Advancing AI

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Axiata.AI: Solid Foundations Established – Measurable Progress

Data & Architecture

Enterprise Data Architecture Operationalized

API & Data Manifesto introduced

Unified Data Ocean blueprint completed

Classical & Gen AI Use Cases

50+ Classical AI Use Cases in AI Factory

20+ GenAI Use Cases in production

Cross-OpCo collaboration on AI Use Cases

Autonomous Networks

A3 architecture validated (ZTP, GPT, data lake)

Automation Enablers (Data Ocean, SMO, Cloud Core, CICDT)

AI network layer (rApps, rApps builder, intent AI based UCs)

People & Governance

Board & SLT AI training completed

AI Training for Axiata Senior Leaders

AI Curriculum and basic Training

Group Wide Data & AI Gov. Policy & standard

Classical AI Use Cases in Production – Examples from OpCos

Emergency Balance Service

Driving Revenues by reducing out of balance customers

Implemented in *robi*

Dynamic Pack Pricing Offer

Powering Revenues by predicting willingness-to-pay

Implemented in *Dialog*

AI-Powered Credit Scoring Model

Improving retention rates by identifying opportunities

Implemented in *Boost*

Next Best Offer recommendation engine

Increasing ARPU by tailored offers delivered at the right time

Implemented in *robi*

AI-Powered Churn Reduction

Reducing churn by AI-Driven behavior pattern recognition

Implemented in *Dialog*

Personalized Upsell offer powered by AI

Increasing ARPU by Intelligent plan, add-on & recommendation

Implemented by *ada*

Generative AI Use Cases in Production – Examples from OpCos

Intelligent Virtual Assistant

Improving Cx by managing complaints effectively

Implemented in robi

Gen AI powered Dialog GPT for employees

Improving productivity with faster human-like response

Implemented in Dialog

Conversational GPT for back-office functions

Improving efficiency by delivering faster search

Implemented in EDOTCO

Gen AI for Marketing content generation

Saving costs and delivering faster time to market

Implemented in Boost Dialog

AI Coding Assistant powered by Gen AI

Improving efficiency and productivity

Implemented in Boost AXIATA DIGITAL LABS ada analytics · data · advertising

AI in product creation DTE/Genix

Enhanced productivity gains through BRD to deployment journey

Implemented in AXIATA DIGITAL LABS

Our Strategy for Value Creation from AI

From AI-Powered

Current state for most

- Adding AI components to existing systems

- Point solutions with siloed data

- Batch processing, periodic updates

- Moderate impact, limited scale

To AI-Native Domain Transformation
Our 2026-2027 path

- Entire domains rebuilt with AI at core

- Unified Data Oceans, real-time decisioning

- Always-on optimization, closed-loop learning

➢ **Impact @ Scale at enterprise level**
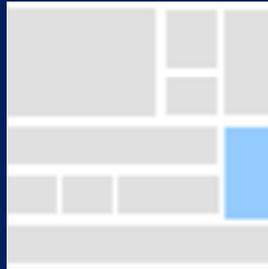
What is AI-Native Domain Transformation?

No AI impact	Little to moderate impact	AI Impact @ scale

Traditional System
(no AI component)

AI-powered

AI Native
(Domain Transformation)

Replacing an existing component w/ an AI based component

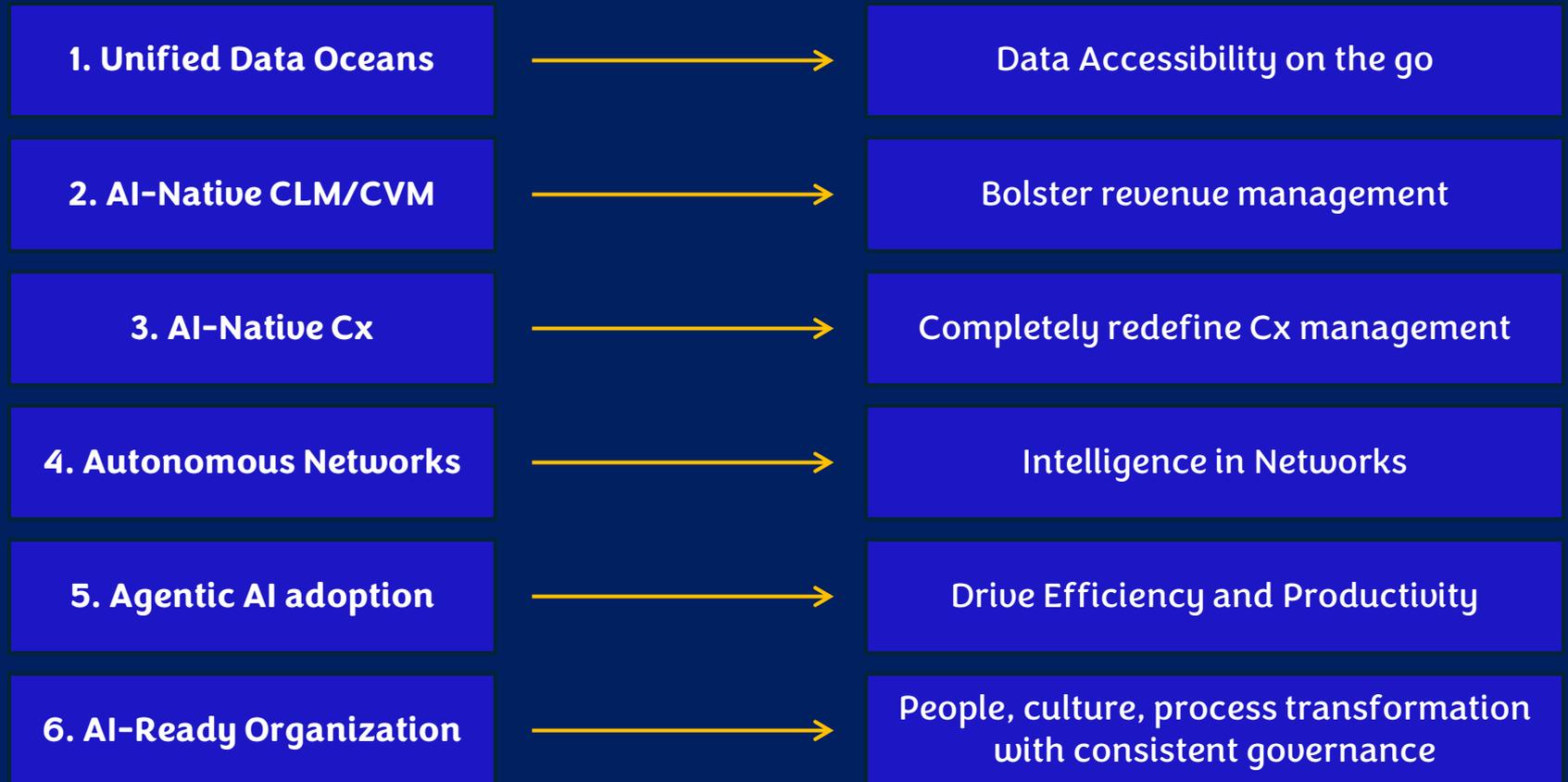Adding a new AI based component
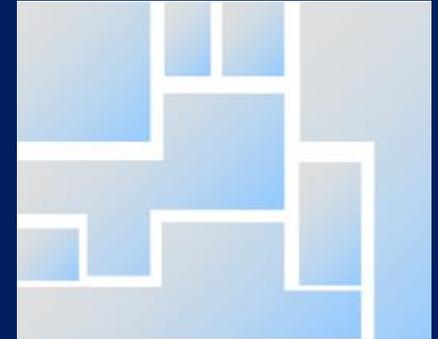
AI Native is where all components potentially use AI in and among each other

Six Priorities for 2026-2027 to become AI-Native

Priority		Outcome
1. Unified Data Oceans	→	Data Accessibility on the go
2. AI-Native CLM/CVM	→	Bolster revenue management
3. AI-Native Cx	→	Completely redefine Cx management
4. Autonomous Networks	→	Intelligence in Networks
5. Agentic AI adoption	→	Drive Efficiency and Productivity
6. AI-Ready Organization	→	People, culture, process transformation with consistent governance

Our Execution Approach

1 **Strategic Alignment for Value Creation**

Priorities with explicit business impact targets, aligned to value drivers:
ARPU, cost efficiency, NPS

2 **6 Taskforces created, Group orchestrated, OpCo led**

To deliver those identified 6 focus areas in 2026

3 **Governed Execution**

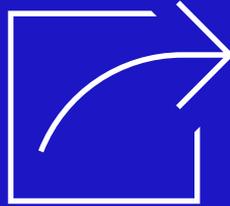Monthly Taskforce reviews | Quarterly exec alignment | Bi-annual Board update

Axiata's Responsible AI Approach

Consistent principles across the entire AI lifecycle

Implement policy through Leadership and Governance

Agile adoption of cutting-edge AI technologies

Keep updating and applying RAI Process & Tech

Build a sustainable structure for Responsible AI

Embed Culture through trainings & communication

Putting it all together – The full 'Axiata – AI @ Scale' picture

Vision & Purpose	**AI-Native Telco-TechCo** Unlock Value from AI @ Scale			
Strategic Focus	Transform Rev. management	Redefine Customer Exp	Build Intelligence into Networks	Drive Efficiency and Productivity
Execution by 6 Taskforces	**1.** AI native CLM/CVM	**2.** AI native Customer Exp	**3.** Autonomous Networks	**4.** Enterprise scale Agentic AI
Tech Enabler	**5.** Unified Data Oceans – Axiata Data & API Manifesto			
Efficiency Enabler	**6.** AI ready Organization – People Transformation			
Governance	Responsible AI by Design – Axiata Data and AI Governance Policy			
Foundation	Culture – The Operating System Underneath			

Key Takeaways

1   **Axiata's AI Journey is well underway with solid foundations built and progress measurable**

2   **In 2026, we are focusing on transforming Axiata from AI-Powered to AI-Native to unlock value from AI @ Scale**

3   **Our execution approach drives outcomes through rigorous tracking of progress, agile governance, and core foundations**

Thank you

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