



SINGTEL INVESTOR DAY GROUP DIGITAL LIFE

Samba Natarajan
CEO, Group Digital Life

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Group Digital Life is the digital growth engine for the Singtel Group

Three Core Businesses

Venture Capital Fund

AMOBEE

DIGITAL MARKETING

HOOQ™

OTT VIDEO

DataSpark

DATA ANALYTICS

**Singtel
innov8**

INNOVATION ENGINE

Leveraging Our Unique Telco Assets



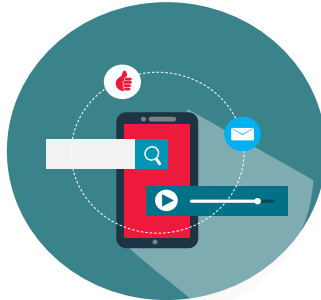
>638 MILLION
SUBSCRIBERS



CARRIER BILLING
CAPABILITIES



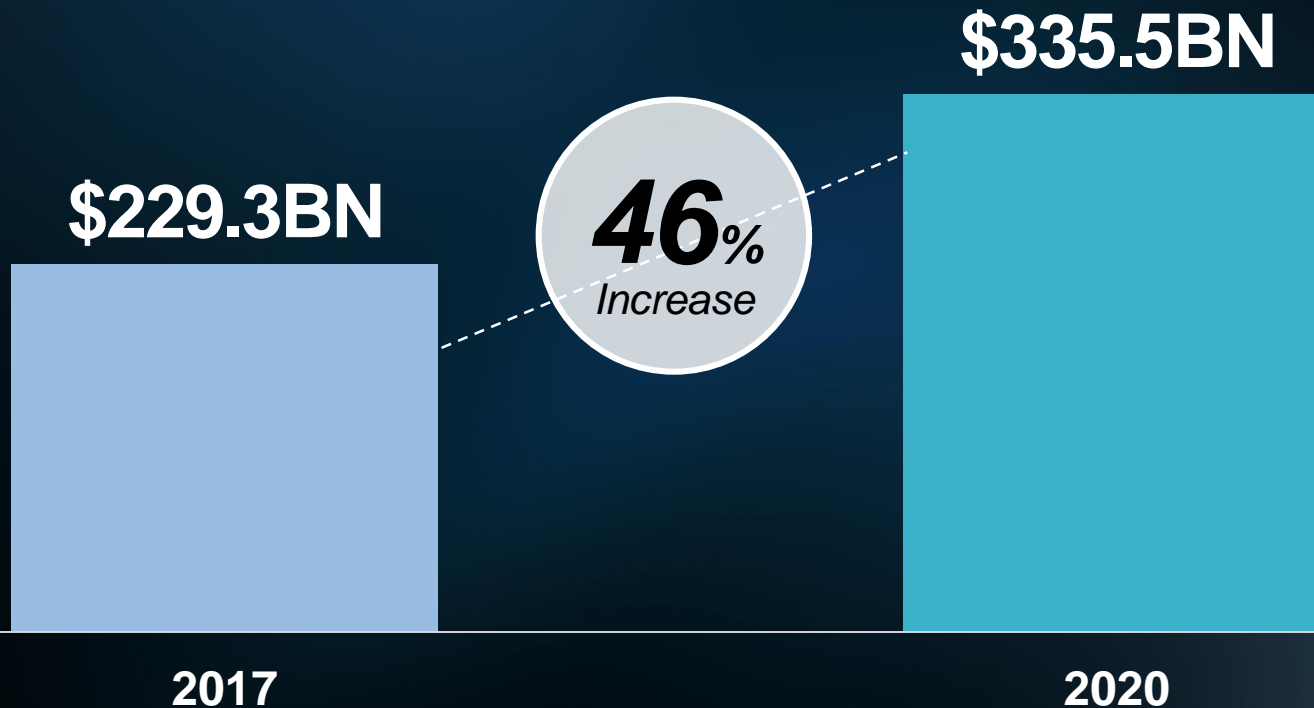
CUSTOMER TOUCH
POINTS



RICH TELCO
DATASET

Digital Advertising Continues to Grow & Evolve

From separate channels, single screen & negotiated media buying environment to omni-channels, multi screen and real time media buying, with increasing emphasis on transparency & performance.



Brands & agencies desire an independent partner that can buy across all channels & devices

Brands want a single partner for global scale, media planning, consumer insights, media buying, data management, analytics & proprietary data assets.



The acquisition of Turn enables Amobee to offer a world-class integrated marketing stack

AMOBEE



Planning & strategy,
consumer intelligence &
social media buying platform

Omni-channel media buying,
data management &
big data analytics platform

About Amobee

- Founded in 2005 in California, wholly owned subsidiary of Singtel
- Large-scale, cross channel cross device digital advertising company
- API Ad Integrations with 5 largest social media platforms: Facebook, Instagram, Twitter, Pinterest & Snapchat
- Patented Brand Intelligence technology enable advertisers to measure digital engagement to have a better understanding of their target audiences
- Access to Singtel's 638 million customers across 22 countries



Technology

- Brand Intelligence Platform
- Self Serve Social Buying Platform
- 3D Rich Media Platform
- 14 patents/patents pending

L'ORÉAL



Nestlé



Kellogg's

KraftHeinz

DELL EMC



About Turn

- Founded in 2004 in California
- 310 employees including 180 Engineers
- Leader in mobile, video & display digital advertising
- Advanced media buying platform enabling **real time access to digital media inventory** with integrated analytics and data management capabilities
- Marketers use their 1st party customer data for effective audience targeting



Technology

- Turn DSP, DMP & DataMine Analytics
- 200+ integrated ecosystem partners
- 7500 unique active users logging in
- 28 patents/patents pending



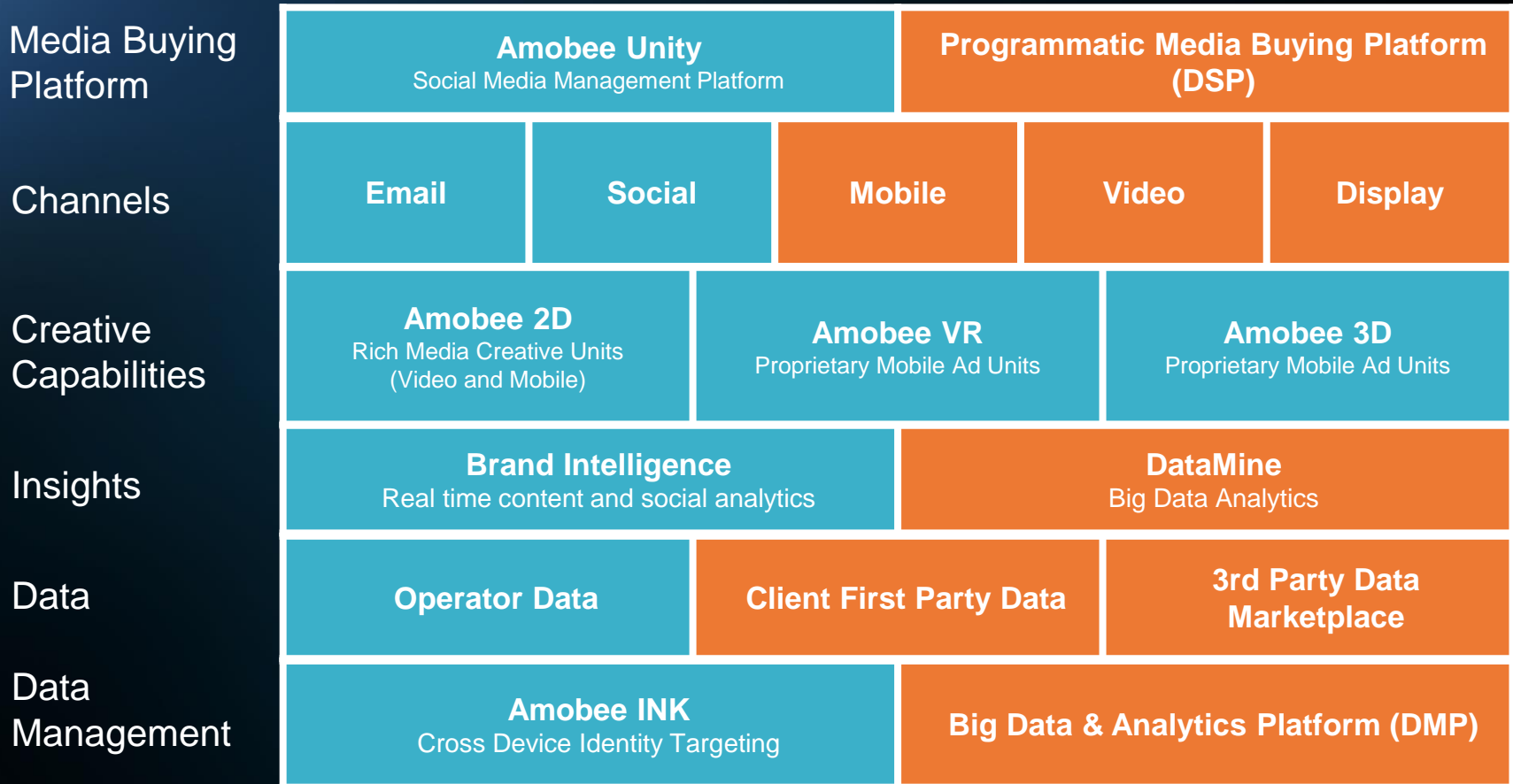
Turn enhances Amobee's scale and capabilities



- Positions Amobee as an integrated player with a comprehensive stack across media, technology and analytics capabilities
- Yields efficiency gains from use of a single platform, streamlining of products and scale in the combined entity
- Offers marketers the unified buying platform across all channels, formats and devices, including social, with access to data, full data management and media planning capabilities
- Brings together two strong engineering teams, positioning Amobee for further innovation in a rapidly evolving space

Turn better positions Amobee to capitalise on market demands and growth opportunities

AMOBEE



 Amobee

 Turn

Amobee & Turn are well positioned for the future

AMOBEE

- + Global Reach
- + 1st Party Data
- + Multi Channel & Multi Screen
- + Big Data Analytics
- + Consumer Insights
- = *A Global Digital Marketing Technology Leader*

Serving a number of leading brands

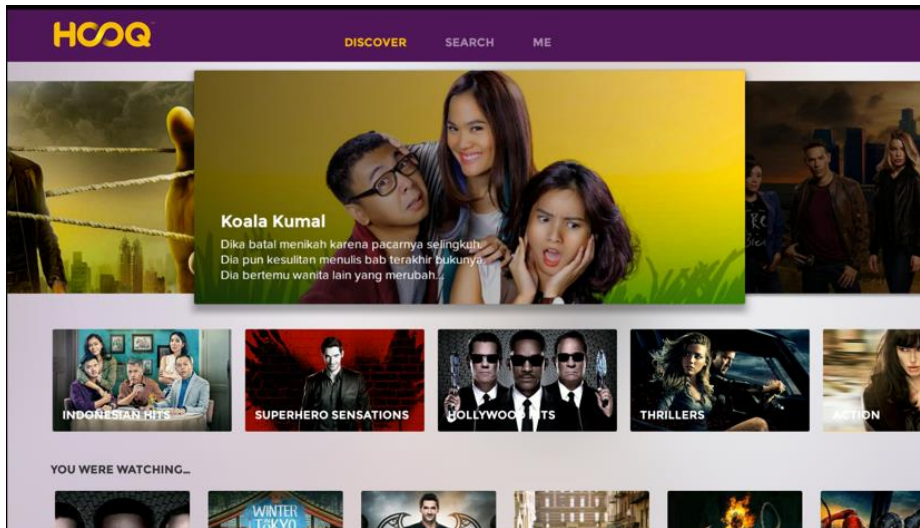


L'ORÉAL





- HOOQ is an SVOD service that provides high quality video content over the internet on a range of devices
- Founded in January 2015, HOOQ is a JV between SingTel, Warner Bros and Sony Pictures
- First launched in March 2015 in the Philippines, HOOQ is now live in five markets including Thailand, India, Indonesia and Singapore
- Leading content offering of premium “Hollywood + Local + Kids” content in every country we operate with over 30,000 total hours



HOOQ aims to be the leading subscription video service in the emerging markets



Our 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*

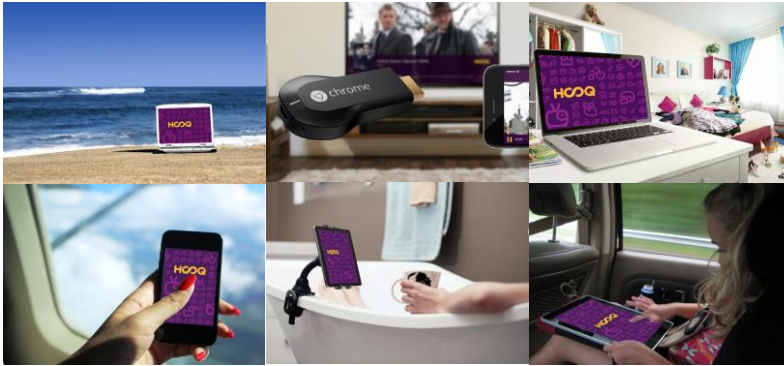
Our customer:

The emerging market family (with kids)
with household monthly income
>US\$360



Our progress to date

We are the leading “Paid for” OTT Video service in South East Asia



We have established deep telco distribution partnerships

~15+
Telco
Distribution
partners around
the region

Bundling & Distribution

- Singtel
- AIS
- Bharti Airtel
- Globe
- Telkomsel
- Telkom Indonesia
- ACT
- Bolt
- First Media
- Vodafone India

Billing

- XL Axiata
- Indosat
- Orange
- Idea Cellular
- Reliance Jio

We have a comprehensive content catalog on offer through Subscription and Rental offers

Best of Hollywood	Best of Local	Local Originals

We are in the 5-10 million app downloads category

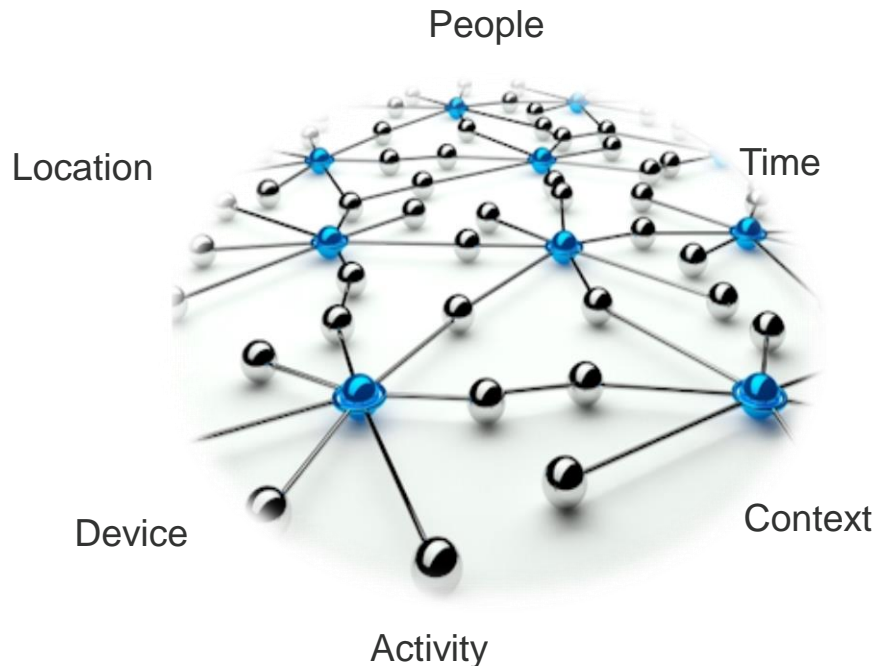
>5
MILLION
Downloads



We are an industry leader for carrier-based data-driven software solutions that transform raw spatial temporal signals into mobility intelligence

We apply a consistent analytical framework (“Mobility Genome”)...

...to provide mobility intelligence of People and Places



People

Profile*
Home/Work
Dining
Recreation
Shopping
Travel

Activity*
Location
Route
Overseas travel
Activity
Intent



Places

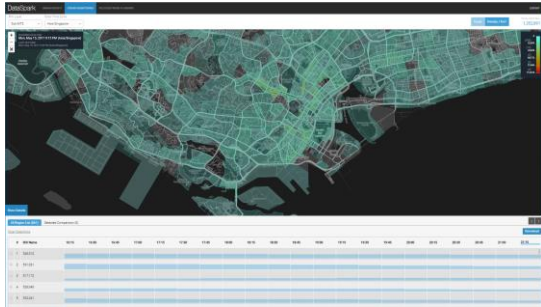
Profile*
Visitors
Activities
Dwell time

Activity*
Footfall
Dwell time
Inflow / Outflow

* Profile - Attributes inferred over time; * Activity - Things happening at a moment in time

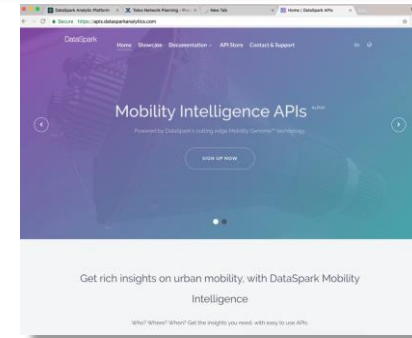
A Dashboards

- Real-time Crowd Monitoring



B Data as a Service (DaaS)

- Web based restful APIs
- Footfall counts for defined boundaries



C Mobility Intelligence Reports (MIR)

- Auto-generated monthly
- Building level basic footfall statistics
- Quick interpretation of footfall datasets



D Mobility SDKs

- Background collection of GPS data via clients' android/ iOS apps
- Access to high grade location data processed using the MobilityGenome™ framework



Our Mission

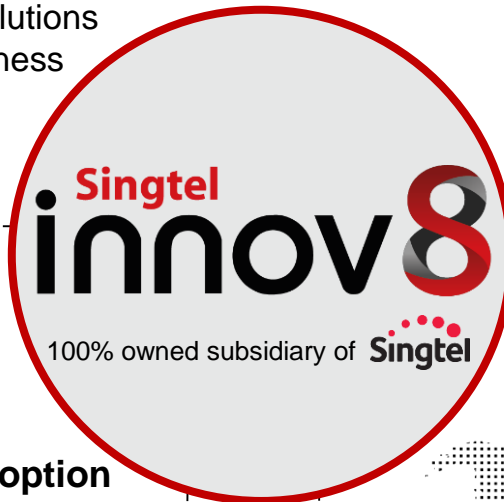
To help Singtel Group:

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



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



Singapore



It has been a successful year for Innov8



Innov8 remains an active investor and has made 7 investments in FY17

Since its establishment in 2010, Innov8 has invested in over 60 companies globally in various verticals including cyber security, digital marketing, mobile video and big data



Innov8 continues to build on the successes of its programmes

Innov8 announced the second installment of Innov8 Connect – a programme that brings start-ups and Singtel Group members together to create innovative solutions for real world business challenges

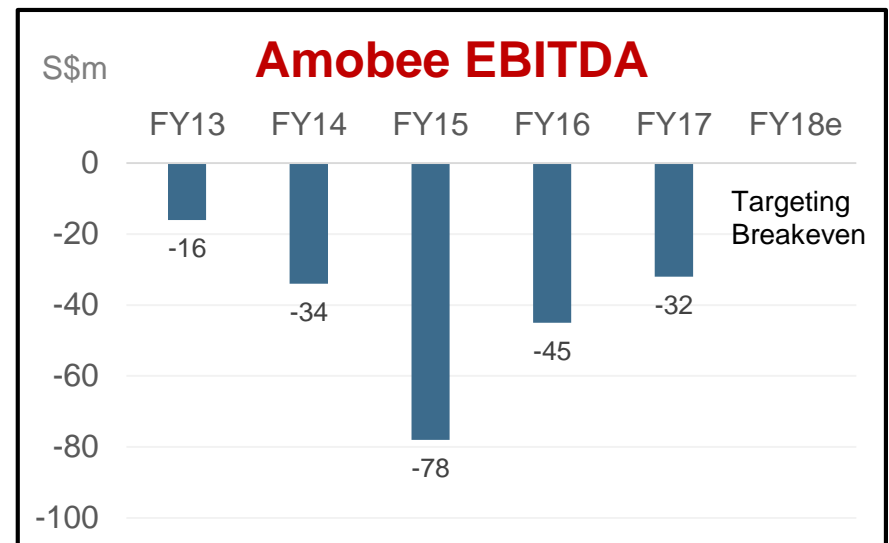
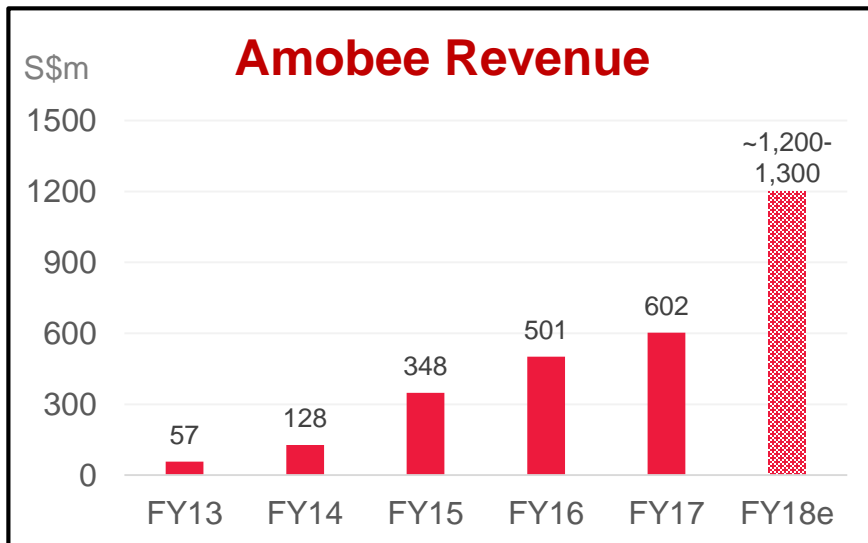
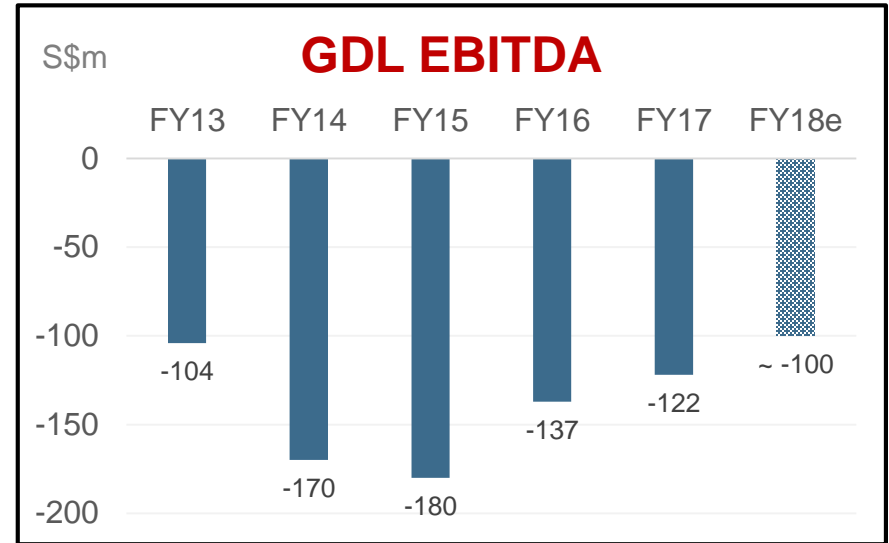
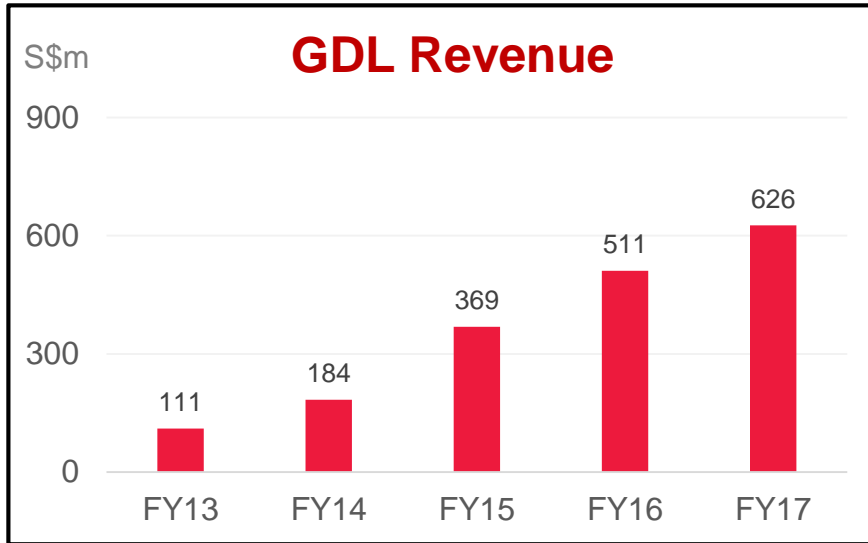
Go Ignite, an alliance of four leading telcos, also launched its second global call for start-ups



A number of Innov8's portfolio companies have been acquired during the past year

Most notably, a leading advertising software platform – Tubemogul was acquired by Adobe

GDL: Growing scale and gaining momentum





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