

CORPORATE SOCIAL RESPONSIBILITY



As a **leading communications company** in the region, the Group's operations affect virtually every part of society. We therefore consider it our responsibility and privilege to **make a difference to the well-being of the communities** we operate in. As a Group, we leverage our network and resources to serve the community in economic, social and environmental ways.



Making a Difference

Celebrating its 10th year of fundraising, the SingTel Touching Lives Fund (STLF) kicked off its annual activities with a flag day on 24 June 2011. Led by the Group's senior management, the event saw whole-hearted response from about 800 employees, family members and friends.

Other signature events held under the STLF banner included Fold-A-Heart, where SingTel donates S\$1 for every origami and electronic heart received, as well as the Charity Golf event which raised a record S\$820,000 last year. In all, the Group raised S\$2.6 million over the year for the STLF.

The funds go a long way in helping six beneficiaries that run programmes for disadvantaged children and young persons in Singapore, namely APSN Chaoyang School, APSN Tanglin School, AWWA Early Years Centre – Early Intervention Programme for Infants and Young Children, MINDS Lee Kong Chian Gardens School, Singapore Cancer Society's "Help the Children and Youths" and Students Care Service. Over the past decade, the STLF has raised over S\$22 million for our beneficiaries.

In Australia, Optus actively supports various charity partners throughout the year by holding fundraising events and campaigns among its staff, such as Lock Up Your Boss to support Kids Helpline, Movember in support of Beyondblue and Tour de Cure in support of Optus' charity partner, The Cancer Council, and other cancer-related charities. Through various charity fundraisers, Optus people have donated over A\$100,000 in support of Optus' 13 charity partners.

Youths, however, remain a key focus as beneficiaries. The mobile student2student programme launched by Optus and The Smith Family aims to help young people who are at risk of leaving school in the metro and regional areas by improving their reading skills through mobile phones. Matched with an older student "buddy", 260 disadvantaged children read to their buddy three times a week using mobile phones supplied by Optus. As an added incentive, students keep the mobile phones and are rewarded with credits upon completion of the programme. Evaluation studies showed 81 per cent of the students in the programme improved their reading levels.

Optus also supports young people via community grants for local programmes that address social isolation and disengaged youths by providing access to communications and improving education outcomes. In FY2012, Optus awarded 32 charity organisations with A\$150,000 worth of grants, bringing the total grants to over A\$550,000 since 2008.

Promoting the Spirit of Volunteerism

We believe in the spirit of volunteerism and encourage staff to spend time helping others in need. We give our staff in Singapore and Australia one day of paid volunteer leave, which they may use for the benefit of any charity or community organisation.

In Singapore, we continued to promote "VolunTeaming" – a programme that enables our staff to team up with colleagues for a volunteer activity. Some 1,700 employees gave about 8,000 hours of their time to engage in 24 meaningful community and environmental projects during the year.

One of the VolunTeaming projects undertaken during the year was by the Global Accounts employees, who came together to organise a lunch-cum-entertainment session for about 100 residents of the AWWA Community Home for Senior Citizens. The seniors were treated to songs, games, gifts and a delicious meal, served personally by our staff.

In another VolunTeaming effort, Satellite staff rallied together to clean cars and sell packets of dried fruit and nuts for charity. Their efforts paid off and they raised about S\$8,500 for the STLF.

In Australia, Optus introduced a five-week skilled volunteer programme where leaders within the company contribute their skills, knowledge and experience to indigenous organisations in regional Australia.

One of the key volunteerism initiatives in Optus is the collaboration with the Australian Business Community Network where Optus staff mentor "high-needs youths", namely students who are geographically, socially, financially or physically disadvantaged. Many of these students are from non-English speaking or refugee backgrounds, and lack the opportunities available to most urban students. FY2012 saw our largest participation number to date – 408 employees mentored 1,477 students and school leaders in 29 schools across Australia.

Going Green

As a Group, we believe being a responsible corporate citizen includes caring for the environment and promoting a sustainable way of life. Project LESS is SingTel's environmental campaign aimed at raising awareness among employees and customers of the need to reduce our carbon footprint. Apart from the annual Plant-A-Tree Day for our staff, a SingTel-Nokia Mobile Phone Recycling Programme was created for consumers in late March 2011, a first by a telco in Singapore.

In a similar initiative, Optus promotes the recycling of discarded mobile phones via Mobilemuster, an industry-wide Australian programme. Optus customers can recycle their phones at Optus stores or send them back to us using the reply-paid satchels included in the packaging of prepaid phones. Recycled mobile phones receive a new lease of life as batteries, stainless steel products, plastic fence posts, pallets and even jewellery.

In a united effort to support Earth Hour, all SingTel shop outlets and SingTel Exclusive Retailers across the island turned off non-essential lighting and dimmed interior lights on 31 March 2012. Optus too, showed their support by encouraging staff and customers to "switch off" and think of ways to help the environment.

CSR MILESTONES

2011

APRIL

- > 12 volunteers built houses and farms in a village in Cebu as part of SingTel's inaugural Overseas Volunteering Programme
- > 200 SingTel employees planted 105 trees at the 3rd Plant-A-Tree Day
- > 21 Optus staff rode some 1,400 km and together with Optus, raised A\$250,000 as part of the 2011 Tour de Cure

JUNE

- > Marked the 10th anniversary of SingTel Touching Lives Fund with a flag day that raised S\$80,000
- > "Erase Cyberbullying" was launched with packs sent to 10,000 Australian schools
- > Optus' "Connecting Communities Grants" provided grants of up to A\$5,000 to each local community organisation

JULY

- > As title sponsor for Race Against Cancer, SingTel and staff donated S\$200,000 to help children affected by cancer

AUGUST

- > SingTel's business partners and associates raised S\$820,000 through cash donations and sponsorships of golf flights at the Charity Golf event

SEPTEMBER

- > More than 87,000 origami and electronic hearts were received during the Fold-A-Heart activity

NOVEMBER

- > Optus staff donated over A\$48,000 for Movember, a fundraising event for depression initiatives

2012

MARCH

- > SingTel and Optus supported Earth Hour 2012, switching off façade lights at key office premises. For the first time, SingTel Exclusive Retailers joined our SingTel shop outlets to dim the interior lights
- > Over A\$430,000 was donated to Optus' 13 charity partners through its payroll-giving programme

CORPORATE SOCIAL RESPONSIBILITY



< Optus team takes part in the 2011 Tour de Cure to raise funds for the fight against cancer



^ Over 800 SingTel employees, their family members and friends raised S\$80,000 through a flag day



^ SingTel staff volunteers refurbishing an elementary school in Ayutthaya, Thailand, that was damaged by flooding



^ SingTel Group partners Ericsson to provide emergency communications services to support disaster relief efforts in South and Southeast Asia – a world's first operator partnership for Ericsson Response



< SingTel donates S\$1 to the SingTel Touching Lives Fund for each origami heart folded by these school children during the Fold-A-Heart campaign



< Vanessa Amorosi, an Australian singer, using the "Make Cyberspace a Better Place" education pack produced by Optus and Kids Helpline for schools

Our regional mobile associates also played their part in going green. All eight SingTel Group operators collaborated with GSMA in a Mobile Energy Efficiency benchmarking initiative. A benchmark will be developed for the operators to drive energy cost savings and reduce greenhouse gas emissions in their network operations.

Joining Hands with Regional Associates

As a responsible corporate citizen, SingTel and our regional mobile associates respond readily to support disaster relief efforts where possible. During the year, we donated 2 million Baht to the communities affected by the severe flooding in Thailand, as well as 500,000 Pesos to Globe's disaster relief efforts for Typhoon Sendong victims in the Philippines. AIS and Globe, besides outright cash donations, also responded to the calamity by offering free call and SMS services to victims, and set up internet stations in evacuation centres to help them contact their loved ones.

We stepped up our community efforts with two SingTel Overseas Volunteering Programme expeditions to Cebu, Philippines and Ayutthaya, Thailand during the year, in conjunction with Globe and AIS respectively, to help rebuild communities affected by natural disasters.

SingTel and the regional mobile associates also partnered Ericsson Response to provide emergency communications services to support disaster relief efforts in South and Southeast Asia. This marked the world's first operator partnership for Ericsson Response.

Ensuring Customer Safety

The Group is committed to the safety and protection of our customers. This includes data protection, as laid out in our Sustainability Report. For example, our radiation emissions from base stations are well within the acceptable limits of the guidelines set by the local authority.

To protect children, we offer mobile applications which allow parents to filter, block or allow access to specific sites as well as to set age appropriate default settings. Optus takes this one step further by partnering Kids Helpline and developing ready-made lesson plans on cyberbullying with the aim of educating young people about this major issue. These award-winning educational packs were distributed to 10,000 schools across Australia, serving as useful materials for teachers to educate their students about cyberbullying, sexting and the safe use of technology.

A LEGACY OF GIVING

In 2002, the SingTel Touching Lives Fund (STLF) was set up as a coordinated corporate philanthropy programme to support children and youths with special needs in Singapore.

Ten years on, the STLF has raised over S\$22 million for 22 charities, thanks to the strong support from our business partners, associates, employees, customers and members of the public.

The STLF has contributed significantly towards critical and specialised programmes, such as special education for the intellectually or physically challenged, and programmes that help young people with learning difficulties or who come from disadvantaged home environments.

Some of the activities organised over the years have become iconic events for the STLF banner. These include the annual charity golf tournament and the Fold-A-Heart activity, which is popular with students and members of the public, where SingTel donates S\$1 for every folded paper heart received. In 2010, an e-version of the paper heart was introduced, enabling the campaign to reach a wider audience.

SingTel fully underwrites all fundraising costs so that every dollar donated to the STLF will go towards our beneficiary organisations. On top of this, SingTel matches the donations made by our staff and also makes a corporate donation to the STLF.



OUR PEOPLE

Celebrating the lunar new year at SingTel



Launch of SingTel ESPRESSO, an enterprise social network for staff to engage each other and share information and ideas

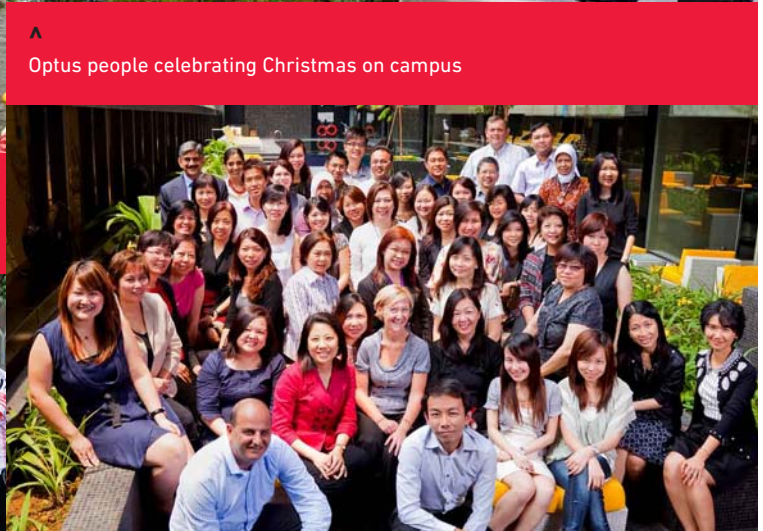


Teamwork at work and play builds strong relationships among Optus people



Optus people celebrating Christmas on campus

Employees are encouraged to take charge of their health and well-being



HR practitioners across the Group come together to share best practices

Leading and Shaping Through People

Our people form the engine that drives our transformation into the region’s leading multimedia and ICT solutions company.

We believe that workforce diversity is essential to building and sustaining our competitive advantage through the fostering of innovative solutions, and greater flexibility and responsiveness to business needs.

Diversity at the Group refers to the ways in which we differ, including gender, age, ethnicity, language, cultural background, physical ability and lifestyle choice. We accept and respect these differences, and leverage the richness of our varied backgrounds, ideas and perspectives to support the Group in realising our potential in a global market.

As a leading employer, we are committed to developing and maintaining an inclusive and collaborative workplace and culture. Through our values, policies and behaviours, we aim to promote an environment where individual differences are recognised and valued. All employees have the opportunity to realise their potential and contribute to our overall success.

This commitment includes establishing measurable diversity objectives, beginning with gender diversity in our main employee populations in Australia and Singapore. We will continuously improve the proportion of women across all levels of our workforce, ensuring that female voices are well-represented across the Group throughout our pipeline of talent.

Engaging Our People

Our core values of Customer Focus, Challenger Spirit, Teamwork, Integrity and Personal Excellence provide a common foundation for how we work with each other, our customers and other stakeholders.

Our “Connect & Grow” employee value proposition underscores our commitment to building strong relationships among our people and developing talent across the company. We tailor this value proposition to keep up with changing times and varying needs across different employee segments. Our enterprise social network, SingTel ESPRESSO was launched on 11 November 2011 in Singapore as a platform to engage with each other and share ideas, and will be rolled out to the rest of the Group. We also introduced further automation to improve employee experience and increase productivity, such as enabling employee transactions through mobile device applications.

AGE DISTRIBUTION

Singapore



Age Demographics

● Boomers (Pre-1964)	29%
● Gen X (1965-1977)	35%
● Gen Y (1978 onward)	36%

Australia



Age Demographics

● Boomers (Pre-1964)	20%
● Gen X (1965-1977)	43%
● Gen Y (1978 onward)	37%

OUR WORKFORCE OF APPROXIMATELY



employees around the globe represents **92** nationalities, from Australia to Zimbabwe.

OUR PEOPLE

We continued with our relentless focus on employee engagement, a key component of the People Plan which is integral to our strategic business planning process. Our global engagement framework facilitates the analysis of direct employee feedback to help garner insights into the drivers of employee engagement, motivation and retention across the Group.

Attracting and Developing Talent

Our ability to attract capable and talented candidates – from emerging young talent to strategic senior-level hires – is imperative to strengthening existing expertise and building new capabilities. We have been expanding recruitment channels into various educational, networking and social media platforms to better engage with and attract such talent.

Scholarship programmes help us identify young talent while strategic internships and cadetship programmes offer direct exposure to the dynamic environment, people and work of the Group.

Since its inception in 2009, the SingTel Group Undergraduate Scholarship programme has awarded 16 scholarships and 15 book prizes to students in Indonesia, the Philippines, Singapore and Thailand. The book prizes are awarded to outstanding students who reach the final selection interview.

In addition to full scholarships at top local universities, the scholars also enjoy mentoring and internship opportunities at the SingTel Group of companies locally and overseas.

We attract new graduate talent through our special graduate recruitment initiatives and graduate programmes which provide accelerated learning and development opportunities across the Group.

We also equip our people to be the best they can be, through holistic training tailored to the needs of different employee segments, at different stages of their careers. We deploy a multi-faceted approach to learning and development through experience, relationship and education-based interventions.

A highly interactive and comprehensive programme is in place to welcome new hires and help them integrate into the organisation. Employees are encouraged to take charge of their careers, with guidance from their managers. Tools such as individual development plans, competency frameworks and career roadmaps as well as online resources enable employees to understand their career options and ways to achieve their career objectives.

We continually enhance our management and technical capabilities via specialised technical training and leadership programmes. Our annual Learning Fiestas and Career Expos offer an engaging forum for employees to take part in bite-sized, targeted learning on a variety of strategic, technical, personal development and lifestyle topics. eLearning and mLearning modules have been deployed to align with how people learn in this digital age while regular forums featuring globally renowned thought leaders feed innovative strategic thinking.

The Group's scope and diversity across different businesses and geographies enable us to offer exciting and challenging career growth and development opportunities while enhancing the combined capabilities of the Group. Job rotations, regional talent exchange programmes and secondments, including cross-affiliate assignments, provide rich experiences and abundant opportunities to develop cross-market and cross-functional excellence.

Grooming Leaders

A strong and competent leadership bench is essential for sustainable business success. We invest heavily in leadership development to ensure our current and future leaders can lead effectively and shape a culture of empowerment, collaboration and excellence to deliver on our objectives.

During the year, we continued to enhance our Group-wide leadership development programmes. The curriculum for our Game for Global Growth programme was refined to enhance collaboration and knowledge sharing among leaders from the Group and regional mobile associates who prepare to take on more significant roles. Our Regional Leadership in Action programme, which grooms high-potential emerging leaders to manage business operations in a multi-national and multi-organisational context, was revamped to increase exposure to a larger group of emerging leaders.

Driving and Rewarding Performance

We are proud of our high performance culture, and ensure each employee understands the company's strategic direction and the part they play in contributing to our vision and mission. Corporate strategies are translated into actionable objectives and cascaded throughout the organisation.

Our philosophy is to align employee rewards with performance, whether that be team or individual performance, as well as the embodiment of our core values. People managers are measured on and rewarded for not only the achievement of business results but also how well they engage, lead and develop their teams. Incentives

are designed to motivate continued excellence while ensuring ongoing relevance to evolving business and market contexts.

Safe and Healthy Work Environment

SingTel is committed to providing a healthy, positive and conducive work environment for all employees, and ensuring the safety of employees, business partners and the public.

Supporting health and well-being – physical, mental and social – is a key component of our people management strategy. We actively promote employee wellness and encourage employees to take control of their health. Health clubs and gymnasiums are available onsite across various locations, while healthier food options are made available at all staff cafeterias. Talks, health screenings and external professional counselling services on work-life issues through our employee assistance programmes are some examples of health management tools made widely available to our people. Family-friendly policies, including flexible work and leave arrangements, are also offered, as are onsite childcare facilities at some locations.

Workplace Safety and Health (WSH) information is easily accessible online and at all our premises. WSH briefings are conducted during new employee orientation, and we ensure that fire wardens and health managers are appointed and equipped throughout our locations. We have also established a set of guidelines for vendor selection, which is especially critical for vendors performing physical work in our workplace or worksites.

Employee Relations

We foster a strong proactive and collaborative partnership with employees directly as well as through the Union of Telecoms Employees of Singapore, with whom a new collective agreement was successfully concluded in January 2012. Our Employment Partnership Agreement in Australia, a collective agreement made directly between Optus and employees since 1994, was renewed in late 2009 for a further three years.

Our proactive approach to employee relations was demonstrated by our implementation of re-employment at age 62 in September 2011, ahead of Singapore legislation which took effect on 1 January 2012.

GENDER DISTRIBUTION

(%)

Singapore

Operational Support	42.3	57.7
Professional & Technical	33.4	66.6
Middle Management	37.6	62.4
Top Management	26.7	73.3
Total	37.6	62.4

Australia

Operational Support	38.5	61.5
Professional & Technical	28.2	71.8
Middle Management	18.5	81.5
Top Management	14.3	85.7
Total	32.2	67.8

● Female ● Male

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