

A decorative graphic on the left side of the slide, featuring a vertical green line. To the left of the line is a green arrow pointing down and to the right, and a yellow arrow pointing up and to the right. To the right of the line is a yellow arrow pointing up and to the right.

Investor Luncheon With Chairman

9 November 2015

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.



Industry/Singapore Challenges



Industry

- Regulatory policies
- WiFi substitution
- Global service provider – Facebook, Google & Apple bypassing mobile operators
- Global OTT players (eg. Google, NetFlix, Hulu)
- Piracy

Local

- Possible 4th MNO
- VPN (another form of piracy)
- More localised niche OTT players
- Accelerate migration to fibre ahead of HFC end of life
- Delays in NGNBN's NETCO provisioning



Consumer Strategy



**From
Hubbing Households**

Data Analytics

Micro-Segmentation

Personalised Engagement



Personalised Hubbing

Targeting:

- ✓ Lower Revenue Churn
- ✓ Higher Households ARPU (Yield)
- ✓ Stronger Affinity For Hubbing Bundles (More Subscriptions)



Business Strategy



Enterprise Customers

Cloud

Data Analytics

Cyber Security

Digital Engagement



Smart Enterprise

Targeting:

- ✓ Build leadership in selected Verticals
- ✓ Accelerate SMB growth

Board committed to Corporate Governance Excellence

Experienced & Agile Management Team

Strong Balance Sheet

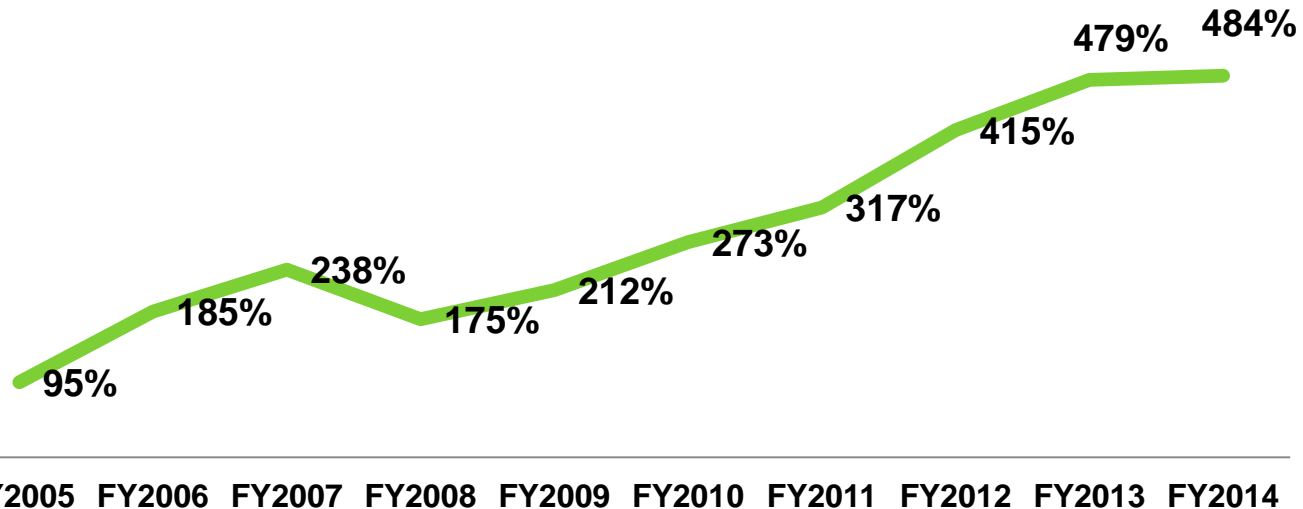
Networks & IT Assets Continue to be Highly Relevant



Consistent High Returns To Investors



Cumulative Total Shareholders' Return Since FY2005



- Paying quarterly dividends since FY2005 (paid 9 cents in FY2005 & has increased to 20 cents in FY2014)

- Returned more than S\$1 billion via two capital reduction exercises in FY2006 & FY2007

Q&A



Investor Relations Contact

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