

# Corporate Social Responsibility

The SingTel Group is a committed and responsible corporate citizen. We are passionate about making a positive impact on the communities we operate in, beyond delivering on our business objectives.

We are devoted to the cause of sustainable growth. We strive to touch lives through our community and environmental efforts.

We attract and groom talents, who embody the 'can-do' spirit that challenges oneself, and make the journey with SingTel as we scale new heights.

The impact of SingTel's operations cuts across industries and types of activities. Our relationship with the community is intricately intertwined. Recognising these interdependencies, we embrace our role as a committed corporate citizen and strive to contribute towards the betterment of society through our community and environmental efforts.

## Touching Lives in the Community

The SingTel Touching Lives Fund (STLF), set up in 2002, continued to support underprivileged and less fortunate children as well as youths in Singapore. On 4 July 2010, about 500 SingTel employees and their families participated in the SingTel-Singapore Cancer Society (SCS) 2010 Race Against Cancer, to raise funds for SCS, an STLF beneficiary this year. Both the 7.5km competitive and 5km fun races saw wholehearted support and participation from SingTel's senior management and our business partners.

One of the signature events of the STLF is Fold-A-Heart, where SingTel donates S\$1 for every origami heart folded. As part of outreach activities, the STLF team visited Northlight School and rallied the students to fold hearts for the less fortunate. Some 1,000 hearts were folded by the school's students and teachers. In total, more than 80,000 hearts were folded.

As a result of these and other fundraising activities, the STLF raised a record S\$2.48 million during the year for our charities. This brings the total amount contributed by the STLF since its inception to about S\$20 million for more than 20 charities.



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Youths represent our future and SingTel's Australian arm, Optus, has been leveraging technology to help children who face challenges in their lives. Partnering the Starlight Children's Foundation, Optus has introduced the Livewire programme in 26 metropolitan and regional hospitals across Australia, where young people with serious illnesses or disabilities can access online chat rooms, create blogs, play games, listen to music and watch videos. Thanks to the wireless connectivity and computers donated under the programme, the young people can now interact with their peers who are going through similar challenges, thereby reducing their social isolation in a safe online environment.

In an additional effort to reconnect disengaged youths in Australian communities, Optus awarded close to A\$150,000 worth of funding to 31 not-for-profit organisations across Australia that focus on helping young people reach their full potential in life and work to build social inclusion.

Technology was also an enabler for 50 disadvantaged children in regional Australia with Optus partnering the Smith Family and launching the mobile student2student programme, which saw Optus donating mobile handsets and prepaid credit. The programme, piloted in May 2010, is aimed at helping children improve their literacy skills via weekly reading sessions with mentors using Optus mobile technology. Results have been promising, with children under the programme demonstrating improvements to their literacy levels.

### Doing our Part for Others

For most, donating money is easier than parting with their time. At SingTel, we wish for all staff to embrace the spirit of volunteerism and experience the joy that comes with helping others in need.

To promote this, we introduced the concept of "VolunTeaming", a combination of volunteering and team building that allows colleagues to bond over a meaningful activity. Over the year, numerous VolunTeaming activities were organised by enthusiastic employees. The Business Analysis & Planning department helped children from MINDS Lee Kong Chian Gardens School with their art and craft, while the Procurement & Supply Chain Management team spent two days building bookshelves and creating a reading corner in the classrooms of the APSN Tanglin School. Both are beneficiaries of the STLF.

These are but two examples of the volunteering projects that SingTel employees engaged themselves in. In total, more than 800 employees from 18 departments volunteered their time for such worthy causes during the year.

To further encourage volunteerism, we started an online journal named My Volunteer Diary, for staff to record their volunteering activities and be informed of upcoming opportunities. Employees can also key in their volunteering interests and request to be matched with suitable activities. As an added incentive, SingTel offered the three volunteers who put in the most hours cash donations to any STLF beneficiary of their choice.

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We also did our bit to support nation building in Singapore by sending an 80-strong staff contingent to participate in the National Day Parade 2010. Our volunteers from across the Singapore business spent about 20 Saturdays rehearsing for the high profile event.

### Caring for the Environment

Being green is more than a statement, it is a business philosophy based on responsible corporate citizenship and respect for the environment. As a group, we do our utmost to ensure that our operations do not disturb the delicate balance of the natural world.

For the second consecutive year, SingTel organised Plant-A-Tree Day, where staff could directly play their part in preserving the environment. In July 2010 at Mandai Reserve, some 200 employees planted 100 trees, led by Group CEO Chua Sock Koong and Group Director, Human Resource Aileen Tan who also heads the Group CSR department. To further promote the event, we marked our 10 years of using e-cards by pledging an extra dollar to the Plant-A-Tree fund in the next financial year for every employee who sent an e-card greeting.

Eco trips were also organised to the Marina Barrage as well as Chek Jawa, for staff to see firsthand natural eco-systems and learn about the importance of sustainable development in Singapore.

On 1 March 2011, we introduced the Project LESS campaign to encourage staff in Australia and Singapore to adopt simple green acts to care for our environment. Various activities were organised, such as the submission of green tips and an environment-themed photo contest.

Also as part of Project LESS, SingTel supported Nokia's 'Recycle A Phone, Adopt A Tree' programme in Singapore by encouraging customers to recycle their old mobile phones, accessories and chargers. Every customer who mails or drops off a mobile phone for recycling at selected SingTel retail outlets will have a tree planted in his or her name by Nokia.

AIS played its part for the environment by joining hands with the Ministry of Natural Resources and Environment to implement the activity 'AIS Gives Battery Back to the World' under the 'Green Network' theme project. The activity raises awareness of the possible dangers of disposing used mobile phone batteries incorrectly, and invites members of the public to send their used batteries to AIS branches for recycling.

### Partnering Associates for Worthy Causes

Synergistic partnerships strengthen effectiveness. During the year, SingTel supported 1GOAL – a global initiative to help some 72 million children in the world attain the opportunity to attend school by 2015.

With Optus and our associates – AIS, Bharti and Globe, as well as other global mobile operators and charities, we promoted the campaign by sending SMSes to all our mobile customers asking them to support this worthy cause, with reply SMS charges waived. 1GOAL's objective was to garner support to impress upon world leaders that people care about and believe in the value of education.

Another major worldwide environmental initiative is Earth Hour. For one hour on

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Optus partners the Smith Family in a mobile student2student programme to help children improve their literacy skills  
*Photo courtesy of Pilbara News*

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A record S\$2.48 million was raised for six charities by the STLF

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SingTel staff proudly take to the National Day Parade grounds in celebration of Singapore's 45<sup>th</sup> year of independence

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Optus hands out handsets and prepaid SIMs to help Queensland flood victims stay in contact with their loved ones

26 March 2011, people and businesses around the world stood united against climate change by turning off their non-essential lights and electrical appliances. SingTel, with Optus and our associates, AIS, Globe, PBT and Warid Telecom, endorsed Earth Hour 2011 by publicising the event and pledging our support.

#### **Lending a Hand in the Face of Disaster**

Mother Nature can cause torrential damage and in the face of disaster, we have a responsibility to help the communities. During the year, SingTel responded to several natural disasters across the globe with donations in cash and kind. One of these disasters was the devastating floods in Queensland, Victoria and northern New South Wales in Australia.

Optus was quick to respond to the Queensland floods. We were the first telecommunications provider to restore services to the Lockyer Valley. We also launched an appeal for staff in Australia and Singapore to donate generously – matching their donations dollar for dollar. A total of about S\$450,000 was raised. We also visited over 1,500 homes and businesses to restore services and handed out 2,000 handsets and prepaid SIMs to ensure people could get in contact with their loved ones. We received and responded to around 2,300 requests for assistance with customers' bills. In total, we contributed over A\$1.9 million in donations and services to the flood and cyclone affected communities.

For the Pakistan flood victims, SingTel donated S\$80,000 through Mercy Relief, an independent charitable organisation, and most recently, we raised about S\$50,000 for the victims of the Japanese earthquake and tsunami with donations from staff in Australia and Singapore.

We also went one step further by facilitating donations. For example, in Australia, Optus teamed up with the Red Cross to introduce an SMS service for customers to make a A\$5 donation for the Japan and New Zealand earthquakes. In Singapore, SingTel, together with other mobile operators, set up a common SMS code for customers to make donations in aid of victims of the Japan disaster.

AIS went the extra mile by offering its customers staying in Japan long-distance calls at special rates, during the disaster period. A 24-hour hotline was also set up for customers trying to contact lost relatives or friends, and an SMS service was made available for public donations. Back on its home turf, AIS made a public call for donations in aid of the devastating floods in the southern region of Thailand in March 2011. It also despatched 1,000 AIS survival kits containing blankets, drinking water and mobile phones to the Red Cross.

#### **Running a Sustainable Business**

SingTel is committed to our long term goals of sustainable development. In October 2010, we published our inaugural Sustainability Report, marking our commitment to managing our environmental footprint in the markets we operate.

Communicating SingTel's one and five-year improvement plans and targets for sustainability, the report is the first such document published by a major player in the infocomm and multimedia sector in Singapore. It adopts the reporting principles from the Global Reporting Initiative G3 Guidelines and follows the requirements of the 'B' Application level. More on this report can be found at <http://info.singtel.com/about-us/sustainability/sustainability-report>.