

Sustainability

Opening minds towards  
a **sustainable** future



# Astro Kasih ESG Overview



Our sustainability approach, which encompasses Environmental, Social and Governance, is led by our vision to be Malaysia’s No.1 Entertainment Destination while conducting and growing our business in a sustainable and responsible manner, underpinned by our four Strategic Drivers comprising Content, Customer, Experience & Technology, and Sustainability.

To create sustainable value for our stakeholders, our material matters are mapped to our five ESG Pillars to ensure alignment between our sustainability approach and strategic business priorities, effectively integrating sustainability thinking, encompassing environmental responsibility and influencing positive social impact, guided throughout by a sound governance structure.

A set of sustainability performance targets up until FY26 have also been set, strengthening Astro’s commitment towards sustainability and creating long-term value for our stakeholders.



### Responsible Business

Governance is an integral part of our business, providing business confidence and assurance to our stakeholders while driving long-term value creation. Our strong Corporate Governance framework plays an important role in ensuring compliance with applicable laws and regulations as well as enabling effective risk management.

Above and beyond the requirements of MCGG and MMLR, we are also focused on cyber security and data privacy, tax integrity and transparency, diversity and inclusion, as well as workplace safety.



### Caring for our Environment

In advocating for a greener planet, we are committed towards achieving Carbon Neutrality by 2040. To achieve this, we are developing a Climate Roadmap to guide us in reducing our Scope 1 and 2 GHG emissions over the short and longer term.



The illustration shows a large, stylized 'ESG' in green. A person is sitting on the 'E' with a laptop. Another person is standing next to a recycling bin. A group of diverse people are standing in front of the letters. A woman in a business suit is shaking hands with a man. There are stacks of gold coins on the right.



### Voice for Good

Given our unique position as Malaysia’s largest content and entertainment powerhouse, we aspire to be the voice for good by airing public service announcements (PSA) and socially responsible content across TV, radio and digital platforms, delivering impactful messaging to influence and drive positivity in our community.



### Education for All

We believe education is key to the long-term well-being of our future generation and building our nation. We leverage our key differentiator – content, to provide equal access to quality education and supplementary learning materials for all, especially those living in rural and remote communities.



### Community Development

We aspire to build sustainable communities and create a lasting impact on society while providing emergency relief assistance to our community when the need arises.



## Environmental

**In support of the United Nations Sustainable Development Goals (“UNSDG”) on climate change and Malaysia’s transition to a low carbon, climate-resilient economy, Astro is committed to achieve Carbon Neutrality across our operations by 2040.**

### Carbon Neutrality by 2040

To achieve our target, we are developing a Climate Roadmap, estimated to complete in FY24, to guide our businesses in decarbonising and reducing carbon emissions going forward.

Our Climate Roadmap will also put in place the necessary systems and people competencies across all levels of our workforce, including enhancing awareness of climate change issues among

Astro and strengthening climate governance at Board level. We have also formalised a set of 3-year ESG targets for our Group up to FY26 and key targets are embedded as part of our Company Scorecard. We are currently evaluating resource requirements as we look to adopt the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD) in the medium term.



## Voice for Good: Leading ESG Conversations



**Raising ESG awareness**

- Conducted interviews and dialogues at the World Economic Forum 2023 in Davos, in partnership with UN-Habitat. These covered key ESG topics such as climate change, human rights, youth entrepreneurship, inflation, food security and economic recovery post-pandemic
- Extensive coverage of the joint report launched by The Ministry of Natural Resources, Environment and Climate Change with the International Renewable Energy Agency (IRENA) titled Malaysia Energy Transition Outlook (METO)



**Social impact**

- Teamed up with independent research body, Centre for Future Labour Market Studies (EU-ERA), to assess the impact of inflation on the B40 community through on-ground surveys. Findings were reported via a digital publication entitled Meniti Titian Hidup: Memahami Impak Badai Inflasi (Crossing the Narrow Bridge of Life: Assessing the Impact of Inflation) and a one-day special programme across all AWANI platforms

**Governance**

- Active monitoring of unity government via new AWANI IPs including *Pantau Kerajaan Baharu*, *Pantau Kos Sara Hidup*, *Pantau Belanjawan* and *Pantau Agenda Reformasi*. These focused on monitoring of key priorities including cost of living, 2023 Budget execution and various reform agenda efforts post GE15

### Astro as an influential climate advocate

Our unique position as Malaysia’s leading content and entertainment company enables us to utilise our voice and content to advocate for a greener planet while increasing climate awareness among Malaysians and the Malaysian diaspora through our multiplatform reach across TV, radio and digital.

Working closely with our partners including UN Habitat, Climate Governance Malaysia, WWF Malaysia, Discovery, Animal Planet and National Geographic, our environmental advocacy works

aim to deliver clear climate messages to inspire, influence and empower people to effect positive change. For example, we worked with WWF Malaysia for Earth Hour by switching off the lights of our office premises for an hour.

Internally, we are also exploring other climate-friendly alternatives across our operations including nature-based solutions as well as decarbonisation technology and solutions.

Environmental



Environmental targets for a greener future

As we work towards building a sustainable planet for future generations, we are mindful of the electricity and water resource consumption required to support our day-to-day operations. As part of our ongoing efforts towards reducing our carbon footprint and resource consumption, we are exploring new ways to reduce our carbon footprint primarily in relation to our GHG emissions and have established a set of 3-year environmental targets. Astro is committed to a 10% reduction in GHG emissions by 2025, as well as a 2% reduction in water and energy consumption respectively by 2025. We have set 2019 as our base year, with this being representative of a Business-As-Usual (BAU) scenario for our operations prior to the COVID-19 pandemic lockdowns. Astro reports data pertaining to GHG emissions, and water and electricity consumption on a calendar year basis (January to December).

These targets are being incorporated as part of our Climate Roadmap that is being developed. We continue to assess and analyse our GHG emissions, and electricity and water consumption across our main operating premises as listed below, where 82% of our workforce are based.

Our main operating premises are as follows:

- All Asia Broadcast Centre (AABC), Bukit Jalil
- Astro Cyberjaya Broadcast Centre (ACBC), Cyberjaya
- Bangsar South Contact Centre (BSCC), Kuala Lumpur

Reducing our carbon footprint

Although broadcast and media operations pose relatively low environmental threats, we remain mindful of our carbon footprint and aim to reduce our GHG emissions while exploring greener resource options.

As an annual exercise conducted since 2016, our latest GHG emissions assessment was completed in March 2023 by a third-party GHG reporting and climate change consultancy. This assessment measures our total GHG emissions under the following scopes as defined in the GHG Protocol:

Scope 01

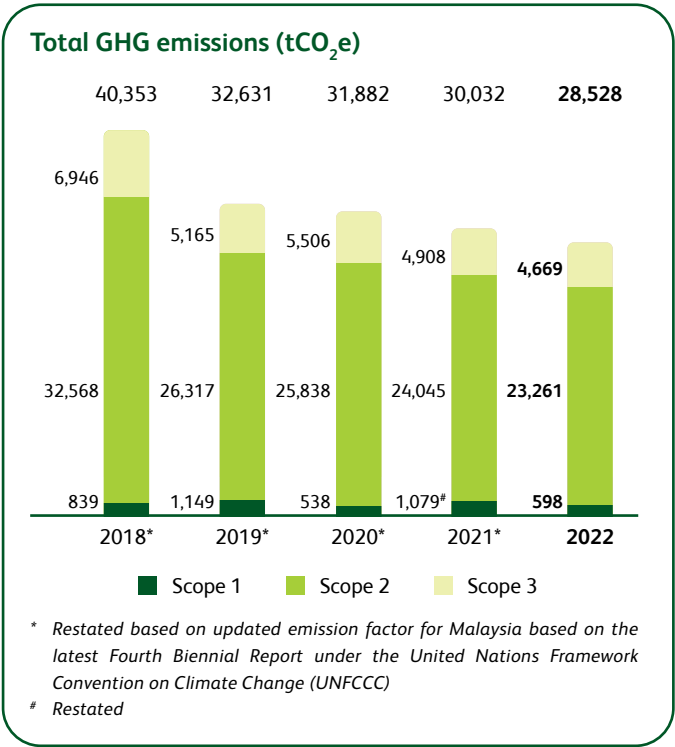
Direct GHG emissions from sources that are owned or controlled by the reporting company.  
  
Example: Electricity generators, fuel for company-owned vehicle, in-house van and leakage of cooling refrigerant (if any)

Scope 02

Indirect emissions associated with the generation of imported/purchased electricity and cooling chilled water, if any.  
  
Example: Purchased electricity and chilled water (if any)

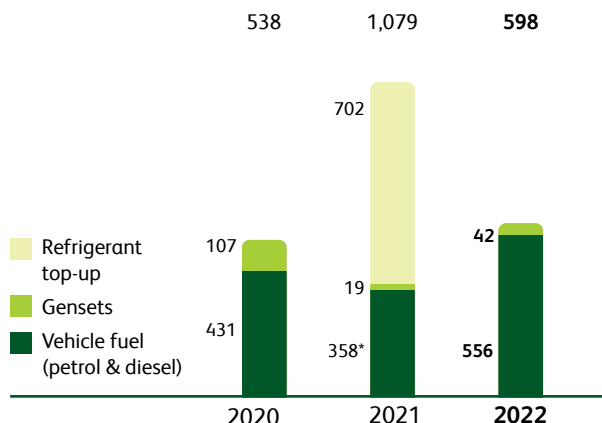
Scope 03

Other indirect GHG emissions from transport means that are not company-owned.  
  
Example: Waste disposals, employees' business travels, third-party installers' travels and outsourced shuttle bus service for employee commuting (if any)



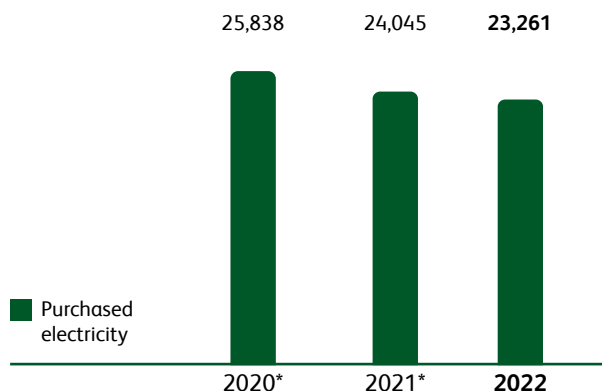


## Scope 1 Direct GHG emissions (tCO<sub>2</sub>e)



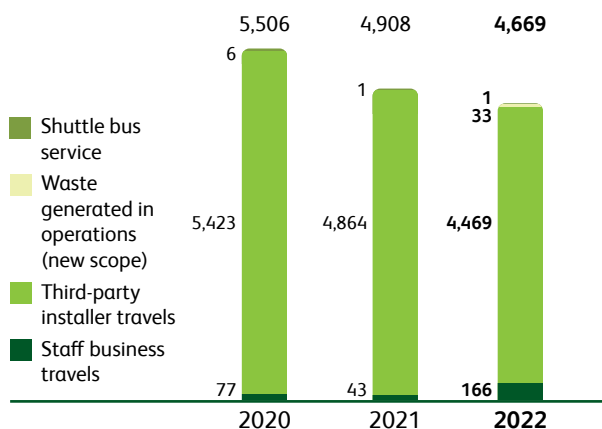
\* Restated

## Scope 2 Indirect GHG emissions (tCO<sub>2</sub>e)



\* Restated based on updated emission factor for Malaysia based on the latest Fourth Biennial Report under the United Nations Framework Convention on Climate Change (UNFCCC)

## Scope 3 Indirect GHG emissions (tCO<sub>2</sub>e)



As we transition towards a greener Astro, our overall GHG emissions in 2022 continue to decline by 5.0% to 28,528 tCO<sub>2</sub>e in 2022. However, GHG intensity increased by 4.6% to 7.5 tCO<sub>2</sub>e per RM million of revenue as revenue softened, impacted by macroeconomic headwinds, structural changes in the media industry and ongoing acts of piracy.

Scope 1 emissions decreased significantly by 44.6% against 2021 as there was no incident of refrigerant leakage from our cooling units in AABC and ACBC resulting from preventive measures that were taken. We completed a chiller system overhaul in 2022 and installed a refrigerant leak monitoring system to reduce the possibility of any leakages going undetected. Vehicle fuel saw an increase in 2022 as production and operational activities normalised post-pandemic.

Scope 2 emissions decreased by 3.3% in 2022 as a result of a reduction in our data centre footprint, workspace consolidation and photovoltaic energy generated from our solar panels. We continue to migrate our existing broadcast infrastructure to cloud and refresh our technology stack for better efficiency. We restated Scope 2 emissions to reflect the latest emission factor for Malaysia based on the latest Fourth Biennial Report under the United Nations Framework Convention on Climate Change (UNFCCC).

Meanwhile, Scope 3 emissions dropped by 4.9% supported by the progressive rollout of our Plug & Play hybrid Ultra and Ulti Boxes. These decoders have helped reduce truck rolls for our Pay-TV operations as they can be self-installed by customers to run on their home WiFi connection. However, in the event that truck roll is required for the installation of our decoders and broadband service, our third-party installer job assignment system leverages latest geolocation technology to ensure optimised travel distance for installers being assigned for the job, thus reducing our carbon footprint.

As part of staff welfare, our complimentary shuttle bus service to the nearest Light Rapid Transit (LRT) station have also contributed towards an estimated 1.2 tCO<sub>2</sub>e of carbon avoidance in 2022. In 2022, we expanded our Scope 3 emissions reporting to include waste generated in operations at AABC. Moving forward, our plan is to work alongside our vendors and suppliers to join us on our climate journey by sharing their GHG emissions data so as to enhance our Scope 3 emissions reporting.

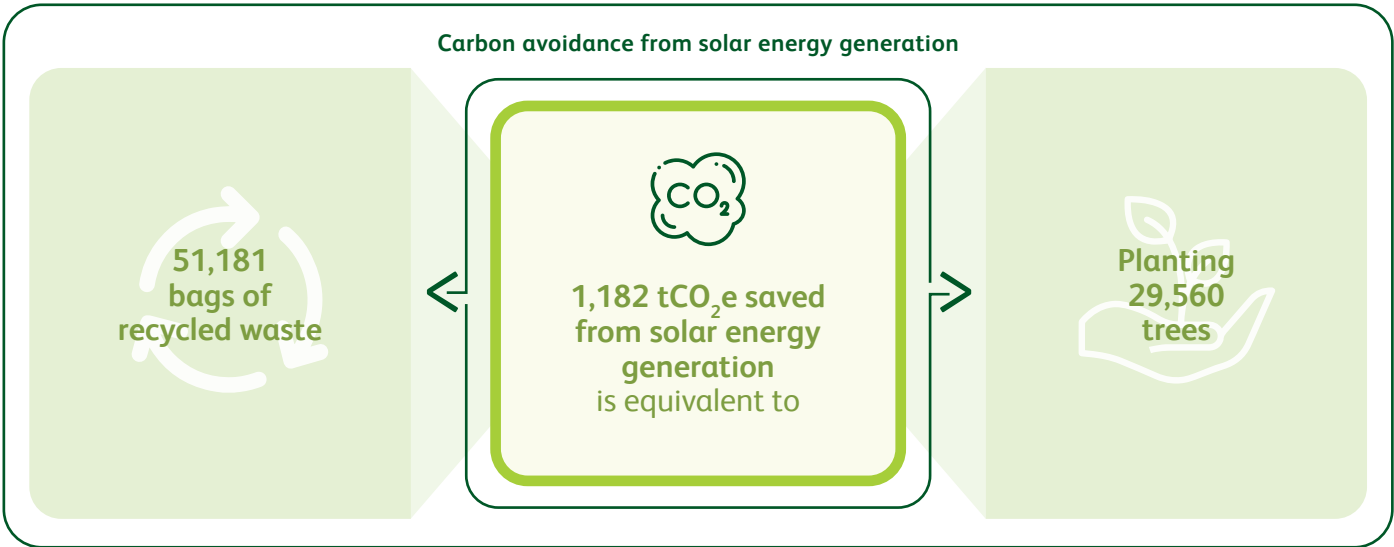
Our GHG reporting and data for Scope 1, 2 and 3 have been independently verified by British Standards Institution Services Malaysia (BSI Malaysia). BSI Malaysia performed an independent limited assurance against ISO 14064-1:2018 and their assurance statement is accessible by scanning this QR code.





Exploring greener energy source and use

Spanning a total area of 100,000 square feet, our solar panels were installed in AABC in 2018 to supplement our need for purchased electricity while offering a green energy alternative to support our business needs. In 2022, our solar panel harvested over 1.5 million kWh of photovoltaic energy which is equivalent to 1,182 tCO<sub>2</sub>e of carbon avoidance. This is also comparable to planting 29,560 trees (based on MGTC Carbon Calculator, 2022) or recycling 51,181 bags of waste (based on USEPA Greenhouse Gas Equivalencies Calculator, 2022). With an estimated lifespan of 25 years, these solar panels remain key for us as an alternative renewable energy source to offset our carbon footprint.







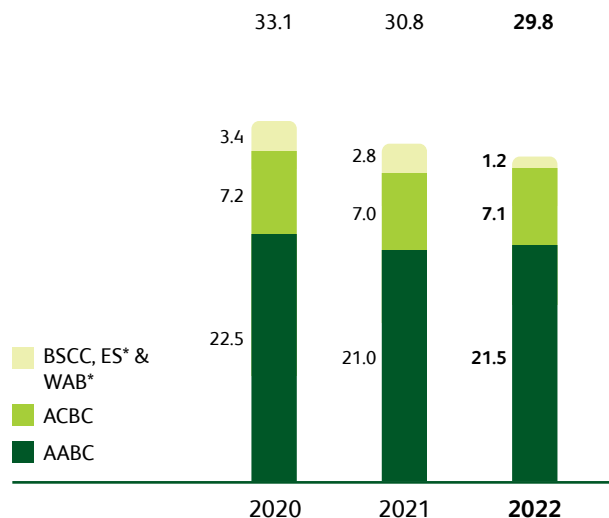
Doing our part to reduce landfill waste through our recycling campaign

To enhance energy efficiency across our offices, an energy audit and measurement studies have been conducted across our operations to identify energy saving potential. The scope of this exercise covers the electrical and mechanical works of our building utility services and IT data centres including electrical, solar panel, air conditioning, water, sanitary, plumbing and mechanical ventilation systems. Several potential energy saving areas were identified including renewable energy, rainwater harvesting, waste management, chiller and air conditioning systems, lightings and vehicle fleet.

Arising from the energy audit, we overhauled our chiller system to increase its efficiency by replacing its ageing uninterrupted power supply (UPS) batteries and installing a refrigerant leak monitoring system. We continue to progressively substitute all conventional lighting with energy saving LED lights and increased the ambient temperature in our main offices by up to 2°C to conserve energy. We now maintain an optimal temperature of 24°C. We are progressively replacing our ageing precision air-conditioning system in AABC which will improve our data centre Power Usage Effectiveness (PUE) going forward. To encourage the use of energy efficient vehicles among Team Astro, we have made available two energy-efficient vehicle charging pods located within the AABC compound for employee use since 2018.

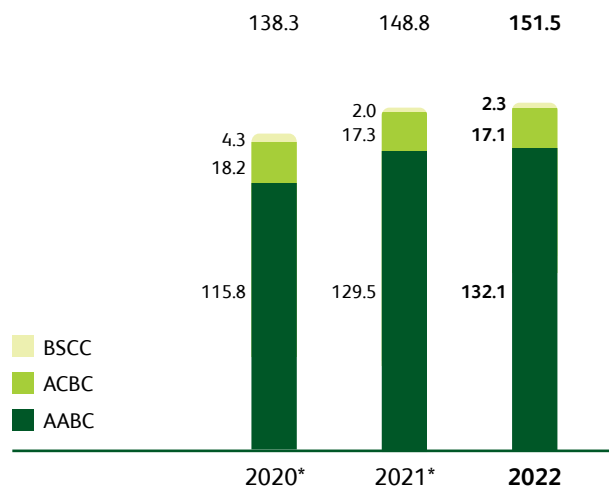
Underpinned by these efforts, our overall electricity consumption in 2022 decreased by 3.2% to 29.8 million kWh. Electricity intensity for 2022, however, increased by 6.5% to 7,800 kWh per RM million of revenue.

### Electricity and energy consumption (m kWh)



\* Astro terminated its rental and lettable space within Exchange Square, Kuala Lumpur in April 2021 and Wisma Ali Bawal, Petaling Jaya in December 2021

### Water consumption ('000 m<sup>3</sup>)



Water usage analysis above focuses on buildings where water usage is within our control, whereas other regional offices are rented spaces located in buildings with shared amenities

\* Restated to include BSCC

Environmental

Conscious water use

We are mindful of our water consumption and deploy the 3R principles of Reduce, Reuse and Recycle to minimise and optimise our use of all resources, setting the foundation of our environmental stewardship. We conduct regular scheduled maintenance to detect and prevent any unscheduled water wastage. In 2022, we fully replaced all our ageing water pipelines within our AABC premise to minimise the risk of water wastage.

Our rainwater harvesting system installed in AABC collects rainwater, which is then utilised for daily cleaning and maintenance of AABC’s landscape. With a capacity of 13,500 litres of water, the rainwater harvesting system helps supplement our need for clean water. All restrooms within AABC and ACBC are also equipped with motion-sensor water faucets and toilet flushing systems to minimise water usage while ensuring cleanliness.

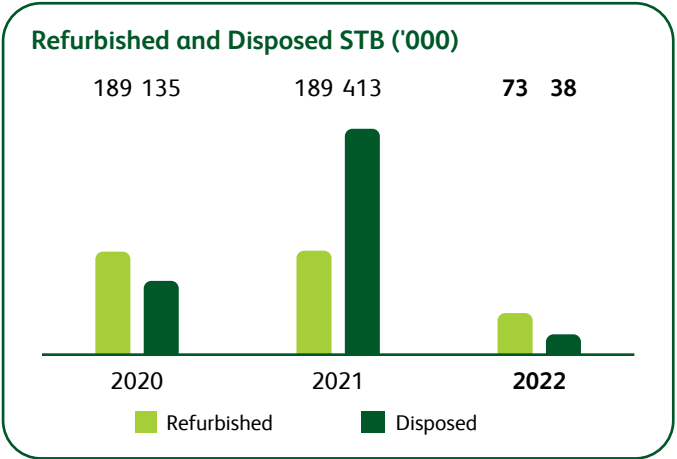
Under our workspace rationalisation programme, as we relocate our teams back to our headquarters at AABC, water consumption increased by 1.8% in 2022 to 151,480 m³ while water consumption intensity increased 12.1% to 40 m³ per RM million of revenue. As part of our Climate Roadmap, we will also identify means to optimise our water usage to achieve our 3-year water reduction target of 2%.

Protecting our environment through recycling

Doing our part to conserve natural resources, our e-waste recycling programme across our main offices aims at recovering valuable materials from old electronics that can be used to make new products. E-waste recycling not only reduces pollution and GHG emissions, but also saves energy and natural resources versus extracting new raw materials from the earth. Through our collaboration with the Department of Environment (JAS) and E-Waste Recycling Through Heroes (ERTH) since 2021, Team Astro has collected over 1 tonne of household e-waste.

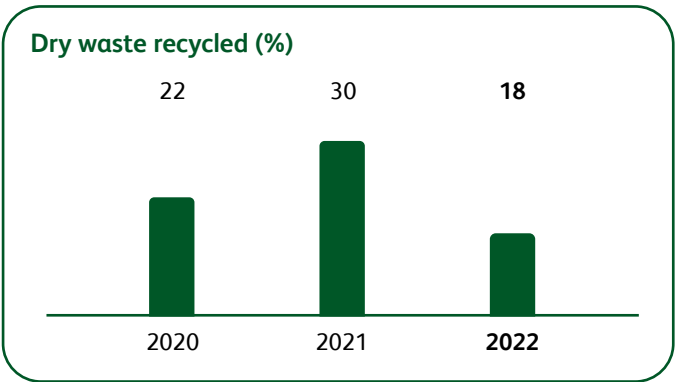
To reduce our own e-waste generation and carbon footprint, our latest decoders, namely the Ultra and Ulti Boxes, are 40% and 80% smaller in size respectively compared to their predecessors, reducing the materials required to manufacture these boxes. A majority of materials used for the build and packaging of the Ultra and Ulti Boxes also comply with international standards including Restriction of Hazardous Substances (RoHS) and Registration and European Union’s Evaluation, Authorisation and Restriction of Chemicals (REACH) while most electronic components used within these decoders are also Waste Electrical and Electronic Equipment (WEEE) compliant. Plans are in place to minimise usage of plastic packaging from our products and move towards greener packaging materials.

Conscious of e-waste winding up in landfills and causing harmful impact to our environment, we collect, refurbish and redeploy used STB as far as practicable to reduce our environmental footprint. In 2022, 73,000 STB were refurbished for redeployment while 38,000 STB beyond feasible repair were disposed by our e-waste disposal and recycling vendor which is certified by the Department of Environment to ensure safe e-waste disposal.



We encourage Team Astro to actively reduce waste generation by reusing and repurposing items as much as possible, while eco-friendly waste bins enabling the segregation of recyclable materials such as paper, plastics and aluminium are also conveniently located within AABC to optimise recycling efforts. Our dry waste recycled decreased by 12 percentage points to 18% in 2022, or an equivalent of 15 metric tonnes of waste recycled. The decrease was due to improper segregation of food waste. We continue to educate and raise awareness of proper waste segregation among Team Astro.

We are also on track to phase out single-use plastics and styrofoam across our premises by 2026 and constantly encourage Team Astro to utilise reusable food containers. Meanwhile, plans are also in place to track and reduce wet waste generated across our premises.





## Social: Talent



**Our diverse talent pool of over 3,600 employees drive the execution of our business strategies and the progress of our transformation journey. Given the critical role our talents play in our value creation process, we invest substantial resources in nurturing and developing Team Astro to optimise efficiency and promote innovation aimed at delivering on business goals and objectives.**

### **Maintaining a diverse and inclusive workforce**

At Astro, we embrace diversity and inclusion as part of our human capital strategy to build a pool of talent with diverse backgrounds and experiences with emphasis on delivering as a team to contribute meaningfully towards our transformation journey, make our customers happy and empower our communities.

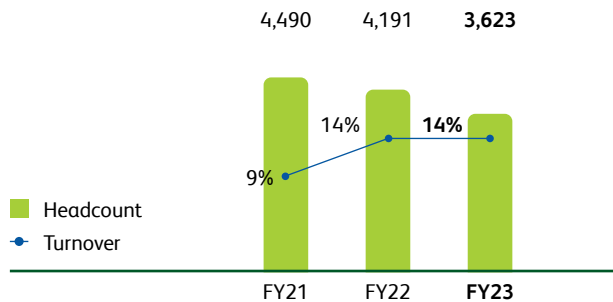
We celebrate and support differences among Team Astro and are committed to providing an equal employment opportunity to all as evident from Team Astro's demographic composition. We uphold a non-discriminatory approach in hiring and merit-based job progression across all levels of our organisation regardless of race, religion, gender, age, sexual orientation, disability, social background and nationality.

Team Astro is ethnically representative of our nation's demographics with a total headcount of 3,623 (FY22: 4,191) employees, down 10% as we progressed on our transformation journey, incorporating digitalisation, process improvements, streamlining and rightsizing to ensure a sustainable business model amid the vibrant and competitive media landscape. With an average age of 37 (FY22: 36), Team Astro is young and gender-balanced with women making up 49% (FY22: 51%) of our workforce and 46% (FY22: 43%) of senior management roles.

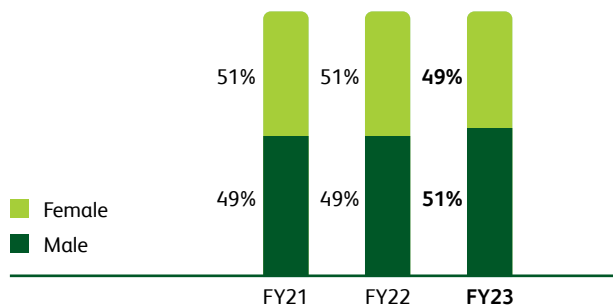
In FY23, Team Astro comprises 91% (FY22: 90%) permanent hires and 9% (FY22: 10%) contract-based talents with the turnover rate for permanent employees at 14% (FY22: 14%).

## Social: Talent

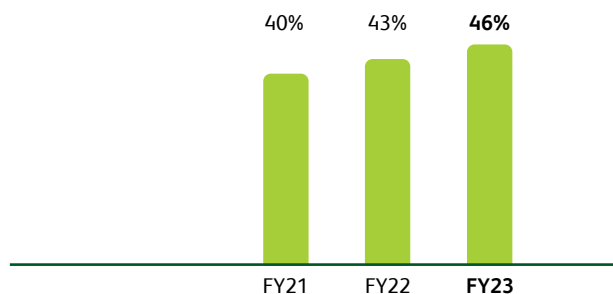
### Headcount and turnover



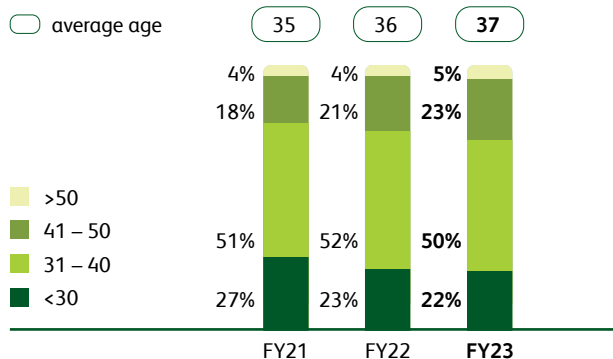
### Gender composition



### Female representation in senior management



### Age composition and average age



### Emphasising Team Astro's well-being

Prioritising employees' health and safety, we continue to adopt flexible working arrangements post-pandemic to reduce the risk of COVID-19 infections while saving precious time on daily commute and lowering our carbon footprint. To promote better work-life balance, we also strictly comply with applicable laws concerning overtime with controls in place to ensure employees do not put in excessive or unreasonable working hours.

Team Astro are provided access to psychologists, counsellors, and well-being experts such as nutritionists to support their physical and mental well-being. Our partnership with Naluri's Happy Mind since 2020 ensures our employees have access to proper mental health support including remote therapy sessions and a careline manned by registered clinical psychologists. Since the inception of this programme, a total of 65 employees have completed 297 remote therapy sessions while another 127 employees have completed a four-month digital coaching session on mental health and stress management. 18 employees are certified Mental Health First Aiders by MMHA (Malaysia Mental Health Association), allowing them to provide basic mental health support to their colleagues.

We also conducted three well-being themed lunch webinars in FY23 with over 105 employees participating to discuss topics including growth mindset and battling burnout. As we transitioned back to the office after lockdowns, we moved from virtual sessions to hybrid engagements, including the week-long programme focusing on mental health organised in conjunction with 2022 World Mental Health Day. The highlight of this programme was the second Astro Psych Summit forum featuring our Group CEO, Senior Leadership Team and special guests from Green Ribbon, an NGO founded by YAM Tengku Puteri Raja Tengku Puteri Iman Afzan Al-Sultan Abdullah, to discuss the importance of mental health and well-being.



Raising awareness on mental well-being among Team Astro



## Social: Talent

Over 150 employees participated in this hybrid summit, posing questions as well as sharing their perspective on good mental health management. We organised a series of activities all year round aimed at promoting a healthier and better lifestyle including onsite wellness massages and physiotherapy as well as exclusive gym access and rates for Team Astro.

### Equitable remuneration and benefits

Astro complies with all applicable laws pertaining to labour, including those relating to minimum wages as well as minimum benefits prescribed by the law. Our employment policies are published in our Employee Handbook made available to all employees via our intranet, through which we reinforce our belief in equity, diversity, inclusion and transparency. We also conduct periodic reviews and benchmark internal remuneration packages against market standards to ensure our remuneration structure remains competitive. Through this mechanism, we are also able to narrow pay gaps that may exist among employees with a similar job scope.

Our employee benefits include core and flexible benefits that serve to support the well-being and unique needs of Team Astro. Core benefits include insurance coverage for medical, life and personal accident. Flexible benefit points, provided to all employees via our proprietary benefits portal, myChoice@Astro, can be utilised for additional insurance coverage, health, technology, financial, wellness and leisure products and services. Team Astro also enjoy monthly meal allowances and subsidised rates on Astro products and services.

Astro does not tolerate any form of harassment. In maintaining a safe, healthy and conducive working environment, employees are able to report any undesirable incidents such as harassment and bullying through multiple reporting channels including our Corporate Assurance team, Human Capital and their respective line managers for subsequent investigation and action. Managers and supervisors are responsible for the impartial handling of these cases supported by our Human Capital and Industrial Relations teams, with cases being further escalated as necessary. In FY23, all 107 cases (FY22: 131 cases) lodged relating to breaches of policies and procedures, harassment and negligence as well as other issues were fully resolved.

In 2022, Astro was shortlisted as a finalist in the LinkedIn Talent Award under the Best Employer Brand for companies with 1,000 to 5,000 employees.

### Fostering strong engagement among Team Astro

Our employee engagement strategy is premised upon our core values of creativity, inclusivity and accountability to deepen empathy and sustain a solid bond among Team Astro – our greatest asset in driving business performance and delivering a great customer experience.



*Engaging Team Astro through periodic townhalls*

Our annual People Survey and accompanying pulse surveys provide a platform for employees to express their views about life at Astro. These recorded an increase in response rate to 91% in FY23. Improvement in score is evident in key areas of employee engagement such as brand, customer focus and well-being underpinned by ongoing employee engagement initiatives including company updates from our EXCO via emails, newsletters, and video blogs, bringing a personal touch to cultivate a deeper sense of employee belonging.

Our performance management system recognises and rewards employees while ensuring that our core values are embedded as part of Team Astro's key goals. Employees' goals are also aligned to positive behaviours including greater cross-functional collaboration as a team to deliver on business goals. For greater transparency and business alignment, EXCO-led engagement sessions such as townhalls, lunch & learn and skip-level sessions are conducted regularly to outline business direction and encourage two-way communication, fostering greater trust and confidence among Team Astro.

Social: Talent



Fostering greater trust and confidence through EXCO-led interactive sessions

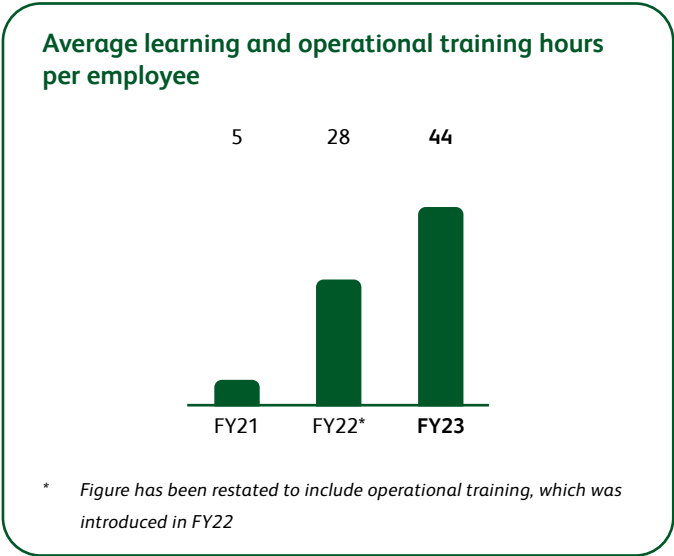
Developing our talent pool

We invest in our talents by ensuring access to continuous learning and development programmes, including reskilling and upskilling to be future-fit and digitally ready, are embedded within each employee’s development plan. This ensures our talents have the ability, agility and skill sets to serve the dynamic needs of our customers, progress in their chosen career paths and help drive Astro’s transformation journey.

Our learning and development initiatives aim to continuously support the growth of our people across all levels. We are actively developing talent through various internships, graduate programmes and specific departmental initiatives. In FY23, we invested in developing skills across functional and technical topics, soft skills, compliance training and operational on-the-job training. We have also launched a series of learning programmes through LearningZone@Astro on topics such as emotional intelligence, communication and storytelling, goal setting, time management and creative problem solving. A total of 159,896 learning and operational training hours were recorded in FY23. This equates to an average of 44 hours per employee, up 57%. We continue to encourage our people to take charge of their development through a range of virtual, in-person, instructor-led, and on-the-job learning and training.

Meanwhile, we continue to invest in Astro leaders through function and industry-based learning programmes covering market landscape, sales and marketing, technology and digital.

They continue to boost their credibility as subject matter experts and key opinion leaders through various platforms, including conducting keynote sessions at conferences, and leading forums and discussions in Astro’s areas of expertise. Consultants with deep knowledge of local and global best practices and experience across various disciplines are also brought onboard to support our journey of transformation.



Ensuring a robust talent succession plan

As part of Astro’s talent management plans for key roles within the company, a total of 24 senior roles were assessed with suitable candidates identified within our existing talent pool to ensure succession planning across the Group. In FY23, several senior leaders were rotated to different positions to further broaden their experience and skill sets as part of this ongoing exercise.

Developing industry talent

Rocketfuel Entertainment, our talent management arm, continues to discover and support talents from the entertainment industry. These comprise artists, musicians, digital content creators, eSports gamers, social media influencers and key opinion leaders. In FY23, we streamlined our Rocketfuel talent pool, enabling us to focus on nurturing and developing our 309 talents.

Rocketfuel Entertainment manages 2,335 talent-driven digital IPs with over 2.8 million subscribers and 2.2 billion digital views on YouTube. With over 174 million social media followers, Rocketfuel Entertainment serves as a one-stop shop for creative solutions by linking businesses to our talents who are a right fit for their marketing campaign or product endorsement.





*Rocketfuel Entertainment nurtures and manages over 300 local talents*

### Nurturing future talent

Astro places significant emphasis on ensuring a sustainable talent pool for the future. Since 2005, we played our part in nurturing a total of 186 potential and talented young Malaysians by investing almost RM50 million in our young talent programmes. In line with our ESG Pillar of championing education for all, we are reinitiating our Astro Scholarship Programme in FY24, giving 10 bright and deserving students the opportunity to pursue their tertiary education especially those from B40 households.

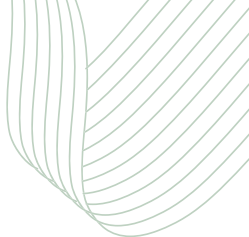
In line with our efforts to ensure a continuous pipeline of young talents able to contribute towards Astro's vision to be Malaysia's No.1 Entertainment Destination, our Astro Young Talent Programme ("AYTP") paves the way for fresh graduates to join Team Astro via an 18-month stream-based rotation programme. We onboarded 21 individuals in January 2022 to embark on their journey in one of three streams of choice – Creative, Product & Experience or Tech & Data. Participants also undertook special projects that contributed to increased efficiency in installer management, subtitling and digital engagement.

Meanwhile, under the Astro Internship Programme, we provided industrial experience to nine students pursuing their tertiary education, offering hands-on experience and exposure to the media and broadcast industry including content, technology and finance.

***"Championing Education for All, Astro Scholarship Programme in FY24 gives 10 bright and deserving students the opportunity to pursue their tertiary education especially those from B40 households"***



*Unleashing the potential of fresh graduates through AYTP*



Astro is humbled to be recognised as an employer of choice at the 2022 HR Excellence Awards

As a testament to Astro being a graduate employer of choice, we were delighted to win The Gold Award for the Graduate Recruitment and Development category at the 2022 HR Excellence Awards as well as the GRADUAN M100 Award in November 2022.

Astro collaborates with academic institutions and government agencies to nurture a future-ready workforce and equip them with relevant media industry knowledge to build a talent pipeline that Astro, and the Malaysian entertainment industry, can tap onto. Astro’s partners in FY23 include:

Partner	Collaboration Details
Asia School of Business, Malaysia (ASB)	Working alongside ASB, we shortlisted experienced working professionals for an innovation-based collaboration programme with Astro. Two summer associates pursuing their Master of Business Administration at ASB were onboarded in June 2022, working directly with our product strategy team on special projects targeting consumer products and go-to market strategy during their 3-month stint at Astro.
Ministry of Entrepreneur Development and Cooperatives (KUSKOP)	<p>Starting October 2021, we hosted four fresh graduates under KUSKOP’s Professional Training and Education for Growing Entrepreneurs programme (“Protégé”) in the Broadcast Engineering &amp; Technology business for a year. Upon completion, one participant was offered a full-time position and joined us as a Data Engineer associate.</p> <p>In October 2022, 13 fresh graduates were onboarded for Protégé’s FY23 program featuring on-the-job training and a curated upskilling training programme.</p>
Multimedia University (MMU)	Astro hosted three interns under the MMU internship programme during their term break, where they gained exposure by working on Astro projects within the Digital workplace and Enterprise business system engineering teams. Participants took part in the development of mobile and web apps and billing gateways, as well as system integration.

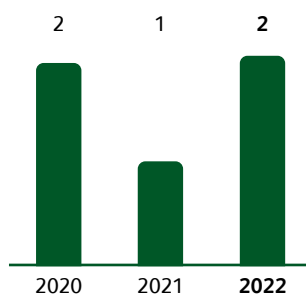
### Ensuring a safer workspace for all

The health and safety of Team Astro remains our top priority. We adhere to Occupational, Safety and Health (OSH) guidelines that are in line with industry best practice to maintain a safe workspace for our employees.

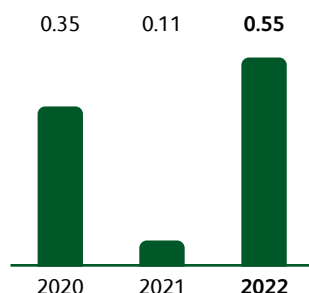
In 2022, Astro retained its ISO 45001:2018 (Occupational Health and Safety Management System) and ISO 14001 (Environmental Management) accreditations, both awarded by Bureau Veritas since 2019.

We are the first content and entertainment company in Malaysia to implement the Safety Passport programme in 2019 and continue to participate in the programme which requires our installers and vendors dealing with high-risk assignments to undergo Safety Passport training conducted by the National Institute of Occupational Safety and Health (NIOSH).

#### Occupational accident cases



#### Occupational accident rate



There were no fatal accidents reported in the last three years. Regrettably, we recorded two occupational accidents in 2022, translating to an occupational accident rate of 0.55 per 1,000 employees compared to the national average of 1.43, which is based on the latest available data by the Ministry of Human Resources (KSM). These occupational accidents were due to injuries sustained from office maintenance activities and the handling of lightweight office equipment. These injuries do not pose any long-term risk for the employees concerned. We continue to educate and raise OSH compliance to minimise the occurrence of such incidences.

Team Astro is required to undertake a compulsory OSH training module online on an annual basis, and complete the online assessment with a minimum passing mark of 80%. Optional OSH training such as fire safety, first aider, emergency response team and OSH internal auditor are also available for employees looking to upskill themselves in these areas. In collaboration with the Fire Rescue Department, our in-house emergency response team conducts annual fire inspections, fire drills and evacuation exercises across all Astro offices to ensure our talents are always prepared during emergencies. In 2022, we conducted a partial-scale bomb threat evacuation exercise in AABC to familiarise our talents with the emergency response plan.



*Periodic fire inspections as part of our emergency preparedness programme*



## Social: Community



**Astro and its foundation Yayasan Astro Kasih continue to positively impact local communities by designing and implementing long-term sustainable social programmes based on Astro's ESG Pillars namely Responsible Business, Caring for our Environment, Voice for Good, Education for All and Community Development.**

### Leveraging our reach as a voice for good

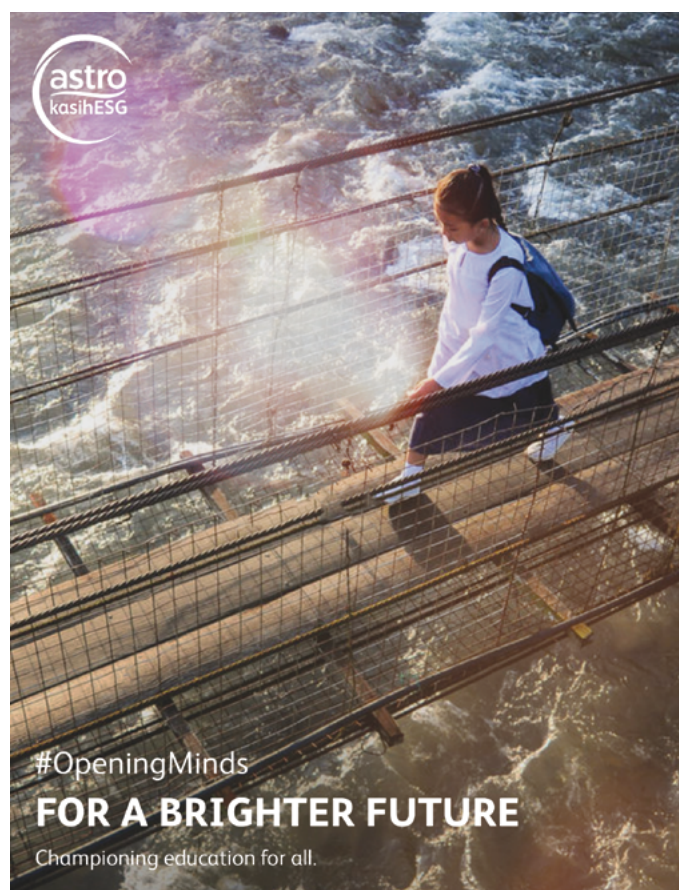
As Malaysia's largest content and entertainment company, we are in a privileged position to make a positive social impact by promoting and highlighting community and environmental activities. We continue to inspire and educate Malaysians by forging strong emotional bonds with our audiences through our rich slate of entertainment, sports and learning content.

In FY23, more than 8,000 hours of public service announcements (PSA) were broadcast over TV, radio and digital as we continue to be a voice for good by educating and raising awareness on key environmental, social, civic and governance issues. As a voice for youth, AWANI supported UNDI18 as this youth movement successfully advocated for a constitutional reduction in the minimum voting age from 21 to 18, while AWANI's *Youth Xtion Movement* ensures that the voice, views and aspirations of youths are heard.

As Malaysia's homegrown brand, Astro aspires to be a voice for good to spur Malaysians to play an active role in nation-building through the *Gemilang Bersama* campaign that celebrates the best Malaysian stories during the Merdeka and Hari Malaysia celebrations in 2022. As part of the campaign, we collaborated with the Malaysian Association for the Blind (MAB) in our campaign video to encourage Malaysians to 're-look' at the importance of our national colours through the lens of Nurin Amalin, a 19-year-old para-athlete who lost her sight when she was 10. We hope through this video, Malaysians will be inspired to live out the values of our national colours – namely blue for unity, red for bravery, white for purity and yellow for loyalty.

## Social: Community

Astro also organised a blood donation drive in collaboration with the National Blood Bank and an audiobook initiative with MAB, where we used our platform and talents to create awareness for the visually impaired community by encouraging Malaysians to volunteer in recording audio stories. 16 hosts from our radio stations, Go Shop and Astro AEC channels volunteered their time for the project alongside our Team Astro talents to produce a total of 257 audio stories. Astro also donated RM50,000 for enhancement works to MAB's facilities and helped purchase additional books to be used not only for the development of more audio stories, but also to be transcribed into braille.



*Our hostel facilities save students valuable commuting time to schools*

### Championing education for all

At Astro, we believe that education unlocks doors, creates new opportunities, and empowers Malaysians to follow their aspirations and reach their full potential. We champion education by providing supplementary learning resources to students and hostel facilities in remote areas that are not readily accessed by existing transportation infrastructure. To date, we have invested over RM131 million in a broad range of learning content, including on our flagship Astro Tutor TV and Astro Ceria channels. These are made available on Astro and NJOI, and can be streamed On Demand and on Astro GO.

Astro Tutor TV, which comprises two syllabus-based 24/7 channels featuring content such as *Skwad Detektif KBAT* and *SPM PRO+* is designed to support students in their educational pursuits by supplementing traditional learning with a fun and exciting approach to enhance engagement.

As part of the Kampus Astro Learning programme, we have collaborated with the Ministry of Education since 2008 to distribute free Astro decoders with access to 13 educational channels to around 10,500 government schools and teacher activity centres, as well as 76 paediatric wards. This helps provide equal access to quality educational content, reaching up to 5 million students per annum. We have since extended the Kampus Astro Learning programme to include our partner Starfish Foundation's five hostels in the Sabah districts of Kota Marudu and Kudat as well as one youth centre in Kapit, Sarawak.

### Uplifting our community

Since the launch of our Astro Hostels in 2010, we have been empowering and assisting students living in East Malaysia's remote interiors by providing boarding facilities, laptops, study materials, and educational supplies. Over 430 students at SK Magandai and SK Malinsau in Sabah, as well as SK Sungai Paku in Sarawak benefitted from this initiative in FY23. These hostels enable 212 students to save valuable time on their daily school commute, which may even take days in inclement weather. These facilities collectively save students about 125,000 hours per year in commuting time that are instead utilised for educational, sporting or leisure endeavours to improve students' well-being.



## Social: Community

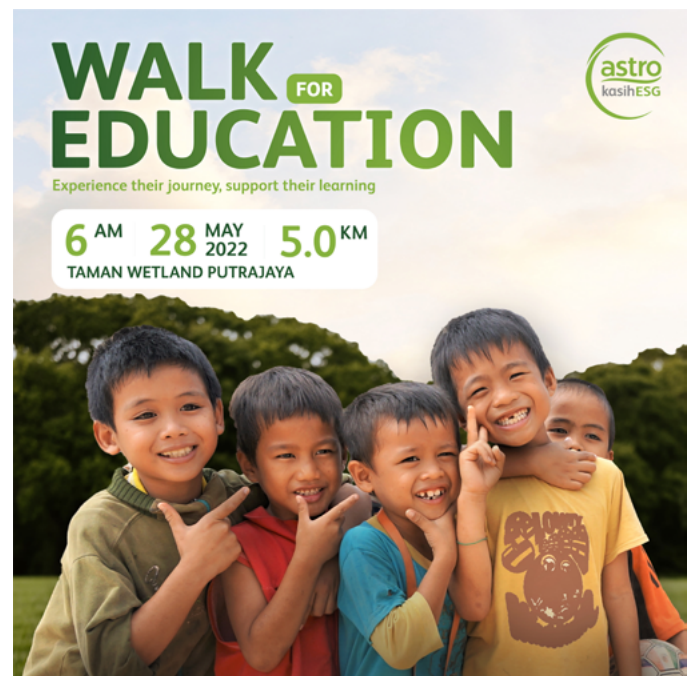


Assisting students in East Malaysia by providing boarding facilities and educational supplies

To further motivate the students in their studies, in FY23 we introduced an education incentive worth RM500 each for the top three students in each of our hostels to motivate them to achieve academic excellence. To raise awareness of the challenges faced by students living in remote areas, a five-kilometre Walk for Education was held in May 2022 at Putrajaya attracting over 2,000 participants who completed the walk carrying a 5kg school bag filled with books and learning supplies to share these students' experience of their daily journey. A total of RM140,000 raised from the event was channelled to hostels and schools we support, while each registered participant also donated a school bag filled with learning supplies to these students.

Yayasan Astro Kasih also extends support to help communities in need. This year, we contributed a total of RM437,000 to 22 beneficiaries in various relief efforts, including Tabung Bantuan Bencana Negara, Mercy Malaysia, Food Aid Foundation and other non-governmental organisations to alleviate the hardships suffered by communities nationwide. Astro also partnered Food Aid Foundation to organise the #KamiCare campaign to provide care packs to 400 families affected by the floods and channelled financial aid to 170 water houses destroyed by fire at Kampung Landung Ayang, Kudat, Sabah in February 2022. Team Astro has donated food items to 490 individuals from the B40 communities and children in underprivileged homes within Klang Valley during the year while the team from Radio GEGAR actively engaged with over 500 people from the Orang Asli community in Sungai Mai Village as well as SMK Kuala Krau teachers in Pahang by providing aid during the floods.

***“Team Astro supported communities in need through various relief efforts and donations to B40 communities, flood victims and children in underprivileged homes”***



Raising awareness and funds to support students boarding at Astro Hostels



## Social: Community

Astro also contributes to the Krishen Jit Fund in cooperation with the Five Arts Centre as part of our ongoing commitment to the performing arts. The fund was created in memory of the late Malaysian theatre legend and awards grants to eligible artists for workshops, experimental performances, writing projects and the production of new works. Since its inception in 2006, a total of 80 grants amounting to more than RM600,000 have been awarded to aspiring artistes under this fund, with Astro contributing RM20,000 in FY23.

### Raising the bar in local sports

Astro strongly believes that sports is a key catalyst for unity and inclusivity in a very diverse Malaysia, with the ability to positively impact young athletes' personal development. Our commitment to the development of local sports is evident, for example with the introduction of Astro Arena as the region's first 24/7 local sports channel in 2010. More recently, we inked a partnership with the Malaysian Football League (MFL) to raise the bar of local football by producing high-quality content to drive greater engagement in the nation's favourite sport and help elevate the Liga Malaysia local sporting franchise. As a title sponsor for Netball Super League (NSL), we championed the participation of more women in sports with NSL emerging as a platform to discover new netball talent and provide an opportunity for women athletes to thrive professionally.

We also collaborate closely with the Ministry of Education (KPM), the Ministry of Youth and Sports (KBS) and the Malaysian Badminton Association (BAM) to develop local sports at the junior grassroots level. Our flagship Astro Kem Badminton (AKB) programme returned in FY23 after a two-year hiatus due to the COVID-19 pandemic with the goal of unearthing the next generation of badminton champions. In FY23, we hosted AKB training camps in five different states around Malaysia, attracting more than 1,500 young shuttlers between the ages of 10 to 12. 50 were eventually chosen for a five-day advanced training camp led by former national players turned professional coaches.

We are proud that AKB alumni make up 69% of our current Malaysian junior elite squad with 12 players promoted to the national senior squad so far. In total, 18,000 children have trained with AKB since 2012.

We hope that AKB will unearth potential national champions, such as our AKB alumni, Jacky Kok. Jacky joined our camp after watching his older siblings play and has made Malaysia proud by winning the Swedish Open 2022 and capturing silver at the Estonian International 2022. Myisha Mohd Khairul, who joined AKB after deciding to be a badminton player instead of a ballerina, emerged as the gold medallist at the 2022 Dutch International Series.



*Championing the participation of more women in sports through Netball Super League*

## Social: Community



“ Astro Kem Badminton has given young players the platform to be identified at the grassroots level and a unique opportunity to be trained by professional coaches both locally and regionally. Working with the team since the programme first started, I am happy to see how the players have grown, some even representing Malaysia at the global level today. ”

Wong Choong Hann  
Astro Kem Badminton Head Coach,  
Former National Player

“ The Astro Hostel in SK Magandai opened its doors more than a decade ago. Astro has been working closely with our teachers to ensure that all our students continue to have access to quality learning content and materials while incentivising students to improve academically. We are proud to see our students pursuing secondary education and beyond, knowing that we played a key part in their learning journey. ”

Jairun Maiba  
Headmaster,  
SK Magandai, Kota Marudu, Sabah



# Governance

**Governance is an integral part of our business, providing business confidence and assurance to our stakeholders while driving long-term value creation. Over and above the requirements of the Malaysian Code on Corporate Governance 2021 (MCCG) and the Main Market Listing Requirements (MMLR), our governance practices also focus on cyber security and data privacy, tax integrity and transparency, diversity and inclusion as well as workplace safety. Being a responsible business, this demonstrates our commitment towards ethical business practices and good corporate citizenship across our strategy, operations and culture.**



*For more on corporate governance, as well as diversity and inclusion and workplace safety, see pages 102 to 127 of the Corporate Governance Overview, and pages 74 to 80 of the Talent section, respectively.*

## Cyber security governance

Our Group views cyber security governance, including its management and continuous improvement activity, as an integral part of our Group's aim to achieve sound cyber security practices including up-to-date cyber security posture. The Cyber Security team keeps abreast of the latest security threats, including vulnerability risks, and has in place an established process to manage emerging cyber security threats to our Group, both internally and externally, and safeguard our customer data, content and assets. This process is frequently reviewed, updated and tested to ensure its effectiveness. This includes implementing applications and systems security reviews; conducting security awareness, vulnerability assessments and penetration test exercises; ensuring adequate security controls relating to our Group's projects; and managing a 24/7 security operation centre.

Our Group also complies with the relevant regulatory and industry security programmes such as Information Security Management System ("ISMS") ISO/IEC 27001:2013 and Payment Card Industry Data Security Standard v3.2.1 and benchmarks our security programmes against industry best practices. The Cyber Security team actively collaborates with MCMC's Network Security Center (NSC) on cyber security-related matters.

The EXCO meets monthly to provide strategic oversight on our Group's logical and cyber security management practices to ensure all potential threats including user access, content piracy and cyber breaches are effectively managed. Meanwhile, the Cyber Security team works collaboratively with our Human Capital team to educate and communicate cyber security and Personal Data Protection Act 2010 ("PDPA") requirements across our Group on an ongoing basis to heighten awareness and compliance while enhancing control. All security incidents are reported directly to EXCO with action plans monitored to satisfactory resolution.

In FY23, the following key initiatives were undertaken:

- Continuous fortification of our Group's cyber security system through cyber security exercises involving our Group's systems, applications, and infrastructure to minimise the risk of service interruption arising from malicious activities, cyber attacks, and malware
- Enhancement of Cloud Security Posture for visibility, control, and compliance across all our Group's cloud assets
- Implementation of industry best practices to enhance and standardise security baseline implementation within our Group
- Review of our Group's existing password policy to further enhance Astro's cyber security posture
- Successful completion of the annual ISMS ISO/IEC 27001:2013 certification by SIRIM
- Engagement of independent experts to perform cyber vulnerability scans and tests on an ongoing basis to provide assurance on our Group's cyber security governance

## Data privacy and data governance

With increased adoption of technology capabilities and the concomitant risk of cyber threats, information security has been one of our key focus areas. Our established security policies, rules, technology controls and mandatory yearly self-assessments protect our Group's data from unauthorised access, improper use or disclosure, unauthorised modification, and accidental loss.

The Personal Data Protection Committee meets at least monthly to discuss data-related issues to ensure continuous compliance and conformance to the PDPA. All employees, data processors and data owners who have access to and are associated with the processing of our Group's data are obliged to respect its confidentiality.



## Governance

The Information Classification and Control Policy (ICP) provides direction and guidance for the classification, management and control of information used by our Group, so as to protect and preserve the security of information from being wrongly disseminated or distributed to unauthorised parties. All employees are required to complete mandatory training on the collection, possession, processing and use of personal data as well as handling, managing and control of the information that are collected and stored pursuant to the PDPA and ICP.

The Cyber Security team regularly conducts employee training and awareness campaigns focusing on the importance of data privacy. Continuous investments to improve our technology infrastructure and security controls form part of our Group's commitment towards ensuring customer data privacy and security.

### Tax integrity and transparency

Astro is committed to paying our share of taxes, recognising our role in the development of Malaysia. As a Group, Astro continues to contribute significantly towards nation-building and the socio-economic development of Malaysia. In FY23, our Group contributed around RM400 million in direct and indirect taxes to the government.

Our approach to taxation is outlined in Astro's Tax Manual ("Tax Manual"), which forms part of our Group's Finance Policies and Procedures. The Tax Manual establishes policies relating to tax matters of our Group to ensure compliance with all relevant tax laws, regulations and guidelines. Supplementing the Tax Manual is a clear segregation of powers for the authorisation and payment of tax, while thresholds for decision making are guided by our Group's Limits of Authority.

The GCFO is the primary person responsible for our Group's tax strategy while compliance matters are managed by the Vice President, Group Tax. With regards to tax management, designated personnel within Group Tax undertake tax risk assessments to manage any potential tax exposures by Group operating entities. Tax risk assessment and monthly management matters are approved by the Vice President, Group Tax. These are reviewed by the GCFO and reported quarterly to the ARC.

In all dealings with the tax authorities, both the Inland Revenue Board and the Royal Malaysia Customs Department, our Group maintains the highest standard of professional ethics and ensures our disclosures and submissions are accurate and properly substantiated. Where legislation is unclear on matters concerning tax, appropriate tax advisory and consultation are sought from professional tax advisors and/or tax counsels. Our Group participates in tax consultations and roundtable discussions that impact our business or industry to ensure that our views are heard and considered.



Data  
Protection