

A nighttime aerial photograph of Singapore. The image shows the city's skyline with numerous illuminated skyscrapers. In the foreground, the Marina Bay Sands hotel is visible, featuring its iconic three towers and a large, illuminated, flower-like structure. The water of the bay is dark, with some lights reflecting on its surface. A large red curved shape is overlaid on the right side of the image, containing the event title and speaker information.

Singtel Investor Day 2018 Consumer Singapore

Yuen Kuan Moon
CEO Consumer Singapore

Strategic Focus Areas



Drive telco industry growth by offering higher value services



Excite our customers and fulfil our employees



Safeguard our core and drive new growth

Digitise our core to engage customers better

- Almost all government services in Singapore to go digital by 2023
- Opportunity to drive growth in digital and mCommerce services
- Leverage digitisation technology to improve operational costs
- Digitise customer engagement – service available 24/7
- Next generation retail experience

Provide mobile data to enable customer's content rich lifestyles

Bigger Data Offers for customers to access enhanced content

NEW

DATA ∞ INFINITY

Be anyone. Do anything. Go anywhere.

SIM ONLY

10GB OR **30GB** OR **55GB**

\$36.05/mth **\$46.75/mth** **\$73.50/mth**

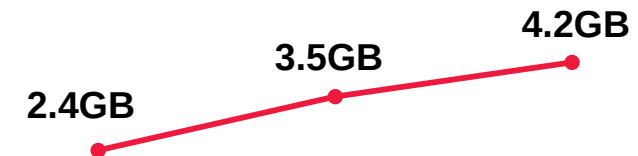
On Singtel's fastest & widest network.



Exciting exclusive phone launches

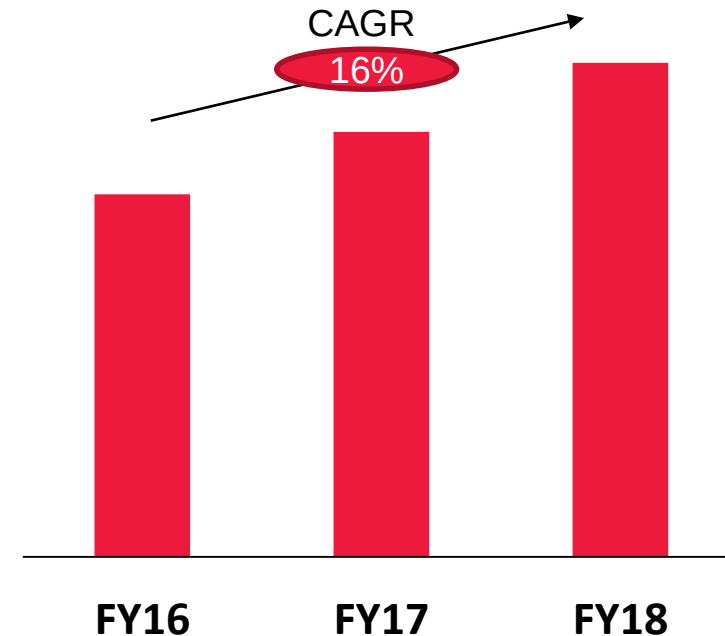


Average monthly usage per postpaid subscriber



Q4FY16 Q4FY17 Q4FY18

Mobile Data Revenue

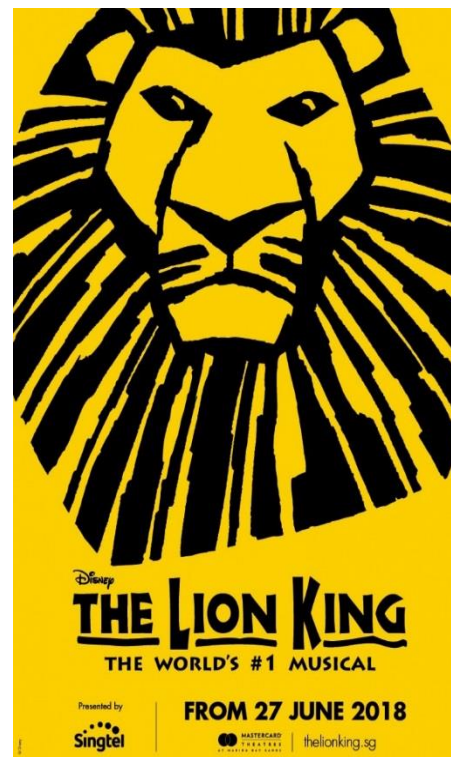


Excite customers with digital business

SINGTEL MUSIC

Singtel Music continues to bring customers closer to live events

Our customers get access to priority sales



Singtel

6 FREE MONTHS OF APPLE MUSIC

on the latest Apple devices. Only with Singtel.



Save \$100 when you bundle your iPhone X and Apple Watch on our \$68.90 plan and above.



Plus, listen to 45 millions songs on all your iOS devices when you sign up for any mobile plan. Data-Free Music Forever.

Find out more at singtel.com/datafreeapplemusic.

Exciting services to support our customers' digital lifestyle



Dash - 1st to support SG QR, in line with government vision of convenient cashless payments



Pay on buses, trains and taxis



Tap and pay at >20,000 locations



One-stop for recipes, restaurant recommendations & bookings



SINGTEL NEWSSTAND

Magzter Gold - premium content at lowest subscription rates with no data charges



Expanding into ticketed events

Best roaming coverage at affordable rates



DataRoam Unlimited Daily

With unlimited data roaming in more than 100 destinations, you can share your travel stories without worries!

FROM

\$19.00

Daily Subscription

DataRoam Monthly Recurring

The most convenient plan for frequent travellers to Malaysia or Australia! Monthly plans that only require one time activation.

FROM

\$5.00

Monthly Subscription



ReadyRoam 1GB 30 Days Plans

\$12 for 9 destinations

Australia • Brunei • Cambodia • Indonesia • Laos • Malaysia • New Zealand • Philippines • Thailand

\$20 for 18 destinations

[+] China • Hong Kong • India • Japan • Macau • Myanmar • South Korea • Taiwan • Vietnam

\$35 for 56 destinations

[+] Austria, Bangladesh, Belgium, Canada, Croatia, Czech Republic, Denmark, Egypt, Fiji, Finland, France, Germany, Ghana, Greece, Hungary, Ireland, Israel, Italy, Kenya, Mexico, Mongolia, Netherlands, Nigeria, Norway, Pakistan, Poland, Portugal, Qatar, Russia, Saudi Arabia, Spain, Sri Lanka, Sweden, Switzerland, Turkey, UAE, UK, USA

Drive broadband user experience with WiFi mesh & value-added services

Improved broadband in-home coverage with WiFi Mesh



Providing end-to-end fibre service to customer's home



Value-added services for the home



Qustodio
Parental
Control



One app for everything connected

Capture growth of connected consumer devices



connected
watches



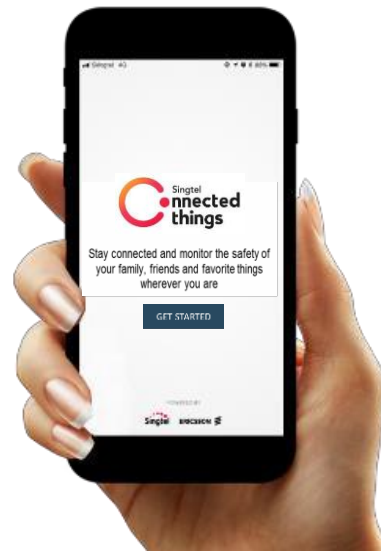
personal and
asset trackers



smart home
devices



connected healthcare
and wellness devices



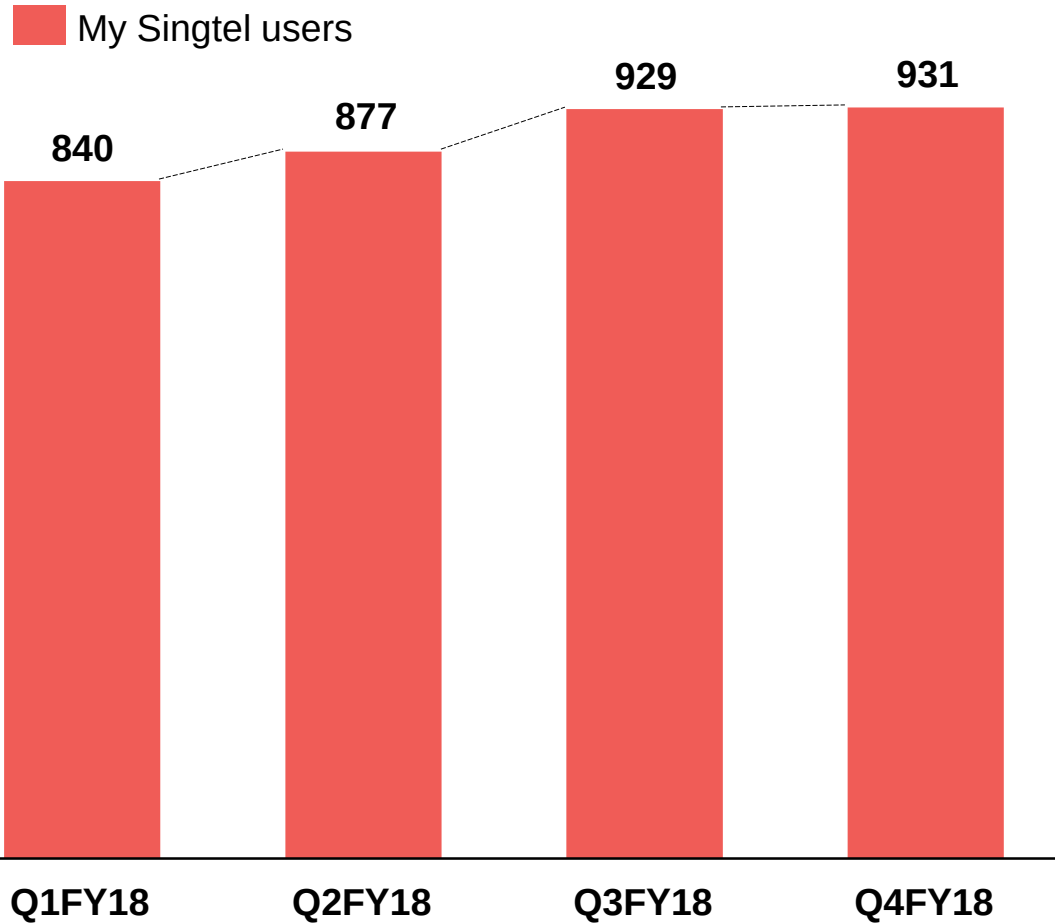
“

Stay connected and monitor the safety of
your family, friends and favorite things
wherever you are

”

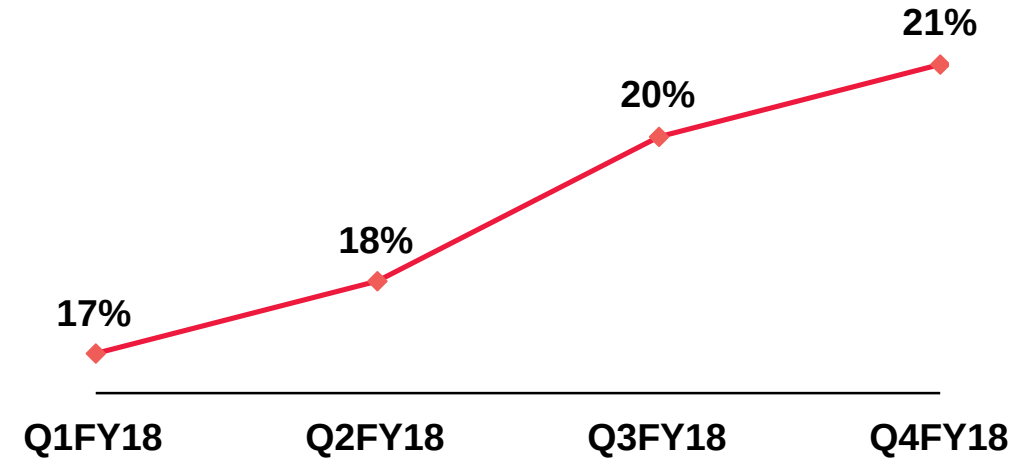
Digitising core operating model – driving productivity & better customer experience

Monthly active app users ('k)¹

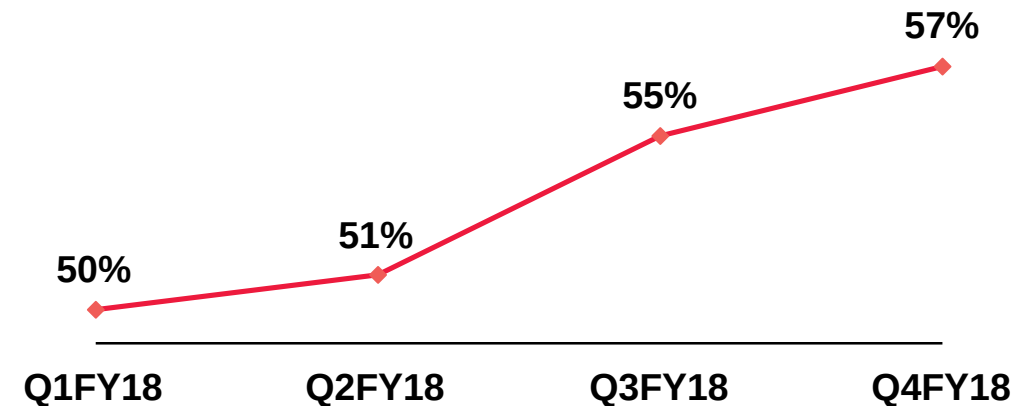


1. Customers who access the My Singtel app at least once a month
2. Includes mobile, broadband and Pay TV services
3. Self-help transactions include activation, recharge, payments, usage & billing enquiries

% of online sales transactions²



% of self-help transactions^{2,3}



Enable a broad digital experience via My Singtel App



Enquiry

- ✓ Local usage display
- ✓ Data usage breakdown
- ✓ Plan name & entitlement
- ✓ Bill cycle
- ✓ Re-contract eligibility / contract end date (Home & Mobile)

Transactional

- ✓ Roaming plan purchase
- ✓ Manage My add-ons (Home & Mobile)
- ✓ Display relevant add-ons for purchase (Home & Mobile)
- ✓ Prepaid Top-up charged to Postpaid bill

Troubleshooting

- ✓ Internet connectivity test
- ✓ Troubleshooting guides

Rewards

- ✓ Display eligible vouchers
- ✓ Deals and promotions
- ✓ Reward summary
- ✓ Message Inbox: list, read, link-out, delete
- ✓ Manage inbox settings

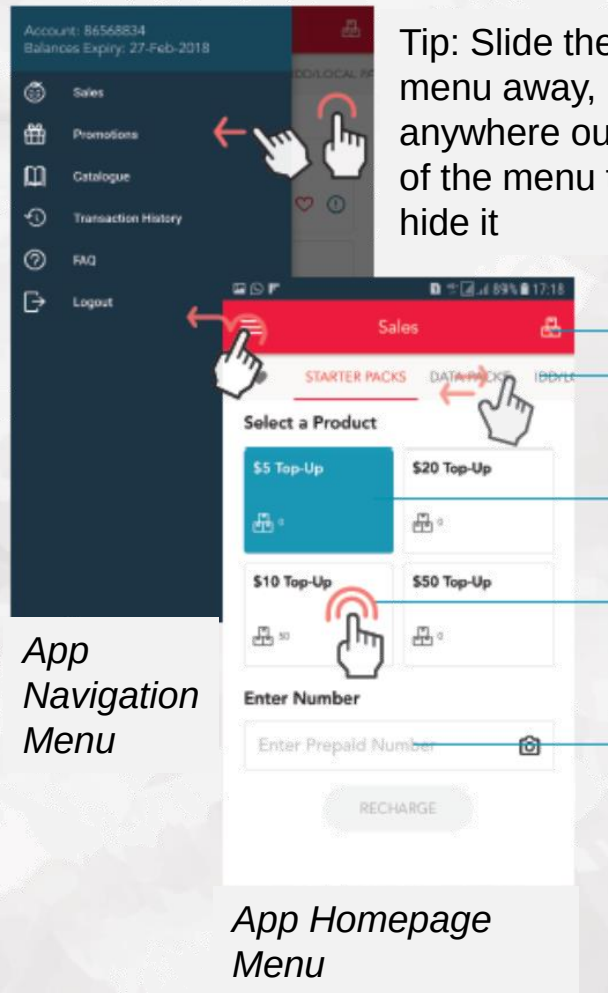
Contact Us

- ✓ Message Us
- ✓ Network feedback
- ✓ Share My Singtel App

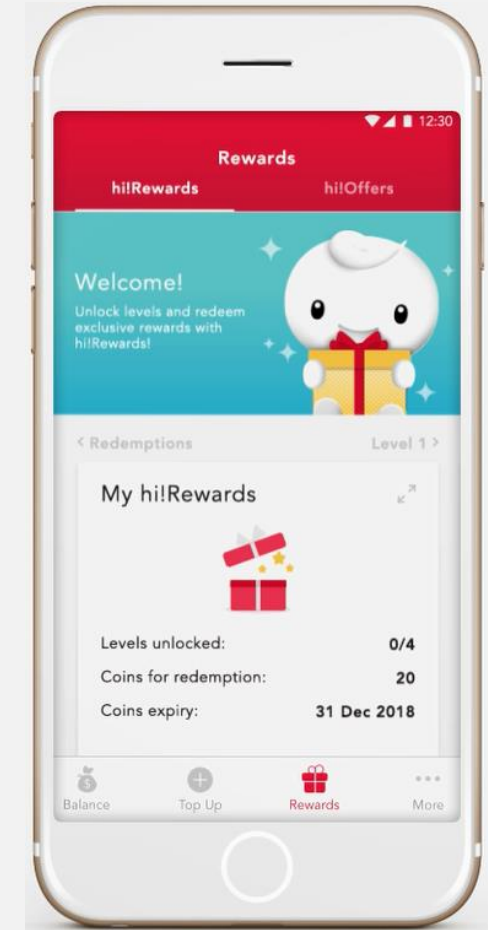
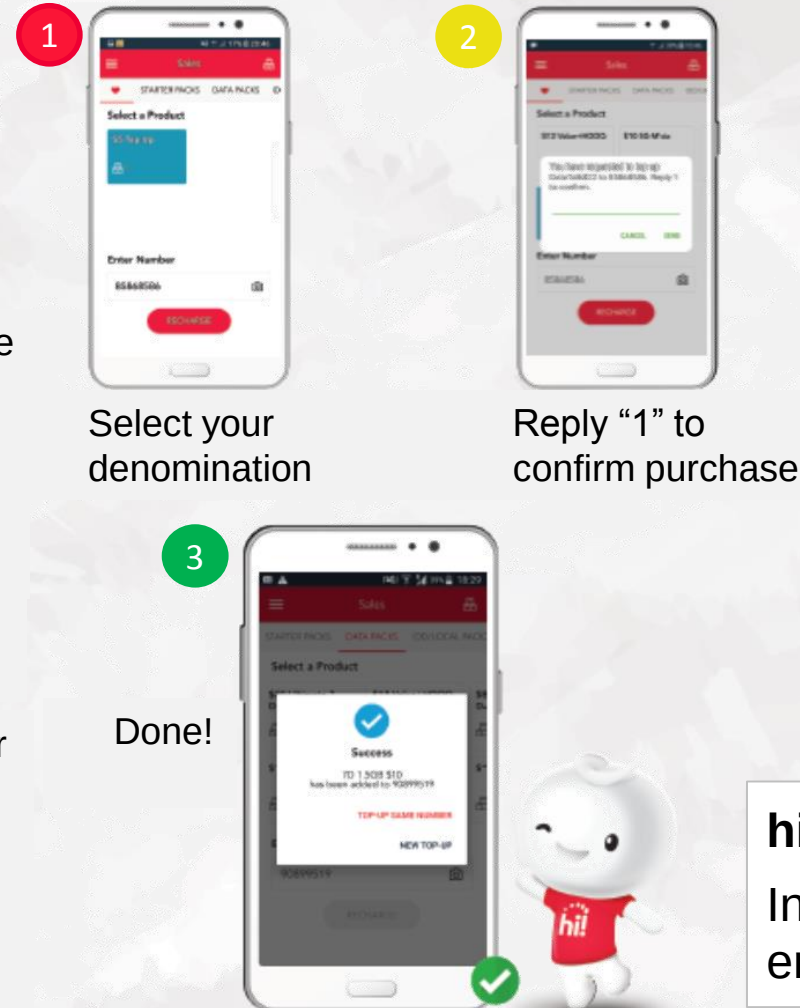
Digital first for prepaid customers with hi!App & Retailer App

Retailer App has halved average transaction time for customers

New User Interface



Fuss Free Selling



hi!App and hi!Rewards

Integration to improve customer engagement & loyalty

Transform flagship Comcentre shop into an intelligent store

Transformation award for Telecommunications at Singapore Business Review Listed Companies Awards



Smart innovative experience

- Personalised eQueue
- Instant buy with QR code
- Interactive touch wall
- Café zone with vending kiosks
- Live Video Bots to reduce wait time
- 24-hr self-serve lobby with Singtel-exclusive parcel lockers

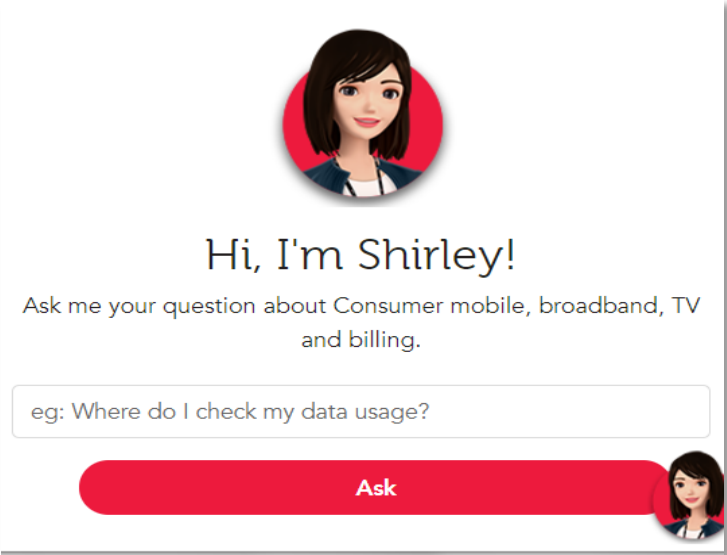
Technology showcase

- Smart surrounds to track location of connected customers
- Electronic queue ticket on personal devices
- 24/7 Kiosks for customers to self-serve bill payment & replace SIM cards
- Automated check-out for instant purchases
- Crowd analytics to understand customers better



Evolve our chat bot Shirley using AI, to better serve customers

Shirley on Singtel Website



Handles Complex Question

Provide relevant answer to question with multiple keywords



Understands Context

Recognise question context instead of picking up keywords only

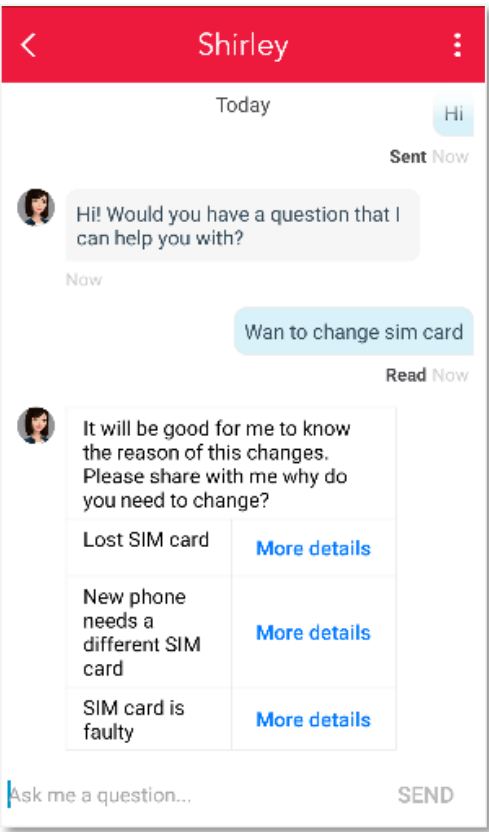
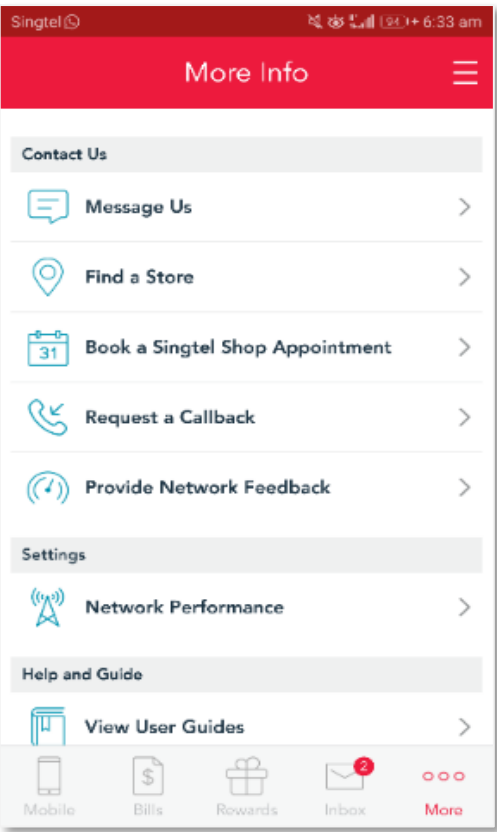


Richer Presentation

Display richer and more interactive answers, instead of just plain text

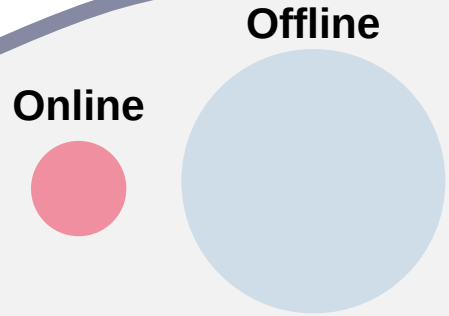


Shirley on Message Us



Shirley is the **1st agent to respond to customer enquiries on Message Us**

Empower our customers Any Time, Anywhere, Any Mode



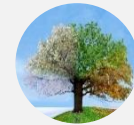
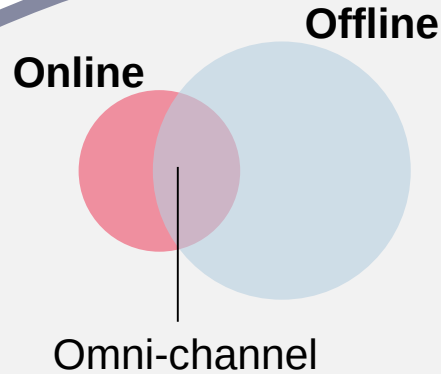
Differentiate through digitisation

- Retail Transformation
- Collect @ Store
- Expand Prepaid self-serve



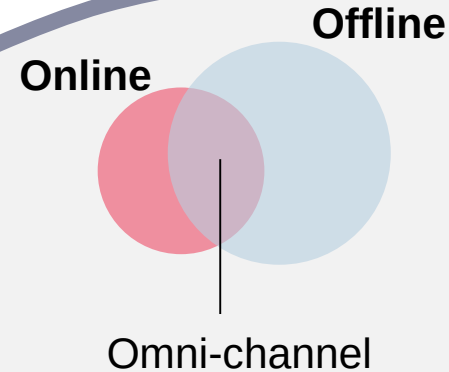
Create an effortless customer experience

- Intelligent Comcentre Store
- Collect @ Singtel Retailers
- Live Video Bots & Self-Serve Kiosks

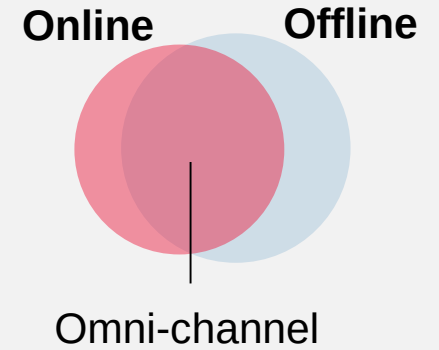


Any Time, Anywhere, Any Mode

- Boost productivity through technology and digitisation
- Drive shift towards online
- Industry-leading omni-channel experience



Fully integrated omni-channel







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