

WE ARE CELCOMDIGI

We are driven by our purpose of 'Advancing and Inspiring Society' through technology and innovation, and a strong commitment to being an inclusive and responsible company.



Today, we serve more than 20 million customers across the nation as Malaysia's largest mobile telecommunications operator. In 2025, we marked our third and final year of integration and modernisation efforts – a transformational journey that has strengthened our scale, capabilities, and competitiveness to deliver the widest, fastest, and most secure network in the country.

We aspire to be an icon of innovation for Malaysia, and a company with the scale and resources to be the nation's digital growth engine. We aim to nurture local talent, develop the local digital ecosystem, bring the best solutions, offers and experiences to our customers, and to be a brand that customers can trust and rely on in the age of 'digital-everything'.

We are well-positioned to accelerate 5G and the adoption of advanced digital solutions, while leveraging the power of Artificial Intelligence (AI) to unlock new horizons of growth for Malaysian businesses. At the same time, we are focused on deepening partnerships with global and regional technology leaders to propel the nation's economic growth and transformation into a 5G-AI-powered digital society.

We Are CelcomDigi

OUR PURPOSE

Advancing and Inspiring Society

OUR VISION

To Be The Nation's Top Telco-Tech Company

As the largest telco today, we are transforming ourselves beyond core connectivity to offer best-in-class customer experiences. With our wide range of product and service offerings, we are committed to leading in digitalisation and innovation, enabling an inclusive and sustainable digital society.

OUR BRAND PROMISE

Most Trusted Brand, Built on Customer Excellence

Trust and customer excellence are the foundation of our identity and the driving force behind everything we do. We aspire to be the nation's foremost enabler of digital lives, empowering Malaysian consumers, businesses, and society, building a platform for the next generation. We are inspiring innovation to help Malaysians achieve all their goals – through technologies, experiences, and ways of working. As we connect more people and places across the country, we are shaping the future and creating a world inspired by you.

CelcomDigi Way:

OUR VALUES



Customer Obsessed

We aim to provide outstanding customer experience for more than 20 million Malaysian consumers and business customers by gaining a deep understanding of their needs, and delivering superior customer experiences across all channels.



Performing Relentlessly

We are building a culture of performance excellence, based on a consistent and solid track record of delivering effectively through new work processes that drive operational efficiency, and a strong belief that together, CDzens are greater than the sum of our parts.



Stronger Together

We draw a richness of perspectives, experiences, and backgrounds from our deep and diverse talent pool, as well as our ability to collaborate and mobilise as one team to drive our purpose and vision, and live our brand.



Responsible and Caring

We are deeply committed to being an inclusive and inspiring company that upholds the highest standards of integrity and business conduct. We act responsibly to create a positive impact for the community and for everyone we engage with.

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CELCOMDIGI WAY: OUR BEHAVIOURS

Our nine behaviours set the foundation for how we live our values. They guide us on how we think, work, and engage with each other as well as our customers. They inspire us to drive innovation, act with integrity, and build the most trusted brand, driven by customer excellence.



Customer First



Be Ambitious



Own It and Innovate



We Value Time



Never Give Up



Strength in Diversity



Collaborate
with Respect



Do the Right Thing,
the Right Way



Live the Brand

