

edotco Group recognized as the

2021

Company of the Year

Asia-Pacific Telecom Tower Industry

Excellence in Best Practices



enabling connectivity

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. edotco excels in many of the criteria in the telecom tower space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Addressing Unmet Needs

Established in 2012, edotco Group Sdn Bhd (edotco) is a Malaysia-based multinational telecommunications tower company (towerco) with wide-ranging operations in Asia-Pacific (APAC). edotco provides and manages mobile network operators (MNOs)' infrastructure, enabling the organizations to focus on their core businesses. The company has a market presence in Malaysia, Bangladesh, Sri Lanka, Cambodia, Myanmar, Pakistan, the Philippines, and Laos.

Frost & Sullivan's research shows that edotco has the largest footprint in the region, whereas its competitors only operate in three APAC countries. As of 2020, edotco owns 22,329 towers and manages 11,258 towers, while competing towercos only manage 7,691 towers collectively in APAC. In Malaysia and Cambodia, edotco is the current market leader, representing 38% of the each country's total market. In Bangladesh and Myanmar, edotco holds a market share of 30% and 22%, respectively.

MNOs must accelerate investment in mobile infrastructure to capitalize on the 5G opportunity. edotco offers a shared infrastructure that accommodates multiple spectrum bands and technologies, ranging from 2G to 5G. This infrastructure sharing model provides a firm foundation for decreasing initial investment and efficiently promoting 5G developments.

As a pioneer of the network sharing adoption model, edotco is partnering with large MNOs in select countries such as Celcom (Malaysia), Robi (Bangladesh), Smart (Cambodia), and Seatel/yes (Cambodia) to roll out mobile services. The sharing model is a competitive differentiator as edotco can

create cost efficiencies through innovative telecom infrastructure solutions such as tower leasing or co-locations. Competitors, on the other hand, often invest ineffectively by building more towers even while not being successfully capitalized to recover development cost. Furthermore, collocating on

“edotco has the largest footprint across Asia-Pacific’s towerco market. The company continues to shape the region’s telecom tower industry and maintains its market leadership by continually leveraging breakthrough innovations and next-gen technologies. As a result, it allows clients to unlock their business potential.”

- Dewi Rengganis, Industry Analyst

edotco’s site can benefit MNOs by optimizing operational and network maintenance costs. At the same time, MNOs can rely on edotco to manage their operations and maintenance (O&M), allowing operators to benefit from increased deployment speed, high network uptime, and a low mean time-to-repair. Since its founding, edotco has continued to shape the APAC telecom tower industry by addressing MNOs’ need to reduce operational cost. Moreover, it has maintained its market leadership by showcasing breakthrough innovations and leveraging automation to tackle industry challenges.

Implementation of Best Practices and Leadership Focus

Regulatory changes are causing a stir among towercos. To alleviate this, edotco is actively engaging with key APAC telecom stakeholders to increase awareness of infrastructure sharing’s potential, paving the way to creating a mutually-beneficial infrastructure-sharing regulatory framework. Furthermore, across its market operations, edotco positively impacts communities by using renewable energy such as wind. While competitors fuel most of their towers with diesel, edotco’s clean energy strategy has successfully decreased its carbon footprint by 20%. Through tower-to-community projects, edotco also helps communities located near edotco towers to improve their quality of life by channeling surplus electricity from the tower sites to underserved communities.

In 2020, edotco partnered with the Telecom Infra Project (TIP) and successfully concluded a proof-of-concept (POC) to validate OpenRAN equipment’s interoperability. The key TIP initiative enables MNOs to adopt multi-vendor deployments and customize networks that best fit their needs. Currently, edotco is conducting field trials for OpenRAN interoperability, and it is expected the service will be ready for commercial deployment by 2022. edotco continues to invest in next-generation technologies beyond passive infrastructure services to deliver enhanced value to customers. Frost & Sullivan notes that the ability to innovate and offer state-of-the-art technologies at scale is a key reason behind edotco’s continued success. New technologies provided by edotco support emerging trends such as Network-as-a-Service, software-defined/OpenRAN offerings, edge computing, and private networks. Moreover, its focus on innovative product development is a major factor in edotco’s ability to grow additional revenue streams continually. Such an approach is a differentiator for edotco as its competitors instead rely on organic growth. Due to their limited vision and lack of investment in new technologies, they cannot drive growth.

Collectively, edotco has adopted the best industry practices (e.g., activities, processes, and tools) to meet its core markets’ diverse telecommunication needs.

Visionary Scenarios through Mega Trends

In 2020, edotco established its network and planning analytics (NaPA) unit to provide insights into potential locations for new tower sites and reduce build time. Powered by geocoding and data analytics to generate coordinates with granularity and accuracy, NaPA operates by overlaying three datasets: demand datasets, supply datasets, and matching modules. With this capability, MNOs can identify points of interest based on demand and subsequently match them to the MNO with the appropriate coverage strength and subscriber data. Through NaPA, edotco can provide customers with substantial network and site planning cost savings. edotco also proactively proposes coordinates to MNOs for new site planning development, and offers MNOs site-sharing options at edotco's existing sites. With NaPA's analytical capabilities, MNOs can obtain better insights and a thorough list of locations that can yield a better return on investment.

Such outcomes result from edotco's ability to assess coverage in areas where there is high demand but poor network supply. Additionally, NaPA can analyze and compare a MNO's network performance against those of competitors, providing edotco's customers a competitive edge and the ability to engage in strategic planning. In contrast, edotco's competitors currently offer outdated O&M monitoring applications that hinder their analysis capabilities and ability support network planning. The launch of NaPA is a clear example of how edotco is revolutionizing the APAC towerco industry and helping stakeholders enhance customer value through efficient service delivery.

Financial Performance and Brand Equity

In 2020, edotco's annual revenue grew by 4% year-over-year, from RM1.81 billion in 2019 to RM1.88 billion, and its tenancy increased by 7.5%, from 32,728 tenancies in 2019 to 35,170 tenancies. That same year, edotco also increased its operational performance, saving approximately RM82 million through design optimization and sourcing efficiencies.

The outstanding growth in 2020 was due to a number of notable achievements, including:

- **Awards/Recognitions**—edotco has received numerous awards from organizations such as the Malaysia Technology Excellence Awards for Analytics (for its NaPA technology) and the Kincentric Best Employer in Malaysia award for edotco's continual human resource investments and efforts to empower employees to discover and cultivate new business opportunities creatively.
- **Green Initiatives Across its Countries of Operation**—edotco has developed a range of sustainable solutions to reduce its carbon footprint. For example, under its "Tower-to-Community Clean Water" initiative, edotco installed a solar-powered pump to provide potable water to rural Cambodia residents. The company also deployed the region's first solar-powered lamp pole (in Sri Lanka and Myanmar), and is a pioneer in providing ultra-lite solutions to reduce network congestion in Myanmar.

Conclusion

The advent of 5G will require high investment from mobile network operators (MNOs). edotco Group Sdn Bhd (edotco) leverages its status as an independent towerco to speed up the rollout of 5G at a lower cost. The company's sharing infrastructure capability can accommodate multiple MNOs and technologies, providing a significant competitive edge. Moreover, Edotco's investment in next-gen technologies and sustainable business practices, coupled with its championing strategic partnerships, positions it at the center of a robust regional telecommunication ecosystem. As a result, it is a market leader in the Asia-Pacific telecom tower industry and is currently achieving noteworthy financial success.

With its strong overall achievements and innovative business model that helps MNOs unlock their full potential, edotco earns Frost & Sullivan's 2021 Company of the Year Award in the Asia-Pacific telecom tower industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

