

Strategic Priorities



Products

Delivering seamless, integrated products and experiences that drive engagement, retention and growth

KULT

To accelerate Astro's shift towards digital-led, high-value advertising solutions, our Group launched KULT in July 2025. KULT is a culture-driven digital advertising unit designed to capture growth in Malaysia's expanding digital ADEX market by integrating premium video, creator and influencer marketing, social commerce, performance advertising, and first-party audience insights into a single ecosystem.

In its inaugural year, KULT advanced Astro's transition to higher-margin digital advertising by capturing demand from

fast-growing segments such as short-form video, creator-led campaigns, social commerce, and performance-driven advertising. Leveraging Astro's first party data and cross-platform optimisation, KULT delivered improved reach, targeting precision, and ROI measurability for advertisers.

As KULT scales, it is strengthening advertiser partnerships, unlocking new client categories, and diversifying revenue streams, positioning it as a key growth pillar in Astro's long-term digital and advertising strategy.

MOVING FORWARD



- Continue strengthening the Pay-TV value proposition through deeper content aggregation, expanding streaming integrations, enhanced personalisation and simplifying digital journeys, while reinforcing affordability, reliability and customer trust to drive sustainable engagement and retention.
- Accelerate Sooka's growth through differentiated content, technology-enabled engagement and retention initiatives, as well as deeper partnerships with telcos and device partners.
- Drive NJOI Prepaid revenue by increasing demand for NJOI-specific advertising inventory, reinforcing value-based messaging through long-term passes, and further simplifying purchase journeys.
- Expand enterprise growth by deepening partnerships with commercial and hospitality clients, scaling premium live sports and multi-platform advertising solutions, and strengthening anti-piracy measures to protect content integrity and revenue sustainability.
- Deepening the convergence between broadband connectivity and premium video experiences to support retention and long-term customer value.
- Grow advertising revenues by scaling attention-based, outcome-driven solutions across TV, digital and streaming platforms, expanding addressable and Total Video capabilities, and advancing innovative trading, measurement and commerce-enabled advertising models.
- Scale KULT as a high-value digital growth engine by deepening advertiser partnerships, expanding creator-led and commerce-driven solutions, and leveraging first-party data and performance capabilities to unlock new revenue streams.



Cost Management

We continue to strengthen our profitability and sharpen resource allocation by optimising our cost structure, supported by the ongoing transformation of our core customer systems beyond everyday efficiency efforts. Our commitment to digitalisation, simplification, and process automation remains central to driving sustained operational improvements. Building on this momentum, we are advancing a range of AI-driven initiatives and deepening the integration of automation and machine learning across our businesses to further elevate efficiency and unlock new value.

MOVING FORWARD



- Recalibrate the legacy cost base and advance a more flexible, asset-light operating model that reflects current Pay-TV market dynamics.
- Streamline systems and processes to deliver meaningful reductions in unit costs.
- Boost organisational efficiency by simplifying structures and harnessing digital technologies to enable faster, more agile operations.
- Undertake thorough reviews of project portfolios across all business units to ensure optimal deployment of human and financial capital.
- Scale proven automation and machine learning initiatives while continuing to identify new opportunities for digitisation.
- Strengthen decision-making by applying rigorous business case evaluations to all major strategic initiatives.