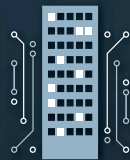


Group Enterprise

As globalisation accelerates and cities become smarter and more integrated, network and communication technology continues to be vital for both businesses and public agencies looking to exploit such capabilities as levers for growth. The shift to cloud services has also created complex demands on infocomm technology (ICT) services. This is underlined by the need for greater connectivity, cyber security and advanced analytics. We offer our potential partners a reliable and progressive suite of managed and network infrastructure services they can depend on.



Networks



Smart Cities



Cloud Computing



Cyber Security



Business Mobility



IT Services



Data Centres



Satellite Communications



Group Enterprise

Singtel is driving growth in our three strategic priorities in the digital economy: cloud, cyber security and smart city solutions. We are also strengthening our leadership in our core enterprise ICT business with network infrastructure, such as advanced data centres, international data networks, next-generation software-defined networks and info-technology capabilities.

Our strategy is to deliver solutions that help businesses and governments transform the way they market, engage and innovate. To strengthen our market leadership in Asia Pacific, we are building and acquiring capabilities, deepening our industry expertise and forging strategic partnerships.

Investing in Key Infrastructure



Connectivity

Southeast Asia – Middle East – Western Europe 5 Cable

- Multi-regional data super highway - 20,000 km submarine communications cable system linking Southeast Asia to Western Europe
- Developed by consortium of 18 global players
- 100Gbps technology can meet demand by bandwidth-intensive applications

13 Data Centres
across Asia Pacific



Cyber Security

12 Security Operations Centres globally

GROWING OUR ENTERPRISE CLOUD CAPABILITIES

As businesses and governments migrate their information infrastructure and data assets to the cloud to operate with greater speed and agility, cloud is spurring a reinvention of business processes and models. This is creating a market that is expected to grow from US\$175 billion in 2015, to US\$204 billion in 2016, according to Gartner. We are capturing this market opportunity with a greater choice of platforms and cloud-based solutions for our customers through a growing number of leading cloud service partners.

We launched managed public and private cloud services to complement our virtual private cloud service, offering customers cloud platform combinations that can support their applications, scale their operations securely, reliably and cost effectively while fulfilling compliance requirements. For customers who are at different stages of cloud adoption to move to the cloud and tap its full potential, we introduced Singtel Cloud Lifecycle Services. We also launched Singtel ConnectPlus Software-Defined Wide Area Network to help them simplify and securely manage their private networks and public internet services.

We are investing in a S\$400 million data centre to meet increasing demand for secure and reliable cloud services and support the expansion of our cloud platform across Asia. The centre is set to be the largest in Singapore when completed in the third quarter of 2016 and will increase our network of data centres in Asia Pacific to 13. It will host new cloud, smart and analytics technologies to help businesses of all sizes to innovate, scale and connect their operations in Singapore and the region seamlessly.

BOOSTING CYBER SECURITY CAPABILITIES

Cyber security is becoming increasingly critical as cloud computing and enterprise mobility services consume larger amounts of complex data over the internet, and cities become more connected. The growing frequency and sophistication of cyber threats are making many enterprises and governments realise that they are not adequately equipped with technical and professional resources to respond to cyber threats. According to Gartner, the urgent need to find trusted partners to address their cyber vulnerabilities is fuelling the growth of the global managed security services industry from US\$15 billion in 2015 to US\$27 billion in 2019.



“We customise our solutions as every client has different business needs. With Brussels Sprouts, we recommended a cloud solution to help them run their operations across various restaurants in Singapore.”

– Jason Tan Jie Sheng, Territorial Sales Manager, Singtel (right) with Gavin Chen, CEO of Brussels Sprouts (left)

We have been growing our cyber security capabilities organically and through investments and partnerships with FireEye, Akamai and Palo Alto Networks, in anticipation of this trend. With our 2015 acquisition of Trustwave, the largest independent managed security services provider in North America, we can now provide differentiated security solutions for different markets and industries and meet the growing demand for real-time, round-the-clock managed security services.

We have also broken new ground in maritime cyber security globally by partnering global mobile satellite communications company Inmarsat to deploy Trustwave’s managed security services to defend against cyber attacks.

We are growing our leadership in the enterprise cyber security space with the launch of the Singtel Cyber Security Institute or CSI in April

2016. An advanced cyber range and educational institute, the CSI will meet the growing regional need for skilled cyber security expertise and raise cyber preparedness among boards and C-suites. It is the first of

its kind in the region to enhance the cyber defence capabilities of cyber operations teams and equip company boards and senior management with cyber awareness, crisis and communications management skills.

Group Enterprise

CREATING SOLUTIONS THAT POWER SMARTER CITIES

With more than 60% of the world's population expected to live in or around a city by 2025, urban challenges are set to rise and drive the growth of smart cities. We are enabling smart cities with our advanced capabilities in cloud computing, analytics and agile application development.

In Singapore, our solutions are adding intelligence and connectivity to infrastructure, supporting the government's initiative to transform the country into the world's first Smart Nation by 2025.

In the area of transport, we won the bid with Mitsubishi Heavy Industries to deliver a next-generation

Electronic Road Pricing system for Singapore's Land Transport Authority. Our solution, which uses advanced satellite technology for congestion management, is the first of its kind to be implemented nationwide in an urban environment. The new system is expected to be implemented progressively from 2020.

Our Continuous Care Management solution helps healthcare institutions and agencies provide better care for an ageing population and reduce costs. This solution allows doctors and caregivers to remotely engage with patients and track their condition as they recuperate at home.

We are also investing in the development of a talent pool of professionals with skills and experience

in smart city solutions. In 2015, we launched the Solutions for Urbanised Future (SURF) training programme as part of the Infocomm Development Authority of Singapore's Company-Led Training initiative. This programme offers on-the-job training in smart city solutions to 100 entry-level graduates over one year, and reflects our commitment to Singapore's Smart Nation journey.

In Australia, we are providing advanced location analytics for leading retail mall operator Scentre Group in partnership with Aruba and SkyFii. With this solution, Scentre Group can deliver personalised content to its subscribers' mobile devices when they visit the malls.



Singapore's Minister for Communications and Information, Dr Yaacob Ibrahim (centre), graced the opening of the Singtel Cyber Security Institute, flanked by Group CEO, Chua Sock Koong (right), and CEO, Group Enterprise, Bill Chang (left).

“My colleagues and I develop and integrate new technology for our mobile networks, so customers can communicate even in rail tunnels and high traffic areas.”

– Richard Fear,
Manager, Radio Planning Team, Optus



SUPPORTING SMALL AND MEDIUM ENTERPRISES

Small and medium enterprises or SMEs make up 99% of all registered businesses in Singapore, forming a vital backbone for the local economy. This is why we actively help SMEs prepare for the digital economy through ICT adoption and upgrading.

In 2015, we launched the nationwide 99%SME campaign with DBS, MediaCorp and other partners, to drive innovation for small businesses by encouraging them to use ICT and social media to generate awareness of and demand for their offerings.

The campaign tapped the Brand Intelligence platform of Amobee, our global digital marketing business, to help SMEs collate and analyse online customer sentiment. We used social media to publicise the offerings of participating SMEs to more than 1.1 million consumers. Finally, the campaign culminated in a four-day 99%SME Week, where consumers across Singapore rallied around over 1,600 local SMEs by buying and using their products and services.

We are committed to this annual campaign for the next four years to help local SMEs grow.

An advertisement for '99% SME Week'. The background is a light-colored surface with a coffee cup on a saucer, two red cherry tomatoes, and a fried egg on a plate. A red circular seal in the top right corner says '99% SME WEEK'. The main text reads: 'YOUR KOPI DOESN'T JUST HELP YOU WAKE UP. IT HELPS SMEs EMPLOY 70% OF OUR NATION'S WORKFORCE.' At the bottom, it says 'Singapore's 1st SME week starts today. Show your support by shopping with participating SMEs and get 1GB free local data* from Singtel.'