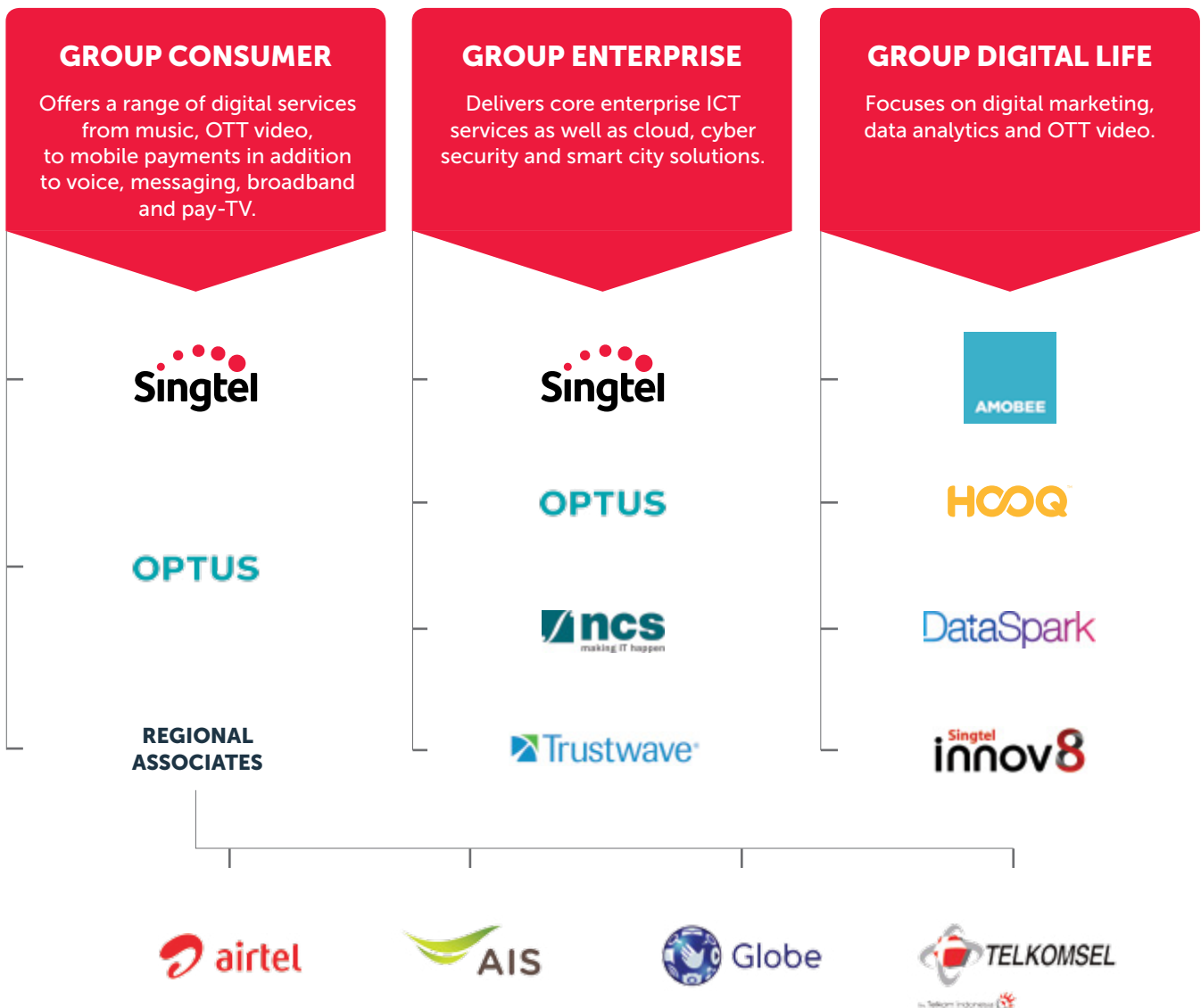


Our Businesses

The Singtel Group is organised according to three business segments – Group Consumer, Group Enterprise and Group Digital Life – to serve the evolving needs of our customers. Group Consumer and Group Enterprise are our core businesses, enabling consumers, businesses and governments to connect, communicate, collaborate and transact. Group Digital Life is designed to develop new growth engines in the digital space by leveraging our unique telco assets and customer knowledge.

Read more about our businesses from page 29 onwards.

GROUP BUSINESSES



Our Strategy

The telco business remains the bedrock of our business, but we no longer see ourselves as just a telco. Our vision is to be Asia Pacific's best communications technology company. We have identified new ways to use our assets to develop new revenue streams, especially in the digital space. This is why our transformation is dual track.

In our core consumer business, we are shifting from voice to data, expanding our pricing plans and content mix to meet increasingly data-centric lifestyles and more demand for entertainment on the go. In our enterprise business, we are going big on cloud, cyber security and smart city solutions. We have identified these as the three new growth drivers of our ICT business.

The second track of our transformation involves growing a new digital business to take advantage of digital disruptions. The third arm to our business, Group Digital Life, captures opportunities in digital marketing, data analytics and over-the-top (OTT) video.

VISION

To be Asia Pacific's best communications technology company

GOAL

To create sustainable long-term growth, to deliver superior returns to shareholders and positive impact to stakeholders

TRANSFORMATION STRATEGY

Strengthen and drive growth from the core

Create innovative, differentiated digital services

STRATEGIC PRIORITIES

GROUP CONSUMER



Data



Content

GROUP ENTERPRISE



Cloud



Cyber security



Smart cities

GROUP DIGITAL LIFE



Digital marketing



Data analytics



OTT video

STAKEHOLDERS

Customers

Investors

Staff

Communities