

We Are CelcomDigi

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

Today, we serve more than 20 million customers across the nation, leveraging the combined scale, experience and talents of two homegrown brands: Celcom and Digi. We are now over two years into our network integration and modernisation efforts to deliver the widest and fastest 4G and 5G-ready network in the country.

CelcomDigi aspires 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 also well-positioned to drive 5G adoption and solutions and to leverage the power of Artificial Intelligence (AI) to develop new growth opportunities for Malaysian businesses. At the same time, our focus is to attract partnerships with global technology companies that will propel the nation's economic growth and transformation into a 5G-AI-powered digital society.



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 new innovation to help Malaysians achieve all their goals – through new technologies, new experiences, and new 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.



Who We Are

Message From Our Leaders

Our Plans For Success

Performance Review

Corporate Governance

Audited Financial Statements

Other Information

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.

We Are CelcomDigi

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, fueled by customer excellence.



Customer First



Be Ambitious



Own It & Innovate



We Value Time



Never Give Up



Strength in Diversity



Collaborate
with Respect



Do the Right Thing,
the Right Way



Live the Brand

