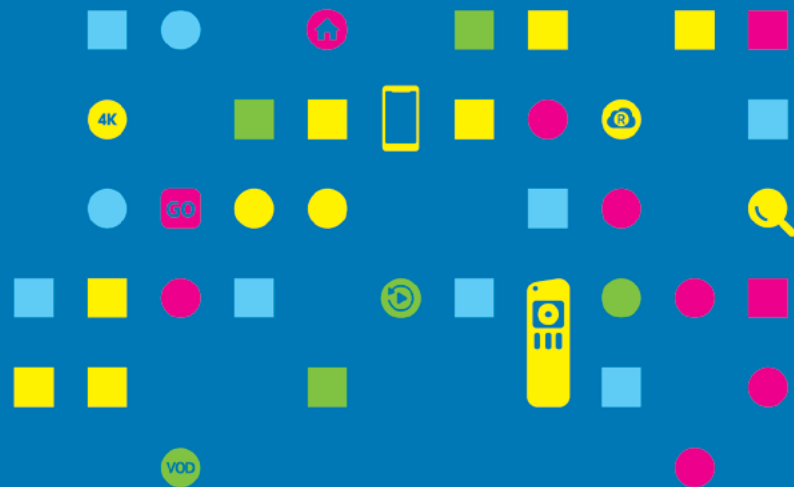
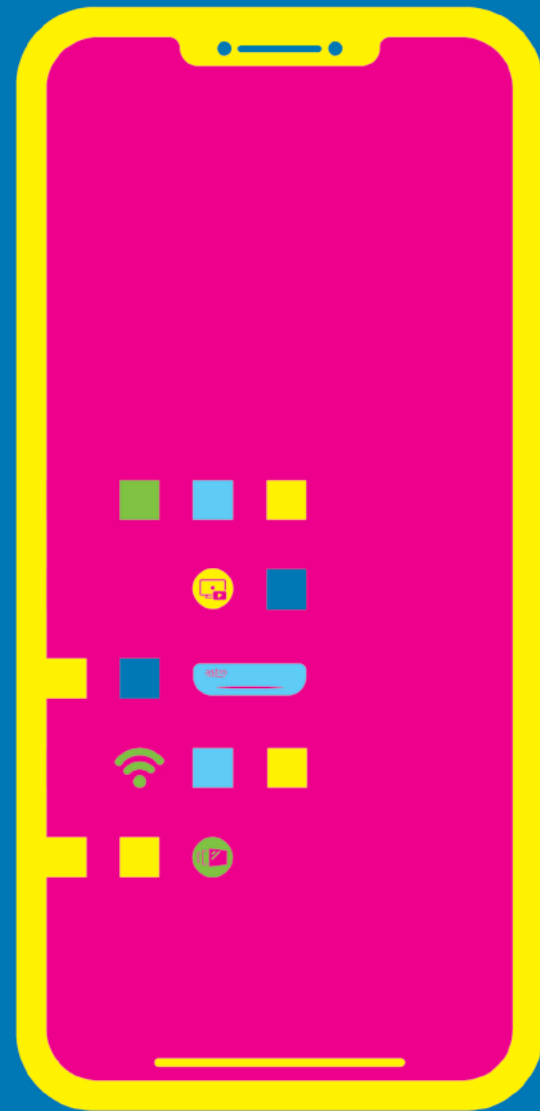


Bridging Technology And Shared Experiences

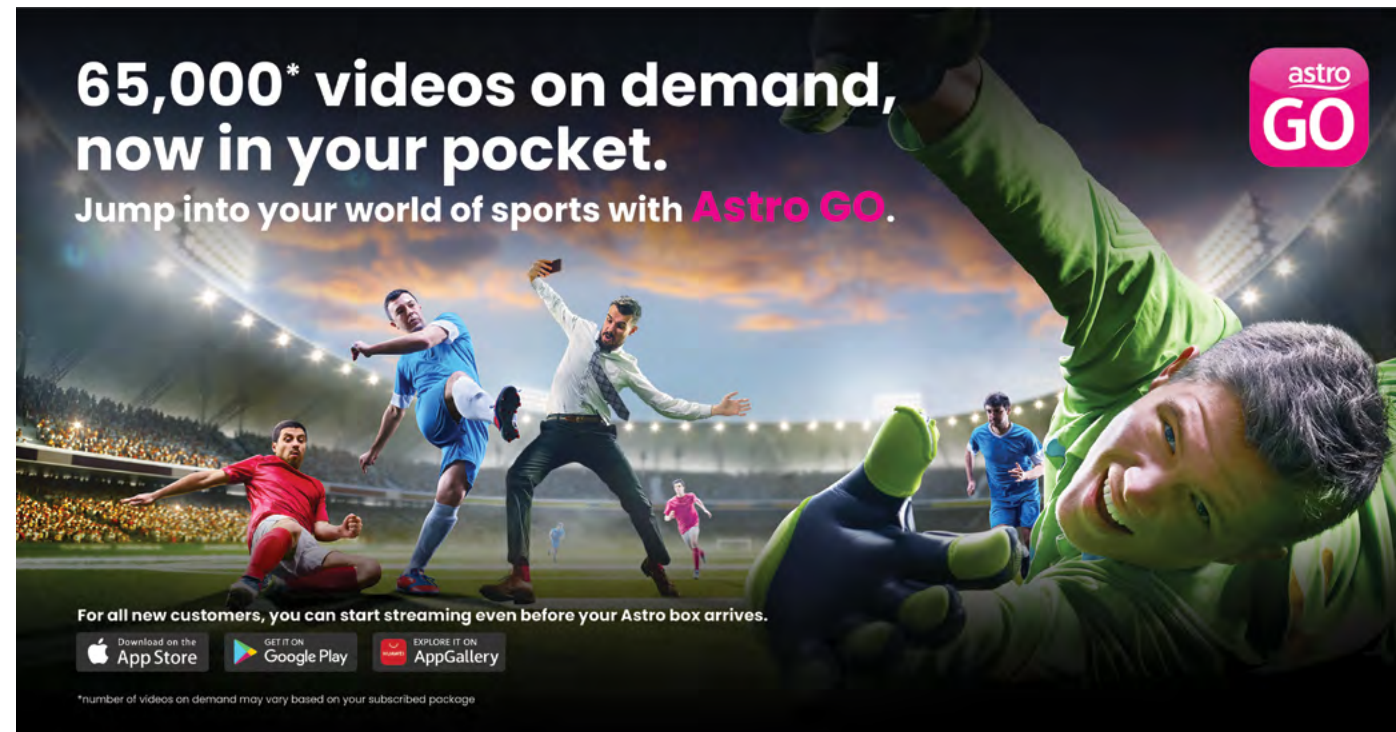


In our pursuit to deliver the best customer experience, we leverage technology to enhance viewing across all screens and simplify the customer journey. Astro's deep consumer insights into the complex Malaysian marketplace coupled with our growing data capabilities enable us to surface relevant content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

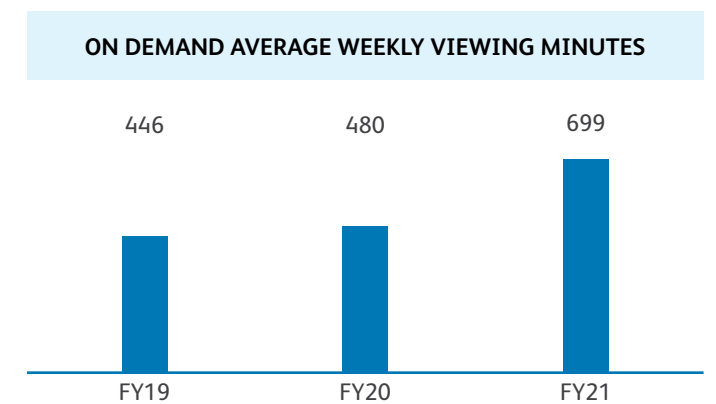
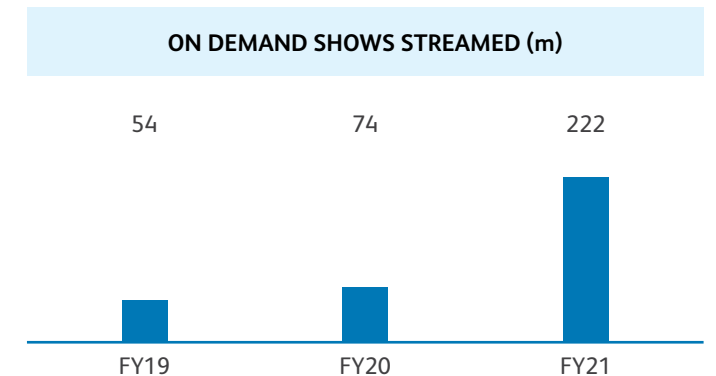
To drive On Demand viewing among customers, we launched a string of marketing campaigns including the catchy 'Turn Me On' Ultra Box promo to highlight the convenience of On Demand to supplement and complement linear viewing. In FY21, On Demand average weekly viewing time jumped by 46% to over 11 hours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

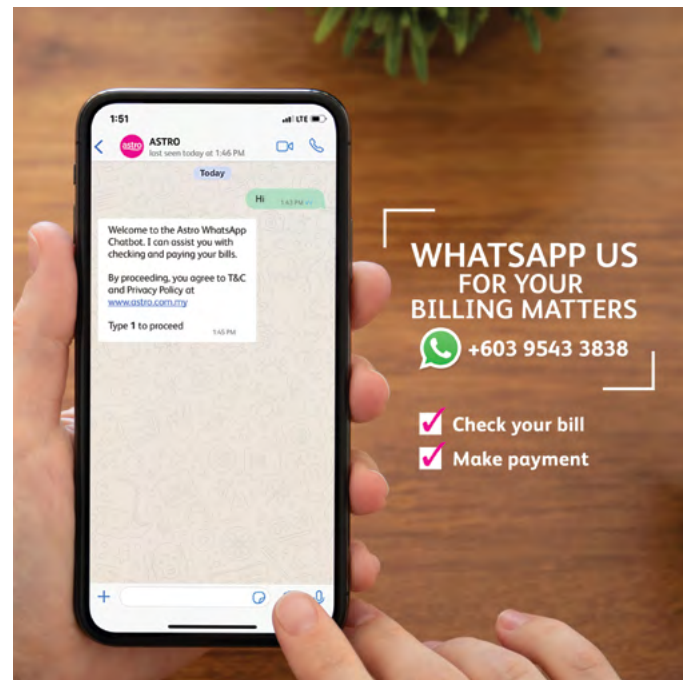
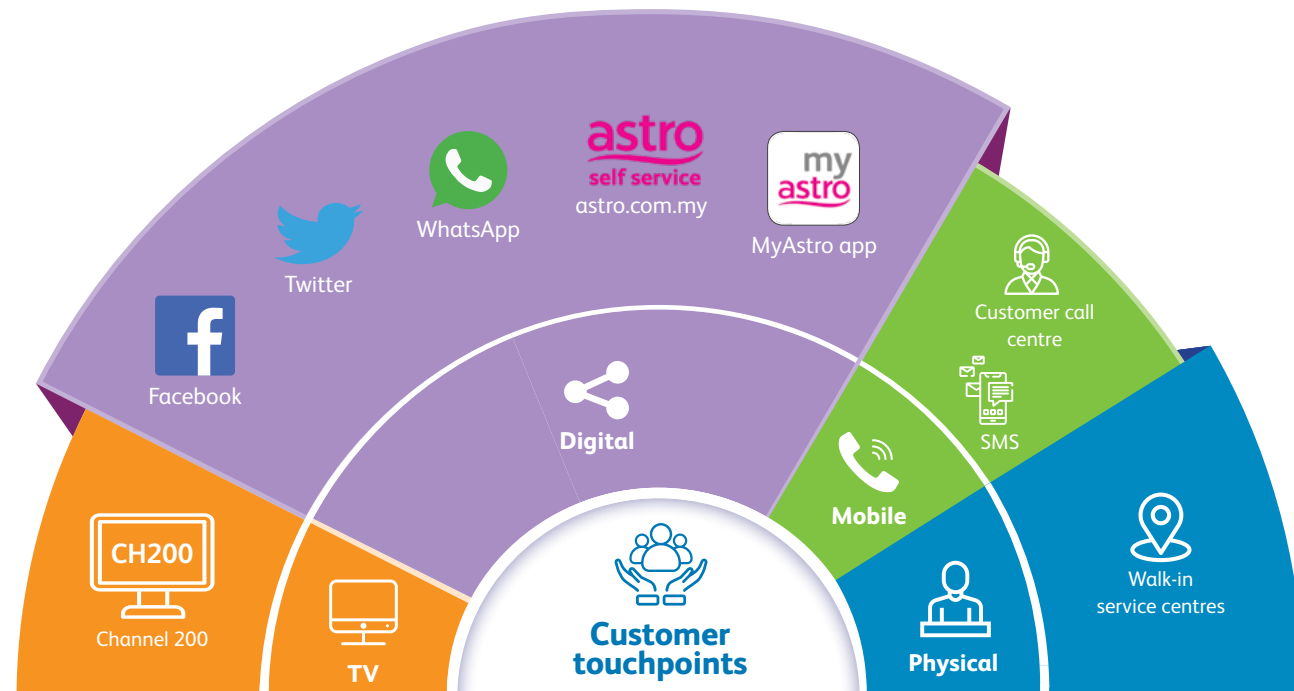
We extended this service to NJOI customers to facilitate prepaid credit top-ups and buys, credit balance tracking, technical assistance and troubleshooting. This service supported over 793,000 digital prepaid buys as customers were homebound during lockdowns, with momentum seen sustaining post-MCO. Through 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.



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.