

Progress is

change + diversification



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STARHUB INVESTOR DAY 2020
Enabling StarHub's
Digital Transformation

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FORWARD-LOOKING STATEMENTS



The following presentation may contain forward-looking statements by StarHub Ltd (“StarHub”) relating to financial trends for future periods.

Some of the statements in this presentation which are not historical facts are statements of future expectations with respect to the financial conditions, results of operations and businesses, and related plans and objectives. These forward-looking statements are based on StarHub’s current views, intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which are outside StarHub’s control. Important factors that could cause actual results to differ materially from the expectations expressed or implied in the forward-looking statements include known and unknown risks and uncertainties. Because actual results could differ materially from StarHub’s current views, intentions, plans, expectations, assumptions and beliefs about the future, such forward-looking statements are not and should not be construed as a representation, forecast or projection of future performance of StarHub. It should be noted that the actual performance of StarHub may vary significantly from such statements.

AGILITY |

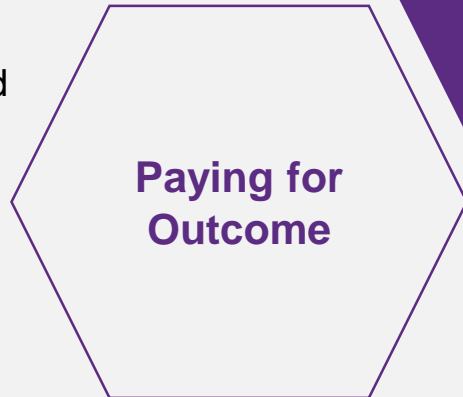
The ability to flex and pivot with new market developments

- Leads with customer journey, business process and product simplification for a differentiated customer experience
- Taps on Tech Partner's experience & regional success to accelerate transformation



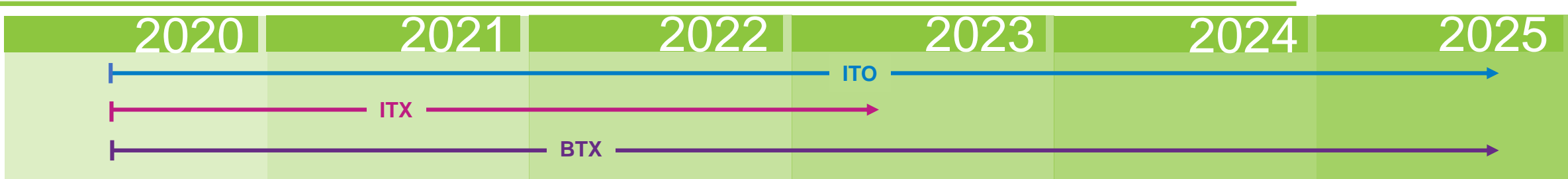
- Cost savings funds IT's BSS transformation
- Lower total cost of ownership (TCO) with decreased staffing, infrastructure, licence and support costs
- Optimises BAU Capex & reduces Opex with time

- Tech Partners' fees are structured around delivered business outcome and key program milestones
- Go-to-market business opportunities



- Taps on Tech Partner's ready resource pool to operate IT cost efficiently
- Leverages partner's experience and expertise to reduce overall risk to BSS transformation, coupled with a strong (retained) core IT organisation

PARTNERSHIP SCOPE & OBJECTIVES

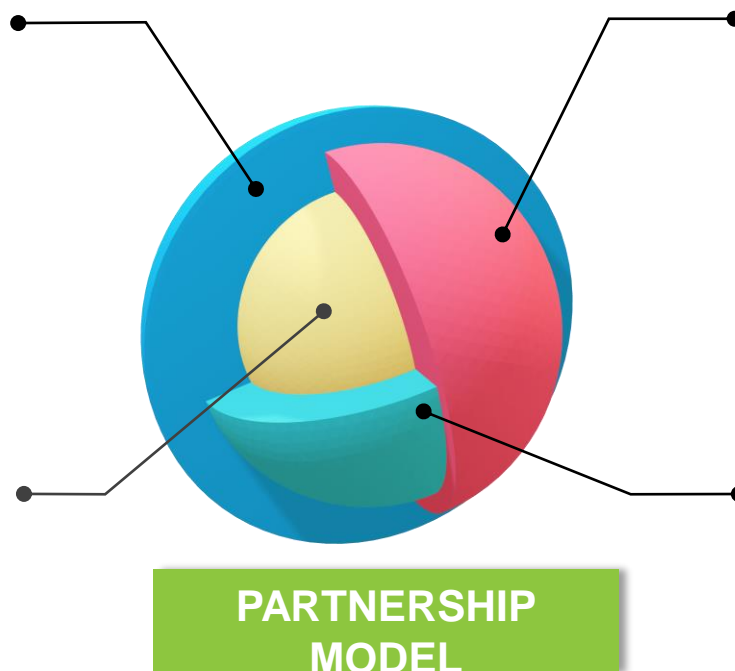


Right-sourcing (ITO)

- Multi-year contract with fixed monthly fee
- IT Operations for all StarHub systems and applications
- Partner's performance is measured by SLAs and KPIs with a portion of monthly fees at risk for non-performance

Retained StarHub Core

- Core StarHub IT team will manage the program execution thereby controlling the performance and prioritisation of activities delivered by our partner
- Focus on governance, design authority, contract and business management



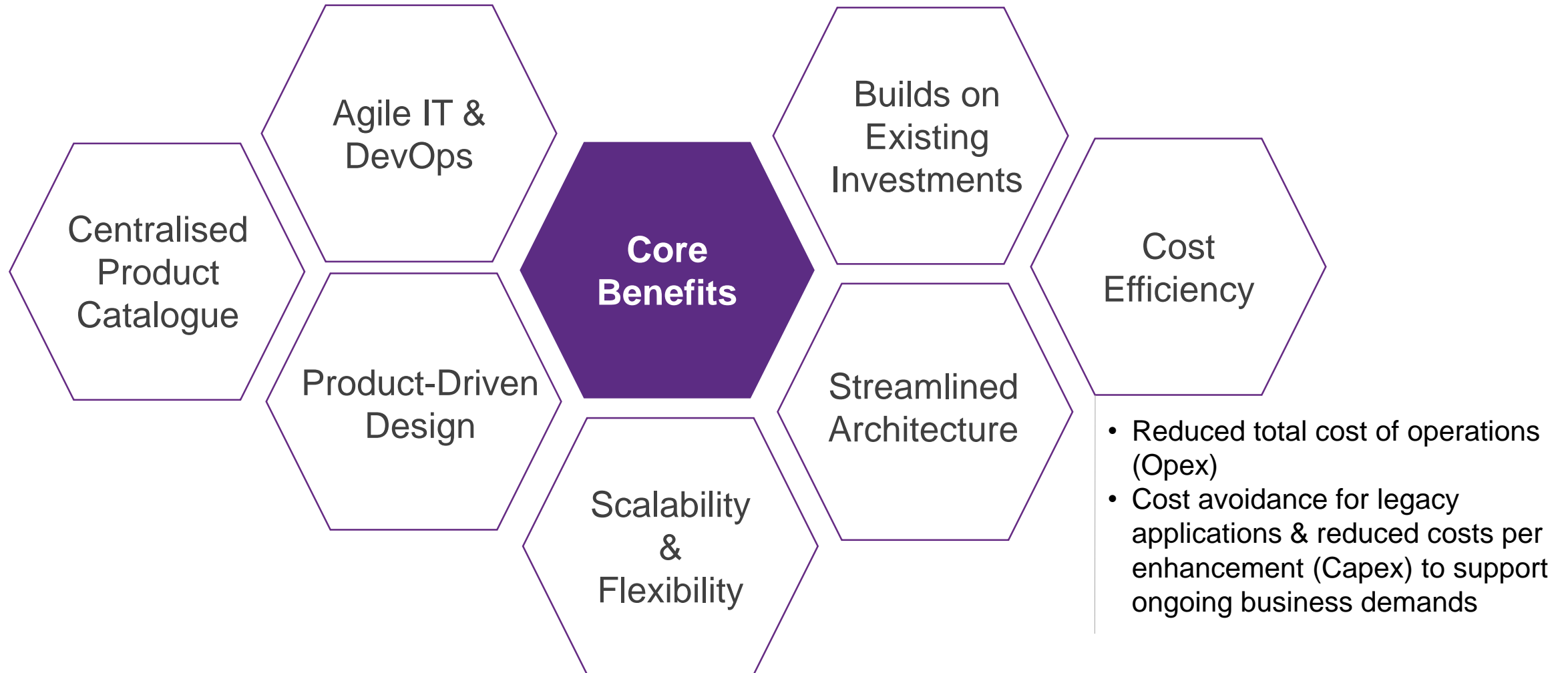
IT Transformation (ITX)

- Refreshing critical apps for mobile, enterprise and customer experience
- Transforming legacy IT systems and applications into a leaner stack, reducing operating cost and enabling agility
- ITX contract fees are based on achieving delivery milestones

Biz Transformation (BTX)

- Enable StarHub's digital agenda by implementing business operations transformation and process re-engineering
- Fees are measured by business outcome and KPIs

IT TRANSFORMATION (ITX)



IT TRANSFORMATION (ITX)

Enhanced Business Capabilities



- Digital & Mobile-First Experience, **minimal human intervention**
- Consistency in **omni-channel** customer experience
- **Faster time-to-market** with zero-touch IT
- **Enhanced and personalised** sales engagement
- **Ease of configuration** for tactical business changes for faster time-to-market

Fueling Agility and Growth

(Examples of key IT components to be delivered in 2021-22)



New Customer Experience



Low-Code Platforms for Agility



Flexible API Layer for collaboration



SaaS and Cloud by Design

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