

Singtel Singapore

Win the Core. Accelerate Growth. Lead with AI.

27 August 2026

Singtel – The World's Most Intelligent Connectivity Company



3 integrated priorities to achieve our ambition

Shape

Consumer Market

Protect **premium economics**, serve every segment with **Tri-Brand, AI** Personalisation & Care

Scale

Enterprise Globally

Scale trusted, reliable connectivity & **AI-native platforms** in Singapore and overseas

Reinforce

Tech Leadership

Strengthen **resilience** & **structurally lower costs** with AI; build **autonomous network** capabilities

Powered by AI. Underpinned by Operational Excellence.

Agentic Operations

AI-fluent Workforce

OWNership Mindset

Creating Measurable Value

Profitable,
Quality Growth

Step-Change in
Efficiency

Unparalleled
Network
Capabilities

Sustainable
Returns

AI is Redefining Every Part of our Business

AI-First Telco
North Star

The World's Most Intelligent Connectivity Company

Where AI
powers every...

**Customer
Interaction**

**Network
Decision**

Growth Engine

**Employee
Experience**

1

**Hyper-
personalisation**

Lower churn

2

**Agentic Sales &
Care**

Higher customer
satisfaction

3

**AI-Powered
Quote-to-Cash**

Stronger Enterprise
GTM

4

**Autonomous
Networks**

Improved network
resilience

5

**Customer-First
Field Force**

Enhanced field
productivity

6

**Cognitive
SDLC**

Faster innovation

7

**AI-Integrated
Workforce**

Increased
productivity

8

**Credit
Management**

Lower bad debt

**Key Value
Pools**

AI at Scale | Translating Capabilities into Measurable Outcomes

Customers

- **17%** lower main brand churn, **>25%** CSAT⁽¹⁾ improvement
- **>60%** AI-led care resolution
- **~50%** digital channel transactions

Operations

- **30% reduction** in IT tickets
- **>30% effort reduction** in new feature releases
- **15% reduction** in mobile truck rolls

Network Resiliency

- From reactive operations to **autonomous recovery**
- **1:5:60 ambition** (Detect → Triage → Resolve, in min)



Tech Leadership

- **Scaling agentic AI** across customer, enterprise, network and engineering
- Positioning Singtel as **global tech leader in intelligent connectivity**

On track to deliver 5-10% EBIT contribution in FY27⁽²⁾

Consumer | Tri-brand Architecture Driving Profitable Base Growth

Network & Service Premiumisation



Premiumisation Spine

+20%
growth in premium
subscribers YoY⁽¹⁾

~20%
price premium vs.
competition

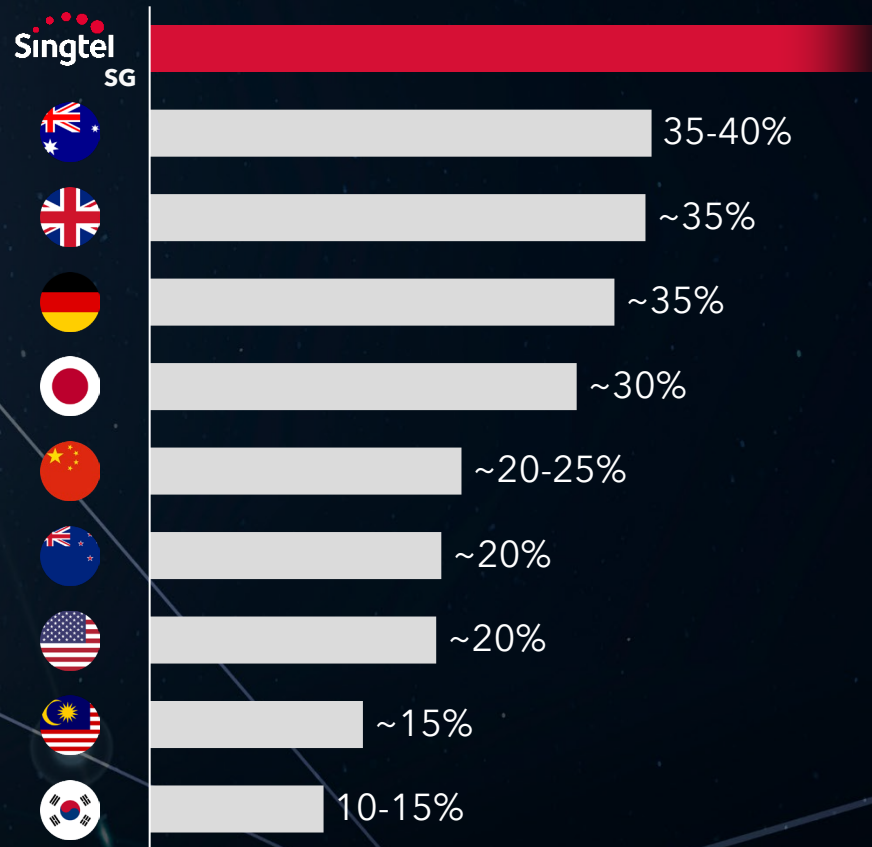
~50k
mobile net adds
In 1Q FY27

Stabilising
ARPU trajectory

Note: (1) 1 5G+ Priority/Enhanced Consumer base (1Q FY27 vs 1QFY26)

Enterprise | Sustainable Competitive Advantages Deliver Growth

STSG leads global peers in Enterprise revenue contribution⁽¹⁾ (%)



INNOVATE LOCALLY

GROW GLOBALLY



5G+ Led Network Superiority

Singapore as proving ground for co-innovation



Public Safety & Security



Healthcare

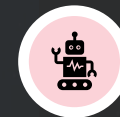


Transport & Logistics



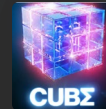
Financial Services

...



AI-Native Enterprise Platforms

Scalable solutions for local and global clients



Global Digital Infrastructure

Hard-to-replicate global network of assets



Differentiated Multi-Polar Positioning

Trusted partner to clients navigating a complex world

Note: (1) % Enterprise Revenue contribution shown is for the highest player (where disclosures are available) in the market. Revenue contribution is estimated per latest full year reported financials. Includes SME revenue if reported separately

Enterprise | 5G+ Leadership Underpins our Domestic Right to Win



Enterprise | End-to-end AI Portfolio Creates Value

Networks for AI

Resilient, secure
connectivity



Cloud



Edge



Security

Infrastructure for AI

Scalable on-prem
deployment



Data



Apps



Automation

Platforms for AI

Robust observability &
orchestration



CUBΣ



Empower



AI Studio

Outcomes from AI

Better experiences,
greater value



Efficiency



Resilience



Growth

***These capabilities come together to deliver
resilient, autonomous customer solutions***

The image features the Singtel logo in white, centered against a dark blue background. The logo consists of four white dots of varying sizes arranged in a cluster above the word "Singtel" in a bold, sans-serif font. The background is a network diagram with several glowing blue nodes, each represented by a small circle with concentric rings. These nodes are connected by thin, curved blue lines that arc across the space, creating a sense of dynamic connectivity. The overall aesthetic is futuristic and technological.

Singtel