

# Creating Compelling Asian Stories



Customers spend two-thirds of their time watching our vernacular content

Our rich vault and pipeline of vernacular content sets us apart from our peers, both domestic and global. Innovation took centre stage in FY21 with new content formats, production techniques introduced as well as pioneering Malaysia's largest home cinema in response to the new normal. Amid production breaks as lockdowns were imposed, we produced and commissioned over 9,000 hours of content and grew our On Demand library to over

65,000 titles. TV viewership remained strong at 73% and the number of On Demand shows streamed tripled to 222 million while average weekly viewing on Astro GO grew 23% to 213 minutes, extending viewing across linear and On Demand. Overall, our customers spent an average of four hours daily watching Astro, with two-thirds of their time spent watching vernacular content.

Content produced and commissioned	On Demand library	On Demand shows streamed
<b>9,000 hours</b>	<b>65,000 titles</b>	<b>222 million</b>
FY21	FY21	FY21

## Content

### We explored content with bolder and edgier storylines in FY21 to serve audiences across different vernaculars

#### Creating winning and compelling vernacular content

Astro Originals is our business' strength and focus, driving TV viewership and steering strong growth in consumption of Astro GO and On Demand platforms. Our winning vernacular content remains the primary anchor for advertising with 77% of advertising revenue derived from signature content across Astro's vernacular channels.

Reality shows remained a popular genre among Malaysians in FY21. We introduced *The Masked Singer Malaysia*, a local version of the most adapted show in the world that trended No. 1 on Twitter during its premiere and garnered 2.0 million TV viewership and 32.7 million digital views. We are also the first to adapt and localise the popular British singing competition, *All Together Now* for premiere in FY22.

With no live audience shows allowed during the MCO, *Big Stage 2020* pushed boundaries with the introduction of our very first live virtual audience show, engaging fans in the new normal with over 2.4 million TV viewership and over 15.9 million digital views on Gempak. Our top reality show, *Gegar Vaganza Season 7* raked in 3.3 million TV viewership and 19.0 million digital views. *Sepatu Reunion Live 2020* was reintroduced as a year-long



Reality shows remained a popular genre among Malaysians in FY21



Our dramas continue to captivate and engage audiences

comedy live show and achieved 1.6 million TV viewership. *Anugerah MeleTOP ERA 2020* made broadcast history by becoming Malaysia's first ever 4K UHD production. Enhanced with augmented reality and in keeping with the times, it featured appearances by Health Director General Tan Sri Dr. Noor Hisham and activist Ebit Lew, garnering 2.7 million TV viewership.

Our dramas continue to captivate and engage audiences. Fan favourites during the year include *Perempuan Tanpa Dosa* and *Bidadari Kiriman Tuhan* with 2.1 million and 2.0 million TV viewership respectively. *6 Hari*, a special telemovie produced and directed remotely by Yusry Halim during the initial MCO, trended No. 1 on Twitter during its premiere week and received international coverage as the first quarantine-inspired drama, amassing 782,000 TV viewership.

*Kampung Pisang Bersiri-siri*, an Astro Original spin-off from the No. 1 film comedy franchise, *Hantu Kak Limah* by award-winning director Mamat Khalid was well received by Malaysians with over 1.4 million TV viewership and 227,000 On Demand shows streamed. Engagement was amplified in the digital space by Gempak which drew over 2.0 million digital views. Astro will continue to serve audiences a variety of innovative local premium series by pushing the boundaries of storytelling.

Exploring bolder storylines, *The House: Princess Ezurin* featured the life of Malaysian fashion icon and socialite, Ezurin Khyra and her family with special appearances by local artistes, drawing a huge following with over 1.2 million TV viewership, 4.8 million digital views, and received international news coverage. *The Maid*, a murder mystery comedy revolving around a famous millionaire and his four wives generated strong buzz with every episode trending on social media and garnering 6.4 million digital views and over 751,000 TV viewership.

Our top Chinese IP, *Classic Golden Melody* celebrated its 20<sup>th</sup> anniversary in FY21. It was recognised as "The Longest Running Singing Competition in Malaysia" by The Malaysian Book of Records and achieved a TV viewership of 379,000. Harnessing fan interest, we produced several spin-offs including *Classics Alive*, *The Golden Melody 20<sup>th</sup> Anniversary Special Editions*, as well as *The Golden Melodies - My MCO Music Journal* which proved popular with viewers.

*Astro Business Talk* franchise extended help to over 900,000 SMEs that were impacted by the MCO by sharing the latest business trends, branding and marketing strategies as well as digital transformation tips. Meanwhile, *Reignite SME* campaign assisted SMEs in rebooting their businesses by offering free advertising slots across TV, radio and digital. *Prime Talk*, our Chinese news programme achieved an all-time high TV viewership of 507,000 as Malaysians kept themselves updated with the latest development amid the pandemic. Another signature news programme, *Evening Edition* also garnered strong TV viewership of 567,000, a huge increase of over 70% year-on-year.



The Maid was a hit with strong buzz on social media

### Astro Originals is our business' strength and focus, driving TV viewership and growth on Astro GO and On Demand



Classic Golden Melody is Malaysia's longest running singing competition

## Content



*Tamileetchumy is Malaysia's No. 1 local Tamil drama of all time*

*Tamileetchumy* smashed records and became our most successful local Tamil drama of all time with 359,000 TV viewership. Our very first signature rap reality show *Rap Porkalam* gained over 1.4 million digital views and is the world's first Tamil rap competition. Our RAJINI70 pop-up channel, celebrating superstar Rajinikanth's 70th birthday, engaged 6.4 million viewers and cooking show *Cooku With Comali 2* and international Indian reality show *Bigg Boss* continue to engage fans with TV viewership of 563,000 and 505,000 respectively.

Astro paid tribute to the country's 63rd National Day with new content premieres celebrating Malaysia's diverse history, cultural richness and strength of the human spirit. Merdeka specials and documentaries aired as part of our 'Malaysia, Together We Are Safe' campaign included *Malaysia vs COVID-19* that explored heartwarming stories of COVID-19 frontliners, volunteers, patients and their family members.

We collaborated with National Film Development Corporation Malaysia (FINAS) to launch the PELAKSANA DKD Grant initiative, providing job opportunities to local producers to help revitalise the local creative industry amid the pandemic. Content projects worth RM10 million across multiple languages and genres were approved, and will be aired exclusively on Astro channels.

**We transformed Astro First into Malaysia's largest home cinema by allowing producers to premiere first-run local movies directly to customers**

### Malaysia's largest home cinema

The shutdown of cinemas nationwide to prevent the spread of COVID-19 adversely impacted local film producers who were unable to premiere their films in theaters. To alleviate this distribution bottleneck, we transformed Astro First into Malaysia's largest home cinema by allowing producers to premiere first-run local movies directly to customers to enjoy from the comfort of their homes on a Pay-Per-View basis.

The results have been overwhelming with Pay-Per-View revenue on Astro First increasing by 81% in FY21. More importantly, this establishes an alternative platform for local filmmakers to premiere their movies and provides a business continuity solution to help local producers. Along with the acknowledgement from FINAS, this initiative has proven to be a positive game changer for the local film industry as our first-run films on Astro First outperformed most local films released theatrically in 2019, before the pandemic hit our shores.

*Manap Karaoke* was our maiden first-run movie premiere which grossed RM1.2 million while our 2020 Raya-themed horror comedy film launched during the festive season, *Syif Malam Raya* garnered RM4.3 million. *Mael Totey The Movie*, marking multi-talented showrunner Syahmi Sazli's directorial debut was a record-breaking success. Beating blockbuster winners and becoming the best-selling film of the year, it raked in RM7.2 million.

We also premiered dramas across genres including *Ada Apa Dengan Dosa*, *Town Mall*, *Jebat*, *Eye On The Ball*, *Keluarga Iskandar The Movie* and *Saka Nan Sepi* to help local producers showcase their work of art to Malaysians during these trying times.



*Mael Totey The Movie was the highest-grossing local movie of 2020 with record revenue of over RM7 million*

The success of our first-run films initiative led to the initiation of FINAS' TV/OTT programme fund worth RM5 million in collaboration with Astro. This provides job opportunities to local producers during the pandemic and promotes the development and production of

**As Malaysia's first and only 24/7 Malay language channel dedicated to kids, Astro Ceria is our most popular kids brand featuring a variety of kids entertainment and edutainment content**

local films. Under this programme, Astro worked hand-in-hand with FINAS to identify inspiring Malaysian titles while providing aspiring film producers with extensive marketing and promotional support as well as the opportunity to premiere their films on Astro First. This aims to raise the bar for Malaysian storytelling.

Complementing our home cinema offering, Astro Best continues to bring the latest international blockbusters to customers. With many international releases postponed during the year, Astro curated special movie themed bundles including *DC Universe*, popular kids offering such as *Boss Baby* and *Kung Fu Panda*, as well as *The Godfather* re-released trilogy.

### Captivating and educating the young

We refreshed our kids content offering and welcomed three new kids channels to our family including Nick Jr, Boomerang and FAMtv in FY21. Our fortified kids On Demand library now boasts more than 13,000 shows available for streaming.

As Malaysia's first and only 24/7 Malay language channel dedicated to kids, Astro Ceria is our most popular kids brand featuring a variety of kids entertainment and edutainment content. Reality signature *Ceria Megastar* has always been one of our biggest kids talent shows that achieved 1.0 million TV viewership in FY21; while spin-off *Ceria Online Star*, was a virtual version conceptualised amid the MCO and successfully garnered over 900 submissions in six days.



*Unearthing creative talents among children with Ceria Megastar*

## Content

Our very own *Didi & Friends* once again emerged as Malaysians' favourite preschool programme with TV viewership of 684,000 alongside 1.7 billion digital views and 18.4 million On Demand shows streamed with the release of its fifth season. *Didi & Friends* ranked among Malaysia's Top 5 YouTube channels for the second year running with over 1.4 billion digital views and 1.6 million subscribers on YouTube. *Omar & Hana Season 3* released in FY21 successfully recorded 932 million digital views.

***Didi & Friends ranked among Malaysia's Top 5 YouTube channels for the second year running with over 1.4 billion digital views and 1.6 million YouTube subscribers***



Our popular kids animation *Didi & Friends* has been growing its fanbase locally and abroad

Our first virtual kids Quran recital competition, *Omar & Hana Little Huffaz* was a hit with over 1,400 video submissions received from local and international fans across 15 countries including Indonesia, United Arab Emirates, USA, United Kingdom, Egypt and Finland. Given the overwhelming response from fans, this show will continue as our yearly flagship event.

Our signature comedy series, *SMK Season 2* captivated young audiences with relevant storylines including challenges in adapting to the new normal, garnering TV viewership of 935,500. *SMK: Study Squad* is Malaysia's No. 1 academic show with 2.6 million viewers. Its festive spin-off special, *SMK: Raya Dekat Jauh* was the first remotely-recorded telemovie in the country, winning Best Quarantine-themed Programme in the prestigious ContentAsia Awards 2020. *Family Spy*, our spy-themed comedy series recorded TV viewership of nearly 900,000.

With prolonged school closures owing to the pandemic, our three 24/7 Tutor TV learning channels supported students in their educational journey. Tutor TV provides up-to-date learning materials consistent with our national school syllabus, supplementing formal learning. Xiao Tai Yang (XTY), our Chinese vernacular kids learning channel launched a series of educational content on TV and online to meet the demand of Mandarin-speaking learners. XTY Tuition Time, QQ Learn At Home, XTY Stay At Home and XTY Fun Learning website engaged children with fun and interactive learning content via TV and online platforms. In addition, over 280 new episodes of the Ministry of Education's (KPM) TV Pendidikan were aired on Tutor TV and Astro Ceria to amplify its reach to school-going children.

***Geng Gajet and Dekoded digital shorts were in the Top 5 YouTube trending list with over 1 million digital views***

Championing digital education among youths, we introduced *Dekoded*, a short series promoting digital skills and *Geng Gajet*, the very first coding focused content in Malaysia, recording digital views of over 3.0 million and 1.0 million respectively. Our digital shorts for these programmes were in the Top 5 YouTube trending list with over 1.0 million digital views. We also developed digital content *STEMsasi*, exposing kids to technology fundamentals and igniting their curiosity. *Upped*, an exam-focused educational platform designed to provide kids with additional learning resources was introduced, covering key primary and secondary school subjects.



Nurturing digital skill sets among youths with coding focused content

### Addressing the need for trustworthy news

As Malaysia's first 24/7 news channel, AWANI has consistently kept the nation informed through extensive and critical coverage of the latest breaking news. In 2020, AWANI was recognised by Reuters Digital News Studies Institute as the Most Trusted News Brand in Malaysia for the third consecutive year.

Amid the pandemic, AWANI's TV viewership surged threefold in FY21 as it provided impartial, credible and relevant coverage. Current affairs programmes covering latest global events as well as political topics continue to draw crowds, with viewership for *Agenda AWANI* and *Consider This* each more than quadrupling.

On the digital front, AWANI garnered an average of 5.7 million MUV with its extensive news coverage on both local and international fronts. AWANI's social media platforms including Twitter, Facebook, Instagram, and YouTube continue to command a strong following with over 8.4 million followers, making it Malaysia's most followed TV news brand on social media.

***Reuters once again recognised AWANI, the first 24/7 local news channel, as Malaysia's Most Trusted News Brand***



Astro AWANI provides impartial, credible and relevant content such as *Agenda AWANI*

## Content



Taking football viewing to the next level with Ultra Box, offering Premier League live matches in 4K UHD

**We look forward to a sporting bonanza in FY22 with the return of Tokyo Olympic Games, UEFA European Championship, SEA Games, BWF Thomas & Uber Cup, the Australian Open and Netball Super League**

### Generating buzz for sports fans

FY21 saw many major sporting titles including 2020 UEFA European Championship and Tokyo 2020 Olympic Games being postponed or cancelled. With fans starved for live sports since the onset of COVID-19, Astro continued to engage Malaysian sports fans by leveraging technology and digital capabilities to bring them together, virtually.

As restrictions gradually eased around the globe, the Premier League launched its Project Restart in June 2020 to conclude its 2020/2021 season and garnered over 5.3 million viewers. Despite the global travel ban which affected our planned Live Premier League post-match pitch-side interviews, we innovated by conducting virtual post-match interviews with prominent personalities including Jose Mourinho, Virgil van Dijk and David de Gea. Stadium Astro, the go-to destination for Malaysian sports fans generated over 22 million digital views from 2020/2021 EPL match highlights.

Meanwhile, Astro Arena, our local sports channel shifted its coverage from content-focused to talent-led interactive podcasts, keeping sports fans engaged despite the absence of local sports. Leading the way was *Borak-Borak Botak*, a football podcast that amassed over 10.3 million digital views while podcasts *PM Bersama AM* and *Berbulu Dengan Burn* also recorded over 8.2 million digital views in total.

We look forward to a sporting bonanza in FY22 with the return of Tokyo Olympic Games, UEFA European Championship, SEA Games, BWF Thomas & Uber Cup, the Australian Open and Netball Super League.

### Embracing the eSports boom

With presence in eight ASEAN countries as well as Australia, our dedicated eSports channel, eGG Network broadcast over 3,900 hours of live local and international content to entertain fans amid the pandemic and managed over 330 gaming content creators in FY21. We collaborated with Tencent Games on the broadcast of *PUBG Mobile World League Season Zero East* on eGG Network that garnered TV viewership of 1.5 million.

We also teamed up with the Ministry of Youth & Sports (KBS) and Esports Integrated to co-produce *Jalur-14*, a five-episode documentary series chronicling the rise of eSports and the gaming industry in Malaysia over the past 14 years, recording TV viewership of over 1.2 million.

Taking a step closer to achieving our long-term vision of creating original global IPs, we collaborated with Alex Yoong, Malaysia's former Formula One driver, to launch the E1 Championship – a premier professional competitive virtual racing circuit.

### Growing digital brands

Addressing the market demand for vernacular-language digital brands, Astro engages millennials and youths on small screens with innovative short-form content through our digital brands including Gempak, Xuan, Ulagam, AWANI, SYOK and Hotspot, with digital natives spending over 9.9 billion minutes watching our content online, a 13% increase year-on-year. Leading the digital space across all vernaculars, Gempak, Xuan and Ulagam strengthened their positions as Malaysia's No. 1 entertainment brand, No. 1 local Chinese digital entertainment brand and No. 1 local Indian digital brand.



eGG Network partnered Alex Yoong to launch E1 Championship, an online only racing series



Bringing social media influencers to mainstream entertainment with Yeah Pay

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## Content

Gempak achieved new highs in FY21 with 3.4 million digital MUV, up 20%, having produced and released over 200 hours of fresh content, with 1.6 billion minutes watched and 518 million digital views. During the lockdown, Gempak produced music video *Sentiasa Di Sini* featuring 26 top local artistes dedicated to our frontliners, recording over 3.1 million digital views in just two weeks. Short film *Gerakan Serunding*, produced under virtual direction and self-recorded by the cast, hit over 1.2 million digital views in under a week. Gempak's special Malaysia Day short film *Saya Pun Sama*, a story of three individuals from different backgrounds embodying the spirit of being stronger together, recorded 3.0 million digital views in nine days.

**In FY21, Gempak produced and released over 200 hours of fresh content, with 1.6 billion minutes watched and 518 million digital views**



*Gerakan Serunding* garnered over 1 million digital views in under a week

Xuan and Hotspot are our key brands serving the Chinese vernacular digital natives. Anchored by innovative content concepts, Xuan's MUV increased by over 80% to 1.3 million in FY21. Capitalising on social media trends and influencer activities, Xuan introduced its digital reality show, *Yeah Pay* by bringing social media influencers to mainstream entertainment with contestants competing to become the next big influencer. Serving younger audiences, the show garnered over 7.4 million digital views. Xuan also launched a new YouTube channel, *好HIGH TECH*, focusing on introducing new gadgets, applications, games and other tech trends in creative ways. Since its premiere in July 2020, the show recorded 1.8 million digital views. Xuan's digital shorts *Why So Famous* won for Best Original Programme by Streamer/OTT and Best Short Form Content at the Asian Academy Creative Awards 2020.

Astro Ulagam engages the Tamil-speaking community with a mixture of cultural and reality shows, drawing over 70 million digital views and 652,000 digital MUV and cementing its position as the top local Indian digital brand in Malaysia.

### Fortifying content through streaming collaborations

Through our strategic partnerships with iQIYI and HBO Asia, we added more high quality, premium content to our slate.

Our collaboration with iQIYI enabled Malaysians to enjoy the hottest Asian content such as iQIYI's original Korean drama *Backstreet Rookie* and top rated shows including *Little Nyonya* and *Youth With You 2* with Bahasa Malaysia, English and Mandarin subtitles. Astro customers enjoy exclusive VIP rates for ad-free and advance viewing of premium content on the iQIYI app.

Our partnership with HBO Asia to offer HBO GO unlocked over 4,700 hours of premium English content for our customers while complementing our international content slate. Titles including *Tiger*, *The Undoing*, *Westworld*, *Lovecraft Country* and *His Dark Materials* are now available for free to all Astro Movies Pack customers while other Astro customers can sign-up for HBO GO at a preferential rate. The HBO GO app is also available for subscription by all Malaysians.

Positioning ourselves as a streaming aggregator we will continue to forge deeper content partnerships with global OTT players to bolster our content offerings and achieve our aspiration to be Malaysia's #1 Entertainment Destination. In the near future, we will introduce a standalone OTT product offering targeting millennials.



Our On Demand library features over 65,000 shows including the well-received HK drama, *White War*

### Growing On Demand consumption

In FY21, we grew our On Demand library to feature over 65,000 shows, up 27% year-on-year. With On Demand consumption trending up in FY21 underpinned by exclusive local and international dramas as well as kids content, we achieved a new record with total On Demand shows streamed hitting the 222 million mark, an increase of 200% versus last year. Astro GO consumption is also up by 23% with average weekly viewing of 213 minutes in FY21.

*White War*, the first exclusive Hong Kong drama introduced on Astro GO and On Demand registered 800,000 On Demand shows streamed. *Line Walker Season 3* and *Legal Mavericks 2020* also followed suit and were introduced three weeks in advance for On Demand viewing. Both dramas garnered 2.0 million and 1.3 million On Demand shows streamed respectively before its linear run on TV, enabling customers to binge-watch all episodes at one go. We also added exclusive kids content On Demand including popular series *Mr Bean Animated Series*, *Talking Tom & Friends* and *Upin & Ipin*.

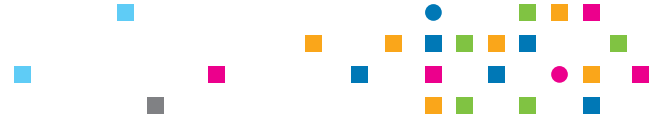
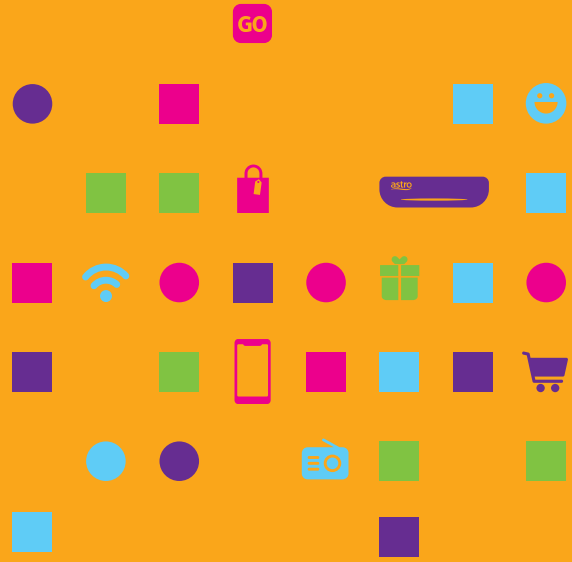
Same Day titles were also made available simultaneously On Demand including HBO exclusive *Flight Attendant* which recorded 130,000 On Demand shows streamed, *Law & Order Special Victims Unit* which garnered 260,000 On Demand shows streamed and *Masterchef Australia* with 250,000 On Demand shows streamed in FY21.

**Line Walker Season 3 and Legal Mavericks 2020 were introduced prior to its TV premiere for On Demand viewing, enabling customers to binge-watch all episodes at one go**



International same day titles were made available simultaneously On Demand

# Bringing Us Together With Engaging Stories And Experiences



Keeping Malaysians entertained and informed across all screens

As the largest Pay-TV operator in South East Asia, we leverage our strong content slate including our local signatures, live sports, as well as regional and international content to entertain 5.7 million homes, 8,300 enterprises, 17 million weekly radio listeners on FM and digital, 14 million digital MUV and 2.8 million shoppers across Astro's TV, radio, digital and commerce platforms.

We are focused on expanding individual reach via streaming services, commerce, radio and digital brands, even as we reinforce our core home segment aimed at families through Pay-TV, broadband bundles and NJOI.

Greater emphasis will also be placed on our enterprise business to offer flexible content and advertising solutions across all platforms. Our ability to effectively consolidate a diversified customer base appeals to advertisers who value our ability to persuade and market to their target audience.

Initiatives are ongoing to improve and simplify the customer experience and journey across all product offerings. Amid the challenging operating environment as lockdowns were imposed in Malaysia, we supported the nation, our customers and communities by keeping Malaysians entertained and informed at home. Efforts included complimentary viewing of selected content for Pay-TV and NJOI customers as well as on Astro GO for all Malaysians while we helped ease customers' financial pressure through various proactive initiatives.

**We supported the nation, our customers and communities by keeping Malaysians entertained and informed at home**

# Customer

## MALAYSIA'S #1 ENTERTAINMENT DESTINATION



DEEPEN HOME  
ENGAGEMENT



BROADEN REACH  
TO INDIVIDUALS



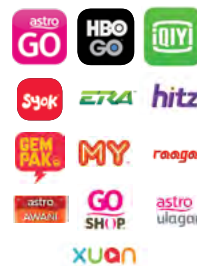
FLEXIBLE CONTENT AND  
ADVERTISING SOLUTIONS  
FOR ENTERPRISE

Serving customers through:

astro

astro & broadband

NJOI  
Prepaid



astro  
BUSINESS

astro  
Media Solutions



### HOMES

Our core business serves 74% of Malaysian TV households through Pay-TV and NJOI. We continue to stabilise and strengthen this segment through a compelling and refreshed content slate, stronger value proposition, enhanced customer experience, bundled connectivity, improved customer service and exclusive rewards.

#### Fortifying Pay-TV proposition

Despite adverse market conditions, muted consumer sentiments and a RM40 one-off Sports Pack rebate given to customers in FY21, Pay-TV ARPU is steady at RM96.9. During the year, we deepened engagement by offering complimentary viewing of Movie, News, Learning and Stay Home Concert channels on Pay-TV to our customers and opened up Astro GO to all Malaysians with complimentary viewing of selected channels.

Mindful of the MCO impact on household income, we proactively engaged customers to recalibrate subscription packages and offered payment flexibility to those eligible. We also temporarily paused disconnections for the 10-week duration of the initial MCO in March 2020.

Supported by a robust acquisition and retention programme implemented during the year together with our initiatives during the MCO, we recorded a significant improvement in customer churn rate by four percentage points in FY21. This improvement is also underpinned by a stronger bundle proposition including broadband, enhanced marketing efforts highlighting our eclectic content slate which caters to Malaysians' diverse viewing preferences, alongside better customer service and experience.

In FY21, we strengthened our Pay-TV proposition by enhancing our bundled packs and giving customers more value from their content bundles. As a result, 78% of our customers are now on bundled packs, up by 16 percentage points from last year.



Customers can stream their favourite content in 4K UHD on Ultra Box

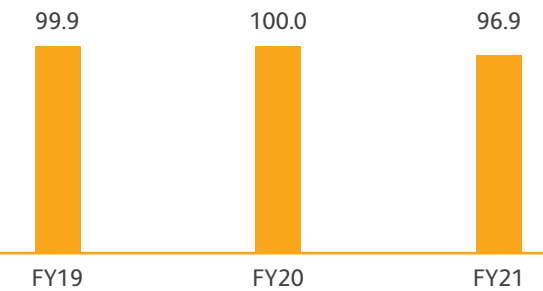
Our TV viewership share of 73% is boosted by over 65,000 titles in our On Demand library, with an average viewing time of over four hours daily across TV, On Demand and Astro GO. As Malaysians' viewing patterns extend to include non-linear content consumption, average weekly viewing time on On Demand increased by 46% to 699 minutes as the number of On Demand shows streamed tripled to 222 million.

With 80% of our customers engaged in HD viewing, HD is now the new norm. In FY21, we introduced 26 new HD channels across various genres bringing the total number of HD channels to 127. We also added 4K UHD content to our On Demand library so customers can enjoy a better viewing experience on the Ultra Box.

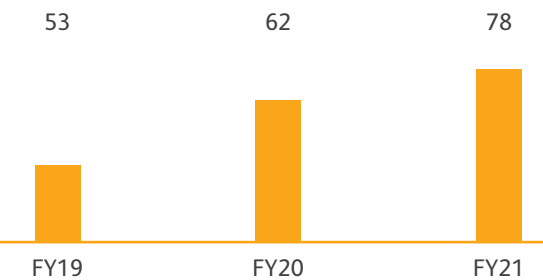
For more on the new Astro viewing experience, refer to pages 77 to 78 of the Experience & Technology section.

**Supported by a robust acquisition and retention programme, customer churn rate improved by four percentage points in FY21**

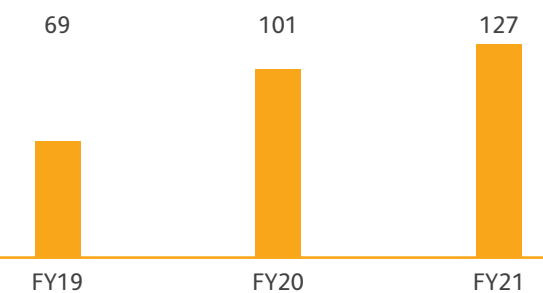
### ARPU (RM)



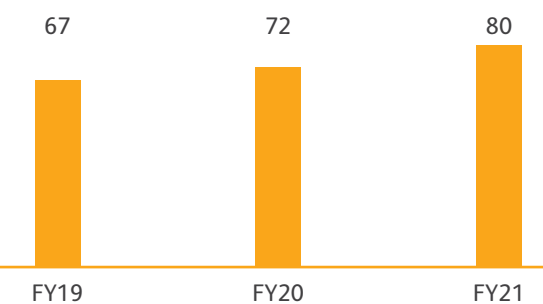
### CUSTOMERS ON BUNDLED PACKS (%)



### NUMBER OF HD CHANNELS



### HD SERVICE PENETRATION RATE (%)



## Customer



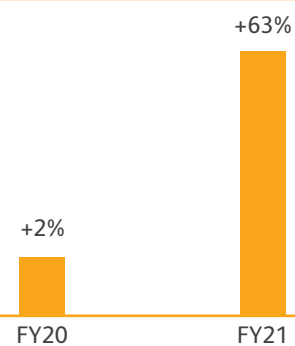
We cater to the modern home by offering both connectivity and entertainment

### Broadband connectivity to all corners of Malaysia

Leveraging our reach to Malaysian homes, our broadband bundles cater to the connected lifestyle of the modern home, driving convenience for customers. Through our partnerships with Maxis and Allo Technology, we now offer broadband at speeds up to 1Gbps bundled with our content packages to provide both connectivity and entertainment for the entire family.

These partnerships extend our broadband footprint to include both urban and suburban locations such as Alor Gajah and Jasin, Melaka. Astro broadband customers grew by over 60% in FY21, putting us on a firm footing for FY22.

### BROADBAND CUSTOMER GROWTH



### Winning the remaining homes with NJOI

NJOI, Malaysia's first freemium satellite TV service is positioned to serve the remaining TV households in Malaysia while acting as our recruitment brand for eventual Pay-TV upgrades. Offering free access to 30 TV channels, 20 radio channels and over 60 prepaid channels and packs, NJOI continues to expand its reach across the remaining untapped Malaysian homes. NJOI's growing customer base reinforces our appeal to advertisers while expanding the potential market for Go Shop, our commerce business. During the initial MCO, NJOI customers received complimentary viewing of additional channels namely KIX, Nat Geo Wild, Celestial Movies and Cartoon Network for a 10-week period.

In FY21, we added four new packs to our prepaid offering and increased à la carte prepaid channels from 38 to 55. Vernacular content remains the favourites among Malaysians with prepaid channels such as Ria, Ceria and Citra attracting the highest prepaid buys in FY21. Local first-run movie premieres on our home cinema offering, Astro First also proved popular.

We will continue to simplify customer experience, and expand digital top-up options as well as NJOI's content menu to drive prepaid activations.



Astro GO caters to customers who prefer to consume content on the go



### INDIVIDUALS

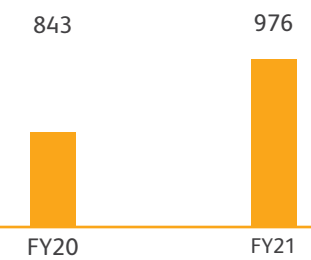
#### Aggregating streaming services

Streaming services broaden our reach to digital natives, expanding content choice and making Astro the one-stop shop for entertainment in Malaysia. We will be adding on more streaming services to our family, currently consisting of Astro GO, HBO GO and iQIYI so Malaysians can enjoy the best content from around the globe.

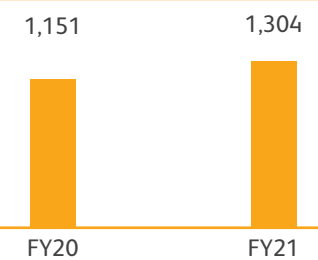
Astro GO, our complementary Pay-TV app, delivers over 120 live-streamed channels and 65,000 On Demand titles seamlessly, allowing our customers to enjoy Astro anytime, anywhere. In FY21, we introduced the download feature, enabling customers to watch their shows offline and saw a 13% jump in MAU with average viewing time up by 23% to 213 minutes. Over 970,000 Pay-TV customers are enjoying Astro GO on up to four concurrent devices. With pre-access, new customers to our Pay-TV service can immediately enjoy Astro GO upon sign-up.

Through our strategic partnership with HBO Asia, over 4,700 hours of premium Hollywood content is made available to Malaysians via the HBO GO app for a monthly fee. Our Movies Pack customers are able to enjoy complimentary access to HBO GO app while other Astro customers benefit from preferential subscription rates.

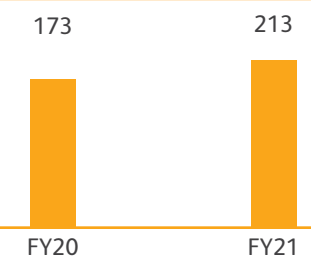
### PAY-TV CUSTOMERS LINKED TO ASTRO GO ('000)



### ASTRO GO MAU ('000)



### ASTRO GO WEEKLY VIEWING MINUTES



## Customer



*Our streaming partnerships unlock a wealth of international content*

Our partnership with iQIYI, China's largest streaming service provides customers with access to the latest Chinese, Korean, Hong Kong and Malay content via TV, On Demand and streaming services. As iQIYI's first international app partner, we made available the iQIYI app to all Malaysians on a freemium basis with Astro customers being offered iQIYI VIP access at a privileged rate, so they can enjoy ad-free content as well as access to the latest content. Through this partnership, Astro supports iQIYI in marketing, advertising sales and customer acquisition.

We intend to deploy more functionality on Astro GO and introduce a new freemium streaming service, anchored by compelling vernacular and sports content curated for younger audiences.

 <p><b>3.2m MUV</b> Malaysia's No. 1 entertainment brand</p>	 <p><b>1.3m MUV</b> No. 1 local Chinese digital entertainment brand</p>	 <p><b>652,000 MUV</b> No. 1 Indian digital brand</p>
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### Rise of vernacular digital brands

Our digital brands cater to the demand for vernacular digital offerings across market segments including entertainment, news and Islamic lifestyle. Underpinned by our strong vernacular content line-up, we strengthened our slate of digital brands, catering to digital natives' demand for short-form content. Commanding a large fanbase, Gempak, Xuan, Astro Ulagam lead in their respective vernacular languages with 3.2 million, 1.3 million and 652,000 MUV respectively.

Meanwhile, with 5.7 million MUV, AWANI is Malaysia's No. 1 TV news brand on social media and was named Malaysia's Most Trusted News Brand in 2020 by Reuters for the third year running. Engaging the Chinese speaking news fans with over 359,000 MUV, Hotspot is the fastest growing Chinese news portal in the country.

Overall, MUV across Astro's digital brands recorded an increase of 21% to 14.0 million year-on-year. Leveraging our strong vernacular IP curation capability, we aim to grow these vernacular brands while serving advertisers' needs to engage with their desired target segments.

*For more on Astro's digital brands, refer to pages 63 to 64 of the Content section.*

### Capitalising on strong listenership

Astro Radio is the No. 1 radio brand in Malaysia. With 17.0 million weekly listeners on FM and digital including mobile, web and social media, our 11 radio brands lead across all four major languages, capturing 76% radex share.

ERA, Malaysia's No. 1 Malay-language radio brand, achieved new highs in FY21 with 6.2 million weekly listeners. ERA's fanbase also includes 3.9 million Facebook followers and 980,000 YouTube subscribers.

MY and RAAGA also cemented their positions as the No. 1 Chinese and Tamil language radio brands with 2.0 million and 1.3 million weekly listeners respectively. In FY21, both MY and RAAGA's YouTube page reached 100,000 subscribers, affirming the brand's popularity among our audience. HITZ is Malaysia's No. 1 English-language channel with over 2.5 million weekly listeners.

SYOK, our integrated radio app continues to engage fans beyond airwaves by offering live radio, original multilingual podcasts and videos. Many of our radio talents have become household names, drawing audiences through on-ground, advertising and digital engagements as well as hosting live programmes on Go Shop. In FY21, our podcasts across all four major languages recorded 5.6 million streams.

### Stellar home shopping performance

Go Shop, Malaysia's No. 1 home shopping brand hit new milestones in FY21, with revenue up 26% to RM461 million and customer base expanding by 30% to 2.8 million. Go Shop's success leverages Astro's content production capabilities, sought-after roster of on-screen talents and social influencers, and our agility to quickly adapt to changes in market demand and supply.

Now in the sixth year of operation, Go Shop reaches all Malaysians through five dedicated 24/7 multilingual channels on Pay-TV, NJOI and on Free-To-Air ("FTA"), as well as numerous hourly slots across Astro-branded channels catering to a multilingual customer base.

Early on in the pandemic, we calibrated our product portfolio and expanded product range to meet the high demand for healthcare products, daily essentials and fresh produce. Though live studio filming of our programmes was prohibited during the MCO, we leveraged our digital and social media presence to engage with customers to accelerate buying momentum.

**Go Shop hit new milestones with revenue up 26% to RM461 million and customer base expanding by 30% to 2.8 million**



*Serving 17 million weekly listeners with engaging content across FM and digital*

## Customer

Go Shop's website and mobile app supports a holistic shopping experience, allowing customers to catch up on their favourite live streams anytime, anywhere. Meanwhile, the app MAU grew 40% to 1.4 million, driving digital sales with more than 50% of Go Shop's sales now transacted online.

Go Shop is focused on creating immersive consumer-centric programmes, offering quality products and specially-curated bundles to differentiate from other commerce players and augment brand trust among Malaysians.



### ENTERPRISE

#### Serving enterprise content solutions

Astro BUSINESS offers content solutions for enterprise customers, including F&B outlets, hotels, government and private offices, retail stores as well as service and healthcare providers as we extend Astro's reach beyond Malaysian homes.



Leveraging our content production capabilities and on-screen talents to deliver a delightful shopping experience

Our enterprise activities were impacted, as movement restrictions and social distancing requirements suppressed the performance of the F&B and hospitality sectors. To support enterprise customers, we promptly responded by rolling out various initiatives including goodwill rebates, flexible subscription options and payment arrangements for those eligible. We also connected enterprises to our commerce platform Go Shop and provided in-house brand placements and attractive rates for them to advertise with Astro. We collaborated with key industry associations including PRESMA and MAH, and various governmental as well as non-governmental organisations to provide greater pricing flexibility to microbusinesses and SMEs. We also worked closely with enterprise customers to increase brand visibility of their premises by providing prominent signages at their storefront to drive higher customer traffic flow.

In FY21, we launched Astro SINI, a satellite-based TV hotspot which allows streaming of Astro content via satellite on a personal device without consuming the enterprises' nor patrons' internet bandwidth. Enterprises, especially those with customer holding areas, are thus able to provide quality Astro content for their patrons to enjoy while waiting to be served.

Going forward, greater emphasis will be placed on growing Astro BUSINESS as a strong adjacency for the Group. We look forward to working together with these enterprises to rebuild their businesses as the economy recovers.

#### Solid market share across TV adex, radex & digidex

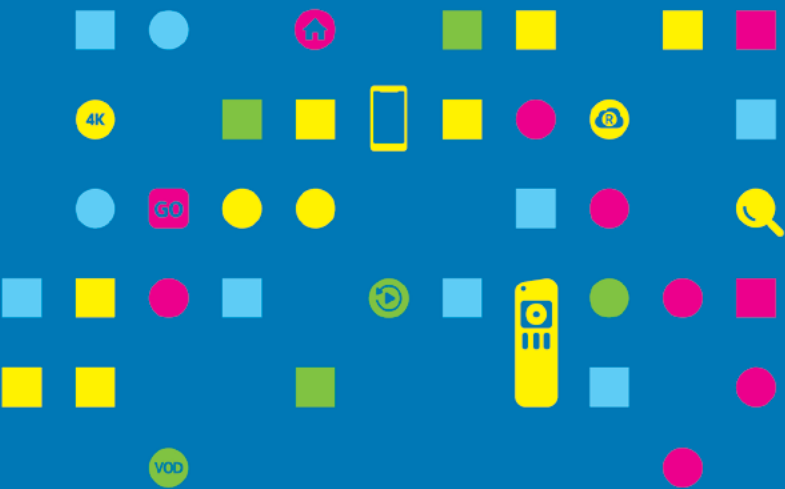
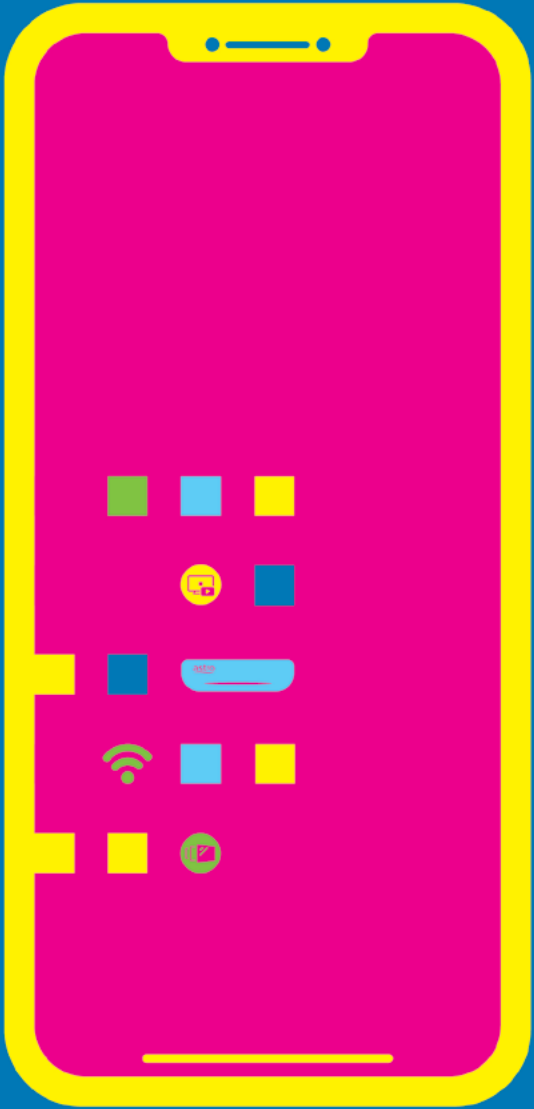
Astro Media Solutions, Astro's advertising arm provides integrated media solutions leveraging our strength across content production, talent, on-ground events and audience targeting to help businesses and advertisers maximise returns from their advertising investments.

Our advertising business took a hit from the pandemic as clients pulled back on spends resulting from the significant economic contraction and substantial dip in consumer sentiments. With Astro's signature content underpinning a majority of our advertising revenue, the halt in production enforced during the initial lockdown also adversely impacted the business. We recovered as restrictions gradually eased and recorded RM428 million advertising revenue in FY21 with adex share across TV, radio and digital standing at 41%, 76% and 3% respectively.

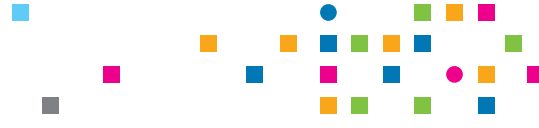


Astro BUSINESS extends our reach beyond homes to enterprise customers

# Bridging Technology And Shared Experiences



Experience & Technology

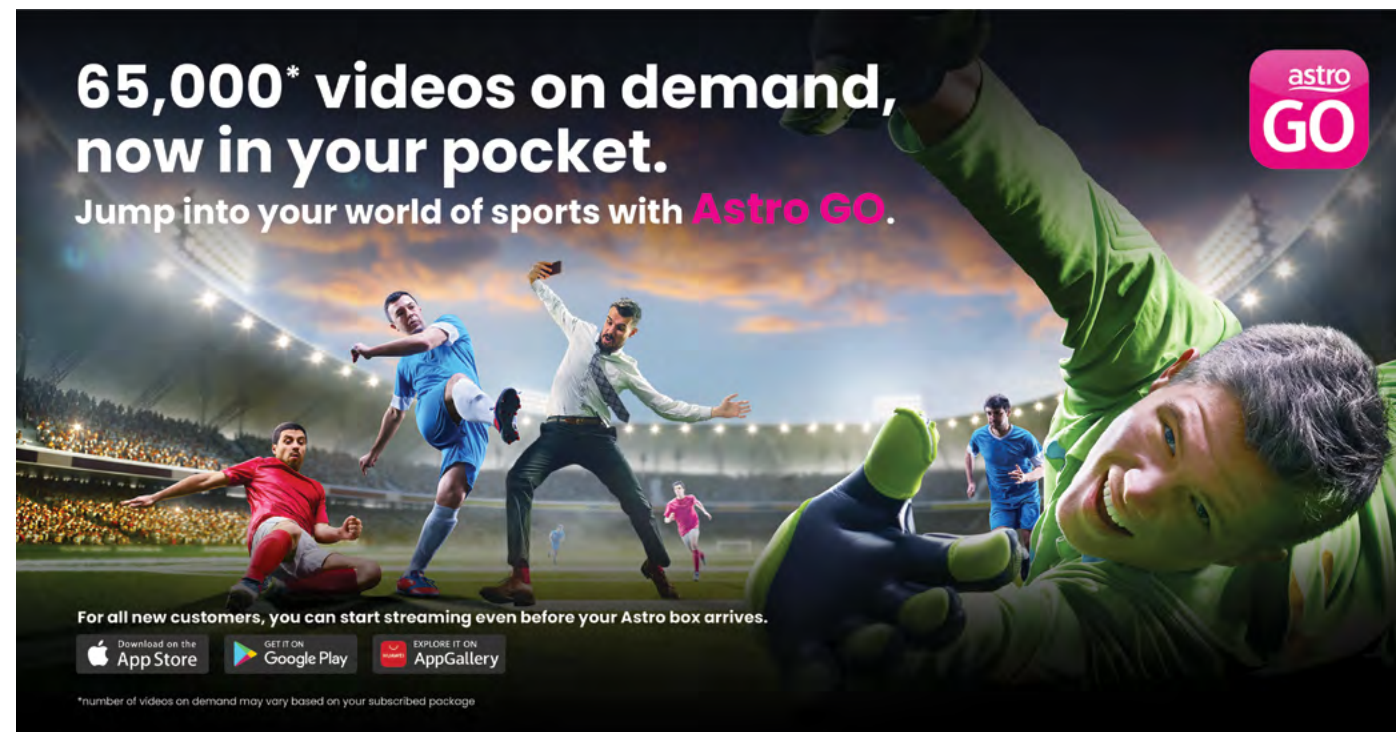


In our pursuit to deliver the best customer experience, we leverage technology to enhance viewing across all screens and simplify the customer journey. Astro's deep consumer insights into the complex Malaysian marketplace coupled with our growing data capabilities enable us to surface relevant content and product recommendations for customers and offer targeted advertising solutions for clients.

**With enhanced user interface  
and navigability, content discovery  
is now easier and faster**

**Turning on the new Astro viewing experience**  
The prevalence of high-speed broadband, the proliferation of connected devices and advances in cloud technology presented opportunities for Astro to introduce a new Astro viewing experience for customers. With an enhanced user interface and navigability powered by a robust recommendation engine, customers can now discover content easier and faster. Moreover, features such as Cloud Recording, Play from Start, Multiscreen, and Stop Here, Continue There offer customers a flexible and seamless viewing experience across devices including Astro GO.

## Experience & Technology



*New customers can immediately start watching Astro GO upon sign-up*

Launched in November 2019, our flagship Ultra Box turned on the new Astro viewing experience with 4K UHD in linear and On Demand. Boasting a sleeker appearance, the Ultra Box build is a balance between functionalities and our care towards the environment with a majority of components consisting of eco-friendly materials. Being five times more powerful than its predecessor, the Ultra Box has over 230,000 installs since its launch in November 2019. In February 2021, we launched our new Ulti Box, the latest addition in our series of HD connected STBs with the same innovative features, extending the new Astro viewing experience to the mass market.

Once connected to home Wi-Fi, customers can stream over 65,000 titles available in our On Demand library and never miss their favourite shows with Cloud Recording. The Play from Start feature enables customers to restart a programme running midway. The Stop Here, Continue There function enables customers to pause a show on TV and resume seamlessly on any device with Astro GO, and vice-versa.

As our platform build-out continues, we will introduce new functionalities for the Ultra and Ulti connected STBs, making them the ultimate platform to enjoy our content.

**In FY21, On Demand average weekly viewing time jumped by 46% to over 11 hours and number of shows streamed tripled to 222 million**

### Driving On Demand viewing

Our On Demand library, comprising over 65,000 titles is updated daily with new shows, allowing customers to watch selected content via On Demand ahead of their linear premiere. The library also features a wide array of content available from catch-up to complete TV series boxsets, movies and other entertainment, both local and international. Stemming from our streaming partnerships, customers can also enjoy exclusive titles from HBO GO and iQIYI On Demand.

To drive On Demand viewing among customers, we launched a string of marketing campaigns including the catchy 'Turn Me On' Ultra Box promo to highlight the convenience of On Demand to supplement and complement linear viewing. In FY21, On Demand average weekly viewing time jumped by 46% to over 11 hours and the number of shows streamed tripled to 222 million.

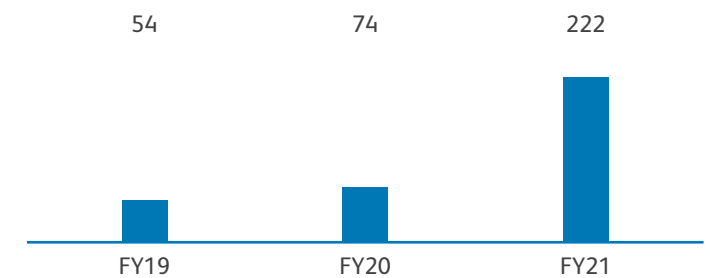
### Engaging customers digitally

Our 30,000 physical and digital customer touchpoints ensure convenience for customers. We see digital engagements as essential to facilitate reach and forge closer relationships with customers, including the WhatsApp platform used to engage and service residential and enterprise customers. This service, available in Malay and English, includes basic troubleshooting steps while doubling as a self-serve touchpoint for customers to sign up for new products and services, purchase content and make payments. In FY21, we added a live agent service, available from 9am to 12am daily to attend to more complex customer queries.

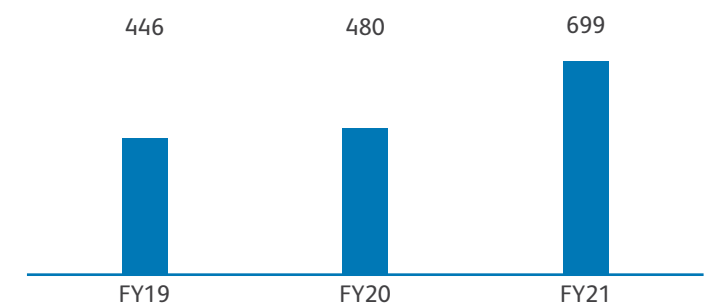
We extended this service to NJOI customers to facilitate prepaid credit top-ups and buys, credit balance tracking, technical assistance and troubleshooting. This service supported over 793,000 digital prepaid buys as customers were homebound during lockdowns, with momentum seen sustaining post-MCO. Through the app, Pay-TV and NJOI customers can easily purchase Pay-Per-View titles on Astro First and Astro Best and prepaid channels, contributing towards the record performance of our home cinema proposition.

WhatsApp has emerged as a key service channel to engage and serve customers. A marked increase in engagement is seen, especially among younger and more digital-savvy customers.

### ON DEMAND SHOWS STREAMED (m)

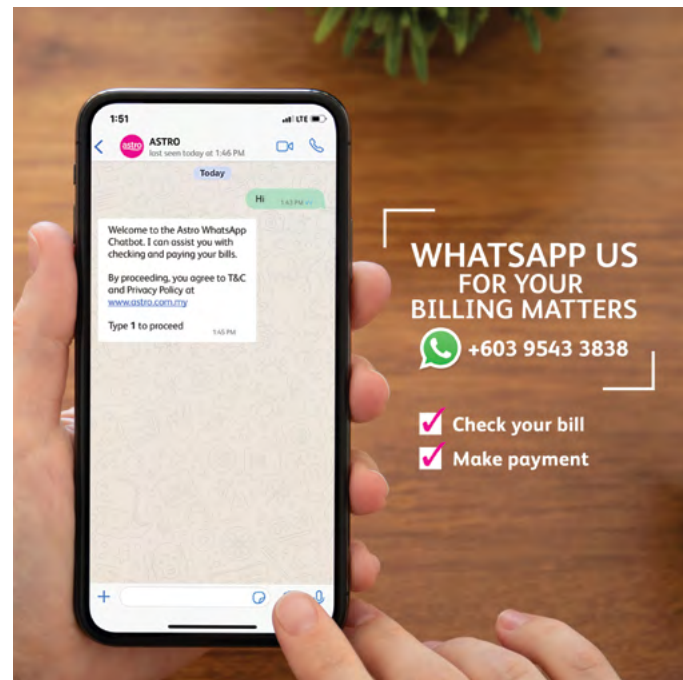
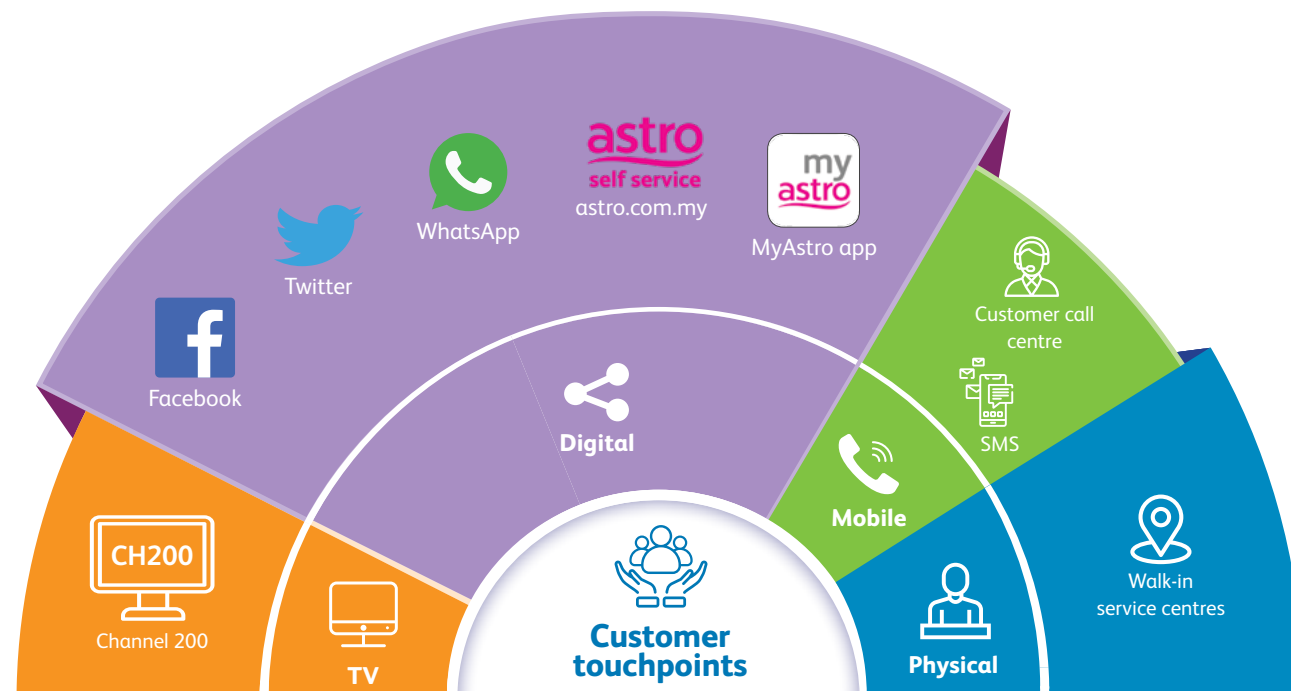


### ON DEMAND AVERAGE WEEKLY VIEWING MINUTES



*NJOI customers can watch their favourite movies with Pay-Per-View buys on Astro First*

## Experience & Technology



Engaging customers through multiple touchpoints



Astro customers enjoyed exclusive tickets to The Masked Singer live show via Astro Rewards

### Elevating customer service

Harnessing our growing data capabilities, we refined business intelligence to enhance customer service and customer lifecycle initiatives. In FY21, we rolled out concierge handling to better handle and assist customers, improving response time. This resulted in the first-call resolution rate increasing by 2.5 percentage points in FY21.

During the year, we optimised and streamlined our home service coverage according to demand and zones, allowing us to serve our customers more efficiently while optimising technical resources. The efficacy of our technical visits and customer interactions are continuously evaluated to ensure we deliver a seamless customer experience.

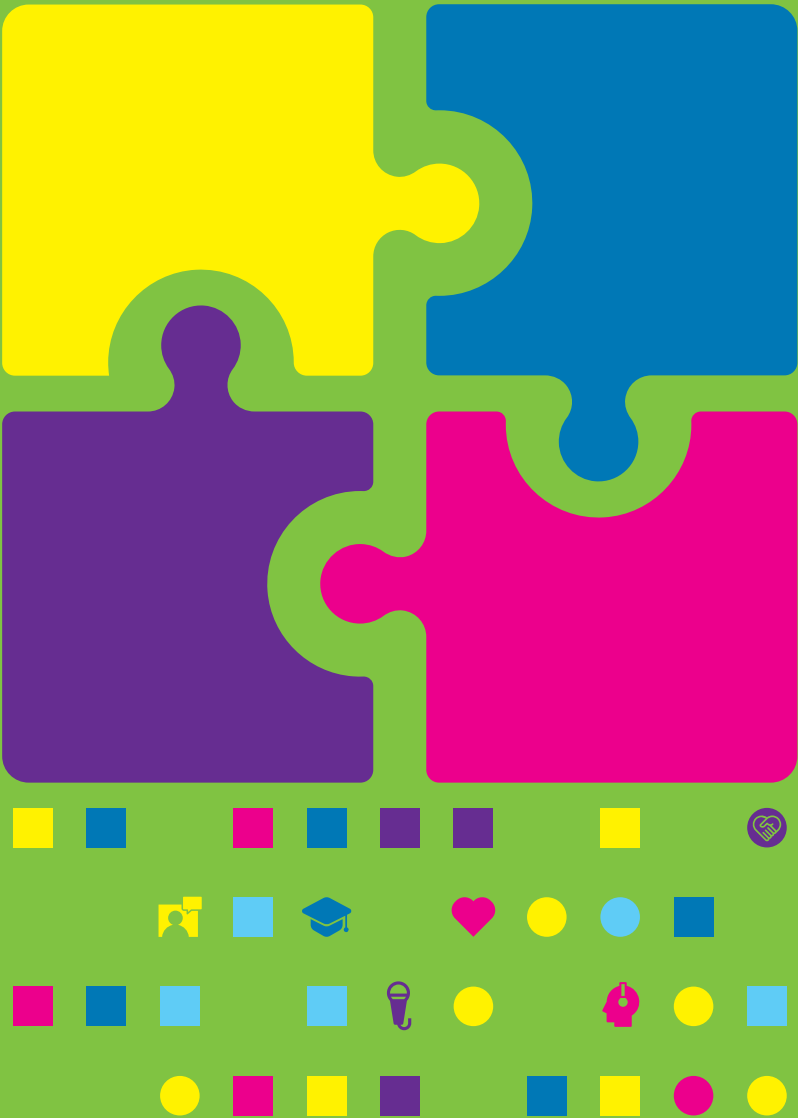
To better serve enterprise customers, we re-engineered our enterprise direct sales channel, equipping it with a new set of sales tools and capabilities as well as a dedicated enterprise team focused on customer relationship management throughout their lifecycle.

Meanwhile, closed-loop reporting across our operations enables insights into customer behaviour and preferences, product performance and service levels. Feedback garnered is ingested into our data mine to grow our data capabilities, harnessing artificial intelligence.

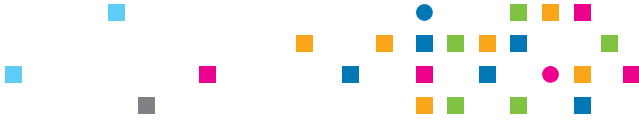
### Rewarding loyal customers

Astro Rewards offers our loyal Pay-TV customers exclusive perks and privileges throughout the year with special discounts for a wide range of products and services, from health and wellness to lifestyle, groceries, festive offers and many more.

Premised on our extensive reach to Malaysians, we established multiple win-win collaborations with our partners, channelling these exclusive perks to our loyal customers. During the year, we simplified the customer journey by enhancing the Astro Rewards page to facilitate direct redemptions from the website.



# Championing Diversity And Inclusivity



Embracing diversity and inclusivity by offering equal opportunity

### Building a diverse and engaged workforce

Diversity and inclusion are fundamental to our corporate culture and long-term growth. At Astro, we understand that an effective way of understanding and meeting the needs and desires of our diverse customer base is to have a workforce that reflects that diversity. We ensure fair and equitable recruitment and compensation practices, foster development and support career progression based solely on performance and merit. Through inclusion, we create a workplace that values diverse perspectives to tackle complex and challenging business issues.

Our equal opportunity policy does not discriminate in terms of ethnicity, gender, age, religion, and disability, resulting in a very diverse Team Astro across all levels of our organisation. Consisting of 4,490 employees, our workforce is young with an average age of 35

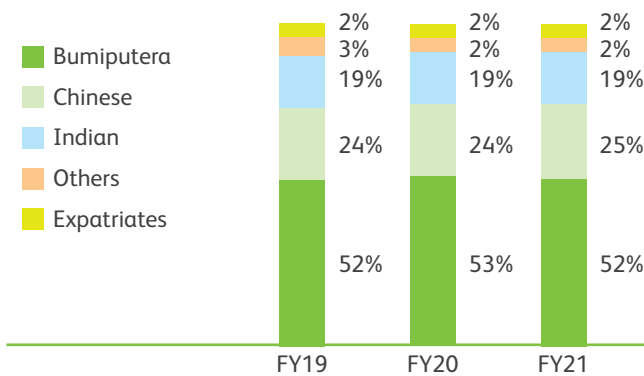
and is ethnically representative of our marketplace. Gender diversity is evident across all levels with 51% of our workforce and 40% of senior management roles held by women. 87% of Team Astro are permanent hires while 13% are contract-based, with the turnover rate of permanent employees improving by three percentage points to 9% in FY21.

### Prioritising employees' well-being

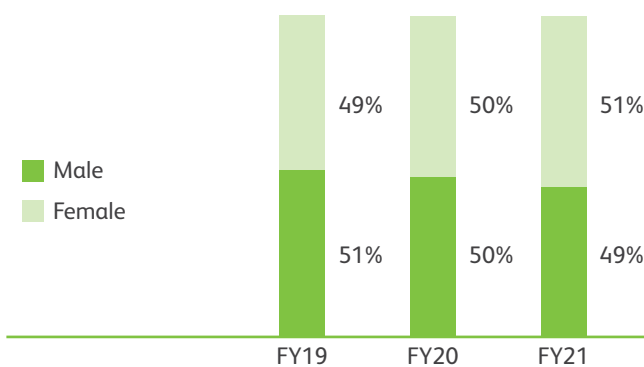
As Team Astro transitioned smoothly to remote working arrangements at the onset of the pandemic, we extended the necessary support to ensure employees thrive in the new normal. We provided coverage for COVID-19 testing, recognised Team Astro's frontliners with the MCO Frontliners Award and established a partnership with Naluri to provide mental health support virtually to all employees.

## Talent

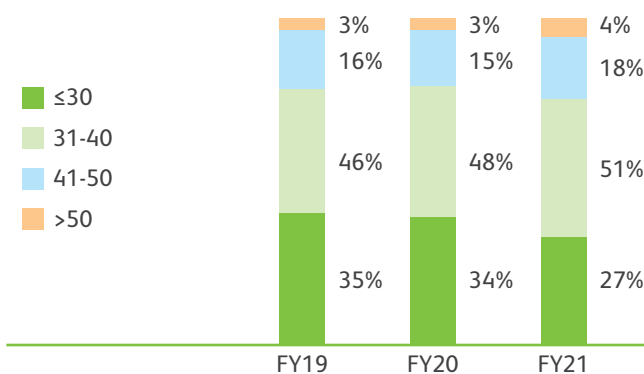
### ETHNIC COMPOSITION



### GENDER COMPOSITION



### AGE COMPOSITION



### Raising the quality and standards of our Human Capital with key talent investment and management practices guided by UN SDG



With personal and professional spaces colliding as employees work from home, we invested in a holistic digital programme to cater to the well-being and emotional needs of Team Astro. Through Happy Mind, in collaboration with Naluri, employees can access mental health support via a dedicated careline, an informational library, and remote therapy sessions with registered clinical psychologists. Since the introduction of Happy Mind, a total of 69 employees have undergone remote therapy or a four-month digital coaching programme to better manage stress and anxiety, as well as reinforce positive habits. A further 26 employees have gained certifications as Mental Health First Aiders to provide first-level support to fellow colleagues with their mental health challenges.

Remuneration packages are periodically reviewed and benchmarked against current market standards and trends. This also serves to narrow any pay gaps existing among employees performing similar tasks at work.

We meet the unique needs of Team Astro through a series of core and flexible benefits for employees. Core benefits include medical coverage, as well as life and personal accident insurance. Flexible points can be deployed to extend core coverage or for other health, wellness, lifestyle and financial planning purposes through our proprietary benefits portal, myChoice@Astro. Employees also enjoy monthly meal allowances and subsidised Astro products.

We are committed to ensuring a safe, healthy, and conducive work environment for all employees. Multiple reporting channels through our Corporate Assurance team, Human Capital, and respective line managers are in place for employees to report undesirable incidents including harassment and bullying. Managers and supervisors are responsible for the impartial and expeditious handling of these cases, and any necessary escalation thereof.

### Team Astro is young with an average age of 35 and is ethnically representative of our marketplace

### Fostering a culture of engagement and change

We cultivate a customer-centric organisational culture, articulated through our vision, mission and values by being Accountable, Inclusive and Creative.

Employee feedback is crucial as we endeavour to make Astro a better place to work. The People Survey, which provides an opportunity for employees to express their views about life at Astro, has seen a significant improvement in score, especially in the five key areas of continuous improvement, communication, customer focus, decision making and empowerment. Mini pulse surveys are also conducted to assess employee engagement and satisfaction throughout the year.

Core values are integrated into our performance management system, so employees are rewarded and recognised for their achievements and behaviours that exemplify Accountability, Inclusivity and Creativity. This value-based recognition has helped improve engagement scores and lifted employee morale at a time when Team Astro is physically dispersed through initiatives such as #TogetherAtAstro, #LabourDayRecognition and #MCOFrontliners.

EXCO-led engagement sessions such as townhalls, lunch & learns and skip-level coffee chats build confidence and trust among Team Astro by aligning direction and strategy. Meanwhile, periodic emails, newsletters, and video blogs from our EXCO keep every employee abreast of company updates in an authentic manner, cultivating a deeper sense of camaraderie.

### Investing in talent to drive long-term growth

Continuous learning and development are vital to ensure our people have the right skill set, knowledge, and ability to innovate and serve evolving customers' needs. Various learning platforms and opportunities are available for employees to take ownership of their personal growth. Employees also routinely opt for job rotations and cross-departmental transfers to hone expertise and to promote self growth.

We invest in leadership development across the organisation for both current and prospective leaders, focusing on design thinking and soft skills, but also functional-based learning spanning digitalisation, technology and the industry landscape. International consultants are brought in and global best practices are adopted to elevate standards. Since 2019, we have partnered with culture transformation consultancy Walking the Talk to facilitate sessions on understanding, leading, and embodying our corporate culture and values. On-site, our training rooms have been refurbished for a bright, modern look and feel, and are equipped with integrated resources to support learning, creating a stimulating learning environment for talents.

To upskill our talents digitally, we partnered with training providers including General Assembly (GA) Malaysia, Redbeat Academy and Human Inc. In FY21, 55 employees have completed SAS® Viya® and GA Malaysia courses in the areas of data science and digital marketing.



Keeping Team Astro engaged and informed through periodic townhalls

## Talent

To cultivate a self-learning culture within Astro, we invested in digital learning platforms such as LinkedIn Learning and Workday Learning to enable our talents to learn 24/7 at their own pace. More than 16,000 courses are available on demand ranging from leadership to digital competence. In FY21, Team Astro spent a total of 22,415 hours of learning, averaging five hours per employee.

### Nurturing industry talent

Rocketfuel Entertainment, our talent management arm manages 374 talents, comprising social media influencers, artistes, key opinion leaders, digital content creators, on-screen talents and eSports gamers with over 68 million social media followers. Leveraging Astro's extensive reach, we offer marketers comprehensive creative solutions, connecting them to talents with the right brand fit for their marketing campaign.

Harnessing the growing interest in eSports among the younger audience, Rocketfuel manages a pool of 337 eSports talents including content creators for the Facebook Gaming Creators programme and talents for Astro's eSport channel, eGG Network.

In FY21, we managed 33 talent-driven digital IPs with over 3 million subscribers and 618 million digital views on YouTube. Malaysian Hip-hop sensation, 16 Baris' digital IPs were licensed to countries including Australia and Thailand as part of our regional outreach, garnering 39 million views on YouTube. Meanwhile, Rocketfuel Music generated 58 million music streams via streaming platforms such as Spotify, Joox, YouTube and Apple Music.

### Investing in young talent

To ensure a sustainable talent pipeline to support business operations, proactive succession and workforce planning are in place. As part of our efforts in building, empowering, and nurturing local talent, we continue to invest in the following young talent programmes that have benefitted over 500 young leaders with RM44 million cumulatively invested to date:

#### Astro Graduate Programme

Our specially designed 18-month programme aims to enrich graduates with skills in their chosen area of expertise, through rotational and project-based exposure to cross-functional teams. These graduates were given the opportunity to leverage learning tools such as Udemy, Dataquest, edX, Coursera Plus, Masterclass, SkillShare and Medium, upskilling them in the digital space especially in design thinking and data analytics.

17 graduates are currently rotating through Astro as part of the Astro Graduate programme. In FY21, 13 individuals completed the programme and were recruited into Astro's core teams, including content, data and software engineering. In collaboration with a government-linked private equity firm, Equity Nasional Berhad (Ekuinas), we recruited two individuals from less privileged socioeconomic backgrounds who will spend a year specialising in digital marketing and content. In line with our transformation initiatives, we are refreshing the Astro Graduate programme to recruit talents across priority business areas including digital marketing, product, technology and data.

#### Astro Scholarship Awards

Established in 2005, the Astro Scholarship Award demonstrates Astro's commitment in supporting deserving high achievers to pursue their tertiary education both locally and abroad. In FY21, we invested RM1.5 million to sponsor 10 existing scholars in STEM-related areas and three individuals to pursue their Masters in Artificial Intelligence in partnership with the Malaysia Digital Economy Corporation (MDEC). To date, we have collectively invested RM36 million to fund the tertiary education of 83 students across top universities around the world.

#### Astro Internship Programme

The Astro Internship Programme is open to students pursuing their tertiary education. The programme offers both hands-on training and exposure to the media and broadcast industry. Over 28 students have been selected into this programme over the past year, with high-performing participants being offered employment in Astro upon the completion of their studies.

## Celebrating Diversity



**Muhammad Ridzuan Hakim Mohd Musleh**  
Consumer Experience Analyst

*"I can develop new skills and improve on my analytical capability in a productive atmosphere."*

**Siti Maryam Ahmad Nuri**  
Data Scientist

*"Engaging with people from different backgrounds and skill sets in Astro has been inspiring!"*

**Mirosha Ganesan**  
Breakfast Producer

*"I have been granted a wealth of opportunities to help me grow in an exciting and fun-filled career."*

**Hannah Khaw**  
Digital Journey

*"My job at Astro has given me an end-to-end view of the product world, with plenty of collaborative moments."*

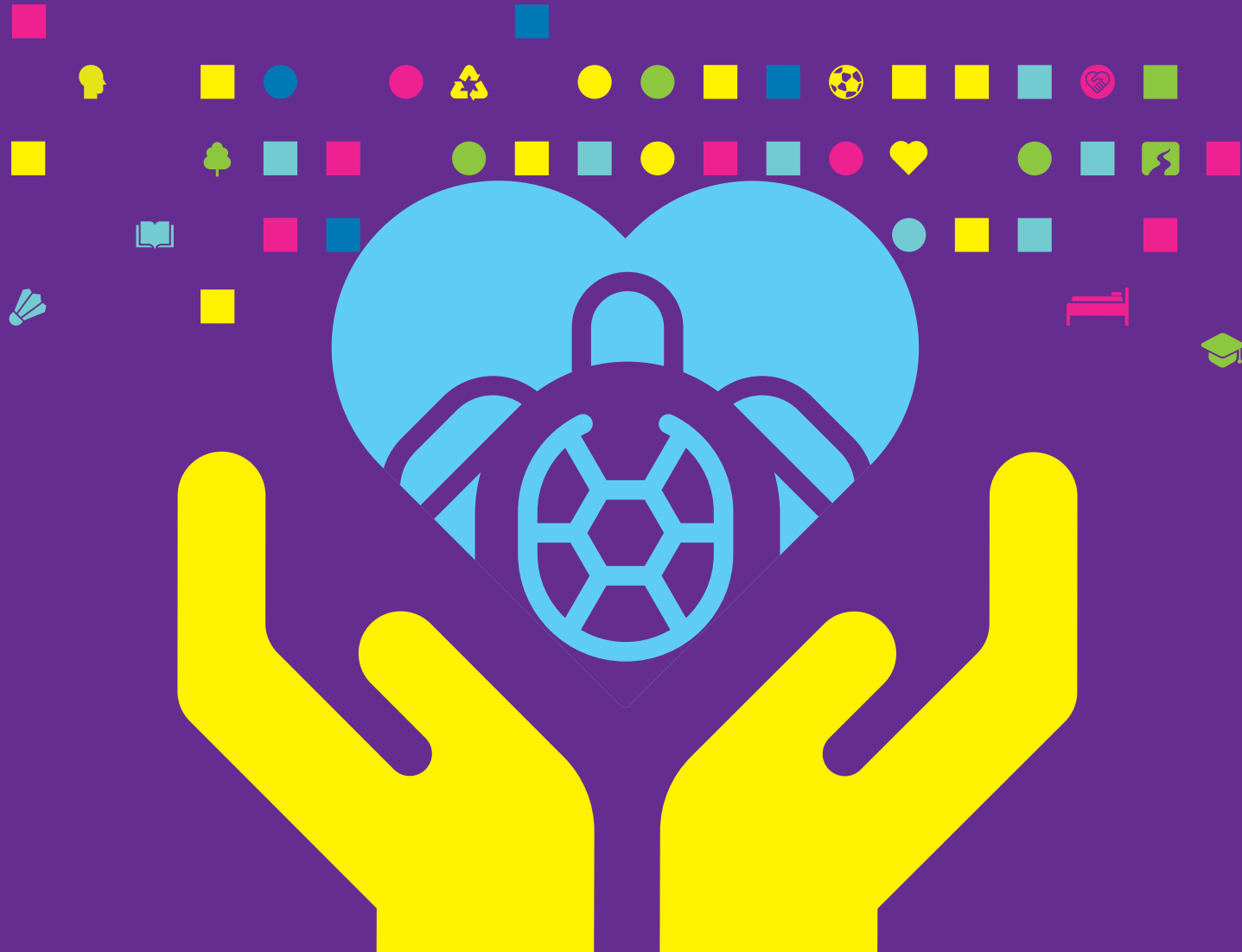
**Wong Kin Foong**  
Analytics & Data

*"One thing that amazes me is I have the freedom to decide how to complete my tasks, besides having my skills sharpened."*

**David Paul David Dass**  
Engineer, Playout Platform Operations

*"Astro has given me a chance to work alongside an enthusiastic team of professionals."*

# Collaborating For A Better, More Sustainable Future



Airing over 16,000 hours of PSA across our platforms in FY21

## Supporting the community

Astro celebrates its 25<sup>th</sup> anniversary by renewing its commitment to entertain, inform and inspire Malaysians. From Astro Originals to sports, comedies, reality shows, kids, news and edutainment, we continue to establish deep emotional connections with our audiences.

Our reach to Malaysians puts us in a strong and unique position to effect positive social impact and create job opportunities. We operate responsibly, harnessing our platforms and content to amplify positive community and environmental messaging.

During the pandemic, we responded swiftly to keep Malaysians informed and entertained through complimentary viewing of selected channels and aired over 16,000 hours of PSA across our platforms. We amplified health and safety messages, discredited fake news, paid tribute to local heroes and frontliners, and rallied public support to assist communities in need.

Alongside our foundation, Yayasan Astro Kasih which focuses on the key pillars of lifelong learning, community development, sports and environment, Astro continues to collaborate with partners to better serve our community and care for the environment.



## Community

### Lifelong learning

At Astro, we believe that education opens doors of opportunity, and helps Malaysians pursue their dreams and realise their potential. Through our Kampus Astro programme, we facilitate children's educational journey by providing supplementary learning materials and hostel facilities.

In support of equal access to education for all students, over the years we collaborated with the Ministry of Education (KPM) to provide complimentary Astro decoders and new TV sets to over 10,500 government schools and teacher activity centres. Kampus Astro reaches 5 million students annually and provides free access to 16 learning channels including Astro Tutor TV, Astro Ceria, National Geographic and Animal Planet. Astro Tutor TV comprises three 24/7 syllabus-based channels, serving relevant content to support students including *SMK: Study Squad*, *Pelan A+ SPM*, *Misi Studi*, *Top Tutor* and TV Pendidikan. With schools shuttered for most of the year due to the pandemic, Astro Tutor TV helped Astro and NJOI customers with school-going children to supplement home-based learning.

Our Kampus Astro programme is also ongoing in 62 hospitals across Malaysia, benefitting paediatric and children oncology wards as well as School in Hospitals classrooms. In FY21, with contributions from Team Astro and sponsors, we presented mobile carts filled with learning tools and books to paediatric wards across these hospitals, supporting the learning journey for young patients as they recuperate.



Astro contributed NJOI decoders and TV sets to COVID-19 Quarantine and Low-Risk Treatment Centres (PKRC) nationwide

**Visual media is an essential component of learning and Kampus Astro is unique because it has the capability to reach every classroom in Malaysia.**

**Working with Astro has helped us reach out to more students and have our educational content accessed beyond the physical classroom.**



Dr Fatimah Binti Hashim  
Educational Resources and Technology Division  
Ministry of Education



**Education has always been my passion. I am thankful for all the learning workshops, camps and classes that Astro Kasih organised for us in school. It was always fun and made me realise that I really enjoy mentoring. Now, I want to give that experience back to other students.**



Hellma Emily Joinin  
Former resident of Astro Hostel and Best Student of SK Magandai, Sabah in 2014  
Currently pursuing a teaching degree in Keningau Teachers' Training Institute, Sabah

### Community development

Since establishing Astro Hostels in 2010, we have supported students residing in remote interiors of East Malaysia. We provide hostel facilities, laptops, revisions books and educational supplies for students in SK Magandai and SK Malinsau in Sabah, and SK Sungai Paku in Sarawak. In FY21, we completed maintenance and repair works at all three hostels to ensure students' safety and well-being.

These hostels save students precious time on their daily school commute which could take days during bad weather. In a normal school year, these facilities collectively save over 190,000 hours of daily commuting time, which can be redeployed for educational and other pursuits. We look forward to organising more engagement activities and resuming educational workshops once the movement restriction is lifted.

In FY21, we expanded our facilities in East Malaysia through a partnership with Starfish Foundation and welcomed five new hostels located within Kota Marudu and Kudat districts in Sabah and one youth centre in Kapit, Sarawak.

Our care also extends to the community residing in these areas. When 100 families in the vicinity of SK Malinsau in Ranau, Sabah faced supply shortages during the pandemic, we quickly channelled essential supplies and face masks to them. We also assisted six families in Kampung Magandai to rebuild their homes which were razed by a fire.

### Sports

Astro continues to champion the development of badminton as a unifying force in our community with the support of our partners, the Ministry of Education (KPM), the Ministry of Youth and Sports (KBS) and the Badminton Association of Malaysia (BAM).

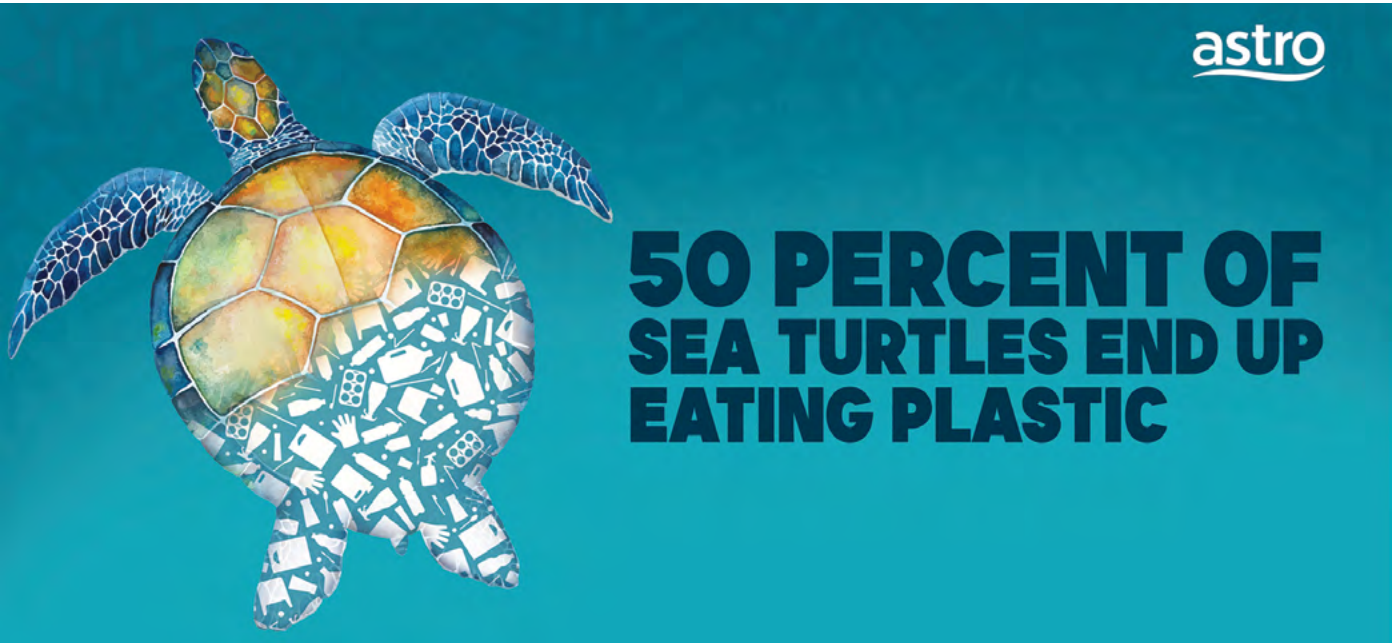
Launched in 2012, Astro Kem Badminton (AKB) is a grassroots development programme to discover young badminton talents between the ages of 10 and 12 and uplift the standards of the sport. To date, AKB has trained over 16,000 children, identifying promising players and providing coaching and mentorship to nurture them towards becoming professional athletes. AKB is proud to have played a role in the journey of many top national shuttlers, with over 65% of the national junior squad being alumni of AKB.

In 2020, AKB's on-ground training programmes were paused due to the COVID-19 pandemic. We pivoted to online training and virtual coaching, providing tips and organising stay-at-home challenges to encourage young shuttlers to stay fit and healthy.

We also took the opportunity to realign our programme and renew our partnership with BAM in preparation for the resumption of AKB in 2021. Under the new arrangement, participants who qualify for the final AKB national level camp scheduled for end-2021 will be trained by our national coaches, presenting an opportunity for them to be selected for the national junior squad.



Environment



Conserving the environment for a greener planet

Advocating for a greener planet

Driven by Yayasan Astro Kasih's key pillar of protecting the environment, we aim to effect positive change to benefit the planet. Through our multiplatform reach, we give a voice to climate causes by informing, educating and raising green awareness nationwide. Astro adopts green practices across our operations and invests in environmentally friendly initiatives.

We appoint a third-party consultant to assess and track our resource consumption and GHG emissions in our main operating premises, where 80% of our workforce are based. This assessment has been performed annually since 2016.

As part of our workspace consolidation strategy, Astro terminated its rental and lettable space within MEASAT Teleport and Broadcast Centre (MTBC) in Cyberjaya in August 2019 while operations within Menara ICON in Kuala Lumpur were relocated to our main operating premises in December 2019. As such, emissions and other data associated with these two premises were not reported in 2020.

Our main operating premises

- All Asia Broadcast Centre (AABC), Bukit Jalil
- Astro Cyberjaya Broadcast Centre (ACBC), Cyberjaya
- Bangsar South Contact Centre (BSCC), Kuala Lumpur
- Wisma Ali Bawal (WAB), Petaling Jaya
- Bursa Malaysia, Kuala Lumpur



Reducing our carbon footprint

The impact of climate change is becoming more apparent with 2020 being the warmest year on record.

Despite operating in an industry that does not pose a significant environmental risk, we remain conscious of our carbon footprint. The latest assessment completed in March 2021 by a third-party consultant measures our total GHG emissions under the following scopes as defined in the GHG Protocol:

Scope	Description	GHG Emissions (tCO <sub>2</sub> e)		
		2018	2019	2020
1	Direct GHG emissions from sources that are owned or controlled by the reporting company.  Example: Electricity generators, fuel for company-owned vehicle, in-house van service and cooling refrigerant	839	1,149*	538
2	Indirect emissions associated with the generation of imported/purchased electricity and cooling chilled water.  Example: Purchased electricity and chilled water	23,609	19,738	19,379
3	Other direct GHG emissions from transport means that are not company-owned.  Example: Employee business travels and third-party installer travels, outsourced shuttle bus service	6,946	5,165*	5,506
Total GHG Emissions		31,394	26,052*	25,423

\* Restated due to expanded scope as explained below

We recorded lower overall GHG emissions in 2020 with a reduction of 2% to 25,423 tCO<sub>2</sub>e.

Scope 1 emissions decreased by 53% as there was no leakage of refrigerants from industrial chillers in 2020. Even with such fugitive emissions excluded in 2019, a steady reduction of 10% in Scope 1 emissions were recorded. The emissions from stationary combustion of fuel by gensets also decreased significantly by 24% in 2020. 2019 Scope 1 GHG emissions were restated to account for additional emissions from our in-house shuttle van service.

Solar energy harvested from the 4,780 solar panels covering an area of over 100,000 square feet installed in AABC in 2018 also reduced the overall need for purchased electricity and energy, resulting in a reduction of Scope 2 emissions by 2%.

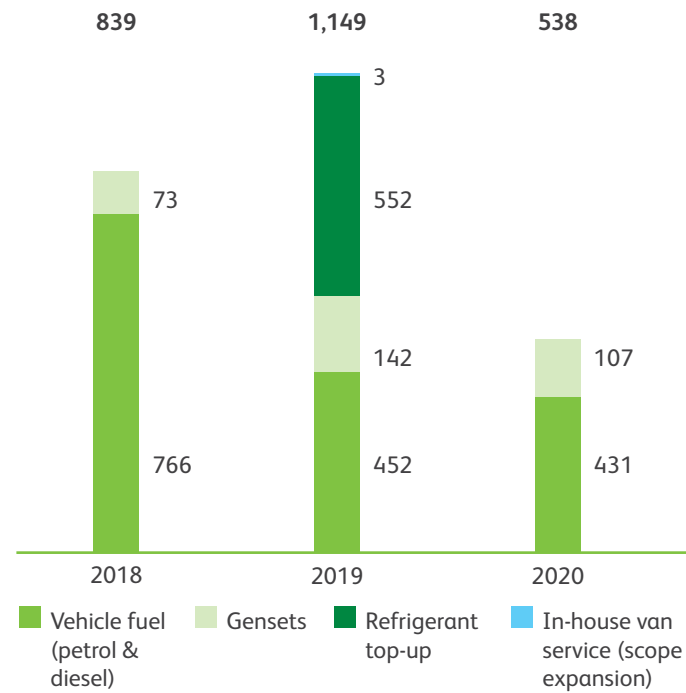
Meanwhile, Scope 3 emissions increased by 7% in line with the increased demand for customer installations resulting in increased emissions from third-party installers. Scope 3 emissions were also expanded to encompass the outsourced shuttle bus service provided for employees at AABC and WAB since October 2019 which replaced our in-house van service.

Despite lower total GHG emissions in 2020, GHG intensity increased by 9% to 5.8 tCO<sub>2</sub>e per RM million of revenue, impacted by the drop in our Group's revenue amid the pandemic.

We harvested 1.7 million kWh of photovoltaic energy, equivalent to planting 24,718 trees

## Environment

### SCOPE 1 DIRECT GHG EMISSIONS (tCO<sub>2</sub>e)



### OVERALL GHG EMISSIONS (tCO<sub>2</sub>e)



#### Promoting efficient energy use

Our investments into electricity and energy savings projects over the years have enabled us to supplement our need for purchased electricity with renewable energy.

We harvested 1.7 million kWh of photovoltaic energy in 2020 through our solar panel system at AABC. This contributed to a greener planet with a carbon avoidance of 964 tCO<sub>2</sub>e. This renewable energy initiative offsets Astro's carbon footprint and is equivalent to planting 24,718 trees or recycling over 41,000 bags of waste.

Our two energy-efficient vehicle (EEV) charging pods within AABC promote the use of energy efficient vehicles.

Completed in 2019, our newest energy-efficient four-story building at AABC is designed to optimise use of natural lighting and ventilation. This building is now at full occupancy in line with our workspace consolidation strategy. Amid the pandemic, we initiated work from home arrangements and relocated some of our frontliners employees from other premises to AABC as part of our split operation strategy to enable physical distancing.

Our continuous energy conservation efforts have resulted in a declining electricity consumption trend over the last three years without compromising service quality.

Astro plans to expand its renewable energy initiatives over the medium term by installing a new solar panel system at ACBC.

#### Conscious water utilisation

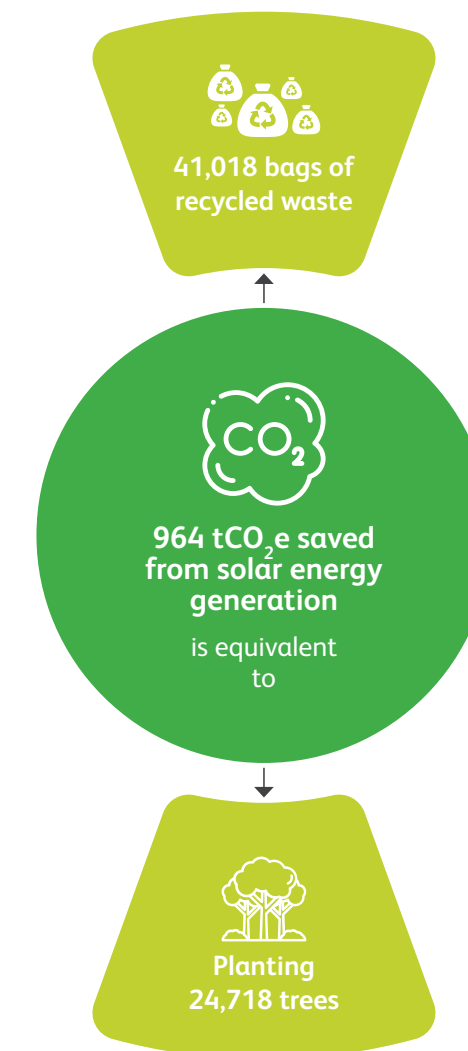
We drive the conscious use of water resources by advocating the 3R principles of Reduce, Reuse, and Recycle. Our rainwater harvesting system installed in AABC can store up to 13,500 litres of rainwater, reducing the need to purchase clean water. The water collected is used for daily cleaning and maintenance of our facility's landscape. All restrooms in our main office are also equipped with motion-sensor water faucets and toilet flushing systems to minimise water wastage. Regular scheduled maintenance enables us to identify and repair ageing water pipelines to avoid water wastage. Regrettably, there were two burst pipe incidents in 2020 which resulted in an increase in water consumption by 2%.

***Our rainwater harvesting system stores up to 13,500 litres of rainwater for use in daily cleaning***

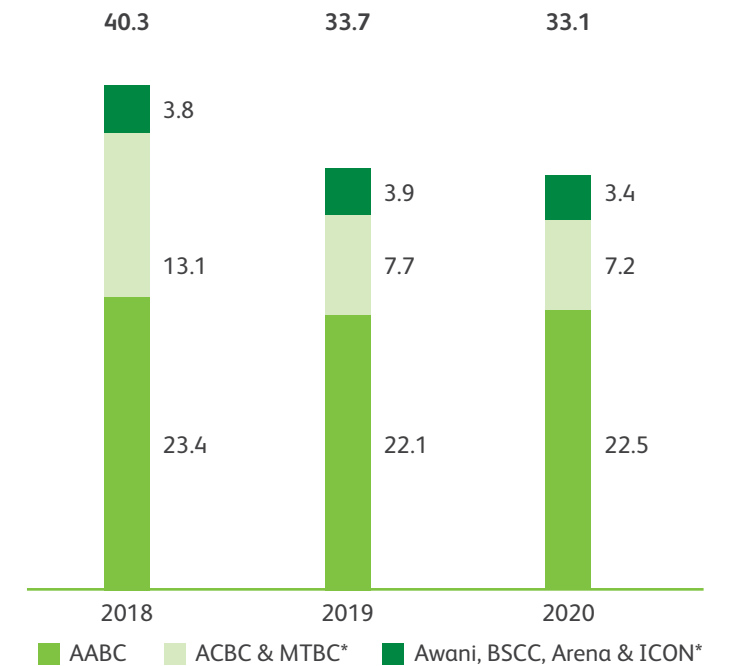


*Our new office building is energy-efficient utilising natural lighting and ventilation*

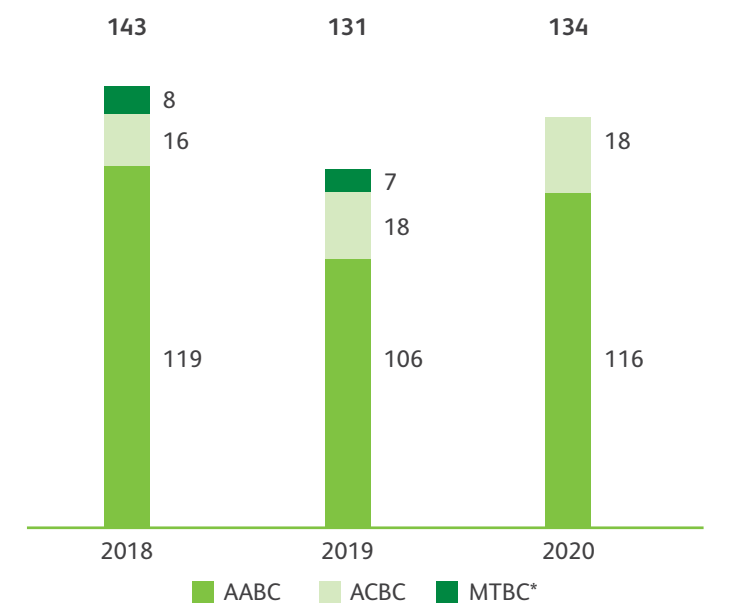
#### Carbon avoidance from solar energy generation



### ELECTRICITY AND ENERGY CONSUMPTION (m kWh)



### WATER CONSUMPTION ('000 m<sup>3</sup>)



Water usage analysis above focuses on AABC, ACBC and MTBC as water usage in these buildings are within our control, whereas other regional offices are rented spaces located in building with shared amenities

\* Data for MTBC and ICON applicable up to 2019, as explained on page 92

## Environment



*Ultra Box, Astro's flagship STB is 40% smaller in size and utilises eco-friendly materials*

### Responsible e-waste handling

We also practise the 3R principles in the production and disposal of our STBs to minimise e-waste generation. On the production front, we continue to innovate, improve and adopt a more environmental-friendly approach in the design, packaging and delivery of our STBs.

Our new flagship STB, the Ultra Box is around 40% smaller in size compared to its predecessors, resulting in a reduced production footprint. The majority of materials used for its build and packaging complies to international Restriction of Hazardous Substances (RoHS) and Registration and European Union's Evaluation, Authorisation and Restriction of Chemicals (REACH) standards while electronic parts are also Waste Electrical and Electronic Equipment (WEEE) compliant. We are working closely with suppliers to further improve the build of our STBs.

Where possible, used STBs are refurbished and redeployed to the market to reduce the burden on landfills. During the year, we refurbished a total of 189,000 STBs for redeployment. STB beyond feasible repair are handed over to our e-waste disposal and recycling vendor certified by the Department of Environment to be disposed in a proper manner. In 2020, a total of 135,000 STBs were disposed.

### Contributing towards a greener planet

We promote civic consciousness and greater care for our environment by ensuring Team Astro remains engaged in environmental topics. The "Stop Single-Use Plastics" campaign introduced in 2019 was expanded across our Group with the aim of eliminating all single-use plastics and styrofoam within our premises by 2026. Our talents are encouraged to bring their own reusable containers, bottles and utensils, and drinking water stations are made available across our premises.

In line with our Go Green culture, we implemented centralised waste bins at AABC as we target to improve our ratio of recyclable waste from 4% in 2020 to 10% in 2021. 54 centralised bins were deployed to segregate paper, plastic and aluminum. This increased dry waste recycled by almost 19 percentage points to 22% in 2020 or an equivalent of 19,000 kilograms of waste recycled.

Our cafeteria also reduced the use of plastic packaging, including the elimination of sale of plastic bottled water. Plastic containers were replaced with biodegradable sugarcane pulp containers.



*Going green by eliminating single-use plastics in our premises*

### Prioritising Occupational Safety and Health (OSH)

Prior to the MCO announced by the government in mid-March 2020, we proactively initiated our business continuity plans and imposed stringent health and safety measures to safeguard the well-being of our talents. This included restrictions on visitors to our premises, doing away with audiences on live shows, implementation of split operations, split teams and work from home arrangements as well as provision of face masks, hand sanitisers and personal protective equipment. Having allocated over 300,000 disposable facemasks to our employees at the onset of the COVID-19 pandemic, we subsequently distributed eco-friendly reusable fabric masks.

We also implemented the use of MySejahtera app, the government contact tracing system across all offices and prohibited inter-office travels to reduce the risk of inter-office transmissions.

Astro maintained its ISO 45001:2018 (Occupational Health and Safety Management System) accreditation, and ISO 14001:2015 (Environmental Management) by Bureau Veritas since 2019.

Our occupational accident rate year in 2020 stood at 0.35 per 1,000 employees compared to the latest available national average of 2.71 according to the Ministry of Human Resources (KSM). There were no fatal accidents reported in the last three years. In relation to occupational lost time injury, there were two cases reported in 2020, while two cases were reported in 2019 and one case was lodged in 2018.

To familiarise Team Astro with the latest OSH best practices and requirements, all talents are required to undertake a compulsory annual OSH training module online and complete the online assessment with a minimum 80% passing mark. Other optional OSH training and certification programmes open to talents include fire safety, emergency response team, first aider as well as OSH internal auditor.

In collaboration with the Fire Rescue Department, our in-house emergency response team conducted our annual fire inspection across all Astro offices to ensure the preparedness of our talents during emergencies.