. Through partnerships with local fitness and wellness centres, we make these services available to Team Astro, nurturing a happier pool of talent at the workplace.