



Group Digital Life

Creating new scalable
engines of growth for the
Singtel Group

Singtel Investor Day 2018

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CEO, Group Digital Life
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Singtel Group Digital Life at a glance

Creating new scalable engines of growth for the Singtel Group

Group Digital Life Financials

FY18 Revenue

S\$1.16b

Actual

+ 86%

vs FY17

FY18 EBITDA

Increased by

S\$71m vs FY17

FY17 : -S\$-122 → FY18 : -S\$51m

Core businesses

AMOBEE

Digital Marketing



one the **largest independent** buy-side marketing technology providers in the world



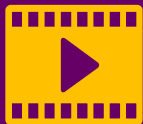
~S\$1
Billion Revenue



Working with
>2000
advertisers

HOOQ

Over the Top Video



Leading subscription video service in the emerging markets



>20
MILLION
Downloads

#1 in app downloads and branding in Indonesia



Rollout of **Free to Air Live TV** in FY19

DataSpark

Data Analytics



Delivering mobility intelligence insights leveraging carrier data

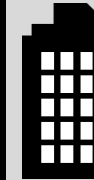


Data-as-Service
Mobility Intelligence Reports
Data Science Consulting

VC Fund

Singtel
innov8

Innovation Engine



Offices in:
San Francisco,
Beijing, Israel,
Sydney, Singapore



65+
Investments

US\$250

million evergreen fund

Amobee

Providing Data Driven Solutions for the World's Largest Brands

900+

Employees

2,000

Advertisers

23

Offices

\$1B

Revenue

San Francisco

Los Angeles

San Diego

New York

Chicago

London

Tel Aviv

Singapore

Sydney

Melbourne

About Amobee

Wholly Owned subsidiary of Singtel - Over \$1Billion invested

AMOBEE

- Founded in 2005 in California, wholly owned subsidiary of Singtel.
- Acquired Turn on February 22, 2017, adding to our advertising technology capabilities.
- Now one of the **largest independent buy-side marketing technology providers in the world**, providing unparalleled solutions for our clients.
- Turned EBITDA positive for the first time in FY18

TURN

Acquired in 2017

Integrated data, analytics and activation platform

Used by agencies and advertisers worldwide

US\$310M

Kontera

Acquired in 2014

Real Time Brand Intelligence

Analyzing and targeting the world's content consumption.

US\$150M

@conion

Acquired in 2014

True Cross Channel Advertising

Cross channel & cross device targeting, powered by INK.

US\$240M

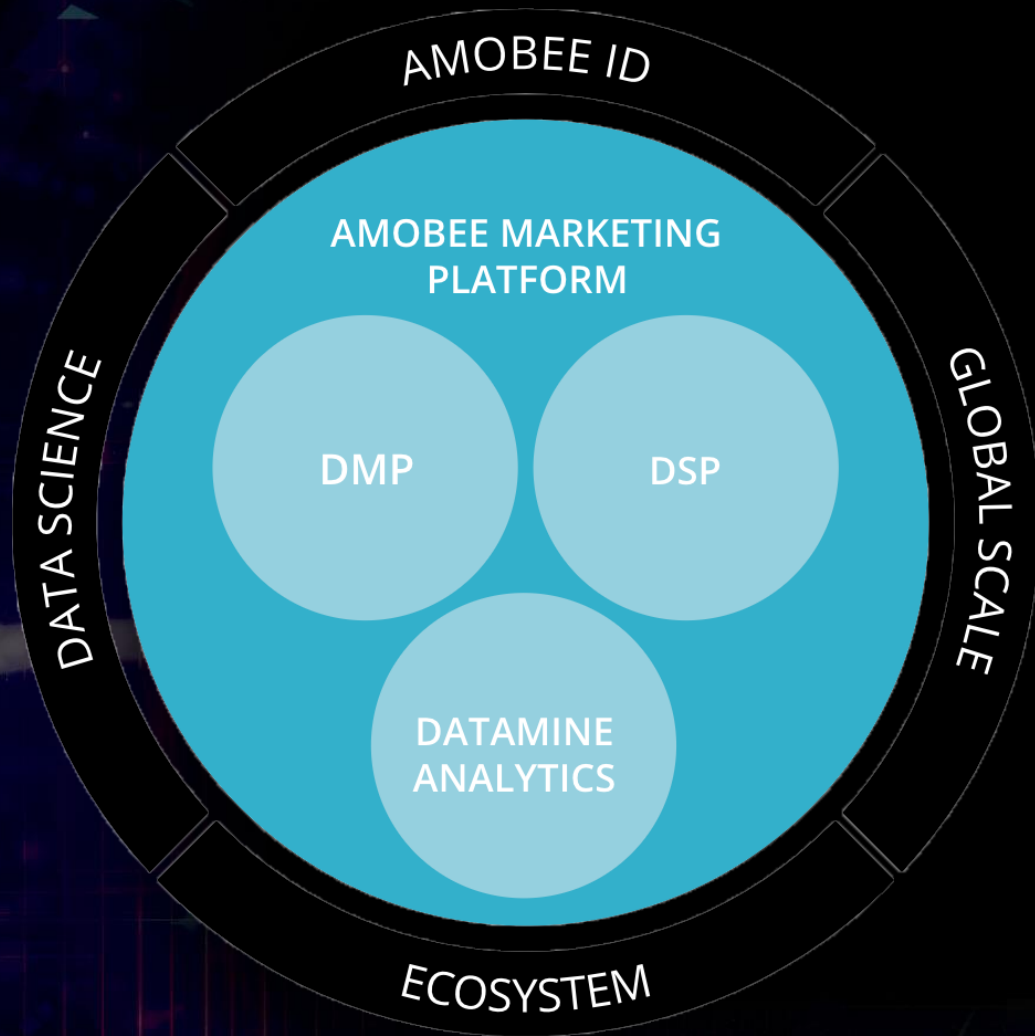
AMOBEE

Acquired in 2012

Leading Mobile and Data Platform for Operators, Advertisers and Publishers.

US\$340M

Our Integrated Programmatic Stack



Amobee Marketing Platform

World-class technology enables you to transform insights into action.

Amobee DMP:
understand your consumer at a molecular level.

- Data Centralization
- Audience Management and Segmentation

Amobee DSP:
exceptional consumer experiences

- Branding and Direct Response Planning and Activation
- Omnichannel Campaign Management
- Brand Safety
- In-Flight Optimization

Advanced Analytics:
intelligence engine built for marketers.

- Brand Sentiment and Market Trends
- Advanced Audience Modeling
- Cross-Platform Performance
- Consumer Journey Management
- Customized Analysis



The **#1** video on demand service
for the **emerging markets**



Launched in 2015, HOOQ is a **joint venture** between Singtel, Sony Pictures and Warner Bros

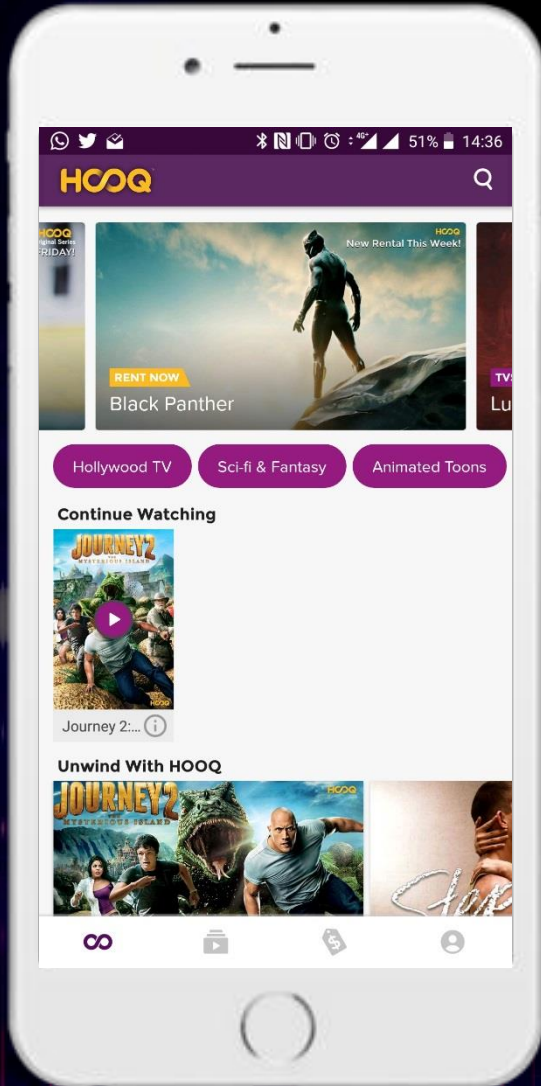
HOOQ is now live in **five markets** including Philippines, Thailand, India, Indonesia and Singapore

Leading over the top service in SE Asia with over **20M downloads in the Playstore**

Premium content offering **Hollywood + Local + Kids** in every country we operate, with **average 40,000 hours**.

Value Proposition:

1. Bringing the 'Best of Hollywood and the Best of Local' for me time, family time, and kids time
2. Access anytime, anywhere, on any device (especially mobile)
3. All for less than the price of a trip to the movies



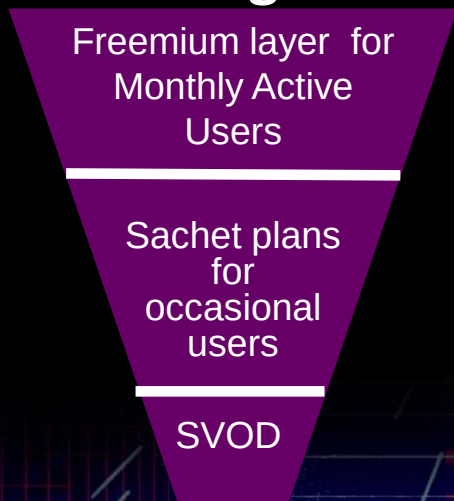


maintains its position in the region and will launch a transformed business model to scale in FY19

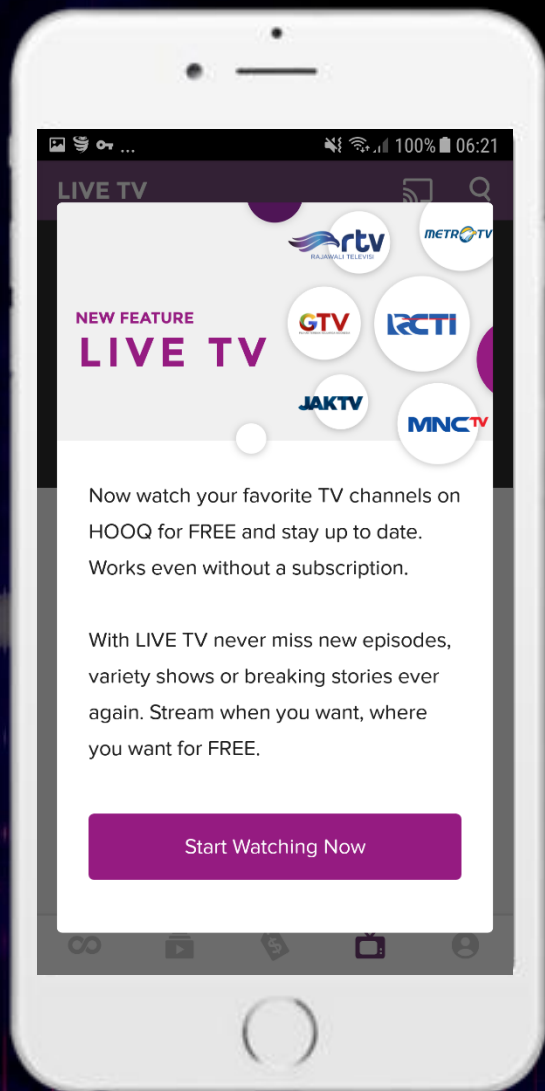
HOOQ remains **#1 in Indonesia** and is one of the two leaders in SEA

1st in SEA to develop pipeline of original series with premium program titles

Launching **transformed business model in FY19**



- 1. Freemium layer to retain monthly active users**
 - Free-to-air LIVE TV streaming
 - Sample of premium : first episode of premium content
- 2. Sachet plans for occasional users**
 - e.g 1 day plan launched in Indonesia for occasional users
- 3. Existing premium SVOD**



DataSpark

Industry leader for carrier-based data-driven software solutions
that transform raw spatial temporal signals into mobility intelligence



Anonymized data from telco operators, mobile SDKs and other sources of mobility data



Mobility Genome™

DataSpark's Mobility Genome™ processes data and turns location data into rich actionable insights.



- O-D Matrix
- Visit
- Stay Point
- Home & Work
- Hangouts
- Radius of Gyration
- Trajectory

*Non-exhaustive list

Mobility intelligence insights into people, places and movements, which can power applications in transport, retail, telco network optimization amongst others

DataSpark's Mobility Intelligence Capabilities

Products

Telco Network Planning and DataSpark CAPEX Optimizer



- Optimizes performance and profitability of network infrastructure, and quality of customer experience
- Combines network and subscriber data with mobility intelligence to optimize CAPEX and network planning

Data-as-a-Service APIS



- APIs provide users with programmatic access to DataSpark's rich mobility intelligence dataset.

Mobility Intelligence Reports



- Provides snapshots of commercial buildings across Singapore
 - Daily footfall
 - Profiling of visitors by age and gender
 - Home and work locations

Applications



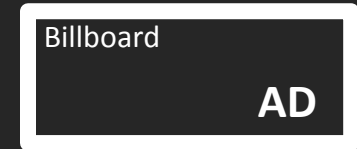
Telecommunications



Transport



Retail



OOH Marketing



Events and Tourism

Mobility Genome™ Framework

Powerful framework of technologies and algorithms to transform anonymized telco data into insights on people, places and movement

Innovation Engine – Innov8

Our Mission

To help Singtel Group:

- Adopt new innovative technologies / solutions
- Strengthen existing Singtel Group business
- Seek new growth opportunities
- Foray into new markets

Our Fund



US\$250M

Evergreen Fund
with Own Decision Making
Structure

Our Objectives



Identify trends
and insights



Drive adoption
of innovative
technologies



Startup
Investments



Reinforce Singtel as
a Thought Leader



Our Global Presence

Offices in Global Innovation Hubs

San Francisco



Tel Aviv



Beijing



Singapore



Sydney



Innov8 FY18 Highlights



Innov8 remains an active investor and has made 9 investments in FY18.

Since its establishment in 2010, Innov8 has invested in over 70 companies globally in various verticals including cyber security, digital marketing, mobile video and big data.



Innov8 launched ICE71 in conjunction with NUS Enterprise - The region's first cybersecurity startup hub

The Innovation Cyber Security Ecosystem at Block 71 (ICE71) aims to catalyse, develop and grow the cyber security start-up ecosystem in Singapore and the region.



Established Innov8's presence in China

The growth of China's economy over the decade has generated global interest in its tech scene. To capture this opportunity, Innov8 has re-established its presence in Beijing to extend its network and reach to start-ups in the Chinese market.

Group Digital Life Financials

