Our Businesses and Strategy

From telco to global communications technology company

TRANSFORMATION STRATEGY GROUP CONSUMER Data Content **VISION** Strengthen To be Asia Pacific's and drive best communications growth technology company **GROUP ENTERPRISE** from the core **GOAL** Create Cloud Cyber Smart To create sustainable innovative, security cities long-term growth, differentiated to deliver superior digital returns to shareholders and positive impact services to stakeholders **GROUP DIGITAL LIFE**

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Data

analytics

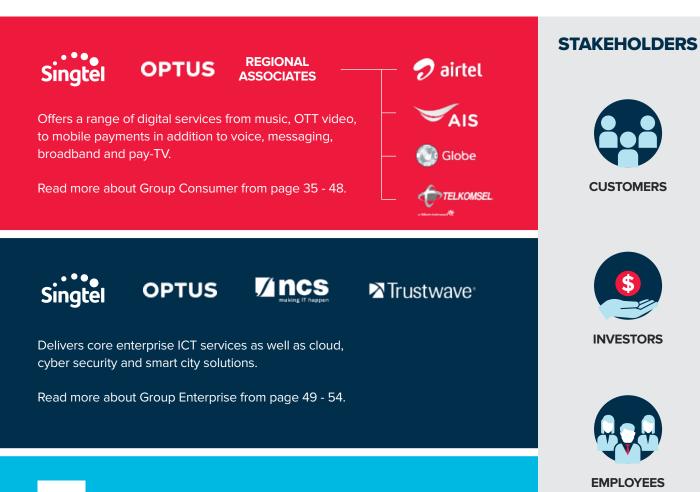
video

Digital

marketing

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.









DataSpark

innov8

Focuses on digital marketing, data analytics and OTT video.

Read more about Group Digital Life from page 55 - 60.