

Our Businesses and Strategy

From telco to global communications technology company

TRANSFORMATION STRATEGY

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

Strengthen and drive growth from the core

Create innovative, differentiated digital services

GROUP CONSUMER



Data



Content

GROUP ENTERPRISE



Cloud



Cyber security



Smart cities

GROUP DIGITAL LIFE



Digital marketing











Data analytics



OTT video

Singtel embarked on a company-wide digital transformation more than five years ago to rebuild our business around data and digital. As digital eroded industry barriers and disrupted old business models, going digital has meant developing strategies that go beyond the context of our telco industry. Instead, we have leveraged our telco assets and customer relationships to develop new businesses such as cyber security, digital marketing and smart city solutions. We have also begun building a digital ecosystem with our associates to aggregate millions of customers across the region. As digital has revolutionised consumer behaviour and company processes, we have also digitalised our core consumer and enterprise businesses.

Our new growth initiatives have grown from strength to strength – our digital and ICT businesses now contribute nearly 25% of Group revenue.

 <p>Offers a range of digital services from music, OTT video, to mobile payments in addition to voice, messaging, broadband and pay-TV.</p> <p>Read more about Group Consumer from page 35 - 48.</p> 	<h3>STAKEHOLDERS</h3>  <p>CUSTOMERS</p>  <p>INVESTORS</p>  <p>EMPLOYEES</p>  <p>COMMUNITIES</p>
 <p>Delivers core enterprise ICT services as well as cloud, cyber security and smart city solutions.</p> <p>Read more about Group Enterprise from page 49 - 54.</p>	
 <p>Focuses on digital marketing, data analytics and OTT video.</p> <p>Read more about Group Digital Life from page 55 - 60.</p>	