

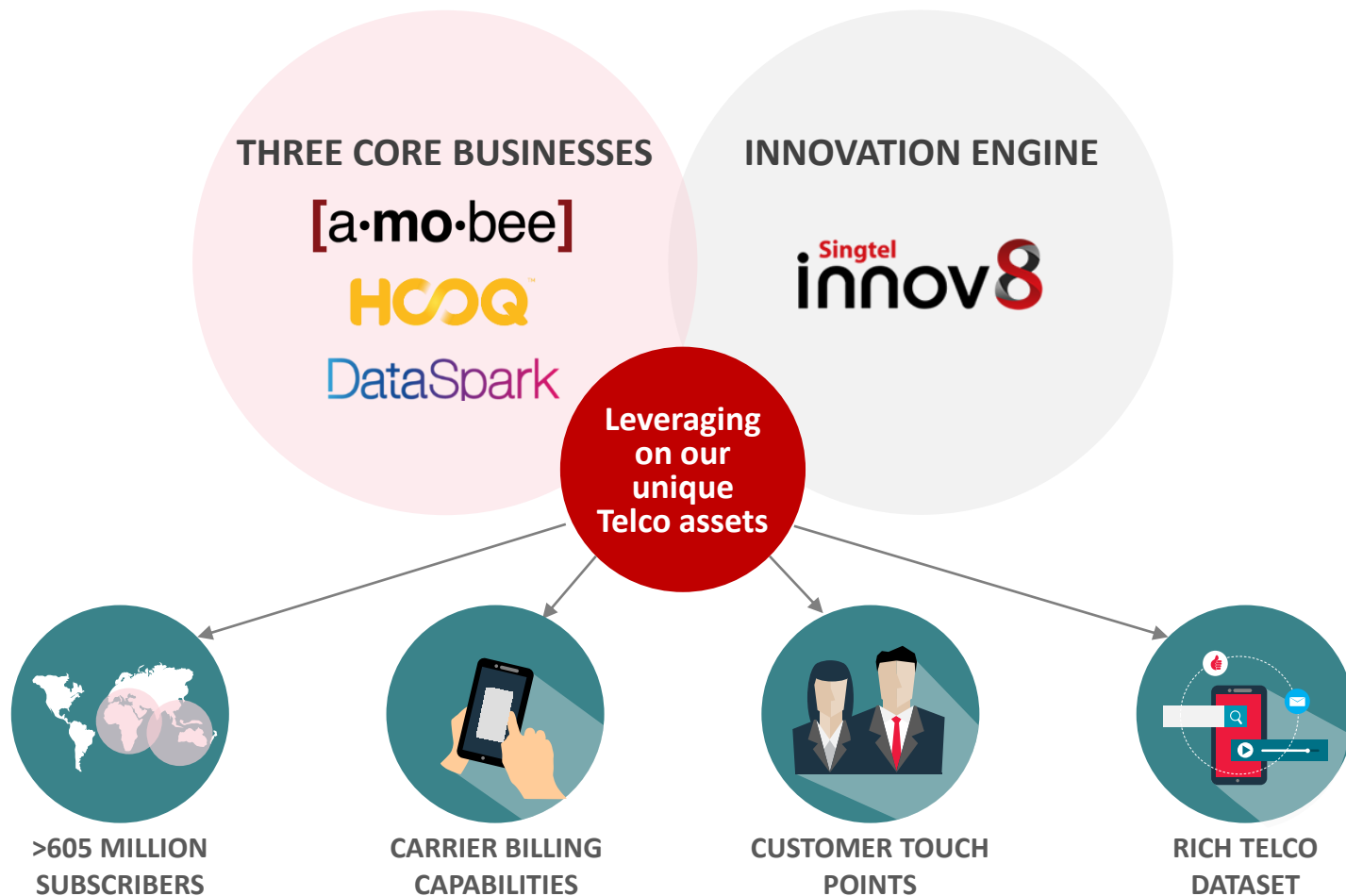


Singtel Investor Day Group Digital Life

Samba Natarajan

31 May 2016

GDL was set up to become the digital growth engine for the Group



Digital Marketing: Amobee

Amobee provides **marketing strategy and media activation** for the world's leading brands through their technology stack and is focused on being the **leading independent marketing technology company**

Amobee Brand Intelligence

Insights about consumer behaviour, brand perception, trends and sentiment based on data from web, social, mobile & video platforms.

Amobee INK Technology

Precisely target, engage, and convert digital audiences, as they switch devices throughout the day.

Cross Channel Media Activation

Strategic media activation across mobile, display video, email, social, content ads & 3D formats.

Digital Marketing: Amobee

Crawling through the Internet and analysing over 60 billion bits of content daily...

Brand Intelligence

Patented technology platform providing advertisers with a **powerful and unique data-driven real time and/or historical perspective** of their:

- Brand's market position
- Product trends and insights
- Competitive ecosystem knowledge
- Relevant consumer interests and sentiments

INK

Our proprietary, cloud-based identification technology that **allows Amobee to target users in a cross channel and cookie-less world.**

Precisely target, engage, and convert digital audiences, as they switch devices throughout the day. Strategic media activation across mobile, display, video, email, and content ads & 3D formats.

Amobee provides advertisers media activation managed service across all digital channels



Display



Video



Email

By integrating BI and INK with our buying platforms, advertisers can **align messages with latest consumer interests across all touch points to drive highest engagement and ROI**



Mobile



Social



Content Ad

[a.mo.bee]

Amobee's customers are leading brands...

1000+

*Global brands &
agencies*

77/100

AdvertisingAge
Top advertisers

49/100

Of the **FORTUNE**
100 Companies

... and has received strong endorsement from our clients

FIAT® Increases Cost-Per-View Efficiency by 30% with Twitter and Amobe Brand Intelligence

Campaign Goal

FAT North America wanted to increase their association with the 2015 Women's World Cup by utilizing Twitter to engage with soccer fans. The goal was to generate brand and product awareness around a newly released vehicle model, FIAT 500X, with custom video content that tied in with the global sporting event.

Campaign Brief

The Women's World Cup is one of the most celebrated sporting events in soccer. Canada 2015 set a new total attendance record for a FIFA competition other than the FIFA World Cup™, drawing over 1.3 million attendees. Digital content engagement also hit new highs with over 38 million minutes of digital video consumed, and 51% increase in Twitter followers for @FFAWWC to 222,000.

To maximize their presence during this year's event, FAT and their agency, MediaBrand Publishing, developed four unique digital videos specifically to launch on Twitter. The Twitter campaign would be used to amplify conversation around the new vehicle and extend the reach and effectiveness of their TV campaign which ran throughout the Women's World Cup.

Amobe Brand Intelligence, which analyzes over 60 billion digital content engagements daily across the web, mobile, video, and social, generated audience insights to inform custom targeting segments as well as keywords and top trending topics relating to the Women's World Cup, soccer and automotive. With Brand Intelligence's real time capability, FAT was able to activate media on Twitter with an agile, data-driven strategy and proprietary audience insights.

Additionally, the combined power of Twitter PowerTracker and Amobe Brand Intelligence identified influencers to help FAT reach followers of popular female soccer athletes, trending content, keywords, relevant brands and retailers. Twitter's video card allowed Amobe to serve high impact content within those target audience feeds for increased visibility.

Amobe Brand Intelligence Increases Video Engagement by 301% for Lexus



Campaign Goal

Lexus, Walton Isaacson and Amobe partnered to increase Lexus model consideration among multicultural audiences. Campaign success was measured by viewers' engagement with Lexus in-stream linear video pre-roll and increased qualified traffic to dealer sites.

Campaign Brief

Amobe cross channel, cross-device data identified a combination of multicultural audiences in market for a luxury vehicle. Using Amobe INK cloud-based audience targeting technology, qualified audiences were targeted based on criteria like household income and content categories that supported Lexus brand values of knowledge, performance and technology. Additionally, Amobe INK was used for frequency capping within the campaign goal to maximize brand awareness and engagement.

The partnership between the three companies started in 2014 with a test in four markets: Phoenix, San Francisco, Las Vegas, and Detroit. With increasing month-over-month success that exceeded industry online video benchmarks, the partnership expanded to additional key multicultural markets by the end of 2014 including Houston, Los Angeles, Miami, New York, Detroit, Las Vegas, San Diego, Philadelphia, Washington DC, Atlanta, Chicago, and San Francisco.

In 2015, Amobe Brand Intelligence was used to identify additional actionable insights across the luxury auto segment. Laser top competitors and the multicultural audiences of interest including LGBT, Hispanic and African American segments. Historical and real-time data and insights enabled Amobe to make audience targeting optimizations that resulted in 301% higher user engagement and 41% more qualified traffic to Lexus dealer sites in comparison to 2014.

A conquesting strategy was also applied to the campaign to target audiences who expressed an affinity for similar luxury makes and model types.

evian Outperforms CTR by 72% with Amobe Brand Intelligence Data War Room During Wimbledon



About The Brand

evian is one of the world's leading natural mineral water brands.

Campaign Goal

As the official water supplier for Wimbledon, evian wanted to leverage Amobe Brand Intelligence data and insights to promote branded evian content to an engaged digital audience that had interest in Wimbledon. Additionally, evian needed to stand out amongst competition in the social space surrounding the event. These included Jaguar's #Wimbledon campaign and Robinson's #Wimbledon campaign, which were running at the same time. MEC and Amobe worked together to maximize interaction with the campaign, setting a target CTR of 0.76% as a benchmark.

Campaign Brief

During Wimbledon, evian wanted to increase their association with the world famous tennis tournament and created "WimbledonWatch" Twitter campaign with video content produced on a daily basis throughout the tournament, featuring celebrities including Stacy Solomon, Melanie Sykes, Greg James and members of the public watching and commenting on gossip and events at Wimbledon that day.

MEC and Amobe worked together to identify three key components to make WimbledonWatch a success: Speed, scale, and efficient audience buying.

Amobe set up a Data War Room to measure digital engagement data in real time, which enabled the Amobe Ad Operations team to monitor consumer sentiment, contextual relevance, strategic keywords, content categories and select target audience. These insights gave evian the opportunity to react immediately to events happening in real time throughout the tournament, an essential part in the success of the campaign.

20th Century Fox Outperforms Campaign KPI By 23% with Amobe Brand Intelligence



Campaign Goal

Increase awareness and interest around 20th Century Fox's Ultimate James Bond Collection Blu Ray set by reaching audiences across devices.

Campaign Brief

20th Century Fox and Vizium partnered with Amobe to launch a display campaign powered by Amobe Brand Intelligence to promote the new Ultimate James Bond Collection Blu Ray set.

By utilizing Amobe's proprietary Brand Intelligence technology platform which analyzes over 60 billion digital content engagements per day across the web, mobile, social and video, Amobe identified trending James Bond topics, and discovered the most popular actors and film titles that resonated with the target audience.

The launch of the campaign was strategically timed with the release of "Spectre", the second-highest grossing film in the James Bond franchise. To allow the brand to run a targeted and contextually relevant campaign, Amobe measured consumer sentiment and content engagement between October 5-November 5, 2015. During this time, sentiment around the "Spectre" film was 31% Positive, 49% Neutral and 20% Negative.

Leveraging this insight, Brand Intelligence technology uncovered influential terms and brands that positively aligned with the film's themes, creating customized audience targeting clusters, including Bond Film Titles, Bond General, Bond Girls & Bond Actors.

Amobe also leveraged real time and historical insights to improve overall performance and drive reach throughout the campaign while increasing awareness for the film, informing custom audience targeting clusters and implementing delivery optimization methodologies to maximize ad spend efficiency and outperform the established campaign KPI.

The North Face Increases Engagement Rate by 316% with Amobe Brand Intelligence & 3D



About the Brand

The North Face, a division of VF Outdoor, Inc., was founded in 1966. Headquartered in Alameda, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers.

Campaign Goal

Amobe partnered with Factory Labs to launch a 3D mobile and tablet campaign to generate buzz among the North Face's target audience, A25-40, and increase purchase intent by providing outdoor enthusiasts with an interactive brand experience and opportunity to learn about FourForm outdoorwear technology.

Objectives

- Introduce The North Face's new FourForm outdoorwear technology
- Educate consumers and showcase the technology benefits
- Encourage target audience engagement through 3D mobile and tablet creative

Brand Intelligence Insights

- Based on consumer digital content consumption patterns, The North Face is most associated with the outdoors, winter jackets, coats and weekend wear.
- UGG, Patagonia, and Nike are the top competitive brands associated with The North Face and was leveraged for conquesting.
- Brand Intelligence analysis confirmed The North Face target audience is interested in leisure and specialty interest products, and passionate about outdoor seasonal activities like camping.
- Consumers showed strong behavioral attributes of weekend vacationers and road trippers.

Campaign At A Glance

101%
Expanded Ad Unit Engagement Rate for Mobile



316%
Expanded Ad Unit Engagement Rate Increase for Mobile*



103%
Expanded Ad Unit Engagement Rate for Tablet

323%
Expanded Ad Unit Engagement Rate Increase for Tablet*

*compared to vertical benchmarks

Amobe 3D and Brand Intelligence gave our agency a highly creative way to reach The North Face's audience and inspire engagement. The level of detail achieved in the 3D unit gave consumers the opportunity to spend more time in ad and experience the innovative FourForm fabric technology.

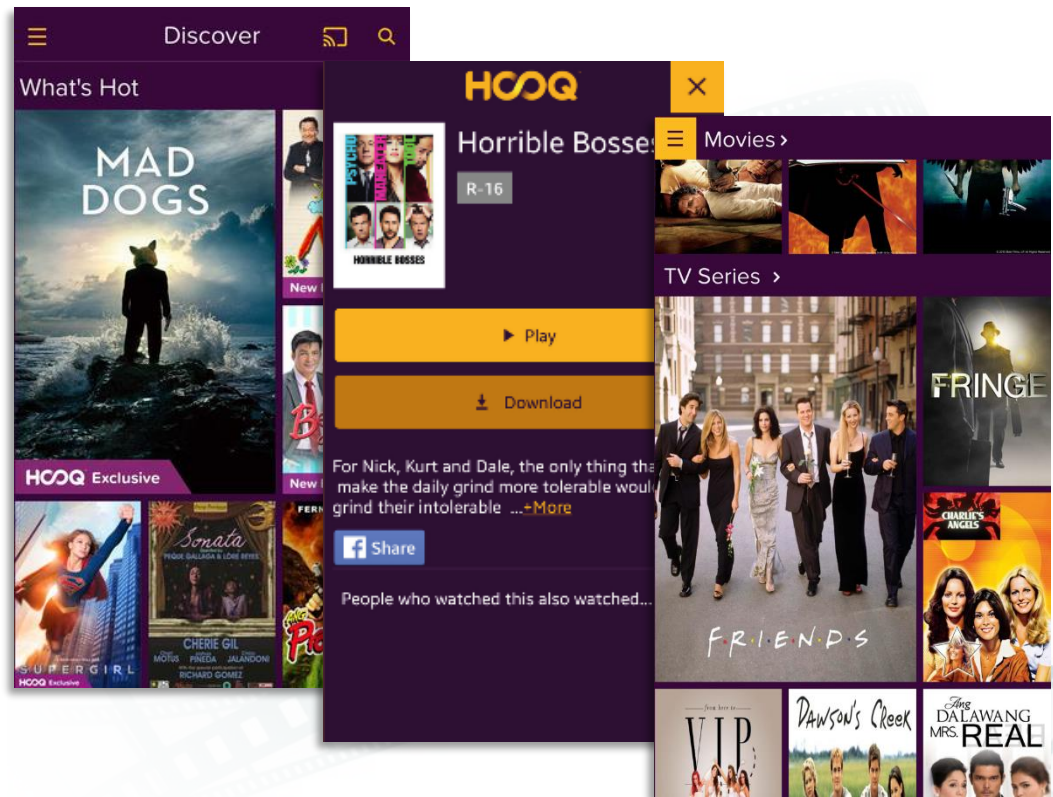
- Gina Fatts, Media Supervisor, Factory Labs

Contact us. 1.800.542.2811 - sales@amobe.com

OTT Video: HOOQ

A million stories for a billion people

*HOOQ is a joint venture between Singtel, Sony Pictures and Warner Bros. Its mission is to **provide quality entertainment to the emerging markets and beyond***



HOOQ has successfully launched in 4 countries

Since its inception, HOOQ has launched in 4 countries

*It has formed **payment partnerships with all major operators in India and Indonesia**, and multiple alternative payment and distribution channel partnerships with companies such as Snapdeal, Paytm and Tapp*



Philippines
Mar 2015



Thailand
May 2015



India
Jun 2015



Indonesia
Apr 2016

HOOQ has strong value proposition across distribution, content and product



HOOQ has **formed partnerships with our Associates and all major mobile operators in India and Indonesia** to facilitate billing and distribution



HOOQ offers access to more than **35,000 hours of top Hollywood and local video content** - one of the largest catalogue among competitors



HOOQ **offers numerous compelling product features such as offline viewing and Chromecast support** and constantly upgrades our platform to improve user experience

Data Analytics: DataSpark

DataSpark is an analytics solutions platform which operators use to provide **geo-location and content insights** to empower governments and businesses with the clarity and confidence to act and make more effective decisions

Government Clients



Positioned as an emerging analytics player **redefining the areas of mobility improvement and urban planning** in Smart Cities

Multiple core clients from government agencies with multi-year engagements

Telco Clients



Partnering Telcos to **optimize network infrastructure, plan retail distribution and enhance marketing efforts**

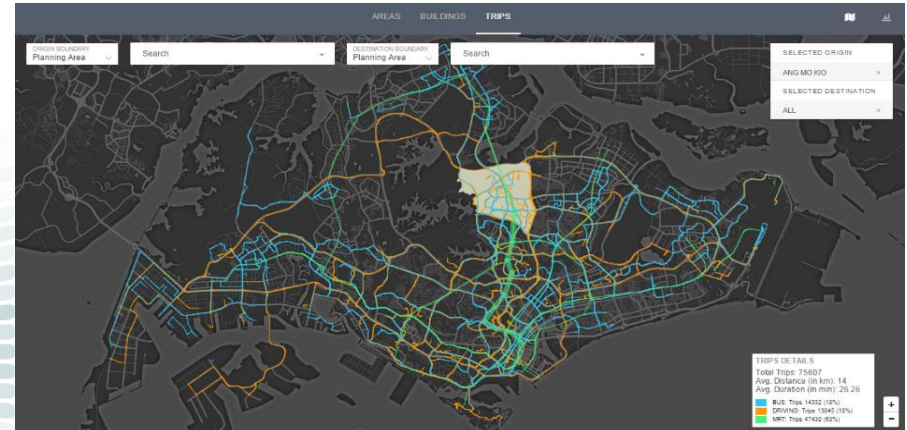
DataSpark pioneered a number of data science inventions and software engineering breakthroughs

Filed multiple geo-analytics and data science patents

Improved the platform scalability to handle data points from over hundred million subscribers

Developed purposed-built dashboards for data visualisation

Enabled real time data ingestion and analytics capabilities through network investment



Corporate VC and Innovation: Innov8

*Innov8's mission is to **help Singtel Group adopt open innovation, to seek new growth opportunities, to enter into new markets and strengthen Singtel Group's core business***



Innov8's presence in global innovation hubs



identify trends and insights . incubation and partnerships . branding . investment

A successful year for Innov8



Innov8 launched the Innov8 Connect programme in Jan 2016

The programme aims to bring start-ups and Singtel together to create innovative solutions for business challenges faced by the Singtel Group



Innov8 formed a partnership with the innovation arms of Orange, Telefonica and Deutsche Telekom in Sep 2015 to better support eligible start-ups beyond their home markets by providing these start-ups with the opportunity to leverage on the resources, network and collective customer base of the alliance



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

Notably, mobile video service start-up Vuclip was acquired by PCCW and industry-leading cloud-based Internet of Things (IoT) platform Jasper was acquired by Cisco



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