



**Amazing things
happen when we
dream big.**

Group Digital L!fe

11 June 2014

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Group Digital L!fe Focus Areas

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Industry-leading digital marketing technology and solutions

**DIGITAL
L!FE**



Data Analytics

Innovative use of Big Data for marketing applications

- Leveraging SingTel Group's extensive customer insights, touchpoints and intelligent networks



Mobile Video Service

Video content for smartphones & feature phones across SingTel's footprint

We will focus on the areas in which we have assets that can help us win

Customer base / relationship	>500 mn mobile customers
Multiple payments mechanisms	Pre-pay, post-paid, OTT...
Rich data and analytics engine	Location, true social graph, ID
Extensive touch points with customers	Mobile, fixed, digital wallet...



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Mark Strecker
Chief Executive Officer
[a•mo•bee]

Market since 2012

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2012



Separate Digital Ad Channels



Separate Data Sets



Separate Audiences



2014



**Multi-Channel / Multi-Screen
Based upon Data Platforms**

Market Breakdown

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- (n.) the amount of money spent on digital advertising has grown across all digital ad channels



Online
Display



eMail &
Social



Mobile



Video

US\$100 billion by 2017



Brand and Agencies want an independent partner that can buy across all channels

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Real time | Multiple channels | Brand Advertising | Data



Adconion & Kontera acquisitions address the market needs

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Cross channel
digital
advertising



- Enterprise value: US\$235m
- Total consideration: ~US\$209m¹



Kontera

Digital content
intelligence
and marketing
technology

- Enterprise value: US\$150m
- Total consideration: ~US\$150m¹

¹ Subject to working capital adjustments

Adconion Direct North America and Adconion Australia

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- Large-scale, cross channel digital advertising company
- Operations primarily in USA and Australia with a sales force of over 100
- Offers digital advertising solutions to Fortune 500 brands and 51 of AdAge top 100 global marketers—display, video, email, social— across all devices, on a unified platform
- Reported US\$185m in FY13 revenue



PARTNERED WITH
1,000+ ADVERTISERS
TOTAL US\$1 BILLION MEDIA SPEND



Kontera

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- A big data advertising company
- Native and social advertising platform
- Kontera's world class real-time platform analyses and cross correlates all global digital content
- The intelligence and actionable insights derived from the Kontera platform allows advertisers and agencies to make real-time decisions about their advertising campaign
- Reported US\$26m in FY13 revenue



Customers include

Microsoft

Kellogg's

CBS

*Healthy
Choice*

intel

Audi

Bank of America



Why Kontera?

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- Real-time modular semantic Big Data marketing platform
- Superior natural language processing algorithms
- Access to 18 key patents

Big Data Analysis



450 million pages



550 terabytes of videos



3.5 terabytes of content



300 billion phrases



550 million images



1.4 billion tweets

Combined Company

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**GLOBAL
REACH**



**MULTI-CHANNEL
MULTI-SCREEN**



**BIG DATA
ANALYTICS**



**The global
digital
marketing
technology
leader**

Digital Marketing Value Chain

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Channels

Mobile

Video

Email

Display

Social

Native
Advertising

Technology

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Demand-Side
Platform

[a•mo•bee]
Real Time
Bidding Exchange

[a•mo•bee]
Life-Time Value

[a•mo•bee]
3D

Real-time content and social analytics

Common Big Data and Analytics Platform

 = Adconion  = Kontera  = [a•mo•bee]

[a•mo•bee] continues to differentiate itself through new and innovative technology

[a•mo•bee]

[a•mo•bee] 3D

- Cutting-edge technology
- Successful campaigns in automobile, consumer electronics & travel industry

[a•mo•bee] Life-Time Value

- Most advanced app analytics and engagement platform
- Acquire, analyse, engage and monetise app users

[a•mo•bee] Demand-Side Platform

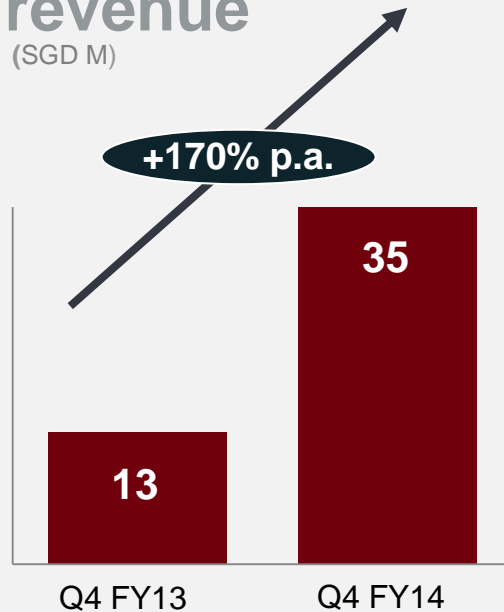
- Leading mobile programmatic platform
- Allows multi-tier contextual & behavioral targeting
- Better ROI for advertisers



[a•mo•bee] has been outgrowing the mobile advertising market

[a•mo•bee]

[a•mo•bee]
revenue
(SGD M)



Q4 FY14: Strong revenue growth of 170% outperformed industry trend

- In comparison, global mobile advertising grew 65% to 85%
- Driven by strong demand in Asia Pacific
 - Contributes more than 40% of FY2014 revenue (FY2013: ~7%)
 - Key markets: Australia, Singapore, China
- Key customers



Digital Advertising

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Amobee's mission is to be the global leader in mobile-led digital advertising

OUTLOOK
US\$100b
global market
opportunity in FY2017

Cross channel
and multi device
marketing
solutions and
services

World
class technology
platform
incorporating big
data and real
time analytics

Global
capabilities and
resources

Thank you