

Our Businesses and Strategy

From telco to global communications technology company

Vision

To be Asia Pacific's best communications technology company.

Mission

To create sustainable long-term growth, deliver superior shareholder returns and generate positive impact for stakeholders.

Strategic Priorities



Accelerating Digital Transformation



Digitalising Core Businesses



Growing New Digital Services



Building a Regional Digital Ecosystem



Championing Sustainability

Differentiators



Customer Relationships



Connectivity



Network Leadership



Data Insights



Digital Innovation

Businesses



The digital revolution has brought a slew of new opportunities for Singtel as consumers and enterprises embrace the connected world. We are accelerating our digital transformation in preparation for a more intelligent future with the convergence of technologies such as AI, IoT and 5G that will radically change how we live and do business. We have developed new digital growth drivers such as cyber security and digital marketing that leverage our existing assets and strengths in connectivity and smart data. We are also leveraging our regional scale and reach to drive a digital ecosystem, that includes mobile financial services and new forms of content, to unlock the value of our more than 690 million mobile customer base.

Stakeholders



Customers



Investors



Communities



Regulators and Governments



Employees

Group Consumer

Offers a range of digital services from music, OTT video, to mobile payments in addition to voice, messaging, broadband and pay-TV.

Read more about Group Consumer from page 29 - 40.



Group Enterprise

Delivers core enterprise ICT services as well as cloud, IoT, cyber security and smart city solutions.

Read more about Group Enterprise from page 41 - 46.



Group Digital Life

Focuses on digital marketing, data analytics and OTT video.

Read more about Group Digital Life from page 47 - 52.

