



# What Differentiates Us

## 01 CUSTOMER FOCUS

We want to give you a better experience – be it faster surfing, better coverage or simpler price plans. We put our heart and soul into everything we do – building networks, wiring up your home and creating new products, so you can worry less and do more.

## 02 SUPERIOR NETWORK

We know you rely on us to connect you to your loved ones and business partners. We are constantly improving the coverage and quality of our network, and enabling you to roam in more countries. You can count on us to make the latest communications technologies work for you.

## 03 COMMITMENT TO INNOVATION

The internet brings endless possibilities. We translate these possibilities into services that are meaningful to you – so you can be informed, entertained and stay in touch with the people you care about. We will continuously innovate to bring you products to improve business productivity and make life more enjoyable.

## 04 STRONG FINANCIAL PERFORMANCE

We are financially strong. We deliver solid returns to our shareholders and ensure we have the resources to invest, innovate and grow.

## 05 ENGAGED WORKFORCE

We attract and nurture talents from all walks of life. Our people are motivated to deliver their best work to delight you and grow Singtel.