

2011

ANNUAL REPORT

TWOTHOUSANDELEVEN

CFM

Communications and Multimedia
Consumer Forum of Malaysia

Forging New Paths

Since CFM's inception, many strong pillars were built to sustain our role as an advocate for consumer rights in the communications and multimedia industry.

The use of yellow and grey symbolize our ripeness and maturity in the field, while creating a sense of seriousness and reliability. The diagonally upward pattern on the cover speaks of our continuous growth and steady development that are in line with the ever-changing trends in the communications and multimedia industry.

COMMUNICATIONS AND MULTIMEDIA CONSUMER FORUM OF MALAYSIA

OUR ORGANISATION

- 05 Message from the Chairman
- 06 Our Board of Council 2011-2013
- 07 Board of Council Structure
- 08 Members of the Council 2011 -2013
- 11 Members of the Organisation
- 12 Corporate Information
- 13 Executive Director's Review of Operations
- 14 Organisation Structure
- 15 The Secretariat

PERFORMANCE & ACHIEVEMENTS

- 17 Our Scorecard
- 18 CFM's Lineage of Chairmen & Milestones
- 20 Snapshot of Complaints
- 21 Complaints Performance
- 23 CFM Awareness Impact

COMPLAINTS & COMPLIANCE

- 25 CCMD Committee Report
- 28 Top 5 Complaints Category
- 29 Major Complaint Category
- 34 CCMD Activities Reports

CORPORATE & CODES MANAGEMENT

- 36 CDMD Committee Report
- 38 Staff Development
- 39 Summary of Codes Drafting Activities

COMMUNICATION & PUBLIC RELATION

- 41 CPRD Committee Report
- 42 Activities Overview
- 43 Photo Overview of Ground Activities
- 44 Awareness Roadmap

AUDITED FINANCIAL REPORT

- 46 Independent Audit Report
- 49 Auditor's Independence Declaration
- 50 Statement of Assets & Liabilities
- 51 Statement of Income and Expenditure
- 53 Statement of Receipts & Payments
- 55 Notes to the Financial Statements
- 59 Councillors' Declaration

APPENDICES

- 61 New Membership Application Form
- 63 CFM Publications & Collateral Order Form
- 64 List of Tables & Charts
- 65 Complaints Form
- Contact Details - Inside Back Cover

OUR ORGANISATION

Message from the Chairman	05
Our Board of Council 2011-2013	06
Board of Council Structure	07
Members of the Council 2011-2013	08
Members of the Organisation	11
Corporate Information	12
Executive Director's Review of Operations	13
Organisation Structure	14
The Secretariat	15



MESSAGE FROM THE CHAIRMAN

Mahfuzah Azahari
Chairman (2011-2013)

On behalf of the Board of Councilors, I am pleased to share with you the Communications and Multimedia Consumer Forum of Malaysia (CFM) Annual Report for the financial year ended 31 December 2011. As I reflect back on 2011, a sense of fulfillment and achievement comes to mind. Our role as a consumer forum allows us to push for the protection of consumer rights and the improvement of services in the communications and multimedia industry. Essentially, 2011 was a year to increase CFM's visibility to the public, especially to the communications and multimedia users.

Some of the challenges faced while trying to meet these objectives were of course educating the consumers and staff retention. In the case of educating consumers, sometimes communication with the consumers becomes one-way as they perceive us listeners rather than understand our service delivery. The latter challenge is caused by the staff perceptions that better opportunities lie outside, thus causing a high turnover. To counter this issue, we had the salary scale in place as of late last year.

On a brighter note, we are proud to announce several achievements starting with the inaugural Business Plan Retreat that included activities to revisit the vision, mission, objectives and KPIs of CFM. There was also an effective organizational restructuring from 4 departments to 3 departments to ensure smoother operations and a restructuring to the Working Committee into 3 supporting Working Groups.

In view of our progress and achievements in 2011, the 2012 vision of CFM will be towards creating a brand name that is synonymous with the betterment of the communications and multimedia industry. Consumers of this industry will not only remember us should they want to lodge a complaint but rather also take us as a credible point of reference.

Thank you.

/// 06 OUR BOARD OF COUNCIL 2011-2013 (AS AT 31 DECEMBER 2011)

OFFICE BEARERS

1	Mahfuzah Azahari	Chairman	Maxis Mobile Services Sdn Bhd
2	Tuan Hj Ahmad Ramli	Deputy Chairman	Southeast Asian Ministers of Education Organization-Regional Centre for Education in Science and Mathematics (SEAMEO RECSAM)
3	Mediha Mahmood	Treasurer	Measat Broadcast Network Systems Sdn Bhd (ASTRO)
4	Awang Kamaludin Jumat	Secretary	Telekom Malaysia Berhad (TM)

COUNCILORS

5	Ravinder Singh A/L Mall Singh	Councilor	Consumer Association Of Penang (CAP)
6	Normazalila Abu Bakar @ Harun	Councilor	Multimedia University (MMU)
7	Laili Hanim Mahmood	Councilor	Sistem Televisyen Malaysia Sdn Bhd (TV3)
8	Mohd Mustaffa Hamzah	Councilor	Persatuan Pengguna Islam Malaysia (PPIM)
9	Ir. Haji Ismail Haron	Councilor	Packet One Networks (M) Sdn Bhd
10	Dr. Doris Padmini a/p Selvaratnam	Councilor	Persatuan Ekonomi Pengguna & Keluarga Malaysia (MACFEA)
11	Lok Yim Pheng	Councilor	Kesatuan Perkhidmatan Perguruan Kebangsaan (NUTP)
12	Roslan Rosli	Councilor	DiGi Telecommunications Sdn Bhd
13	Jamaludin Abdullah	Councilor	Celcom Axiata Berhad

List of Council Members 2011 - 2013

BOARD OF COUNCILORS 2011-2013

Chairman
Maxis Mobile Services
Sdn Bhd

Deputy Chairman
SEAMEO RECSAM

Secretary
Telekom Malaysia Berhad
(TM)

Treasurer
Measat Broadcast Network
Systems Sdn Bhd
(ASTRO)

OFFICE BEARERS

DiGi Telecommunications Sdn Bhd

Persatuan Pengguna Islam Malaysia (PPIM)

Packet One Networks (M) Sdn Bhd

Persatuan Ekonomi Pengguna & Keluarga
Malaysia (MACFEA)

Sistem Televisyen Malaysia Bhd

Consumer Association of Penang (CAP)

Celcom Axiata Bhd

Multimedia University (MMU)

Kesatuan Perkhidmantan Perguruan
Kebangsaan (NUTP)

In support of the Operational Functions of the Forum, Working Committees are set up to head and direct The Secretariat in all Operational matters. Head of Working Committees are comprising from members of the Board of Council.

Working Committees

**Communications &
Public Relation Committee**
Head by En. Awang
Kamaludin Jumat

**Corporate & Code
Management Committee**
Head by Pn. Mahfuzah
Azahari

**Compliance & Complaints
Management Committee**
Head by Mr. Ravinder
Singh

/// 08 MEMBERS OF THE COUNCIL 2011-2013 (AS AT 31 DECEMBER 2011)



Mahfuzah Azahari

Representing Maxis Mobile Services Sdn Bhd
Chairman

Puan Mahfuzah is currently the Manager for Regulatory Department in Maxis. She started her earlier career with KPMG and later PricewaterhouseCoopers as a Consultant and well versed with various industries such as stock exchange related company, banks, shipping, railway transportation and Hajj fund management board. By end of 2002, she joined TM Net in the newly set up Regulatory and Secretariat Unit. She later joined JARING Communications Sdn Bhd to offer her expertise in all regulatory matters especially the licensing, compliance and policy intervention before deciding to join Maxis. Having stayed in the Telecommunications for many years, she brings with her a wealth of experience in the fixed/wireless broadband and voice services environment. She graduated from the University of Arkansas at Little Rock with a degree in Computer Information System and obtained a Master of Business Administration from the Ohio University.



Tuan Hj Ahmad Ramli

Representing Southeast Asian Ministers of Education Organization – Regional Centre for Education in Science and Mathematics (SEAMEO RECSAM)

Deputy Chairman

Tuan Hj Ahmad Ramli currently heads the Administration Division for a broad range of functions including Administration, Finance, ICT, Marketing, Publication and Learning Resource Centre and Information & Documentation at Southeast Asian Ministers of Education Organisation – Regional Centre for Education in Science and Mathematics or better known as SEAMEO RECSAM. It is a Regional Centre that conducts training for in-service teachers throughout Southeast Asia in the subject of Science and Mathematics Education. It is also an active research centre that conducts research for the development of science and mathematics education in the Southeast region.



Mediha Mahmood

Representing Measat Broadcast Network Sdn Bhd (ASTRO)

Treasurer

Graduated with an LLB (Honours) from the International Islamic University Malaysia, Puan Mediha chartered her career path at the renowned firm of Messrs. Shearn Delamore & Co., where she practiced law in the Corporate & Commercial Department for two years. She then made the transition to the corporate world in 2004 by securing a position as in-house legal counsel with Price Waterhouse Coopers. She is currently an Assistant Vice President in the Regulatory and Government Relations' Department of Astro Malaysia Holdings Sdn Bhd where she heads the Content Regulation and Strategic Engagement.



Awang Kamaludin Jumat (TM)

Representing Telekom Malaysia Bhd

Secretary

Encik Awang Kamaludin Jumat is currently the General Manager of Data Fulfillment at Customer Service Operation Centre of Telekom Malaysia. He started his career as an Assistant Controller of Customer Network Operations at Jabatan Telekom Malaysia, Inanam on the 29th August 1983. In 1985 he was involved in the operations and maintenance of MAYCIS Circuit Switch, MAYPAC Packet Switch, Telex Exchanges and involved in the commissioning and operations of ATUR 450 in Sabah. In 1986 he was involved in the commissioning of AXE Exchanges in Kota Kinabalu and Inanam. In 1989 he was the Controller of Syarikat Telekom Malaysia, Tawau. In 1995 he was the PTT Head for Labuan. In 2000 he was the Regional General Manager for Telekom Cellular, Sabah. In 2003 to 2004 he was with Card Services, Product Marketing Division. In 2005 to 2007 the Procurement Division and from 2007, he now currently works with the Customer Services Management Division.

/// 09 MEMBERS OF THE COUNCIL 2011-2013 (AS AT 31 DECEMBER 2011)



Ravinder Singh A/L Mall Singh

Representing Consumer Association of Penang (CAP)
Councilor

Mr. Ravinder Singh heads the Complaints Department for the Consumers Association of Penang. The association has a track record for assisting consumers in various consumer concerns and it has been established since 1969. This 42-year old association handles complaints from all over Malaysia on a multitude of consumer issues, e.g product safety and standards, environmental matters, consumer legislation, as well as consumer education. He was a teacher and previously lectured at the Maktab Perguruan Sultan Abdul Halim, Sungai Petani, Kedah.



Normazalila Abu Bakar @ Harun

Representing Multimedia University (MMU)
Councilor

Puan Normazalila currently serves as a Senior Lecturer and Head of Department at the Marketing Unit, Faculty of Management, Multimedia University, Cyberjaya. She champions consumerism causes throughout her 16 years of career. A Member in the Malaysian Consumer and Family Economics Association (MACFEA). She strongly believes that universities can play major roles in supporting the Malaysian government to formulate policies for a powerful consumer generation. She is also the Chairperson for the Centre of Consumer Research and Education (CECORE), Multimedia University. She reckons that consumers should empower themselves with the ability to make informed decisions and protect themselves against unethical producers. On the other end, producers should innovate and provide value co-creations for the consumer.



Laili Hanim Mahmood

Representing Sistem Televisyen Malaysia Bhd
Councilor

Cik Laili Hanim holds an eMBA, ICSA, BBA and DPA. She joined Sistem Televisyen Malaysia Berhad or "TV3" in August 1988. Currently, she is the Group General Manager, Regulatory Affairs of Media Prima Berhad (MPB), the parent company of TV and radio networks namely TV3, 8TV, ntv7, TV9, HotFM and OneFM. Cik Laili has vast experience in regulatory related functions and she has also established huge networking, especially among the industry players of the broadcasting industry in Malaysia.



Mohd Mustaffa Hamzah

Representing Persatuan Pengguna Islam Malaysia (PPIM)
Councilor

Mr Mohd Mustaffa is a professional in accounting with a wealth of 10 years experience in the Banking Industry. He has served as the Special Officer to the Ex-Deputy Minister of Information, Allaryaham Tan Seri Dato Sharif Ahmad Mantan and Deputy Minister of Internal Affairs. He is presently the Project Director of his own furniture manufacturer, the largest Bumiputra owned furniture factory in Malaysia. Mr Mustaffa, a self-made successful Bumiputra entrepreneur is currently the Executive Officer at Persatuan Pengguna Islam Malaysia (PPIM).

/// 10 MEMBERS OF THE COUNCIL 2011-2013 (AS AT 31 DECEMBER 2011)



Ir. Haji Ismail Haron

Representing Packet One Networks (M) Sdn Bhd
Councilor

Ir. Haji Ismail is one of the founding members of Packet One. He began his career in 1986 with Kejuruteraan S & C Sdn Bhd, followed by stints in the Department of Broadcasting (RTM), Engineering and Environmental Consultants Sdn Bhd (EEC), Telekom Malaysia Berhad (TM) and then Maxis Communications Berhad before joining Packet One in 2006. Holding a Bachelor of Engineering Degree from Gannon University, Pennsylvania, USA, Haji Ismail is also a registered Professional Electrical Engineer with the Board of Engineers Malaysia and a Corporate Member of the Institution of Engineers, Malaysia.



Dr. Doris Padmini a/p Selvaratnam

Representing Persatuan Ekonomi Pengguna & Keluarga Malaysia (MACFEA)
Councilor

Dr. Doris is the Vice President of Malaysian Consumer and Family Economics Association (MACFEA). MACFEA plays an active role in researching and providing insightful opinions that add value and drive improvement to the economy of the family and the consumer. Dr. Doris is also a senior lecturer at the Faculty of Economics and Business for Universiti Kebangsaan Malaysia. She is also an Advisor to the Red Crescent Society Malaysia, member of Yayasan Sultan Yusuf and member of the Gerontological Association of Malaysia.



Lok Yim Pheng

Representing Kesatuan Perkhidmatan Perguruan Kebangsaan (NUTP)
Councilor

Lok Yim Pheng was born in 1956. She is currently Secretary General of EI's affiliate in Malaysia, the National Union of the Teaching Profession (NUTP). She is currently Co-ordinator of the Women's Network in EI's Asia-Pacific Region, and was Treasurer of the National Council of Women's Organizations of Malaysia (NCWO). She is also Deputy Secretary of the National Joint Council for Support Group Workers and the Executive Council of Malaysia Trades Union Congress (MTUC), as well as Deputy Secretary General of Congress of Union of Employees in the Public and Civil Services (CUEPACS). Yim Pheng was elected member of the EI Executive Board at EI's 4th World Congress held in July 2004 in Porto Alegre, Brazil.



Roslan Rosli

Representing DiGi Telecommunication Sdn Bhd
Councilor

Roslan Rosli is appointed as DiGi's Head of Strategic Stakeholder Management on March 2011. His key responsibilities are to provide strategic regulatory and policy advice while providing senior stakeholder management support to the company. Previously, he held the position of Head of Government & Regulatory Management in DiGi since 2006. Roslan graduated in 1988 with a Bachelor of Management Science from University of South Dakota, United States. He remained in US with the ITT Financial Corporation until 1991 when he returned to Malaysia to join Arab Malaysian Finance.



Jamaludin Abdullah

Representing Celcom Axiata Bhd
Councilor

Jamaludin Abdullah first began his career in the banking industry and moved to telecommunications in 1995. He was first involved in the Sales, Marketing & Product Management Department; thereafter he switched to Customer Service in 2004 and has been there ever since. He now leads the Customer Interaction Management of Celcom Axiata – one of the largest telecommunications companies in Asia – as Vice President.

/// 11 MEMBERS OF THE ORGANISATION

ORDINARY MEMBER SUPPLY SIDE (OMSS)

Bil	Organisation	Date Joined
1	Celcom Axiata Berhad	29-Mar-02
2	DiGi Telecommunications Sdn Bhd	9-Mar-01
3	JARING Communications Sdn Bhd	2-Apr-02
4	Maxis Broadband Sdn Bhd	7-Mar-01
5	Maxis Mobile Services Sdn Bhd	7-Mar-01
6	Measat Broadcast Network Systems Sdn Bhd (ASTRO)	30-Dec-03
7	Measat Radio Communications Sdn Bhd (AMP)	8-Mar-01
8	Packet One Networks (M) Sdn Bhd	24-Jul-07
9	Pernec Paypoint Sdn Bhd	1-Dec-09
10	Sistem Televisyen Malaysia Bhd	2-Mar-01
11	Telekom Malaysia Berhad (TM)	11-Mar-02
12	TM Net Sdn Bhd	23-Oct-02
13	TT dotCom Sdn Bhd	7-Mar-01
14	Tunetalk Sdn Bhd	15-Apr-10
15	U Mobile Sdn Bhd	21-Dec-09
16	YTL Communications Sdn Bhd	1-Mar-11

ORDINARY MEMBER DEMAND SIDE (OMDS)

Bil	Organisation	Date Joined
1	Consumer Association of Miri (CAM)	13-Jul-04
2	Kesatuan Perkhidmatan Perguruan Kebangsaan (NUTP)	9-Mar-01
3	Malaysian Mobile Content Providers Association (MMCP)	10-Apr-08
4	Multimedia University (MMU)	9-Mar-01
5	National Council Women's Organization Malaysia (NCWO)	3-Mar-01
6	Persatuan Ekonomi Pengguna & Keluarga Malaysia (MACFEA)	14-Nov-07
7	Persatuan Kebajikan Pengguna Johor (JCWA)	2-Mar-10
8	Persatuan Pengguna Daerah Kuala Terengganu	25-Feb-10
9	Persatuan Pengguna Islam Malaysia (PPIM)	30-Jun-04
10	Persatuan Pengguna Kedah (CAKE)	24-Feb-10
11	Persatuan Pengguna Melaka Tengah, Melaka	1-Mar-20
12	Persatuan Pengguna Negeri Sembilan (NESCA)	31-Aug-06
13	Persatuan Pengguna Pulau Pinang (CAP)	2-Mar-01
14	Southeast Asian Ministers of Education Organization-Regional Centre for Education in Science and Mathematics (SEAMEO RECSAM)	28-Apr-05
15	Pertubuhan Pembimbing Kewangan Pengguna & Keluarga Malaysia (KPM)	17-Nov-11

ASSOCIATE MEMBER (AM)

Bil	Organisation	Date Joined
1	Abdul Manaf Bohari	21-Apr-10
2	Messrs Raja Darryl & Loh	9-Aug-04
3	Muhammad Arifin Abdul Ghani	14-Sep-09

As at end 2011, CFM has a total of 34 members

AUDITORS

Shanker & Co Chartered Accountants (AF1881)
Unit K-1-3, Block K
Dataran Ara Damansara
47300 Petaling Jaya
Tel : 603-7845 9418
Fax : 603-7845 8418

REGISTRAR

Pendaftar Pertubuhan Malaysia
Registered on 13 February 2001
Registration No : 170

REGISTERED OFFICE

Forum Pengguna Komunikasi Dan Multimedia Malaysia
(Communications & Multimedia Consumer Forum of Malaysia)
6-02, 6th Floor, Wisma Straits Trading
No.2 Lebuhr Pasar Besar
50050 Kuala Lumpur
Malaysia

BANKERS

Bank Muamalat Malaysia Berhad
CIMB Bank Berhad

/// 13 EXECUTIVE DIRECTOR'S REVIEW OF OPERATIONS



AZIZAN MOHD AFANDI

Executive Director

I am pleased to present this report on the activities and initiatives of the Consumer Forum during this exciting year of forging new paths. In our pursuit of underpinning our organizational goals from strength to strength, we also made way for new and better ways of improving performance and ensuring we are on track in consistent with our key results area.

In 2011, the Consumer Forum focused its activities in reaching to the ground, leveraging to the initiatives undertaken by government agencies, such as KPKK, SKMM and KPDNKK. We participated in a total of 47 on-ground activities throughout the year 2011.

These general awareness activities for 2011 have reached a total of more than 33,000 consumers nationwide. We have a strong focus on reaching people with diverse languages, lack of access to the internet and not knowing what CFM does. Our outreach includes rural and regional residents, indigenous consumers and school going students.

On complaints management, CFM received a total of 1,291 complaints. This was a 27% drop from the previous year and complaints on mobile services are the highest accounting for 38% followed by a 25% on wired broadband from total complaints received in the year reporting. However, aggregately, broadband services (wired, wireless and mobile) reported the highest number of complaints at 48%.

Notably, there was a shift in the category of complaints received where the complaints on billing and charging has become the highest and complaints on quality of service, which has been on a declining trend, fell into second place for 2011. Complaint on billing and charging was at 39% of all complaints received, followed by complaints on quality of service, at 30%.

This is a good indicator that consumers are becoming more aware, knowledgeable and discerning about their communication service charges. Upon further investigation, we find that most unreasonable charges dispute were on data charges which correlate with the uprising importance of internet to Malaysians. Our consistent stakeholder engagement through briefings and visits with the industry has accomplished better understanding through Customer Service representatives of the industry. This has driven our COP to be the most organically preferred channel for accessing, depositing and managing complaints through our Online Complaint Portal (COP) self-management system.

FINANCE

For 2011, CFM received the grant of RM1.3million from SKMM on 13 October 2011. We started the year with RM880,270 as balance from 2010 and at the end of the year, had a balance of RM1.4 million. Additionally, we received income of RM49,610 as membership fees and RM8,723 as bank Hibah.

We spent a total of RM836,556 or 40% of our total income, as we were operating under prudent expenses due to the grant from SKMM was only received in October 2011.

SECRETARIAT

Headcount of the Secretariat remained consistent in headcounts including a temporary Administrative Assistant position with 1 new recruitment and 1 resignation throughout the year. As at 31 December 2011, total manpower for CFM is Six (6).

/// 14 ORGANISATION STRUCTURE



Chart 1: Organisation Chart

AZIZAN MOHD AFANDI | EXECUTIVE DIRECTOR

Azizan Mohd Afandi was appointed Executive Director of CFM on 15 October 2010.

He spearheads the operational and strategic networking, and objective implementation of the CFM.

The appointment marks a major milestone to a continued piloting of CFM's momentum to further expand its complaints management capabilities, drive industry compliance, form strategic alliances between stakeholders and industry players as well as enhance public's knowledge through advocacy of consumer's rights in community outreach programs.

Under his exceptional guidance and leadership he shares a wealth of experiences in compliance and industry knowledge, benefiting from his vast exposure as a compliance officer and industry working experiences. He served as the Deputy Director of Compliance Department of MCMC for 7 years having active involvement in areas of improving quality of service, compliance monitoring and addressing consumer issues. His previous experiences contribute greatly towards remaining relevant with today's industry business needs.



ROSDIANA MAZLAN | MANAGER



ATHIRAH TAN ABDULLAH | SENIOR EXECUTIVE



NUR KHALIDAH KHALID | EXECUTIVE



SECRETARIAT

HIZAM HAMZI ALIAS | EXECUTIVE



NOR ASFAZILAH | EXECUTIVE



FATIMAH HASSAN | EXECUTIVE



PERFORMANCE & ACHIEVEMENTS

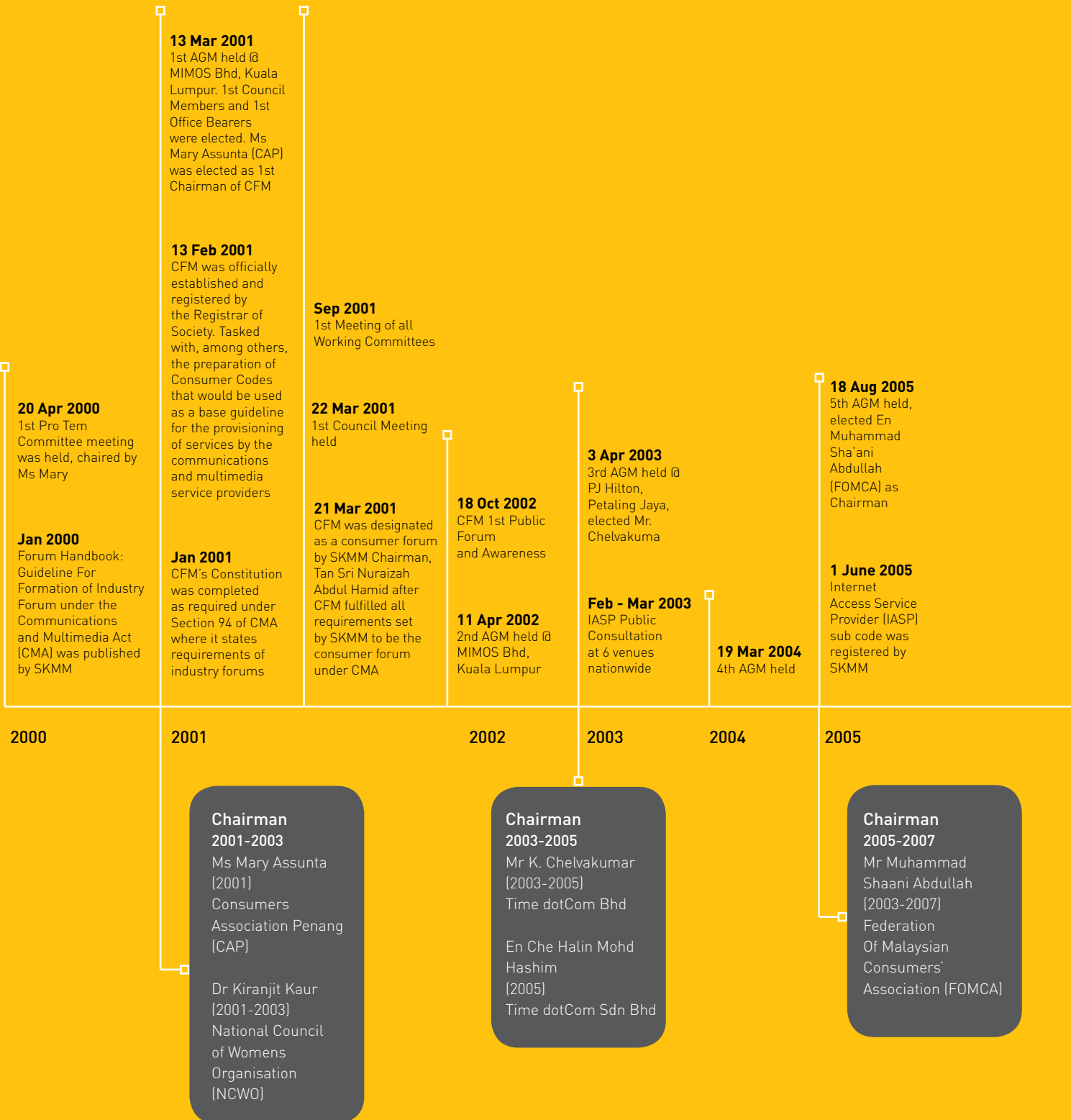
Our Scorecard	17
CFM's Lineage of Chairmen & Milestones	18
Snapshot of Complaints	20
Complaints Performance	21
CFM Awareness Impact	23

/// 17 OUR SCORECARD

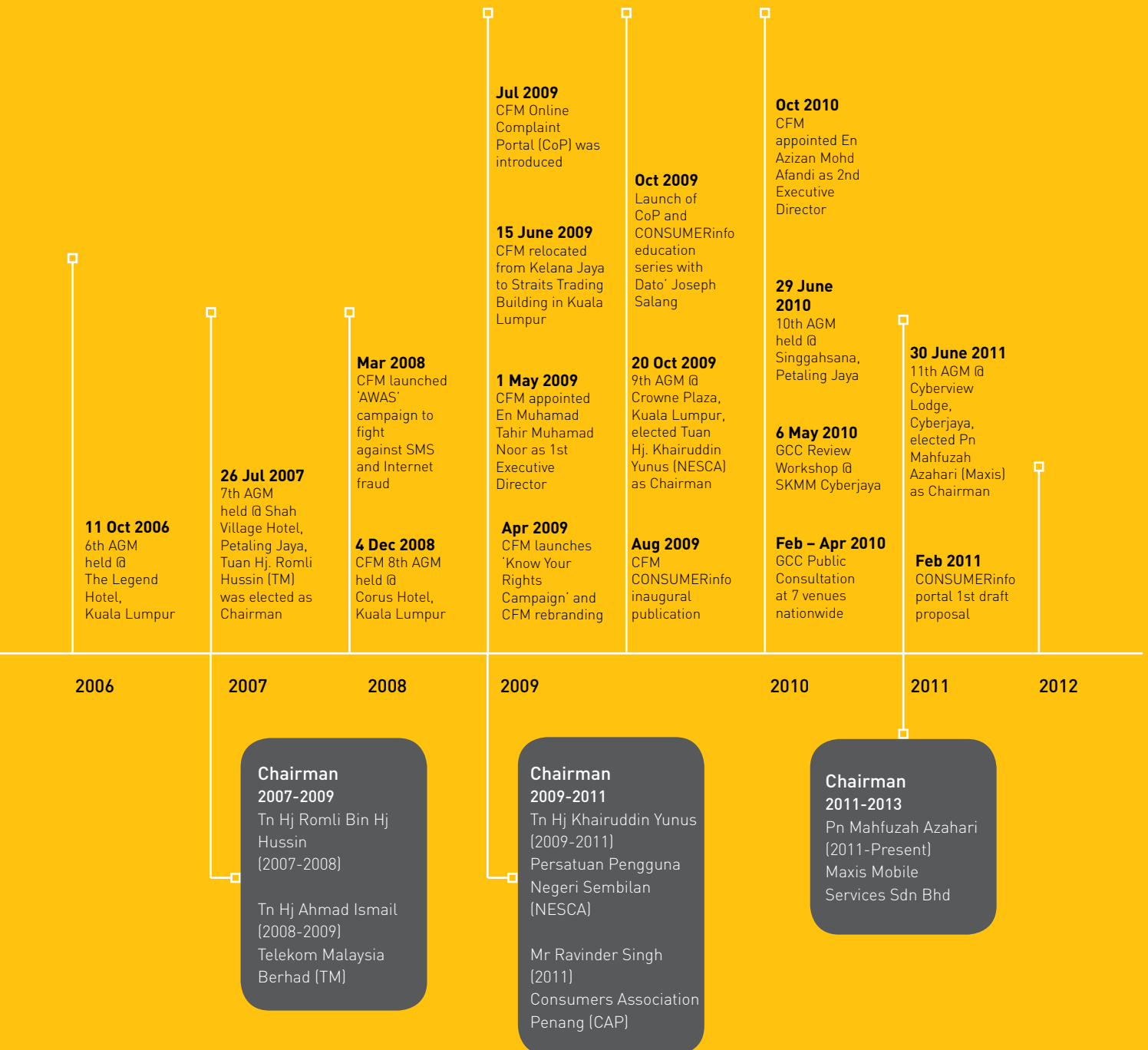
COMMITTEE	STRATEGIES 2010/2011	ACHIEVED 2011	STRATEGIES 2011/2012
Corporate	2 vacant positions of secretariat has been filled and completed fundamental manpower required with at least 1 secretariat staff for every committee.	Expanded from 1 secretariat to 2 secretariat position for every department.	Restructure to expand into total 11 positions for secretariat with an allocation of 1 HOD and 2 executives to every department.
	Further development of internal SOP required for standard procedures.	Management support department à corporate service department.	Documentation and approval of SOPs.
	MYOB implemented. On the job training is ongoing to develop working knowledge and maximise usability of the MYOB.	Outsourcing of accounting functions with supervision by an executive.	No further strategies.
Codes Drafting	Completion of the publication of GCC 1st Revision and Sub-Codes.	Extended publication of GCC 1st Revision but with progress on submission of the Final Draft to SKMM.	Complete publication of GCC 1st Revision. Sub-Codes review. Drafting of new Guidelines.
	GCC Awareness Seminar conducted during CFM Consumer Seminar to increase awareness of the GCC's role. Further development required both online and offline for simplified information relating the role of GCC, its protection of consumer rights, promoter of consumer confidence and driver of industry performance.	Continuous communication and education program to increase SPs and Consumer awareness on compliance to GCC.	Reaching out program to public on GCC & ADR Program. Publication of simplified version of GCC.
	Implementation of ADR mechanism.	Develop proposed implementation stage for the setting up of ADR	Setting up of the ADR centre in CFM.
	Upgrade requirement identified and detailed proposal developed based on analysis and report requirement.	Work continuously to resolve complaints in an expeditious manner and to ensure all complaints are responded to within timeframe as stipulated by the GCC.	Becoming one stop centre for complaints management, mediation and dispute resolution of the communications and multimedia services.
Complaints Handling	Average closing day reduced from 3.92 days to 1.09 days and is 73% compliant to the benchmark stipulated by the GCC.	Average closing day reduced from 1.09 days to 0.9 days and is 77.64% compliant to the benchmark stipulated by the GCC.	Reduce complaint business day processing and achieve compliance to GCC.
	Compliance monitoring upon case-to-case basis upon complaints received and issues raised.		Development of compliance monitoring mechanism on a permanent regular interval basis.
Communications & Public Relation	2010 saw a good balance between media publicity and on-ground activities on education and awareness. Focus was needed on development of information to increase understanding of consumer issues and assist the consumer to manage their needs. Based on feedback gathered throughout the year, consumers are very positive and always keen on learning especially about issues which can be made as a self-help tool.	CONSUMERinfo expanded into portal development and 2 additional languages.	Increase visibility, credibility and utilisation of mainstream media for greater awareness impact. Increase audience reach and knowledge depth.
	Further research needed to develop content required for online, social media and offline presence. Issues need to be identified and advocated in a concerted manner and to work closely with members and SKMM for editorial or advocacy collaborations.	Development of content initiated for portal, lack of expert participation from members for knowledge sharing and content development. Strategy needs to be developed to expedite content resourcing. Identification of issues is challenged by lack of tools to manage.	Embark on development of local content and engagement of professionals, experts for long term content development. Sourcing of pre-existing avenues for content suitable for utilisation in social or consumer education. To develop metrics, subscribe tools and dashboard monitoring for identification and consistent monitoring of issues online, new media and mainstream media for awareness.
	Consistent engagement and activities are currently ongoing. Committee needs to further focus into target audience activity breakdown to increase understanding of issues and audience engagement. Various methods, channels and media needs to be strategised to maximise efficiency.	Successful on-ground network expansion with various agencies and multiple thematic platforms under on-ground activities. Various agencies networked through industry, events and stakeholder engagements. Refer to committee report for details.	Develop market sophistication strategies for issues matching to target audience and smart selection of communication channels for strategic positioning and best viability. Cap focus on general and simple issues for captive audience engagement.
	7 new members recruited in 2010. Need to further develop members' engagement activities. Based on feedback from members, there has been high interests for partnership collaborations, share of expertise, discussion of issues and need for more information about membership.	2 new members recruited. Strengthen members' expertise collation SOP and channel for long term contribution of content.	Increase demand side recruitment. Further enhancement of membership value at all stages and member exclusive materials for long term membership communications and participative engagements. Develop member exclusive collaboration avenues and increase appreciation value of membership while execution organisational objectives.
Membership	More active role in membership related activities.	Successful implementation of members and council appreciation functions.	

Table 2: CFM Scorecard

/// 18 CFM'S LINEAGE OF CHAIRMEN & MILESTONES



/// 19 CFM'S LINEAGE OF CHAIRMEN & MILESTONES

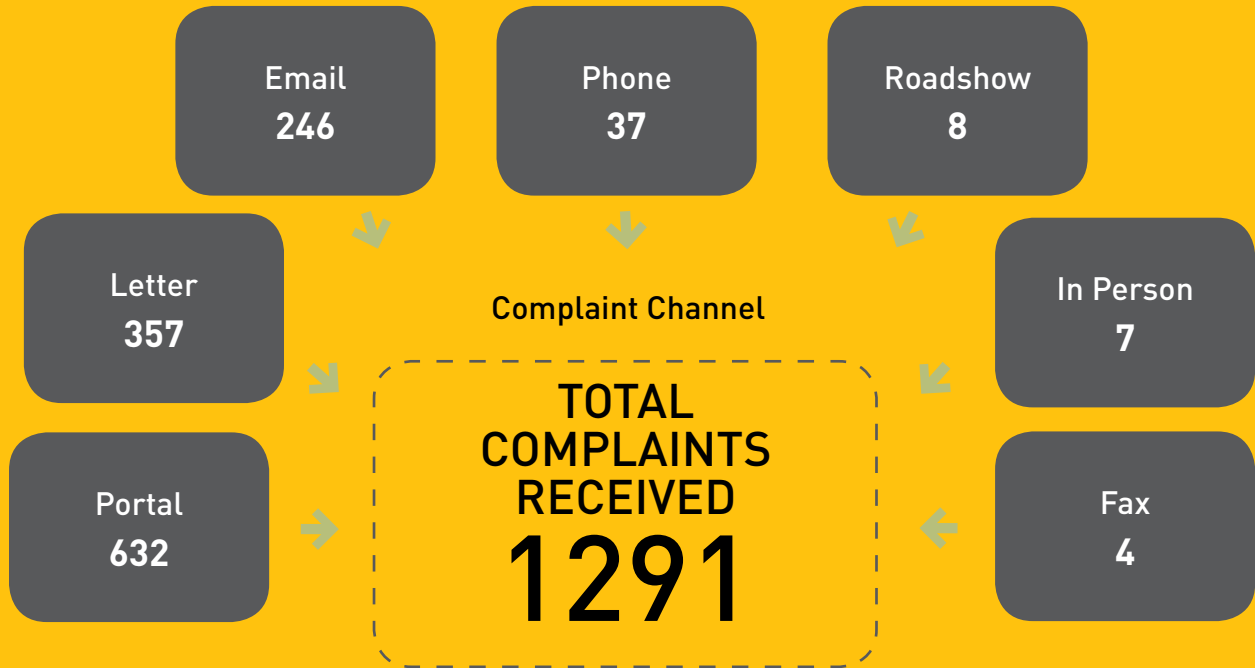


Snapshot 1: CFM's Lineage of Chairmen & Milestones

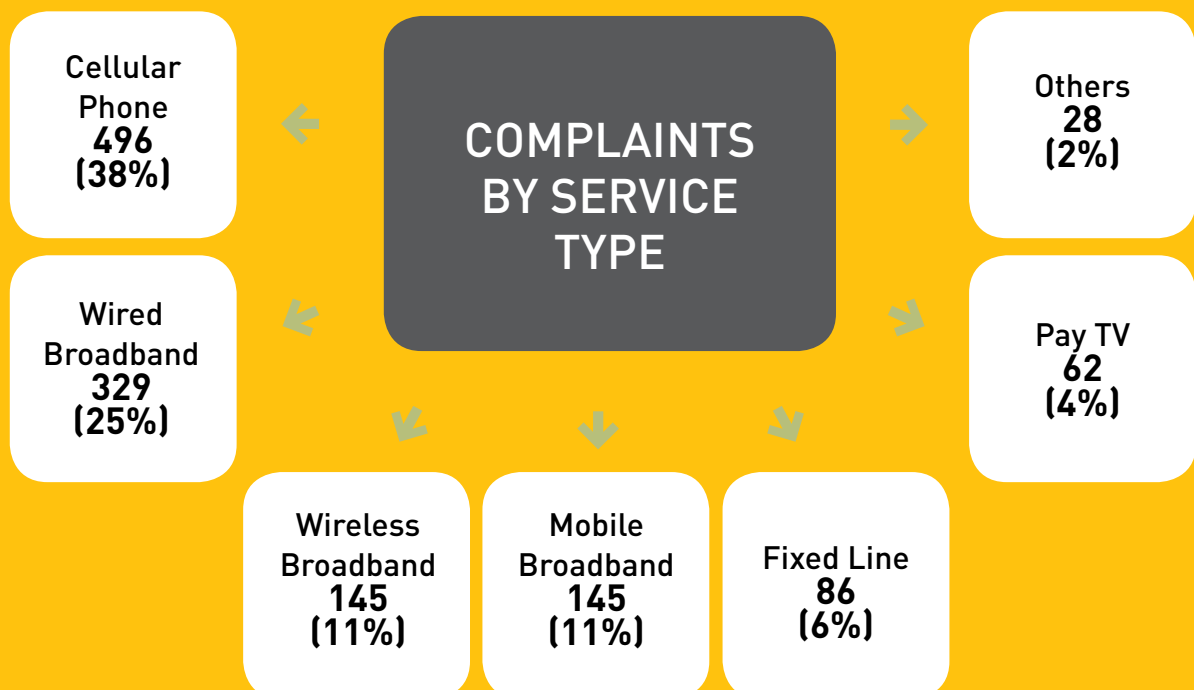
/// 20 SNAPSHOT OF COMPLAINTS

SOURCE OF COMPLAINTS

People contact us through 7 channels



The most popular channel for complainants to lodge complaints was through the CFM's Online Complaints Portal (CoP) at 48.95% followed by letter at 27.65%.



Snapshot 2: Snapshot of Complaints Received

/// 21 COMPLAINTS PERFORMANCE

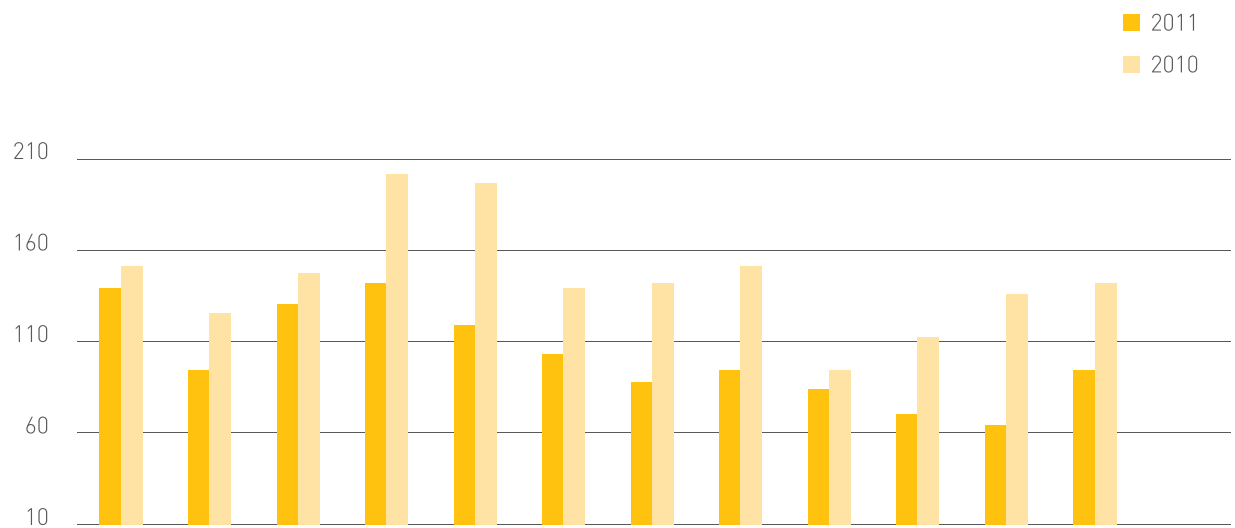


Chart 2: Summary of Complaints Received 2011 vs 2010

For the year 2011, CFM has received a total of 1,291 complaints, which was a decline of 27.68% compared to the number of complaints received in 2010 which was at 1,785, as per Chart 2 above.

CFM believed that the reduction in the number of complaints received resulted in the approach taken by CFM to concentrate more on ground activities. In 2011, CFM did not conduct any major mass communications initiatives such as television interviews, press release and advertisements.

/// 22 COMPLAINTS PERFORMANCE

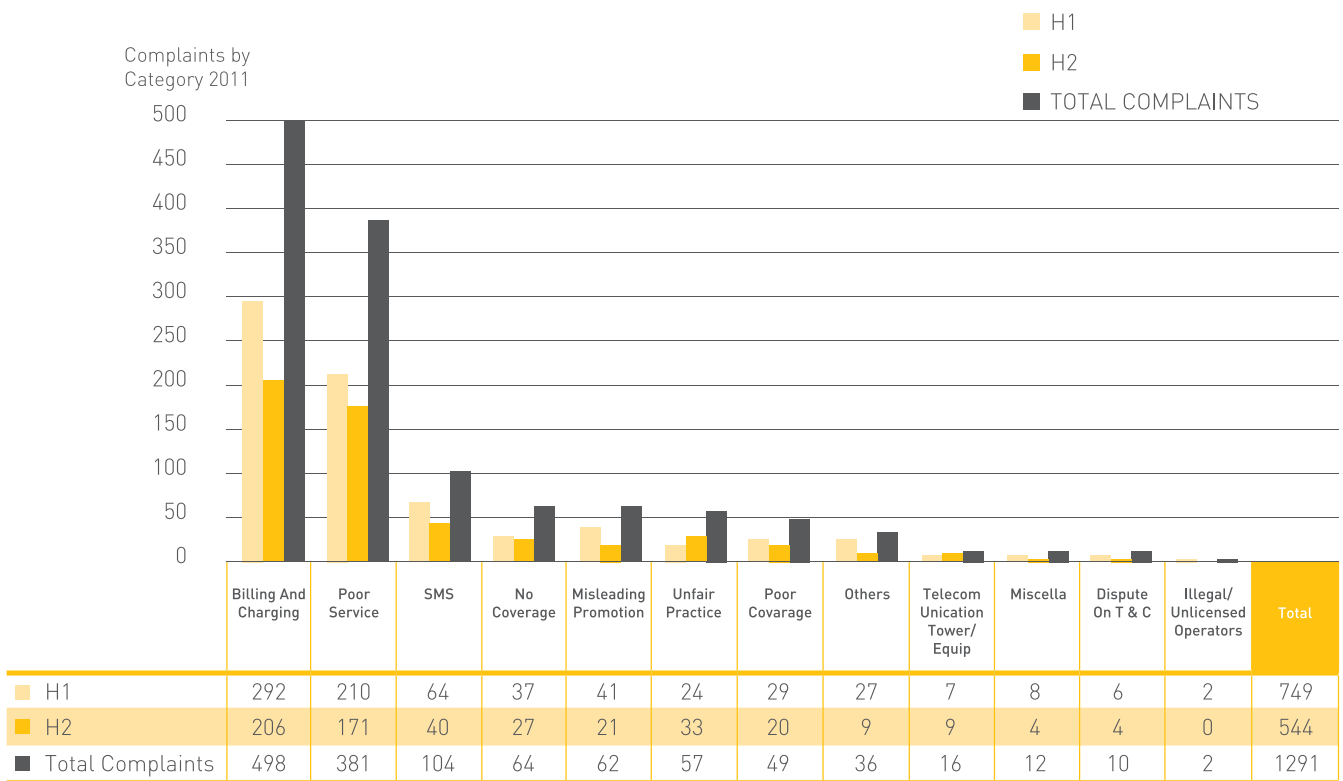
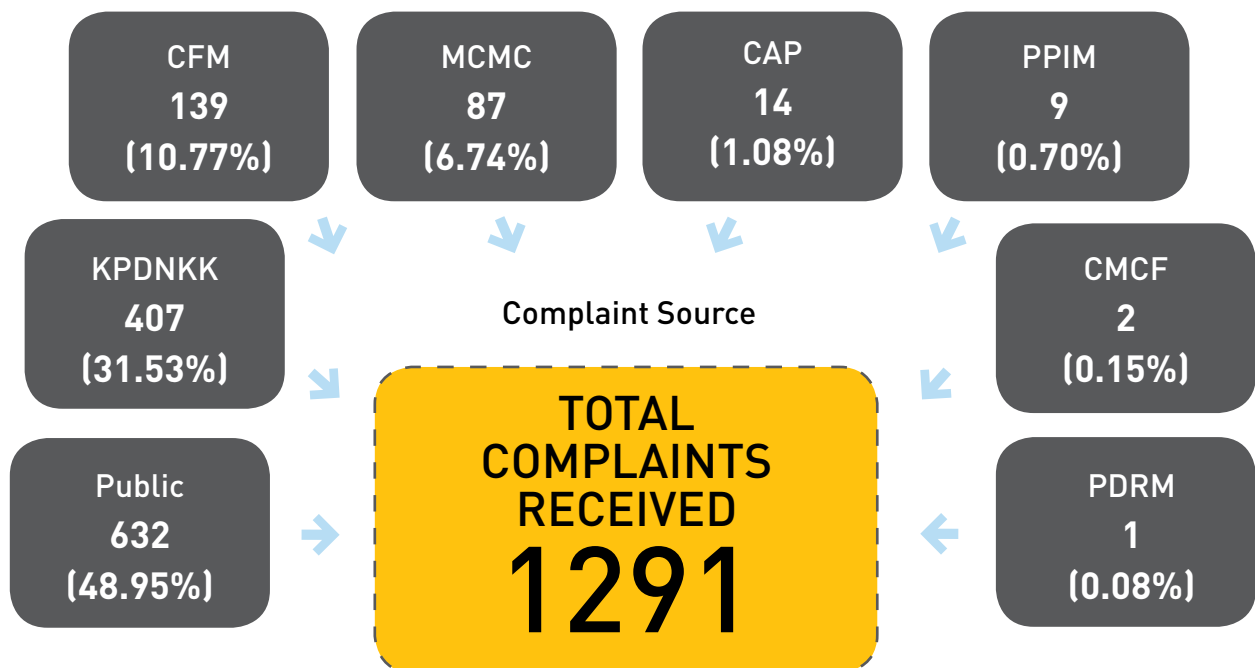


Chart 3: Complaints by Category 2011

CFM received most of its complaints directly, at 59.72% but significantly, there has been a progressive increase in the number of complaints received through KPDNKK (407).



/// 23 CFM AWARENESS IMPACT

AWARENESS IMPACT ON NUMBER OF PEOPLE WHO HEARD OF CFM

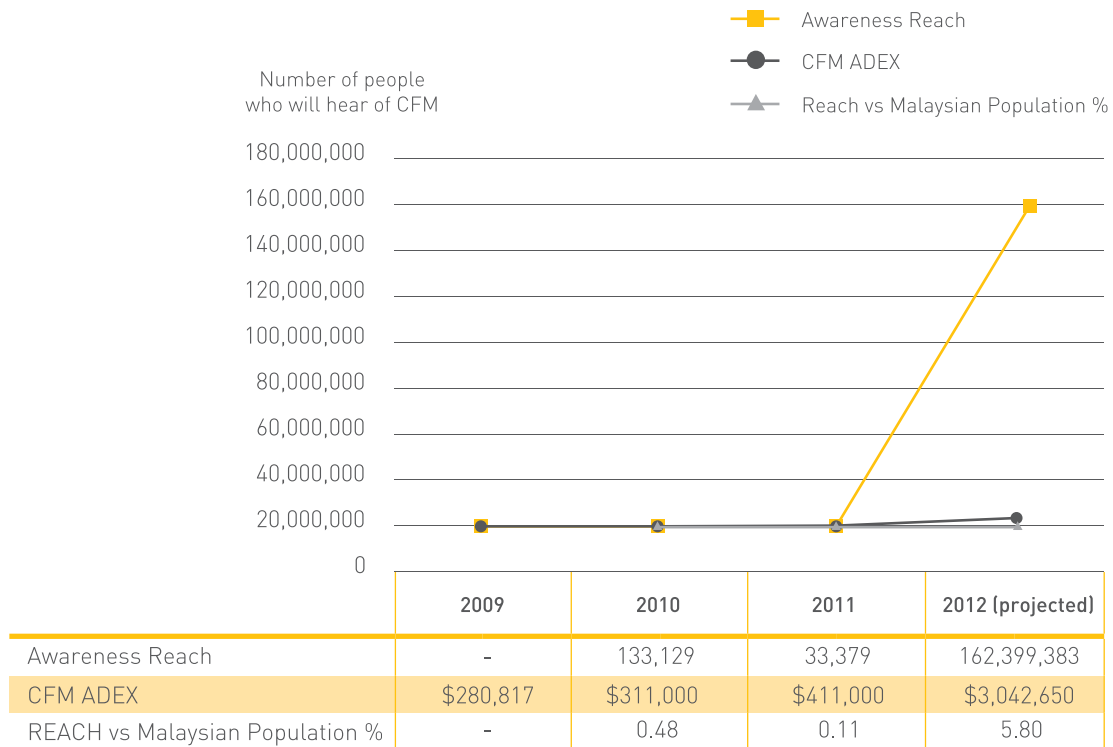


Chart 4: Awareness Impact on People Who Heard of CFM 2011 vs 2010

AWARENESS IMPACT ON COMPLAINTS RECEIVED

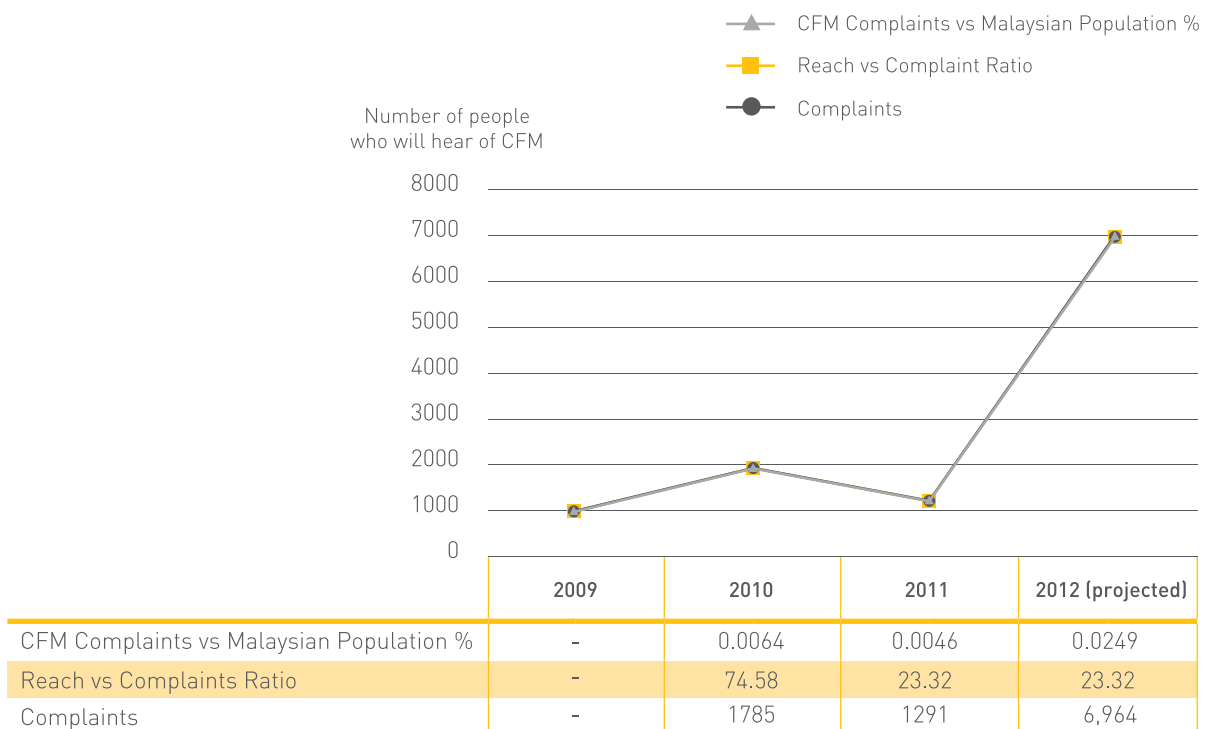


Chart 5: Awareness Impact on Complaints Received 2011 vs 2010

COMPLAINTS & COMPLIANCE

CCMD Committee Report	25
Top 5 Complaints Category	28
Major Complaint Category	29
CCMD Activities Reports	34

/// 25 CCMD COMMITTEE REPORT

1.0 EXECUTIVE SUMMARY

1.1 For the year 2011, CFM has received a total of 1,291 complaints, which was a 27.68% reduction compared with the total number of complaints received in 2010.

1.2 Highest complaints were received through CFM's Online Portal at 48.95% and KPDNKK forwarded most number of complaints at 31.53%.

1.3 CFM's managed to achieve an average of 0.9 business days resolution performance, an improvement from 1.09 days last year.

1.4 For category of complaints, Billing and Charging recorded the highest category at 38.57% followed by poor service quality at 29.51%.

1.5 Complaints on mobile services are the highest, accounted for 38% followed by a 25% on wired broadband. However, aggregately, broadband services (wired, wireless and mobile) reported the highest number of complaints at 48%.

2.0 COMPLAINTS RESOLUTION ANALYSIS

2.1 CFM had attended all the complaints received and managed to close up to 70.18% of complaints within 15 business days and 80.03% received within 30 business days. The benchmark set in the GCC for the complaints resolution is 90% resolved within 15 business days and 95% complaints resolved within 30 business days. The analysis is as illustrated in Table 3 below:

Month/ Business Days	< 15	< 30	> 30
Jan	95	112	32
Feb	70	76	20
Mac	79	97	35
Apr	97	124	23
May	99	109	12
Jun	82	98	9
Jul	72	78	11
Aug	99	111	16
Sep	63	69	18
Oct	61	67	9
Nov	41	44	24
Dec	48	74	23
Grand Total	906	1059	232
%	70.18%	82.03%	17.97%

Table 3: Resolution Cycle Time Performance by Month for 2011

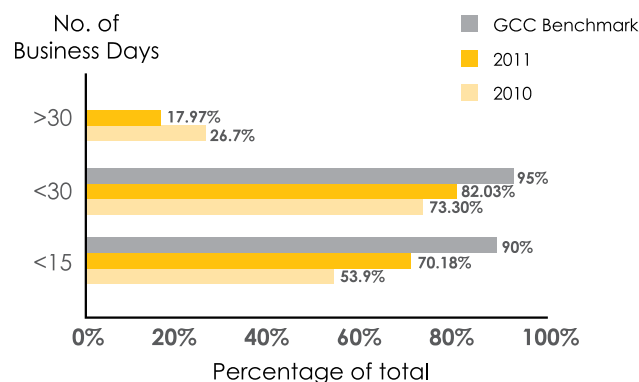


Chart 6: Resolution Cycle Time Performance 2011 vs 2010 against GCC

No. of Business Days	< 15	< 30	> 30
2010	53.90%	73.30%	26.70%
2011	70.18%	82.03%	17.97%
GCC Benchmark	90%	95%	NA

Table 4: Resolution Cycle Time Performance 2011 vs 2010 against GCC

2.2 In terms of days taken, CFM managed to close all complaints received in 2011 at an average of 0.9 business days per complaint. This is an improved performance as compared with 2010 where CFM only managed to close complaints at an average of 1.09 business days per complaint.

Month	2011	2010
Jan	1.5	1.7
Feb	1.2	2
Mac	0.6	1.6
Apr	0.8	1.1
May	1.1	0.9
Jun	0.4	1.2
Jul	1.3	1.1
Aug	0.5	0.9
Sep	0.5	0.9
Oct	1.4	0.8
Nov	1.2	0.3
Dec	0.6	0.4
Grand Total	11.1	13.1
Average closing days	0.9	1.09

Table 5: Average Closing Days 2011 vs 2010

/// 26 CCMD COMMITTEE REPORT

Average Closing Day

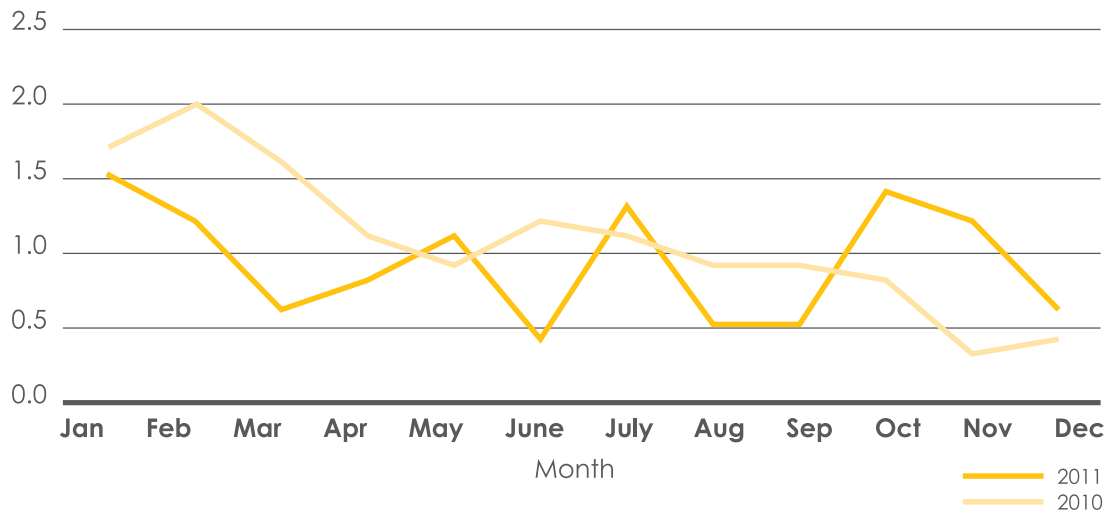


Chart 7: Average Closing Days Performance 2011 vs 2010

2.3 In terms of days taken, CFM managed to close all complaints received in 2011 at an average of 0.9 business days per complaint. This is an improved performance as compared with 2010 where CFM only managed to close complaints at an average of 1.09 business days per complaint.

2.4 For information, a complaint received by CFM goes through 4 steps during the resolution process, which is as follows:

OPEN

CFM opens a case upon receiving complaint from Consumer.

PENDING

CFM mediates a complaint case between the Consumer and Service Provider.

RESOLVED

Service Provider has recommended solution to Consumer through CoP and tagged as Resolved.

CLOSED

CFM confirmed with consumer's acceptance of solution recommended by the Service Provider.

/// 27 CCMD COMMITTEE REPORT

3.0 COMPLAINTS BY TYPES OF SERVICE

3.1 Complaints lodged in year 2011 dealt with a variety of services ranging from mobile to internet service. Mobile service recorded the highest number of complaints at 38.4% or 496 and followed by wired broadband at 25.5% or 329.

3.2 However, if we analyse broadband service aggregately, it recorded the highest number of complaints at 47.9% or 619.

3.3 Statistics relating to the number of complaints by Service Types are reflected in Table 6.

Type of Service	Total
Cellular Phone	496
Wired Broadband	329
Wireless Broadband	145
Mobile Broadband	145
Fixed Line	86
Pay TV	62
Others	28
Grand Total	1291

Table 6: Complaints Received by Type of Service

4.0 COMPLAINTS BY SERVICE PROVIDERS

4.1 For 2011, the highest number of complaints was taken against Telekom Malaysia at 406, followed by Maxis at 312 and Celcom at 207, as illustrated in Table 7 below:

Service Provider Complaint Statistic/Service Provider	Billing And Charging	Dispute On T&C	Miscellaneous	Misleading Promotion	No Coverage	Others	Poor Coverage	Poor Service	SMS	Telecommunication Tower/Equip	Unfair Practice	Illegal/Unlicensed Operators	Grand Total
TM	97	4	4	2	32	4	15	233	0	4	11	0	406
Maxis	212	1	1	6	7	10	14	21	24	2	14	0	312
Celcom	86	4	1	20	5	4	6	36	31	3	10	1	207
DiGi	31	1	1	10	12	4	9	29	8	6	6	1	118
Astro	24	0	1	1	0	3	0	24	0	1	8	0	62
UMobile	15	0	1	17	1	0	0	9	0	0	2	0	45
P1	10	0	2	1	2	1	4	22	0	0	3	0	45
MMCP	2	0	0	0	0	0	0	0	40	0	0	0	42
Others	4	0	1	3	1	9	0	2	1	0	3	0	24
YTL	7	0	0	2	4	0	0	1	0	0	0	0	14
iZZi	3	0	0	0	0	1	1	3	0	0	0	0	8
JARING	5	0	0	0	0	0	0	0	0	0	0	0	5
TIME	1	0	0	0	0	0	0	1	0	0	0	0	2
NGROUP	1	0	0	0	0	0	0	0	0	0	0	0	1
Grand Total	498	10	0	62	64	36	49	381	104	16	57	2	1291

Table 7: Service Provider Complaint Statistics

/// 28 TOP 5 COMPLAINTS CATEGORY

5.0 COMPLAINTS ANALYSIS BY CATEGORY

5.1 Complaints were lodged due to numerous of reasons but to enable us to analyse them, they are tagged by predetermined set of complaints category. The report on complaints by category is as per Table 8.

5.2 This reason usually related to dissatisfaction with issues ranging from product/plan related matters, unethical services to outcome of termination of service.

5.3 Billing and charging, poor service, SMS, no coverage and misleading promotion are the top 5 causes of the complaints.

5.4 During the year 2010 and 2011, majority of complaints investigated and finalized were found to be substantiated and the fact that the complaints are found to be substantiated indicates that complainants have sound reason to be dissatisfied with the conduct of Service Providers.

5.4.1 TOP 5 COMPLAINTS CATEGORY

5.4.1.1 Overview

The top two categories of complaints, "Billing and Charging" and "Poor Service" contributed to more than 68% of all complaints received by CFM in 2011. "No Coverage" has become new top 5 category of complaints in 2011 where in 2010, it was the sixth highest complaints received.

Complaint Category	H1	H2	Total complaints
Billing And Charging	292	206	498
Poor Service	210	171	381
SMS	64	40	104
No Coverage	37	27	64
Misleading Promotion	41	21	62
Unfair Practice	24	33	57
Poor Coverage	29	20	49
Others	27	9	36
Telecommunication Tower/Equip	7	9	16
Miscellaneous	8	4	12
Dispute On T&C	6	4	10
Illegal/Unlicensed Operators	2	0	2
Grand Total	747	544	1291

Table 8: Complaints by Complaint Category

"Unfair Practice" was not in the top 5 category in 2011 where in 2010, it was the 4th highest complaints category.

Even though CFM received lower total number of complaints, the "No Coverage" complaints showed increment of more than 8%. All these are illustrated in Table 9 below.

Top 5 Complaints Category

Year	Month/ Complaints Type	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	Vol YOY	% YOY
2011	Billing and Charging	42	46	58	63	43	40	31	49	33	31	27	35	498	-12	-2.35
2010		31	30	36	59	42	39	40	44	48	54	52	35	510		
2011	Poor Service	52	33	35	37	28	25	36	41	22	20	22	30	381	-384	-50.20
2010		70	52	77	100	88	74	64	51	52	32	51	54	765		
2011	SMS	7	6	13	11	20	7	6	4	12	7	5	6	104	-23	-18.11
2010		17	15	9	11	9	7	15	15	6	4	6	13	127		
2011	No Coverage	3	3	5	3	12	11	2	10	4	4	2	5	64	5	8.47
2010		5	8	7	2	14	5	1	2	7	3	2	3	59		
2011	Misleading Promotion	20	2	3	6	3	7	5	2	3	2	3	6	62	-17	-21.52
2010		8	6	8	10	5	5	7	5	3	6	8	8	79		

Table 9: Top 5 Complaints Category

/// 29 MAJOR COMPLAINT CATEGORY: BILLING & CHARGING

5.4.1.2 Major Complaints Category – Billing and Charging

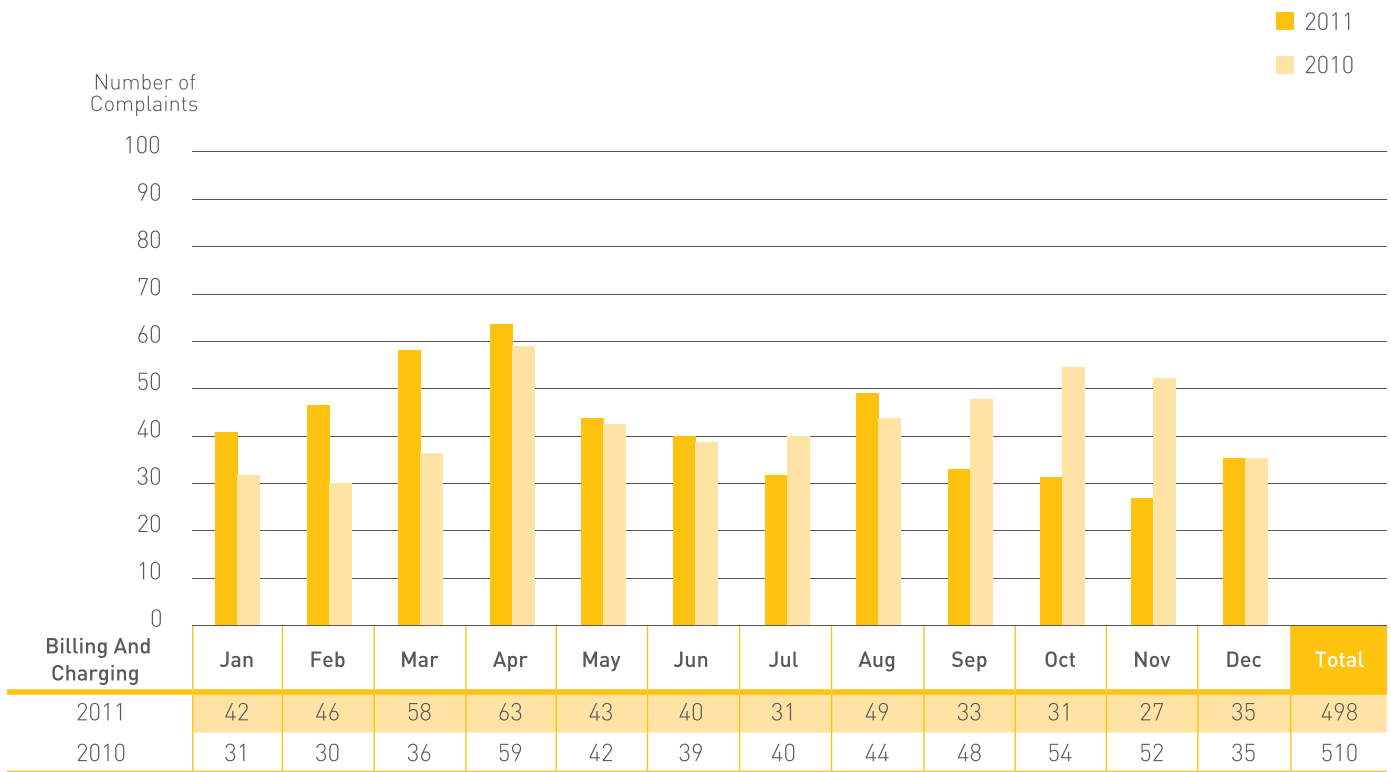


Chart 8: Complaint on Billing and Charging 2011 vs 2010

- Resulting from the fact that many complaints were lodged which is related to unreasonable charges, billing problem/dispute, rebate/refund, fraud registration and poor billing system.
- Due to the strong growth in smartphones, many new smartphone users were not familiar with certain features in the gadget or not aware that they would be charged for data services.
- Charges for data usage produced a lot of complaints from consumers who have no idea how much data they use.
- Billing problem/dispute including payment made but wrongly credited to different account, double charges, billing received late/not received, wrong address printed on the bill and other billing errors.
- Rebate/refund normally refers to 7 days money back guarantee, consumer did not receive rebate as per entitled plan package.

Billing and Charging	Total
Unreasonable Charges	206
Billing Problem/Dispute	157
Rebate/Refund	43
Fraud Registration	27
Poor Billing System	25
Others	20
Credit Limit	12
Late Payment Charges/ Reconnection Fee	8
Grand Total	498

Table 10: Subcategory of Billing & Charging Complaint

/// 30 MAJOR COMPLAINT CATEGORY: POOR SERVICES

5.4.1.3 Major Complaints Category – Poor Service

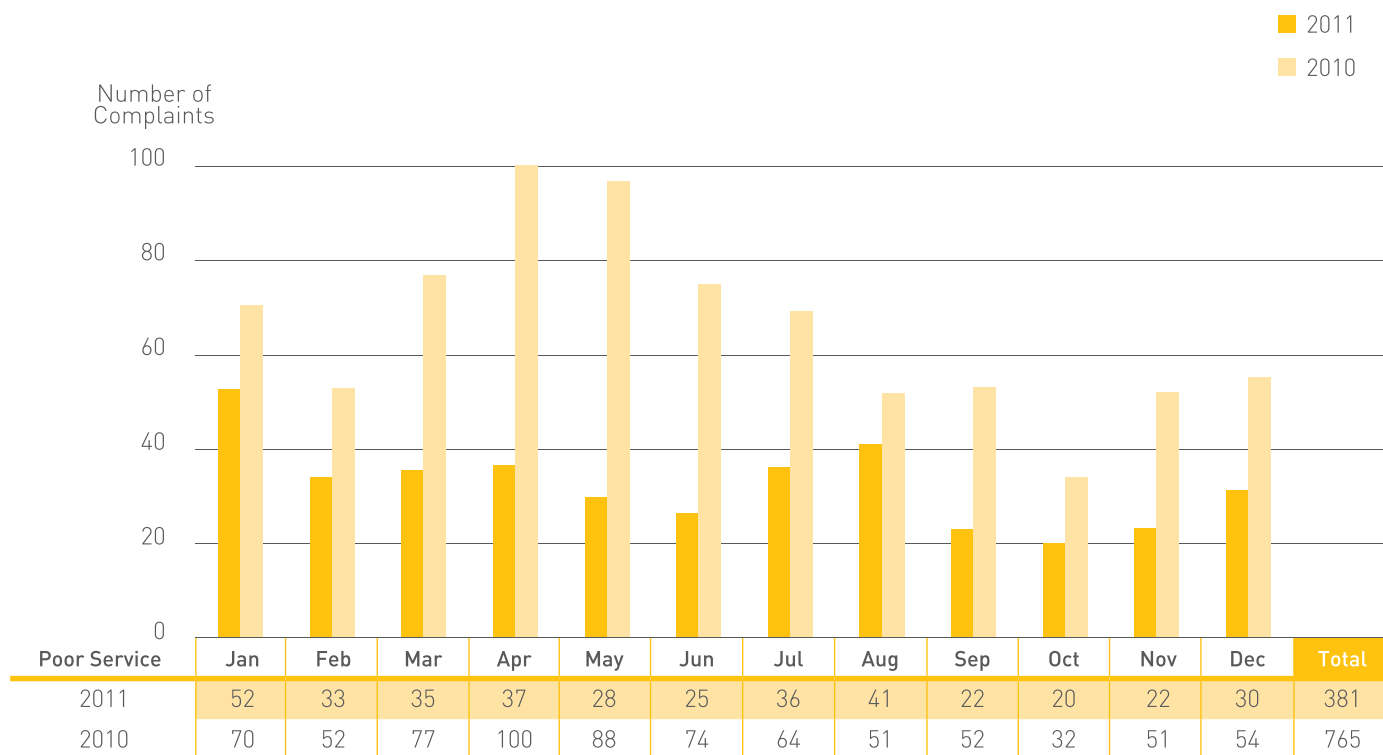


Chart 9: Complaint on Poor Service 2011 vs 2010

- There has been a significant decrease in the total of complaints under poor service category compared to a year 2010, which is a total of 381 (-50.20%).
- Most of the complaints were related to internet connection/speed, service downtime, installation/activation and poor customer service.
- Complaints related to internet connection/speed and service downtime due to service quality in some areas is great but not in others.
- On the other hand, there are glitches in the connectivity due to rampant vandalism that contributed to dropped calls and intermittent disruptions.
- Poor customer service normally refers to no after sale service provided to consumers, wrong information given to consumer about package/rate and long waiting queue whenever calling contact centres.

Poor Service	Total
Internet Connection/Speed	116
Service Downtime	77
Installation/Activation	67
Poor Customer Service	34
Service Termination Failed	30
Others	20
False Registration	13
Mobile Number Portability	10
Speed Capping	10
Service Restoration	4
Grand Total	381

Table 11: Subcategory of Poor Service Complaint

Decreased Trend in Complaints Category Received – Poor Service

- A recurring trend is being observed and poor service resulted to decrease from year 2010 (765 cases) to year 2011 (381 cases).

///31 MAJOR COMPLAINT CATEGORY: SMS

5.4.1.4 Major Complaints Category – SMS

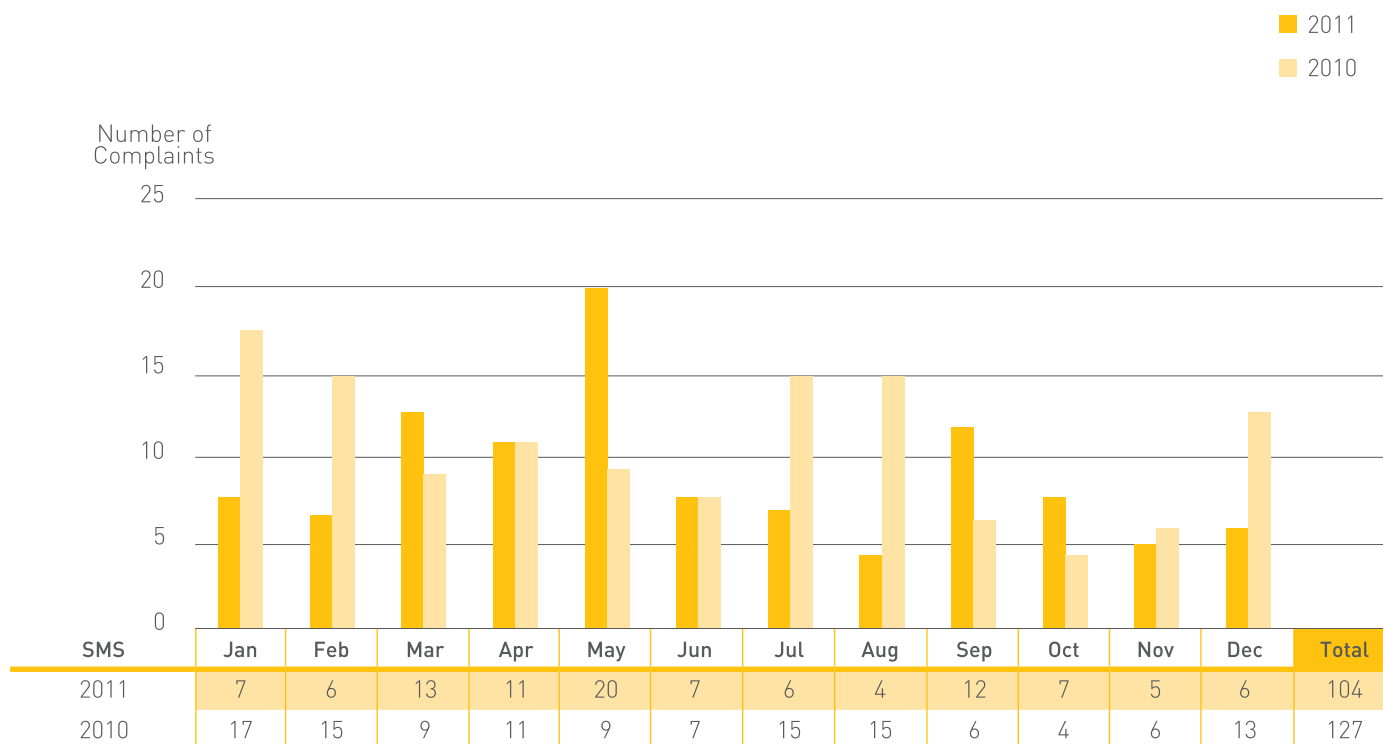


Chart 10: Complaint on SMS 2011 vs 2010

- In some instances, consumers were frustrated at being charged for receiving unsolicited SMSes from external content providers.
- During the World Cup some customers received free match updates but many customers failed to realize they were charged 15 cents for cancelling the service, which was unsolicited in the first place.
- Consumers complaining in getting unreasonable service in relating to so many kind of SMS that should not appear in their mobile phone.

SMS	Total
Unsolicited/Unsubscribed SMS	91
SCAM	6
Others	4
Service Termination Failed	2
Promotional SMS	1
Grand Total	104

Table 12: Subcategory of SMS Complaint

/// 32 MAJOR COMPLAINT CATEGORY: NO COVERAGE

5.4.1.5 Major Complaints Category – No Coverage

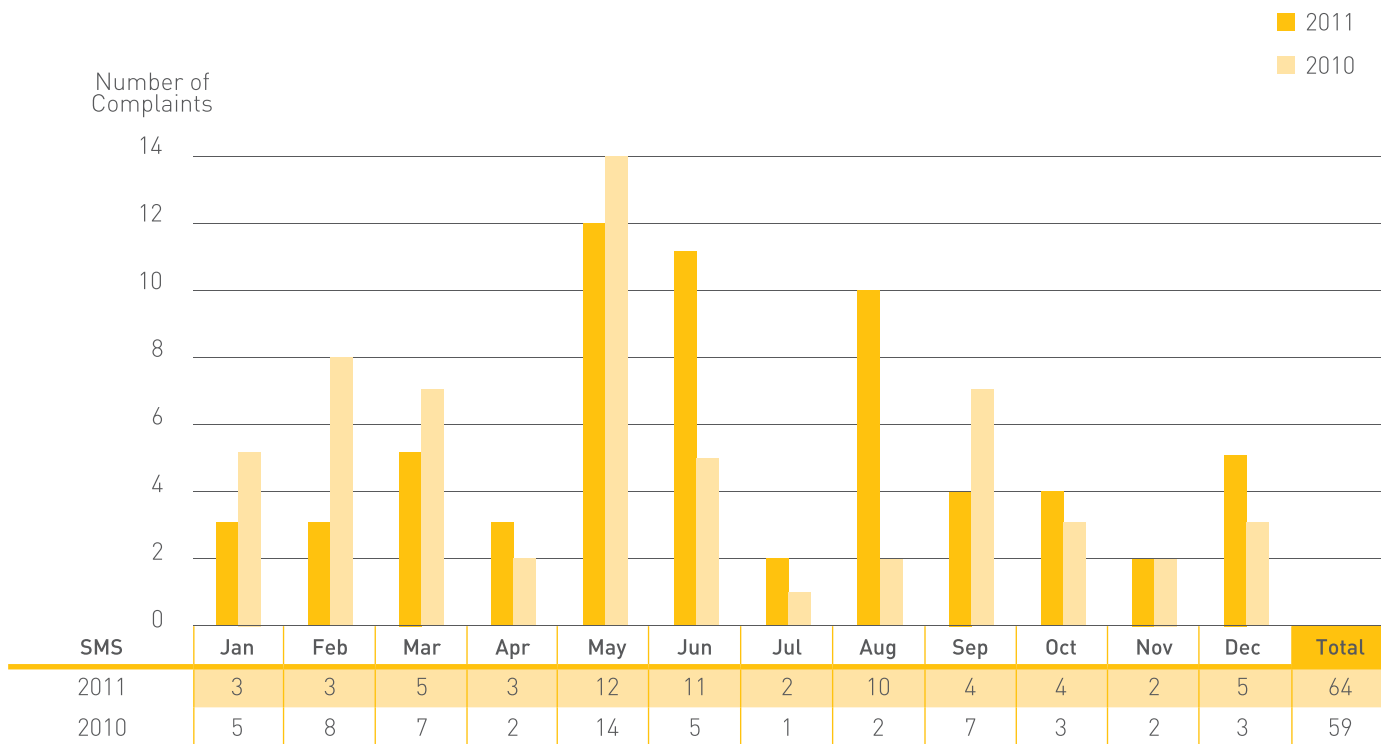


Chart 11: Complaint on No Coverage 2011 vs 2010

- Most commonly, consumers dissatisfied about the level of coverage they are receiving for broadband, fixed line and cellular phone.
- Other issues including coverage differs depending on weather, time of day and location.

No Coverage	Total
Internet Broadband	42
Fixed Line	12
Mobile/Cellular	10
Grand Total	64

Table 13: Subcategory of No Coverage Complaint

/// 33 MAJOR COMPLAINT CATEGORY: MISLEADING PROMOTION

5.4.1.6 Major Complaints Category – Misleading Promotion

■ 2011
■ 2010

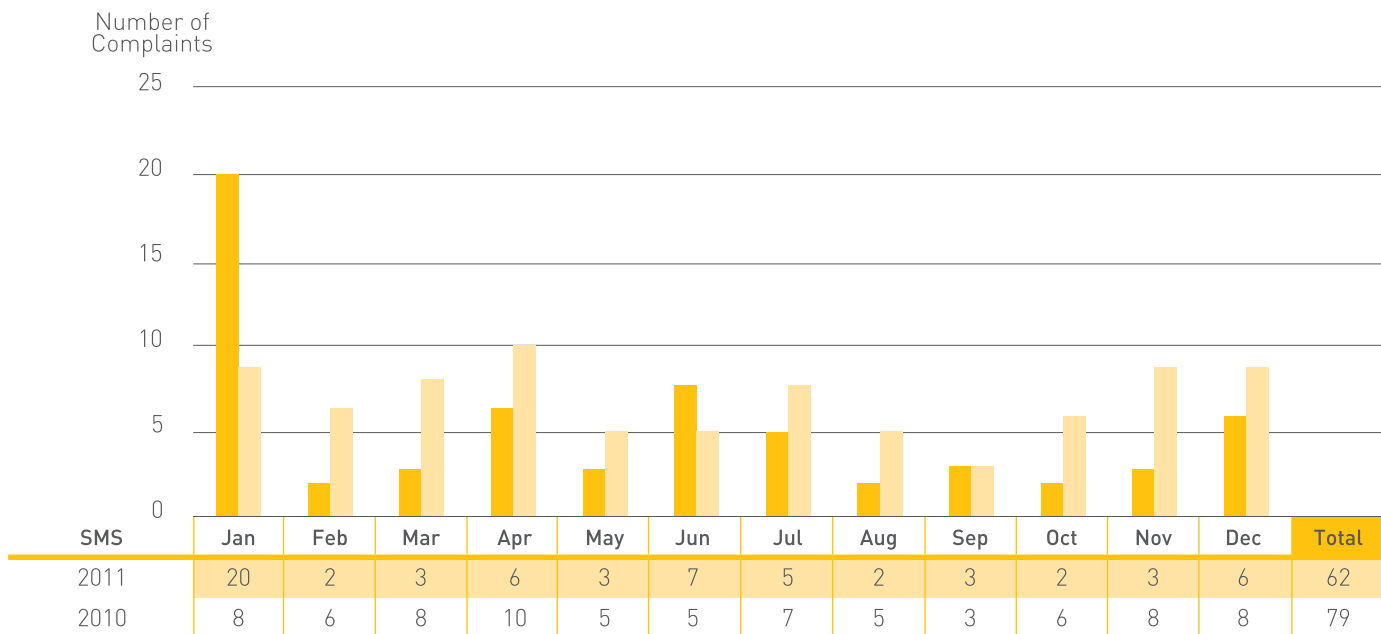


Chart 12: Complaint on Misleading Promotion 2011 vs 2010

- Misleading promotions which involve misrepresentations about the service provider's product/package.
- Tariff plan/package offered, presented, marketed or advertised in a manner that is likely to mislead the subscribers.

Misleading Promotion	Total
Misleading Promotion/Advertisement	22
Misrepresentation by dealer	40
Grand total	62

Table 14: Subcategory of Misleading Promotion Complaint

6.0 CCMD ACTIVITIES 2011

6.1 In addressing complaints received as well as to improve the complaints management process, CFM organized and participated in numerous meetings and discussions, with the relevant stakeholders such as SKMM, service providers as well as other agencies.

6.2 We also continuously conducted trainings to service providers to ensure effective use of our complaints portal.

6.3 The list of relevant activities is as per Table 15 below:

CCMD Activities Report 2011				
No	Date	Programme	Organizer	Participation
1	22-Feb	Consumer Complaints Meeting	SKMM	CMD
2	24-Feb	Task Force Meeting #2/2011	SKMM	CMD
3	3-Mar	Monthly Meeting- SKMM & Maxis	SKMM	CMD
4	15-Mar	Mesyuarat bersama dengan ASTRO	SKMM	CMD
5	22-Mar	CoP Training & Meeting with Time dotCom	CFM	CMD
6	4-Apr	Task Force Meeting #3/2011	SKMM	CMD
7	5-Apr	CoP Training & Meeting with JARING	CFM	CMD
8	25-Apr	Seminar Perbincangan Industri Keselamatan Rangkaian Siri 2	KPDNKK	CMD
9	29-Apr	Briefing Session with Salam- Salamphone	SKMM	CMD
10	10-May	Mesyuarat Pre-Council Jawatankuasa Pengiklanan	KPDNKK	CMD
11	13-May	MS Excel 2010/2007 Advanced	CentriLink	CMD
12	26-May	Mesyuarat Jawatankuasa Pengiklanan Bil 2/2011	KPDNKK	CMD
13	13-Jun	MS Excel 2010/2007 Mastering Pivot Table	CentriLink	CMD
14	14 & 15 Jun	MS Excel 2010/2007 Basic & Intermediate	CentriLink	CMD
15	17-Jun	CoP Training - MMCP	CFM	CMD
16	8-Jul	Complaints Responsiveness Cycle Time & GCC Adherence	CFM	CMD and Codes
17	21-Jul	Regulatory Compliance Course	SKMM	CMD
18	27-Jul	Task Force Meeting No 5/2011	SKMM	CMD
19	1-Aug	Mesyuarat Jawatankuasa Pengiklanan Bil 3/2011	KPDNKK	CMD
20	12-Aug	Presentation to MCMC on Tune Talk's Product	SKMM	CDM
21	22-Aug	Maxis & MCMC Monthly Meeting	SKMM	CMD
22	12-Sep	Briefing Session with TalkFocus- TRON	CFM	CMD
23	22-Sep	Briefing by a new MVNO - Pavo Communications	SKMM	CMD
24	5-Oct	Meeting with CMCF	SKMM	CMD
25	6-Oct	Pameran-Kempen Sempena Seminar Implementasi Dasar & Strategi (Peranan Media Dalam Mendepani Ancaman Akidah) Anjuran JAIS	JAIS	CMD
26	21-Oct	The Consumer Satisfaction Survey 2011- Questionnaire Review	SKMM	CMD
27	11-Nov	Discussion with NCCC	SKMM	CMD

Table 15: List of Activities by CCMD

CORPORATE & CODES MANAGEMENT

CDMD Committee Report	36
Staff Development	38
Summary of Codes Drafting Activities	39

OVERVIEW FROM CODES DRAFTING WORKING COMMITTEE

Activities of the Codes Drafting Working Committee in 2011 focused more on the completion of the GCC review exercise and the establishment of the Alternate Dispute Resolution (ADR) mechanism in CFM.

The Working Committee had managed to submit to MCMC, the final draft of the reviewed General Consumer Code of Practice for Communication & Multimedia (GCC) on 23 September 2011 for approval and registration. Several GCC awareness briefings were also conducted through invitations from the Service Providers and also through involvements in Complaints Responsiveness Cycle Time And GCC Adherence Briefing Series 2011 organized by Complaints Management & Compliance Department. The implementation plan for the ADR project was developed to be carried out in 2012 for the implementation stage.

For 2012, the Working Committee had planned for several activities which includes completion of the registration of the revised GCC and ADR implementation stage, as well as review of Sub Codes and drafting of new guidelines.

EXECUTIVE SUMMARY

The Codes Drafting Working Committee, chaired by Puan Mahfuzah Azahari from Maxis (replacing Puan Hairunnisa Mohd Nasir from Celcom Axiata Berhad, effective from 4 August 2011) had continued to focus in completing the GCC review exercise and submission of the same to MCMC for approval and registration and the establishment of the ADR mechanism in CFM.

CODES DRAFTING ACTIVITIES

a) GCC review

The final draft of the revised GCC was tabled at the 2nd Council Meeting on 3 March 2011. At the said meeting, the Council agreed that the final draft to be circulated to the Councilors for final review and comments for the period of twenty one (21) days starting from 26 May 2011.

A number of 29 comments were received at the end of the review by the Councilors encompassing the matter pertaining to questions of wordings, revision and addition of clauses, clarifications and general comments.

The comments from the Councilors were compiled, deliberated and addressed by the Codes Drafting Working Committee on 16 August 2011 and after deliberation, the Working Committee was satisfied and recommended that the final draft of the revised GCC to be tabled to the Council for approval to submit to MCMC. The Council at its meeting on 26 August 2011, have approved of the final draft of GCC to be submitted to MCMC for approval and registration. On 23 September 2011, the final draft of GCC was further submitted to MCMC.

b) GCC awareness

With the objective to create general awareness among the staff of TV3 on the requirements of GCC, CFM has been invited to conduct a briefing session for staff from Sales and Brand Department of TV3 on 16 June 2011. The briefing which was conducted from 10 to 12pm at HR Training Room, Sri Pentas was participated by a number of 23 staff.

CFM was also invited to conduct a briefing on GCC to staff of YTL Communications Bhd on 20 December 2011. The objective of the briefing is to familiarize the staff of the requirements of GCC.

Codes Drafting department has also been involved in CFM Complaints Responsiveness Cycle Time And GCC Adherence Briefing Series 2011 organized by Complaints Management & Compliance Department. Six (6) sessions were held individually for U Mobile, Maxis, Celcom, DiGi, TM and Astro starting from 28 April 2011 for U Mobile and ended with Astro on 16 June 2011. Another group session was conducted on 8 July 2011 which was participated by P1, YTL Communication, RedTone, XOX, JARING, Time, TuneTalk and KPDKK. With the objective to serve as GCC refresher briefing to the Service Providers, the participants for all the sessions were mainly from Customer Service and Regulatory.

C) Alternative Dispute Resolution (ADR)

The ADR Working Group started of the first meeting for 2011 on 13 July 2011 where the newly appointed members were informed of the appointment, roles and functions and deliverables of the Working Group. The members were also informed of the status of the ADR project and discussed on the next action plan.

The ADR Working Group further met on 25 July 2011 where the consultant for the project, Centre For Consumer Research And Education (CeCORE) was invited to present to the members on the proposed mediation-arbitration (med-arb) mechanism for the Alternative Dispute Resolution platform. At the meeting, the members decided that a presentation should be made to MCMC by CeCORE to gauge MCMC's opinions and directions on the med-arb mechanism. The presentation held on 27 July 2011 was attended by the Compliance Department, Legal & Secretarial Department and Complaints Bureau of MCMC with positive feedbacks received from them. Pursuant to the meeting, an official letter was also written to Chairman of SKMM to brief on the ADR project.

We had further wrote to CeCORE to request for the project proposal for implementation stage on 9 August 2011 and CeCORE submitted the same on 25 August 2011. The project proposal was later deliberated by the ADR Working Group at the 3rd and 4th Working Group meeting. The project proposal on the implementation stage was later approved by the Council on 26 September 2011.

The letter of offer and Consultancy Agreement were provided to CeCORE on 24 October 2011 and CeCORE accepted the letter of offer on 1 November 2011. However, further negotiations took place on the Consultancy Agreement in order to finalize the Agreement and proceed with the ADR project.

Plans for 2012

Several activities were planned for Codes Drafting activities as listed below:

Activities	Deadline
Completion of the registration of revised GCC	Completion by end of Q4'2012
Review of Sub-Codes:	Completion by end of Q2'2012
<ul style="list-style-type: none"> • Fixed Services Sub Code • Public Cellular Services Sub Code • Premium Services Sub Code 	
Drafting of new Guidelines	
a. Code of Conduct for dealers & agents	Discussion to start: Q3'2012 Completion: Q4'2012
b. Guidelines on customer authorization	Discussion to start: Q4'2012 Completion: Q1'2013
Setting up of ADR	By end of Q4'2012

/// 38 STAFF DEVELOPMENT

For 2011, we also put great emphasis in enhancing our staff skills to strengthen their capabilities in carrying out their day-to-day tasks besides exposing the staff to conferences on higher level topics relating to their job scopes. The list of trainings/conference participated by staff and the objectives are as follows:

Date	Trainings/Conference	Details
18 January 2011	Conference on Modernizing Business Regulation	Venue: Grand Dorsett Subang Hotel Organized by: Malaysia Productivity Corporation (MPC) Objectives: a) Provide understanding on the relevance of regulatory review to economic circumstances b) Discussion on key challenges to better regulate and share practical strategies and techniques Attended by: ED and Manager, Codes Drafting
14 & 15 June 2011	MS Excel 2010/2007 Basic & Intermediate	Venue: The Boulevard Office, Mid Valley Organized by: CentriLinc Objectives: Learning tips and techniques on MS Excel to enhance staff skills in preparing spreadsheets for daily operation usage Attended by: Executive, CDMD
29 April 2011	Customer Complaints Investigation Techniques	Venue: Dorsett Regency Hotel Organized by: Global Leadership Learning Centre Objectives: Provide understanding on the importance of a good customer complaint handling system, learning complaints investigation techniques, collecting and analyzing data, submitting reports and post investigative actions Attended by: Executive CCMD & Manager, Codes Drafting
12 & 13 May 2011	MS Excel 2010/2007 Advanced	Venue: The Boulevard Office, Mid Valley Organized by: CentriLinc Objectives: Learning tips and techniques on MS Excel to enhance staff skills in preparing spreadsheets for daily operation usage Attended by: Executive, CDMD
18 May 2011	MS Excel 2010/2007 Mastering Pivot Table	Venue: The Boulevard Office, Mid Valley Organized by: CentriLinc Objectives: Learning tips and techniques on MS Excel to enhance staff skills in preparing spreadsheets for daily operation usage Attended by Executive, CDMD

/// 39 SUMMARY OF CODES DRAFTING ACTIVITIES

a) Codes Drafting

Date	Activities
3 March 2011	Tabling of the final draft of the revised GCC
26 May – 20 June 2011	The final review by the Council of the revised GCC for 21 days
16 August 2011	1st Codes Drafting Committee Meeting
26 August 2011	Approval obtained from the Council for the submission of the final draft of the revised GCC to SKMM
23 September 2011	Submission of the final draft of the revised GCC to MCMC

b) GCC Awareness

Date	Activities
28 April 2011	Complaints Responsiveness Cycle Time And GCC Adherence Briefing Series 2011 - Customer service and Regulatory of U-Mobile
2 May 2011	The final review by the Council of the revised GCC for 21 days
4 May 2011	1st Codes Drafting Committee Meeting
1 June 2011	Approval obtained from the Council for the submission of the final draft of the revised GCC to SKMM
8 June 2011	Submission of the final draft of the revised GCC to MCMC
16 June 2011	Complaints Responsiveness Cycle Time And GCC Adherence Briefing Series 2011 - Customer service and Regulatory of Astro
16 June 2011	GCC briefing session for staff from Sales and Brand Department of TV3
8 July 2011	Complaints Responsiveness Cycle Time And GCC Adherence Briefing Series 2011 - Group session (Customer Service and Regulatory of P1, YTL, RedTone, XOX, JARING, Time, Tun-eTalk, KPDNKK)
20 December 2011	GCC Briefing Session at YTL Communications with participation from representatives of various departments

c) ADR

Date	Activities
13 July 2011	1st ADR Sub-Working Committee meeting for 2011
25 July 2011	2nd ADR Sub-Working Committee meeting
27 July 2011	Presentation on ADR to MCMC
13 September 2011	3rd ADR SWC Meeting
22 September 2011	4th ADR SWC Meeting
26 September 2011	Approval by the Board of Councilors on the ADR implementation plan and implementation budget
24 October 2011	Submission of Letter of Offer and Consultation Agreement to CeCORE
1 November 2011	Acceptance of Letter of Offer from CeCORE
1 Nov – 31 Dec 2011	Negotiations on the Consultation Agreement

COMMUNICATION & PUBLIC RELATION

CPRD Committee Report	41
Activities Overview	42
Photo Overview of Ground Activities	43
Awareness Roadmap	44

/// 41 CPRD COMMITTEE REPORT

EXECUTIVE SUMMARY

The Communications and Public Relation Committee (CPRD) executed a strategy line-up for year 2011-2012 and activities reached a mass audience of 33,379 consumers which is a sharp decrease 74% compared to the 2010 reach of 133,129 consumers. Contrary to 2010, the focus was on ground activities at rural and urban areas.

Based on the 2 consecutive years of 2010-2011, on average, for every 54 consumers who are aware, 1 is dissatisfied. On the basis of 28million Malaysians, this makes up to a 2% potentially dissatisfied consumers in Malaysia that we did not reach to address their issues or concerns. We find through our activities that driving high awareness activities yields high complaint submissions from consumers.

AWARENESS SPENDING

On a conservative calculation of RM2.33 expenditure in 2010, to reach the 2% of Malaysians potentially dissatisfied consumers on awareness would require a budget 3 times the current 2011 Awareness expenditure.

In 2010, CPRD average spending per consumer was RM2.33 per consumer while in 2011 it was RM12.31, a drastic increase of 4 times the average spending for consumer awareness. Use of media and communication platforms needs to look into maximizing cost efficiency for maximum awareness impact. Major activity for the year was focused on on-ground activities and did not leveraging on mainstream media for publicity. CFM regards all channels of awareness including on-ground activities and stakeholder engagement under a general ADEX, until a better standardizing of reporting can be developed under the guidance of the CPRD Committee.

On ground awareness activities, CFM participated in 47 events among which, some were organized or co-organized by CFM in collaboration with various government agencies including KPKK, SKMM and KPDNKK. There was also a roll out of 2 new campaigns and a re-run of 4 existing campaigns. While CFM wants to produce good and acceptable quality awareness materials, we are also facing the lack of resources to obtain a good level of creative quality that we need to deliver our messages.

STRUCTURING CFM COMMUNICATIONS

On communication campaigns and collaterals, CPRD have systematically structured communication materials into 3 categories namely :-

CATEGORY	BRAND/ COLLATERAL TYPE	CONTENT
Corporate	Corporate Brochure, Online Complaints Portal (COP)	All communication materials that carries CFM Function Roles
Issues	AWAS Scam	Issues based information for advisory on selected topics
ConsumerInfo	ConsumerInfo Mobile/Internet, ConsumerInfo Factsheet/ ConsumerInfo Portal	All educational based information and tools that empowers consumer with the right knowledge to manage their services

Corporate Materials were visually enhanced throughout the year to carry a consistent message to engage and strengthen the CFM brand to consumers. Thematic visuals and content were communicated with better clarity to assist consumers relate and stay top of mind. This initiative is part of CPRD progress to a create consistency and continuity message for the CFM brand to move up the consumer value chain. It is necessary to build credibility to improve consumer acceptance and understanding thus provide valuable information to the consumer.

The focus for events in 2011 was towards participation in KPKK and SKMM Regional organized events. Due to the lack of approvals for plans and budget, several campaigns planned for the year could not commence until the late quarter of 2011.

Communication plans executed was based on submitted plans for 2011/2012. CPRD activities were low in the 3rd quarter due to fasting month and back to high frequency towards last quarter of 2011. Stakeholders meetings and seminars were at its peak during end of Quarter 3 through working groups such as EPP9 workgroup, MTFBS seminars, MTFG and discussion of awareness on issues and complaints.

MOVING FORWARD

Moving forward, CPRD noted that CFM needs to be consistently more accessible to the public and maintain relevance with current issues faced by consumers for the next 3 years by way of:

1. Increasing accessibility both online and offline
2. Increasing visibility through strategic networking, increasing membership, fostering strategic partnership to increase network reach through network partners
3. Increasing language available for CFM information
4. Increasing demographic reach
5. Increasing geographical footprints through CFM campaigns, events, strategic partners and other distribution channels
6. Improving and enhancing consumer knowledge
7. Improve and expand stakeholder network
8. Increase transparency of processes
9. Provide value added information to the consumer
10. Assisting the consumer make informed decisions
11. Correcting expectations

/// 42 ACTIVITIES OVERVIEW

2011 CFM COMMUNICATIONS KRA

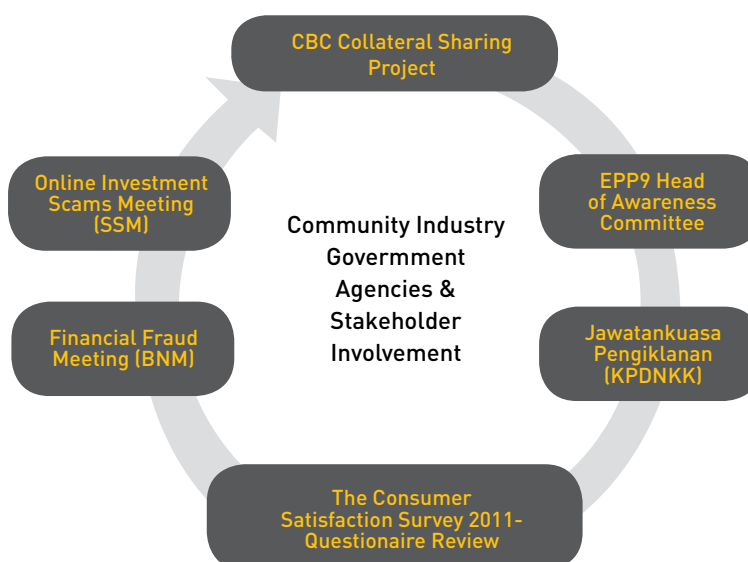
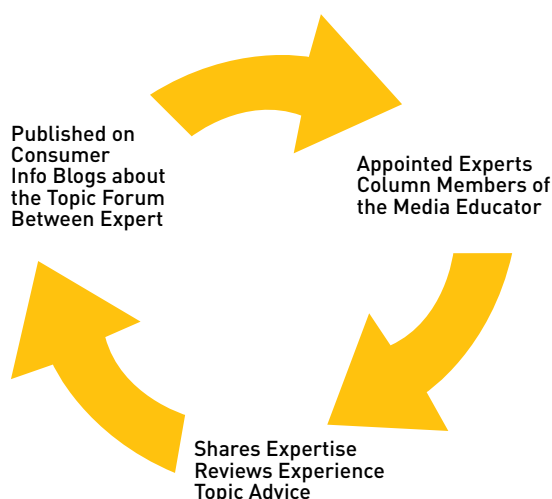
Key Results Area	Achievements
Increasing accessibility both online and offline	1 website → 2 websites
Increasing visibility through strategic networking, increasing membership, fostering strategic partnership to increase network reach through network partners	Stakeholder Network Forum Network Industry Network Consumer Issues Network Government Agencies Network
Increasing language available for CFM information	1 language → 3 languages
Increasing demographic reach	Industry Briefings Consumer Activities at School Consumer Activities at Universities Involvement in Industry Working Committees CBC Community Engagements
Increasing geographical footprints through CFM campaigns, events, strategic partners and other distribution channels	12 states (pls refer to awareness roadmap) CBC COLLATERAL SHARING PROJECT
Improving and enhancing consumer knowledge	5 topic write-ups (various formats)
Improve and expand stakeholder network	4 Industry Working Committees (4 potential new topics) Various Government Agencies collaborations at events, new product briefings, skmm industry briefings
Increase transparency of processes	Corporate Website Info enhancement
Provide value added information to the consumer	Initiation of Guides on Consumerinfo Portal
Assisting the consumer in making informed decisions	Proposed Consumer tools on Consumerinfo Portal Proposed Industry content feeding e.g. product packages
Correcting expectations	Re-aligning awareness topics prior to purchasing decisions

ENHANCING CONSUMER KNOWLEDGE

Issues Awareness	<ul style="list-style-type: none"> Safeguard your mobile number (ad) Safe Use of Mobile & Internet Program (Slides) Telefon Tiruan (Radio Interview) Phishing on Internet Banking (Commentary Release) TM to TM Free Calls Online Financial Fraud (BNM Meeting) Online Investment Scams (SSM Meeting)
Industry Networking, Presence & Outreach	<ul style="list-style-type: none"> Seminar Child Online Protection (KPWKM) Seminar Perbincangan Industri Keselamatan Rangkaian Siri 2 (SKMM) Mobile SARS Awareness (Seminar Participation) EPP 9 (Meeting) 39 Event Participation 12 Corporate & Consumer Seminars

PROPOSED ONLINE CONSUMER ECOSYSTEM THROUGH CONSUMERINFO PORTAL

STAKEHOLDERS ENGAGEMENT



/// 43 PHOTO OVERVIEW OF GROUND ACTIVITIES



Suruhanjaya Komunikasi dan Multimedia Malaysia



Addressing the Community, Sabah



Seminar hak pengguna dalam Perkhidmatan Komunikasi dan Multimedia, Sabah



CFM Retreat 2011



Seminar hak pengguna dalam Komunikasi & Multimedia Malaysia, Shah Alam



Listening to the issue at the SKMM Seminar, Port Dickson



VIPs at SKMM Seminar, Port Dickson



Visit from MMU students



Council members at the 11th CFM Annual General Meeting, Selangor



11th Annual General Meeting



2009-2011 CFM Board of Councilors Appreciation Dinner, Selangor



VIP at Karnival Jalur Lebar 1Malaysia, Sibul



Temasya Pantai Timur 2011, Pahang



VIP at Temasya Pantai Timur, Pahang



Seminar Implementasi Dasar & Strategi, Selangor



Activities at Pewaris Muda Negara



Celebrating Law Awareness Day, Selangor



CFM Raya Open House 2011



Visit to TM



Seminar Implementasi Dasar & Strategi, Selangor



Law Awareness Day, UNITAR



YTL GCC Briefing



At the reception, Sabah



CFM Council Members

/// 44 AWARENESS ROADMAP

In 2011 CFM visited 12 states with a total of 47 On-Ground Activities



Roadmap of On-Ground Activities

TOTAL AWARENESS ACTIVITIES

1. SELANGOR (12)

- Program Merakyatkan Seni Budaya Sukan Rakyat
- Law Awareness Day
- CBC Visit
- Personal Data Protection Act (PDPA) Seminar
- Road Safety Awareness Campaign at the National Mail Centre Shah Alam
- SK Convent Kajang Sports Day
- 2009 - 2011 CFM Board of Councilors Appreciation Dinner
- 11th CFM Annual General Meeting
- Program Sekolahku Sayang
- Seminar Implementasi Dasar & Strategi (Peranan Media Dalam Mendepani Ancaman Akidah) Anjuran JAIS
- OctTwtFest
- Hari Kesedaran Jenayah Kontinjen Selangor

2. WP KL / PUTRAJAYA (9)

- Conference on Private Sector Efficiency & Consumerism
- Pelepasan Konvoi (Flag-off) Ekspedisi Jelajah Pacuan Empat Roda "Jejak Warisan Melayu 2 - 7 Negara
- 16th IBIMA (International Business Information Management Association) Conference
- Program Merakyatkan Seni Budaya (PMS) Ampang Jaya
- School Awareness Program
- CFM Open House
- Seminar 'Child Online Protection
- HALFEST 2011 - Forum Gerakan Pengguna PPIM
- Karnival KPKK (Mini Karnival Broadband)

3. PERAK (7)

- K-Perak Wifi Carnival
- CFM Awareness Talk
- Karnival ICT Perak bersama Upin & Ipin
- Karnival Rakyat & ICT
- CBC Visit
- Hari Pengguna Peringkat Kebangsaan
- Karnival Jalurlebar 1Malaysia Perak

4. JOHOR (2)

- TM Open Day - PJK & PJJ
- Karnival Jalur Lebar 1Malaysia Johor

5. PAHANG (4)

- Seminar Kepenggunaan Penjawat Awam
- Program Mengenang Tokoh Negarawan 2011
- Temasya Pantai Timur 2011
- Karnival Jalur Lebar 1Malaysia Pahang

6. NEGERI SEMBILAN (4)

- Pelancaran Kampung Tanpa Wayar Felda Pasoh 3
- Program Pewaris Muda Negara 1Malaysia 2011
- CFM Retreat
- Seminar Hak Pengguna Dlm Komunikasi & Multimedia Malaysia

7. PERLIS (1)

- Seminar Kesedaran Kepenggunaan Perlis

8. KELANTAN (1)

- Seminar Hak Pengguna Dlm Perkhidmatan Komunikasi & Multimedia

9. MELAKA (1)

- TM Open Day - PJK & PJJ

10. TERENGGANU (1)

- Seminar Hak Pengguna Dalam Komunikasi & Multimedia

11. SARAWAK (3)

- Festival Hari Guru 2011
- Bengkel Keselamatan Siber Bersempena Karnival Sukan Antara Agensi KPKK 2011
- Karnival Jalurlebar 1Malaysia Sarawak

12. SABAH (7)

- Tawau Broadband Carnival
- Promosi Jalur Lebar Negeri Sabah Peringkat Daerah Papar
- Seminar Hak Pengguna Dlm Perkhidmatan Komunikasi & Multimedia
- School Engagement : SK Bukit Garam 2, Kinabatangan
- CBC Visit
- Lahad Datu Broadband Carnival
- Karnival Jalur Lebar 1Malaysia Sabah

AUDITED FINANCIAL REPORT

Independent Audit Report	46
Auditor's Independence Declaration	49
Statement of Assets & Liabilities	50
Statement of Income and Expenditure	51
Statement of Receipts & Payment	53
Notes to the Financial Statements	55
Councillors' Declaration	59

/// 46 INDEPENDENT AUDIT REPORT

COUNCIL MEMBERS' REPORT FOR THE YEAR ENDED 31 DECEMBER 2011

The council members present their report and the audited financial statements of the Society for the year ended 31 December 2011.

PRINCIPAL ACTIVITY

The principal activity of the Society is to promote the national policy objectives for the communication and multimedia industry as enshrined in the Communications and Multimedia Act 1998. There has been no significant change in the nature of this activity during the year.

RESULTS

RM

Surplus of income over expenditure, after taxation

529,628

BAD AND DOUBTFUL DEBTS

Before the financial statements of the Society were made out, the council members took reasonable steps to ascertain that action had been taken in relation to the writing off of bad debts and the making of provision for doubtful debts and are satisfied that there were no bad and doubtful debts.

At the date of this report, the council members are not aware of any circumstances that would render it necessary to write off bad debts or to provide for doubtful debts in the financial statements of the Society.

CURRENT ASSETS

Before the financial statements of the Society were made out, the council members took reasonable steps to ascertain whether any current assets, other than debts, which were unlikely to realise in the ordinary course of business their value as shown in the accounting records of the Society and to the extent so ascertained were written down to an amount that they might be expected so to realise.

At the date of this report, the council members are not aware of any circumstances that would render the values attributed to current assets in the financial statements of the Society misleading.

VALUATION METHODS

At the date of this report, the council members are not aware of any circumstances which have arisen which render adherence to the existing method of valuation of assets or liabilities in the financial statements of the Society misleading or inappropriate.

CONTINGENT AND OTHER LIABILITIES

At the date of this report there does not exist:-

- (i) any charge on the assets of the Society that has arisen since the end of the financial year which secures the liabilities of any other person; or
- (ii) any contingent liability in respect of the Society that has arisen since the end of the financial year.

No contingent liability or other liability of the Society has become enforceable, or is likely to become enforceable within the period of twelve months after the end of the financial year which, in the opinion of the council members, will or may substantially affect the ability of the Society to meet its obligations as and when they fall due.

CHANGE OF CIRCUMSTANCES

At the date of this report, the council members are not aware of any circumstances, not otherwise dealt with in this report or the financial statements of the Society, that would render any amount stated in the financial statements misleading.

/// 47 INDEPENDENT AUDIT REPORT

ITEMS OF AN UNUSUAL NATURE

The results of the operations of the Society for the financial year were not, in the opinion of the council members substantially affected by any item, transaction or event of a material and unusual nature.

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely, in the opinion of the council members, to affect substantially the results of the operations of the Society for the financial year in which this report is made.

COUNCIL MEMBERS

The Council Members who served since the date of the last report are:-

1	MAHFUZH BINTI AZAHARI	- Chairman (effective 25.08.2011, replacing MUHAMMAD ADNAN BIN ABDULLAH, who served as Chairman from 30.06.2011 to 25.08.2011)
2	HJ. AHMAD BIN RAMLI	- Deputy Chairman (effective 30.06.2011, replacing MUHAMMAD ADNAN BIN ABDULLAH)
3	RAVINDER SINGH A/L MALL SINGH	- Chairman (16.12.2010 to 30.06.2011, replaced by MUHAMMAD ADNAN BIN ABDULLAH, who served as Chairman from 30.06.2011 to 25.08.2011)
4	MUHAMMAD ADNAN BIN ABDULLAH	- Deputy Chairman (16.12.2010 to 30.06.2011, replaced by HJ. AHMAD BIN RAMLI)
5	MEDIHA BINTI MAHMOOD	- Treasurer (effective 25.08.2011, replacing MAHFUZH BINTI AZAHARI, who served as Treasurer from 30.06.2011 to 25.08.2011)
6	AWANG KAMALUDIN JUMAT	- Secretary (effective 17.10.2011, replacing HAMIDAH BINTI MAHMUD)
7	AGNEST CHAN WAI FONG	- Treasurer (16.12.2010 to 30.06.2011, replaced by MAHFUZH BINTI AZAHARI, who served as Treasurer from 30.06.2011 to 25.08.2011)
8	NORMAZALILA BINTI ABU BAKAR @ HARUN	- Secretary (16.12.2010 to 30.06.2011, replaced by HAMIDAH BINTI MAHMUD)
9	HAMIDAH BINTI MAHMUD	- Secretary (30.06.2011 to 17.10.2011, replaced by AWANG KAMALUDIN JUMAT)
10	LAILI HANIM BINTI MAHMOOD	- Councillor
	ALEX LEE KOK HOONG	- Alternate
11	JAMALUDIN BIN ABDULLAH	- Councilor (effective 25.08.2011, replacing MUHAMMAD ADNAN BIN ABDULLAH)
12	MOHD. MUSTAFFA BIN HAMZAH	- Councilor
13	DR. DORIS PADMINI A/P SELVARATNAM	- Councilor
14	IR. HAJI ISMAIL BIN HARON	- Councilor (effective 30.06.2011)
	ENGKU NORHAZIMAH BINTI ENGKU MOHAMAD	- Alternate
15	LOK YIM PHENG	- Councilor (effective 30.06.2011)
16	ROSLAN BIN ROSLI	- Councilor (effective 10.11.2011, replacing JOACHIM RAJARAM)
17	JOACHIM RAJARAM	- Councilor (until 10.11.2011, replaced by ROSLAN BIN ROSLI)

/// 48 INDEPENDENT AUDIT REPORT

COUNCIL MEMBERS' BENEFITS

Since the end of the previous financial year, no council member has received or become entitled to receive any benefit by reason of a contract made by the Society with the council member or with a firm of which the council member is a member, or with a company in which the council member has a substantial financial interest.

AUDITORS

The auditors, Messrs Shanker & Co., have indicated their willingness to continue in office.

On behalf of the Council Members



MAHFUZAH BINTI AZAHARI
(Chairman)



MEDIHA BINTI MAHMOOD
(Treasurer)

Kuala Lumpur
Dated: 16 May 2012

/// 49 AUDITOR'S INDEPENDENCE DECLARATION

FINANCIAL STATEMENTS - 31 DECEMBER 2011

REPORT OF THE AUDITORS TO THE MEMBERS

We have audited the financial statements of Forum Pengguna Komunikasi dan Multimedia Malaysia as set out on pages 50 to 58. These financial statements are the responsibility of the council members. It is our responsibility to form an independent opinion, based on our audit, on those financial statements and to report our opinion to you and for no other purpose. We do not assume responsibility towards any other person for the content of this report.

We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the council members, as well as evaluating the overall financial statements presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion:-

- a. the financial statements have been properly drawn up in accordance with applicable approved accounting standards in Malaysia so as to give a true and fair view of the state of affairs of the Society as at 31 December 2011 and of the income and expenditure account and statement of receipts and payments of the Society for the year then ended; and
- b. the accounting and other records have been properly kept in accordance with the rules and regulations of the Society.



.....
SHANKER & CO
AF: 1881
Chartered Accountants



.....
JAYASHANKER S/O RAJAGOPAL (MIA 18769)
No: 2778/12/12 (J)
Partner

Dated: 16 May 2012

/// 50 STATEMENT OF ASSETS & LIABILITIES (AS AT 31 DECEMBER 2011)

	Note	2011 RM	2010 RM
PROPERTY, PLANT AND EQUIPMENT	6	48,055	61,329
CURRENT ASSETS			
Other receivables, deposits and prepayments		16,674	4,455
Cash and bank balances		1,402,047	880,270
		1,418,721	884,725
Less :			
CURRENT LIABILITIES			
Sundry payables and accruals		45,056	54,079
Provision for taxation		136	19
		45,192	54,098
NET CURRENT ASSETS		1,373,529	830,627
		1,421,584	891,956
FINANCED BY :-			
ACCUMULATED FUND		891,956	582,282
SURPLUS ON INCOME - CURRENT YEAR		529,628	309,674
		1,421,584	891,956

The accompanying notes form an integral part of the financial statements.

/// 51 STATEMENT OF INCOME AND EXPENDITURE (AS AT 31 DECEMBER 2011)

	Note	2011 RM	2010 RM
INCOME		1,300,000	1,000,000
Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia		49,610	65,290
Annual subscription fees		8,723	4,422
Hibah received		1,358,333	1,069,712
EXPENDITURE			
Accounting, payroll and secretarial fees		24,480	2,000
Advertisement and promotion expenses		164,530	256,228
Allowances - Councillors		8,098	6,600
- Staff		14,478	8,008
Auditors' remuneration		3,000	3,000
Bank charges		199	91
Cleaning service charges		3,000	3,000
Courier and postage charges		15,112	5,072
Depreciation of property, plant and equipment		20,474	18,006
EPF contributions		31,743	27,094
Festivity gathering expenses		6,702	-
Gifts and donations		-	788
Insurance premiums		3,386	1,136
Medical expenses		2,617	7,603
Meeting expenses and office refreshments		12,135	9,324
Newsletters		9,100	11,800
Newspapers and periodicals		2,040	1,743
Penalties		666	-
Printing and stationery		44,365	21,666
Professional fees		6,144	33,428
Balance carried forward		372,269	416,587

/// 52 STATEMENT OF INCOME AND EXPENDITURE (AS AT 31 DECEMBER 2011)

	Note	2011 RM	2010 RM
Balance brought forward		372,269	416,587
Registration and license fees		2,049	1,339
Rental of office equipment		6,202	5,598
Salaries and bonuses		283,240	217,051
Seminar expenses and staff training		3,490	18,454
Service tax charges		192	2,932
SOCSSO contributions		3,398	2,790
Staff welfare expenses		2,102	1,012
Telephone and fax charges		16,828	15,017
Travelling expenses			
- Staff petrol, parking and toll		16,443	15,142
- Staff travelling and accommodation		62,310	41,233
- Councillors petrol, parking and toll		1,686	4,635
- Councillors travelling and accommodation		52,227	15,373
Upkeep of office and equipment		6,133	2,856
		828,569	760,019
SURPLUS OF INCOME OVER EXPENDITURE		529,764	309,693
LESS: TAXATION	7	(136)	(19)
SURPLUS OF INCOME OVER EXPENDITURE AFTER TAXATION		529,628	309,674

The accompanying notes form an integral part of the financial statements.

/// 53 STATEMENT OF RECEIPTS AND PAYMENTS (AS AT 31 DECEMBER 2011)

	2011 RM	2010 RM
RECEIPTS		
Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia	1,300,000	1,000,000
Annual subscription fees	49,610	65,290
Hibah received	8,723	4,422
	1,358,333	1,069,712
PAYMENTS		
Accounting, payroll and secretarial fees	21,480	700
Advance to staff - purchase of notebook	-	1,660
Advertisement and promotion expenses	198,632	221,378
Allowances - Councillors	7,758	6,600
- Staff	13,358	7,808
Auditors' remuneration	3,000	3,000
Bank charges	199	91
Cleaning service charges	3,000	3,000
Courier and postage charges	14,702	5,072
EPF contributions	29,432	27,989
Festivity gathering expenses	6,702	-
Gifts and donations	-	788
Insurance premiums paid	1,113	1,136
Insurance premiums prepaid	2,227	2,273
Medical expenses	2,367	7,603
Meeting expenses and office refreshment	11,724	9,324
Newsletters	11,800	-
Newspapers and periodicals	1,894	1,743
Balance carried forward	329,388	300,165

/// 54 STATEMENT OF RECEIPTS AND PAYMENTS (AS AT 31 DECEMBER 2011)

	2011 RM	2010 RM
Balance brought forward	329,388	300,165
Penalties	666	-
Printing and stationery	43,130	21,666
Professional fees	6,144	33,428
Purchase of property, plant and equipment	5,140	14,092
Registration and license fees	1,549	1,339
Rental of office equipment	5,742	5,598
Staff advances	11,475	1,000
Salaries	280,312	216,982
Seminar expenses and staff training	3,490	18,454
Service tax charges	192	2,932
SOCSO contributions	3,398	3,064
Staff welfare expenses	2,102	1,012
Taxation paid	19	-
Telephone and fax charges	16,346	13,662
Travelling expenses	121,579	76,383
Upkeep of office	5,884	2,050
	836,556	711,827
Surplus of receipts over payments	521,777	357,885
Cash and bank balances brought forward	880,270	522,385
Cash and bank balances carried forward	1,402,047	880,270
Note :		
Cash and cash equivalents		
Cash at bank	1,400,413	878,986
Cash in hand	1,634	1,284
	1,402,047	880,270

The accompanying notes form an integral part of the financial statements.

/// 55 NOTES TO THE FINANCIAL STATEMENTS (AS AT 31 DECEMBER 2011)

1. GENERAL INFORMATION

The Society is registered under the Societies Act, 1966.

The Society's principal place of activity is at 6-02, 6th Floor, Straits Trading Building, No. 2 Lebuhr Pasar Besar, 50050 Kuala Lumpur.

The financial statements are presented in Ringgit Malaysia.

2. FINANCIAL RISK MANAGEMENT OBJECTIVES AND POLICIES

The Society's financial risk management policy seeks to ensure that adequate financial resources are available for the operation of the Society whilst managing its interest rate, foreign currency, liquidity and credit risks which are in the normal course of the Society's business.

The Society's overall strategies, tolerance of risks and general management philosophy are determined by the management and it operates within clearly defined guidelines that are approved by the Council in accordance with prevailing economic and operating conditions.

2.1 Foreign Currency Risk

The Society does not have any significant exposure to foreign currency risk as its transactions and balances are substantially denominated in Ringgit Malaysia.

The Society does not engage in derivative financial instruments.

2.2 Liquidity Risk

The liquidity risk of the Society is minimal as it maintains adequate working capital to meet its obligations as and when they fall due.

2.3 Interest Rate Risk

The interest rate risk of the Society is minimal as it does not have any interest bearing liabilities and maintains limited cash balance.

2.4 Credit Risk

The Society has no significant concentration of credit risk.

3. BASIS OF PREPARATION OF THE FINANCIAL STATEMENTS

The financial statements of the Society have been approved by the council members for issuance on 16 May 2012.

The financial statements of the Society have been prepared in accordance with applicable approved accounting standards in Malaysia and the provisions of the Societies Act, 1966. This requires the council members to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

4. SIGNIFICANT ACCOUNTING POLICIES

4.1 Accounting Convention

The financial statements of the Society have been prepared under the historical cost convention and other measurement basis otherwise indicated in the respective accounting policies as set out below.

4.2 Property, Plant and Equipment

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses, if any. Depreciation is calculated to write off the cost of the property, plant and equipment on a straight line basis over the estimated useful lives of the assets concerned. The principal annual rates used for this purpose are as follows :-

/// 56 NOTES TO THE FINANCIAL STATEMENTS (AS AT 31 DECEMBER 2011)

	%
Furniture and fittings	10
Computer and software	20
Office equipment	10
Signage	10
Website	20

Fully depreciated property, plant and equipment are retained in the financial statements until they are no longer in use.

4.3 Income Recognition

Income of the Society is recognised on the following basis :-

- a. Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia is recognised on a receipts basis.
- b. Membership subscriptions are recognised on a receipts basis.
- c. Interest income is recognised on a receipts basis.

4.4 Cash and Cash Equivalents

Cash and cash equivalents comprise cash and bank balances and highly liquid investments that are readily convertible to known amounts of cash and that are subject to an insignificant risk of change in value.

4.5 Impairment of Assets

The carrying amounts of the Society's assets other than financial assets are reviewed for impairment where there is an indication that the assets might be impaired. Impairment is measured by comparing the carrying values of the assets with their recoverable amounts and the impairment loss is recognised whenever the recoverable amount is less than the carrying amount of the asset.

The impairment loss is charged to the income statement immediately except for the impairment on a revalued asset where the impairment loss is recognised directly against the revaluation surplus account to the extent of the surplus credited from the previous revaluation for the same assets with the excess of the impairment loss charged to the income statement. Subsequent increase in the recoverable amount of an asset is treated as reversal of the previous impairment loss and is recognised to the extent of the carrying amount of the assets that would have been determined had no impairment loss been recognised. The reversal is recognised in the income statement immediately except for the reversal of an impairment loss on a revalued asset where the reversal of the impairment loss is treated as a revaluation increase and credited to the revaluation surplus account of the same asset.

4.6 Provision for Liabilities

Provision for liabilities are recognised when the Society has present obligations as a result of a past event and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate of the amount can be made. Provisions are reviewed at each balance sheet date and adjusted to reflect the current best estimate. Where the effect of the time value of money is material, the amount of a provision is the present value of the expenditure expected to be required to settle the obligation.

4.7 Financial Instruments

4.7.1 Financial instruments recognised on the balance sheet

Financial instruments are recognised in the balance sheet when the Society has become a party to the contractual provisions of the instrument.

The particular recognition method adopted for financial instruments recognised on the balance sheet is disclosed in the individual policy statements associated with each item.

/// 57 NOTES TO THE FINANCIAL STATEMENTS (AS AT 31 DECEMBER 2011)

4.7.2 Disclosure of fair values

The Society's financial instruments are accounted for under the historical cost convention. Fair value represents the amount at which an asset could be exchanged, or a liability settled, between willing parties in an arm's length transaction.

Methodologies

The methodologies and assumptions used in ascertaining fair values depend on the terms and risk characteristics of the instruments and are briefly set out below.

Financial assets and liabilities

The fair values of financial assets and liabilities maturing within 12 months are stated at approximate their carrying values as at the balance sheet date.

5. PRINCIPAL ACTIVITY

The principal activity of the Society is to promote the national policy objectives for the Communication and Multimedia industry as enshrined in the Communications and Multimedia Act 1998.

6. PROPERTY, PLANT AND EQUIPMENT

	Balance as at 1.1.11 RM	Additions RM	Balance as at 31.12.11 RM
Cost			
Furniture and fittings	11,008	-	11,008
Office equipments	33,572	-	33,572
Computer and software	55,169	7,200	62,369
Signage	2,748	-	2,748
Website	19,500	-	19,500
	121,997	7,200	129,197
	Balance as at 1.1.11 RM	Charge for the year RM	Balance as at 31.12.11 RM
Accumulated Depreciation			
Furniture and fittings	2,221	1,101	3,322
Office equipments	14,506	3,357	17,863
Computer and software	27,368	11,842	39,210
Signage	2,473	274	2,747
Website	14,100	3,900	18,000
	60,668	20,474	81,142

/// 58 NOTES TO THE FINANCIAL STATEMENTS (AS AT 31 DECEMBER 2011)

	Net Book Value		Depreciation Charge	
	2011 RM	2010 RM	2011 RM	2010 RM
Furniture and fittings	7,686	8,787	1,101	1,100
Office equipments	15,709	19,066	3,357	3,357
Computer and software	23,159	27,801	11,842	9,374
Signage	1	275	274	275
Website	1,500	5,400	3,900	3,900
	<u>48,055</u>	<u>61,329</u>	<u>20,474</u>	<u>18,006</u>

7. TAXATION

a. Income that is exempt from income tax are as follows :-

- i. Grant from Suruhanjaya Komunikasi dan Multimedia Malaysia is exempted from income tax based on the Income Tax Order (Exemption) (No 22) 2006.
- ii. Statutory income derived from members' subscriptions are exempted from the payment of income tax based on the Income tax (Exemption) (No.19) Order 2005.

b. Hibah income received from funds deposited with financial institutions are subject to income tax as follows:-

	2011 RM	2010 RM
First 5,000	25	-
Next 3,723	111	19
Total income tax	<u>136</u>	<u>19</u>

8. FINANCIAL INSTRUMENTS

Credit Risk

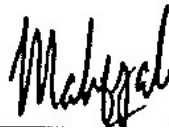
As at 31 December 2011, the Society has no significant concentration of credit risk and places its cash with creditworthy financial institutions.

/// 59 COUNCILLORS' DECLARATION

We, MAHFUZAH BINTI AZAHARI and MEDIHA BINTI MAHMOOD, being two of the council members of FORUM PENGGUNA KOMUNIKASI DAN MULTIMEDIA MALAYSIA, do hereby state on behalf of the council members that, in our opinion the financial statements set out on pages 6 to 15 are drawn up in accordance with applicable approved accounting standards in Malaysia so as to give a true and fair view of the state of affairs of the Society as at 31ST DECEMBER 2011 and of the income and expenditure account and statement of receipts and payments of the Society for the year ended on that date.

Signed at Kuala Lumpur this
16 May 2012

On behalf of the Council



MAHFUZAH BINTI AZAHARI
(Chairman)



MEDIHA BINTI MAHMOOD
(Treasurer)

STATUTORY DECLARATION

I, MEDIHA BINTI MAHMOOD, being the council member primarily responsible for the accounting records and financial management of FORUM PENGGUNA KOMUNIKASI DAN MULTIMEDIA MALAYSIA, do solemnly and sincerely declare that the financial statements set out on pages 6 to 15 are to the best of my knowledge and belief, correct and I make this solemn declaration conscientiously believing the same to be true, and by virtue of the provisions of the Statutory Declarations Act, 1960.

Subscribed and solemnly
declared at Kuala Lumpur
this **16 May 2012**

Before me,



No. 50, Jalan Hang Lekiu
50100 Kuala Lumpur.



MEDIHA BINTI MAHMOOD
(Treasurer)

APPENDICES

New Membership Application Form	61
CFM Publications & Collateral Order Form	63
List of Tables & Charts	64
Complaints Form	65
Contact Details - Inside Back Cover	

/// 61 NEW MEMBERSHIP APPLICATION FORM

Please print the completed form and return with payment to:-

Membership Committee

Communications & Multimedia Consumer Forum of Malaysia
 6-02, 6th Floor, Wisma Straits Trading,
 No.2 Lebuhr Pasar Besar,
 50050 Kuala Lumpur, Malaysia

For more information, please contact Mr.Hizam Hamzi Alias or Pn.Athirah Tan
 at Tel: +603 2692 3800 or Fax: +603 2693 2288 or
 Email: enquiries@cfm.my

Section A Application Category

1. Ordinary Membership shall be open to business industry that was established, incorporated or registered under Malaysian laws and qualifying as:
2. Associate Membership shall be open to any individual, firm, business, society or body which does not fall into any of the above categories.

Communications & Multimedia Service Providers (hereafter referred to as the Supply Side)
 Network Services Providers or
 Network Facilities Providers or
 Applications Service Providers or
 Content Applications Service Providers

Civic Groups (hereafter referred to as the Demand Side)
 Non-Governmental Organization or
 Institutions of Higher Learning or
 Public Interest Groups

Please tick (X) where applicable:

I/We hereby apply for:

- Ordinary Membership
 Associate Membership

Section B Company Profile

Company/ Organization Name	<input style="width: 90%;" type="text"/>
OR Individual Name	<input style="width: 90%;" type="text"/>
Correspondence Address	<input style="width: 90%;" type="text"/>
Telephone	<input style="width: 90%;" type="text"/>
Fax	<input style="width: 90%;" type="text"/>
Email	<input style="width: 90%;" type="text"/>
URL/Website	<input style="width: 90%;" type="text"/>

Section C Details of Appointed Representative / Associate Member (Individual)

Name of Permanent Representative	<input style="width: 90%;" type="text"/>	Name of Alternate Representative	<input style="width: 90%;" type="text"/>
Designation	<input style="width: 90%;" type="text"/>	Designation	<input style="width: 90%;" type="text"/>
Tel/Mobile No.	<input style="width: 90%;" type="text"/>	Tel/Mobile No.	<input style="width: 90%;" type="text"/>
Email	<input style="width: 90%;" type="text"/>	Email	<input style="width: 90%;" type="text"/>

/// 62 NEW MEMBERSHIP APPLICATION FORM

Section D Required Documents

Please note that your application form should be accompanied with the following (if applicable):

1. Company/Organization Profile
2. Business Card of Appointed Representatives;
3. Sole Proprietorship/Partnership; Business Registration Certificate OR for
4. Incorporated Companies, Certificate of Incorporation and Form 24 & Form 49;
5. Photocopy I/C for Malaysian citizen; and
6. Photocopy of Passport for Non-Malaysian citizen

Section E Membership Fee

Ordinary Member (Supply Side)

Entrance Fee: RM1,000 Annual subscription : RM3,000

Ordinary Member (Demand Side)

Entrance Fee: RM10 Annual subscription : RM30

Associate Member (Organizations)

Entrance Fee: RM100 Annual subscription : RM200

Associate Member (Individual)

Entrance Fee: RM10 Annual subscription : RM20

Section F Declaration

We hereby nominate the above names as set out in Section E as our Representatives to this Forum.

Please find the enclosed crossed cheque number _____ for the total amount of RM _____ made payable to the "Forum Pengguna Komunikasi dan Multimedia Malaysia".

I/We declare that the information herein is true and agree to be governed by the Rules and Regulations of this Forum as they now and hereafter exists, if admitted.

Company/Organization

Name of Signatory

Signature

Date

Company Stamp

Individual

Signature

Date

Network Facilities Providers

Who are the owners of facilities such as satellite earth stations, broadband fiber optic cables, telecommunication lines and exchanges, radio communications transmission equipment, mobile communications base stations, and broadcasting transmission towers and equipment. They are the fundamental building block of the convergence model upon which network, applications and content services are provided.

Network Service Providers

Who provide the basic connectivity and bandwidth to support a variety of applications. Network services enable connectivity or transport between different networks. A network service provider is typically also the owner of the network facilities. However, a connectivity service may be provided by a person using network facilities owned by another.

Applications Service Providers

Who provide particular functions such as voice services, data services, content-based services, electronic commerce and other transmission services. Application services are essentially the functions or capabilities, which are delivered to end-users.

Content Applications Service Providers

Who are the special subset of applications service providers including traditional broadcast services and other services such as online publishing and information services.

Civil Groups

Any organization whose objectives are exclusively to promote the interests of the community which shall include but not limited to consumer interests, women's issues, children's issues, youth issues and religious harmony issues or any non-profit institution of higher learning and which is registered as a society under the Societies Act 1966 or as a company limited by guarantee under the Companies Act 1965 or as a statutory body.

For office use only

Membership Ref: _____

Council Approval Date: _____

/// 63 CFM PUBLICATIONS & COLLATERAL ORDER FORM

Return via Fax: 03 2693 2288

Or post to : Communications & Multimedia Consumer Forum of Malaysia 6-02, 6th Floor, Straits Trading Building, No. 2 Lebuhr Pasar Besar, 50050, Kuala Lumpur

CFM Membership

YES

NO

Membership Number

Please send me a membership application form

Name

Position

Organization:

Postal

Address:

Email:

I would like to request for the publications for the following purpose:

Our organization/company own display and distribution

My own reading

Our own campaign

Our exhibition/roadshow participations

Others : _____

PUBLICATIONS AVAILABLE:

Qty Required (Max 100 each type per annum)	Name of Publication	Description
	Consumer information for display or distribution	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Corporate Brochure • Malay • English • Chinese	Brochure with detail information about Communications & Multimedia Consumer Forum of Malaysia
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Consumerinfo Mobile • Malay • English • Chinese	Brochure with basic information about mobile network service guide for consumer
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Consumerinfo Internet • Malay • English • Chinese	Booklet with basic information and guide about internet services for consumers
<input type="checkbox"/> <input type="checkbox"/>	Consumerinfo Internet • Malay • English	General Code of Practice on pricing, billing and complaints handling for service providers

We aim to get your order out to you as quickly as possible however please allow time for processing.

PLEASE ADD ME TO THE CFM MAILING LIST

I would like to receive: (please tick)

CFM Shout – a quarterly newsletter

By email (please provide email address above) or

Post (please provide postal address above)

CFM Annual Report

By email (please provide email address above) or

Post (please provide postal address above)

If you have any questions please contact the

Communications & Public Relation Secretariat on:

• **Phone:** 03 2692 3800

• **Fax:** 03 2693 2288

• **Email:** hizam@cfm.my

/// 64 LIST OF TABLES AND CHARTS

Table	Name	Page
1	List of Council Member 2010 - 2013	6
2	CFM Scorecard	17
3	Resolution Cycle Time Performance by Month 2011	25
4	Resolution Cycle Time Performance 2011 vs 2010 against GCC	25
5	Average Closing Days Performance 2011 vs 2010	25
6	Complaints Received by Type of Service	27
7	Service Provider Complaint Statistics	27
8	Complaints by Complaint Category	28
9	Top 5 Complaints Category	28
10	Subcategory of Billing & Charging Complaint	29
11	Subcategory of Poor Service Complaint	30
12	Subcategory of SMS Complaint	31
13	Subcategory of No Coverage Complaint	32
14	Subcategory of Misleading Promotion Complaint	33
15	List of Activities by CCMD	34
16	Table and Chart Index	64

Chart	Name	Page
1	Organisation Chart	14
2	Summary of Complaints Received 2011 vs 2010	21
3	Complaint by Category 2011	22
4	Awareness Impact on People Who Heard of CFM 2011 vs 2010	23
5	Awareness Impact on Complaints Received 2011 vs 2010	23
6	Resolution Cycle Time Performance against GCC Compliance	25
7	Average Closing Day Performance Performance 2011 vs 2010	26
8	Complaint on Billing and Charging 2011 vs 2010	29
9	Complaint on Poor Service 2011 vs 2010	30
10	Complaint on SMS 2011 vs 2010	31
11	Complaint on No Coverage 2011 vs 2010	32
12	Complaint on Misleading Promotion 2011 vs 2010	33

Snapshot	Name	Page
1	CFM's Lineage of Chairmen & Milestones	18
2	Snapshot of Complaints Received	20

BORANG ADUAN / COMPLAINT FORM**Maklumat Peribadi / Personal Information**

Nama / Name			
No Kad Pengenalan Baru / Passport No		Tarikh/ Date	
No Telefon / Contact Information	Rumah / House	Pejabat / Office	Telefon Bimbit / Mobile
Emel / Email			
Alamat Surat Menyurat / Correspondence Address			

Aduan / Complaint

Penyedia Perkhidmatan / Service Provider		No Akaun / Account No	
---	--	--------------------------	--

Jenis Perkhidmatan / Service Type

Telefon Tetap / Fixed Line		Perkhidmatan VOIP / VOIP Service	
Telefon Bimbit / Mobile		TV	Radio
Jalur Lebar / Broadband		Capaian Internet / Internet Access	

Maklumat Aduan / Complaint Details			

Telah membuat aduan kepada penyedia perkhidmatan / Made complaint to the service provider	Ya / Yes
	Tidak / No

Jika "Ya" nyatakan tindakan atau penyelesaian yang diberikan / If "Yes" please provide the action or resolution provided:

Saya mengesahkan maklumat yang dinyatakan di atas adalah benar dan tepat.
I hereby confirm that the above information is true and accurate.

Tandatangan / Signature	Tarikh / Date
-------------------------	---------------

Kegunaan CFM / CFM Use Only

Received by		Date	
Location / Event			

Complaints Management Record

Received By	
Received Date	
CoP Reference No	
Remarks	

Please fold here

Please fold here

STAMP

Communications & Multimedia Consumer Forum of Malaysia
6-02, 6th Floor, Wisma Straits Trading
No. 2 Lebuhr Pasar Besar
50050 Kuala Lumpur
Malaysia

Please fold here

Communications & Multimedia Consumer Forum of Malaysia
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Malaysia

Tel: +603 2692 3800
Fax: +603 2693 2288
Consumer Hotline: 1800 18 2222
Email: enquiries@cfm.my
Web: www.cfm.org.my



Communications and Multimedia
Consumer Forum of Malaysia