

Strategic Priorities



Sustainability

Advancing sustainability through our five ESG Pillars

Our five ESG Pillars form the cornerstone of our Group-wide sustainability strategy. These pillars steer initiatives across our Group and through our Foundation, Yayasan Astro Kasih, which is committed to delivering innovative and impactful long-term projects that empower communities and drive positive change.

RESPONSIBLE BUSINESS

Astro upholds robust corporate and sustainability governance frameworks to ensure ethical practices, transparent stakeholder engagement, regulatory compliance, and proactive risk management across all areas of our business.

CARING FOR OUR ENVIRONMENT

Our Group is committed to achieving net zero by 2050. Guided by our Climate Roadmap, we continue to advance efforts to reduce GHG emissions through energy-efficiency initiatives, preventive measures, and the adoption of solar panels to generate clean, renewable energy. In line with our long-term strategy, we have also begun addressing Scope 3 emissions to manage indirect impacts across the value chain and drive meaningful progress toward a sustainable future.

VOICE FOR GOOD

Astro is uniquely positioned to serve as a Voice for Good by broadcasting Public Service Announcements (PSAs) and promoting ESG-related content. We actively champion sustainability conversations and deliver content that entertains, informs, and inspires Malaysians across TV, radio, digital platforms, and on-ground engagements. Our advocacy extends to raising awareness on critical issues, including environmental protection, education, community empowerment, mental health, humanitarian aid, and disaster relief. Furthermore, we are strengthening our commitment to accessibility and inclusivity by ensuring equal access to content for all audiences, while championing child safety across our platforms to create a secure and positive media environment.

EDUCATION FOR ALL

Our proprietary content and on-ground initiatives inspire youth to prioritise education while promoting holistic development through sporting excellence. Flagship programs such as Astro Kem Badminton, Klinik STL, and Klinik NSL nurture young talent and instil discipline through sports. In addition, our collaboration with Teach For Malaysia under the Future of Work initiative equips students with essential skills for tomorrow's workforce, reinforcing our commitment to education and empowerment.

COMMUNITY DEVELOPMENT

We are committed to empowering communities and driving lasting social impact through targeted initiatives in education, sports, and community engagement, while ensuring timely responses to emergencies. Additionally, we champion volunteerism and mobilise resources to support emergency relief and environmental protection, reinforcing our dedication to social responsibility and building resilient communities.

MOVING FORWARD



- Climate Action: Review and develop the next phase of our Climate Roadmap, aligned with our ambition to achieve Net Zero by 2050.
- Environmental Advocacy: Continue promoting environmental awareness and act as a positive force by sharing community messages through Voice for Good content across all platforms.
- ESG Integration in Content: Embed ESG-related messaging into our content platforms, ensuring sustainability themes are reflected in programming and campaigns.
- Emissions Reduction: Implement strategies to lower carbon output and embed sustainable practices across operations.
- Resource Efficiency: Highlight responsible use of electricity and water across all office locations.
- Waste Management: Develop comprehensive initiatives to reduce, reuse, and recycle materials throughout our operations.
- Scope 3 Awareness & Data Gathering: Kickstart vendor outreach to raise awareness and collect data, fostering collaboration for sustainable supply chain practices.
- Youth & Sports Development: Expand outreach programs such as Astro Kem Badminton, Klinik STL, and Klinik NSL to nurture talent and encourage active lifestyles.
- Community Engagement: Seek innovative ways to inspire and assist communities through impactful initiatives.
- Volunteerism: Enhance volunteering initiatives and drive more active volunteerism, encouraging staff to participate in community service and support local causes.