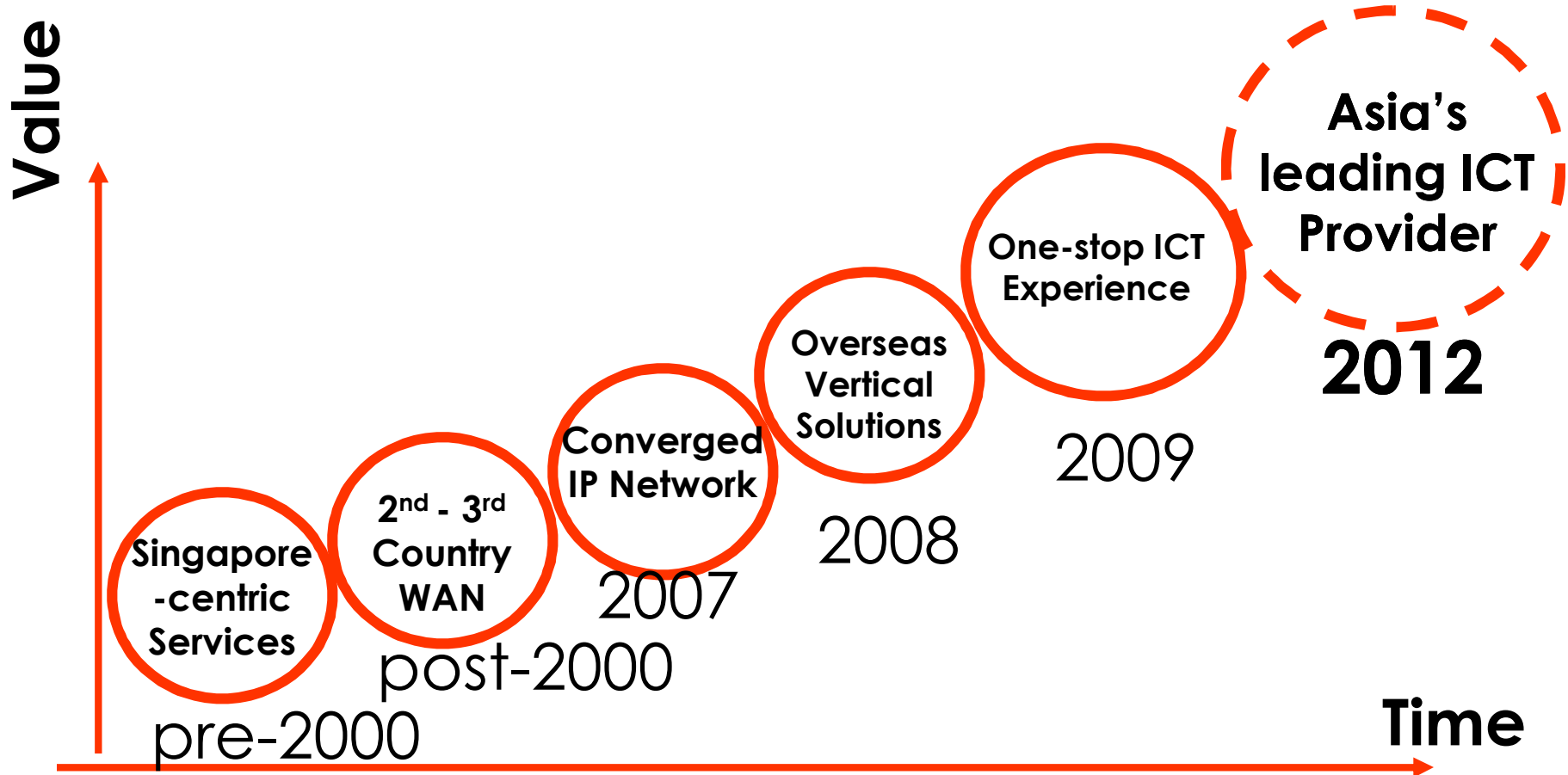


Business Marketing

Shaping Our Future Delivering Impact

Lee Kai Hock
VP (BusinessMarketing)

The Transformation



Our Marketing Strategy – Recap and Update

**SingTel as a SaaS
Provider**

**Delivering Enterprise
Mobility Services**

**Expanding
Global
Markets**

**Stepping Up on
Digital Marketing**

**Delighting Our
Customers**

Company Innovations

SingTel Innovation Exchange



SINGTEL
INNOVATION
EXCHANGE
WHERE IDEAS BECOME REALITY

Supporting Organisations



Strategic ICT Partner



Microsoft

Technology Partner



Incubation Partner

AKSAAS

SingTel Innovation Exchange – PR Impressions

Straits Times

SingTel offers apps via Net for businesses

SMEs can cut costs by signing up for any of its seven computing services

New Paper

SMEs to benefit from cloud-computing

Today

HELP WITH BUSINESS COSTS

Cloud computing, anyone?

SingTel service provides a cheaper alternative for business operations

SMEs and medium-sized enterprises (SMEs) in Singapore are getting more help to cut costs and expand their customer base. The Government agency is partnering SingTel to roll out affordable cloud services and market locally-produced applications in the region.

Cloud computing – used as a cheaper alternative to business operations – allows companies to get rid of their own servers and apply to work from, without their companies spending extra to install and maintain new computer systems.

Take Tech, one of the first local companies to adopt the service, said it saves 15 cents a hour down to a few cents a hour. That saves thousands of dollars a year, SingTel, which owns the service, of the server has 10,000 users at the end of the year.

Business Times

SingTel goes on App store offensive

It will start selling software to SMEs

新电信将推出网络手机应用商店 为非iphone手机用户提供应用软件

LHQB

Berita Harian

Positive Coverage

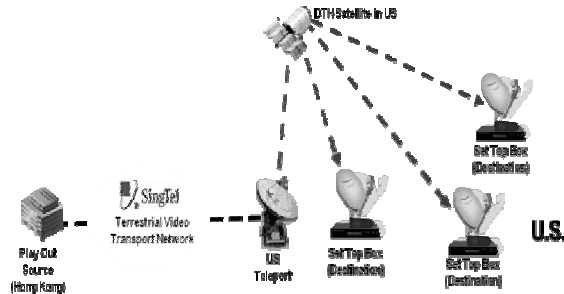
- All major dailies (half pg in ST)
- Radio - 942 and 938Live
- TV - Ch5, 8, U, Central, Suria & CNA
- (2-3 min avg)
- Internet Articles (est \$100k in media value)

Transformation – Overseas Industries Needs

HONG KONG



Broadcast & Media

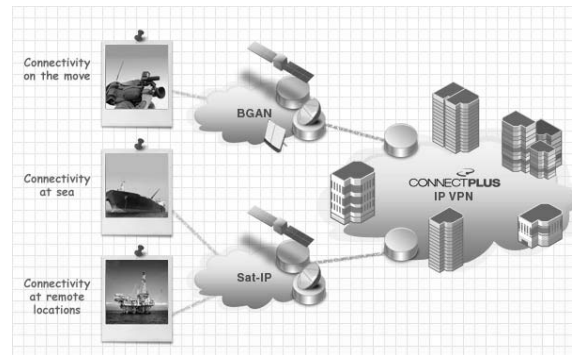


Video Transport Network

JAPAN



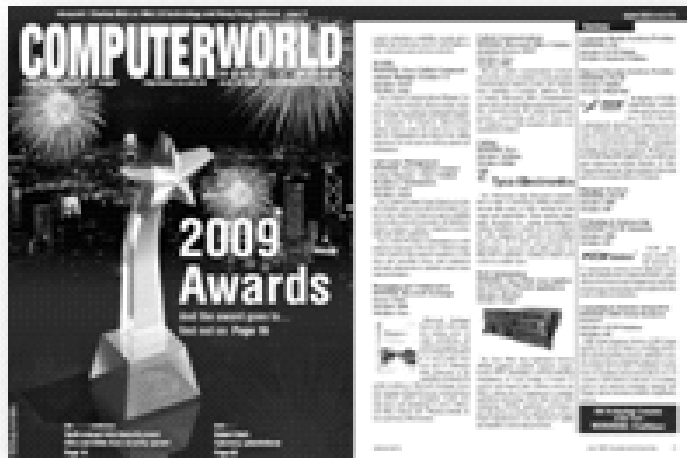
Deep Sea Drilling



C+ IP + MVSAT

North Asia Thrust 2009

HONG KONG



Best Foreign Telco for Data & Telecom Service Provider



Frost & Sullivan
TechStrategies

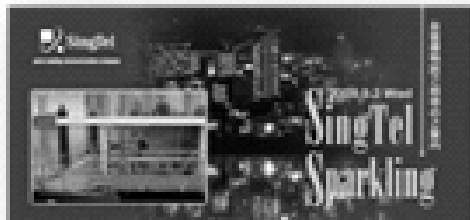


MIG CIO 2nd Executive Summit



All About Acceleration - Executive Briefing

TOKYO



SingTel Japan Customer Retention Event



Japanese MS Micro-site

SEOUL



Channel Workshop with Korea Telecom

TAICHUNG



Joint Event with EDT in Taiwan

MY TEAMS

Orientation to SingTel ESPRESSO

TEAM CREATION

QUICK LINKS



Hello!



OUR LEAN 'EAGLE' SPREADS ITS WINGS TO CSS

Following the success of The Circle of Belt event, the Centre of Operational Excellence was invited to Customer Service & Support's Annual Operating Plan bid-off event to facilitate identification of process improvement opportunities.

What Do You Think?

Which is your favourite illustration banner found in the various sections of SingTel ESPRESSO?



Crowdsourcing
Facilitating Online Idea Generation, Feedback and Discussions

News Flash | Connect & Grow | TechTalk



NEWS RELEASES

SingTel cuts the cost of watching Barclays Premier League by more than half

10:30 PM | 14 Oct 2008

SingTel launches Acer's new Windows® Phones

12:28 PM | 06 Oct 2008

	Votes	Per...
1	4	28.6%
2	6	42.9%
3	1	7.14%
4	1	7.14%
Forum	1	7.14%
Good Morning SingTel	1	7.14%

Building a Shared Knowledge Database



Creating Value & Moving the Brand Ahead



Building Customer Touchpoints

Services & Solutions Simplifying your IT & Network Seminar



Network Seminar

Logistics Seminar



Now you can stay informed, no matter where you are.



Free calls to all your offices and up to 90% off on calls from overseas.

Get the best wireless service wherever you go. Choose from:

<p>Basic Plan \$0 Unlimited Text Unlimited Local & National</p>	<p>Smart Plan \$0 Unlimited Text Unlimited Local & National Unlimited International</p>
<p>Smart Plan \$48 Unlimited Text Unlimited Local & National</p>	<p>Smart Plan \$188 Unlimited Text Unlimited Local & National Unlimited International</p>

To enjoy FREE calls, sign up for the SmartPlan package. Meet your business needs. Contact us.

FREE > [Phone Icon] + [Laptop Icon] + [Globe Icon] + [Headset Icon]

SingTel

Get all the latest wireless and broadband services and much more. Choose your options.

1.5Mbps at \$65.69/mth*

SingTel

Customer Bonding – SingTel Singapore Grand Prix



F1 Simulator Challenge Jul-Sep 09



F1 Hospitality 25-27 Sep 2009 at the Sky and Paddock Suites

SCCCI Roadshow for SMEs



Shaping Industries Through Customer Advisory Councils




Customer
Advisory **Council**
Information Communication Technology (ICT)

Brand Finance - SingTel moved up to 6th position in 2009

SINGAPORE'S TOP 100 BRANDS

RANK		BRAND	PARENT COMPANY	Brand Value (SGD million)		Enterprise Value (SGD million)		Brand/ Enterprise Value		Brand Rating	
2009	2008			2009	2008	2009	2008	2009	2008	2009	2008
1	1	Singapore Airlines ^	Singapore Airlines Limited	3,991	4,932	9,391	17,330	43%	28%	AAA-	AAA
2	2	Wilmar *	Wilmar International Limited	2,058	2,924	26,166	41,105	8%	7%	A	A
3				1,959	2,554	21,100	31,148	9%	8%	AA	AA
4				1,342	2,194	10,901	22,522	12%	10%	AA	AA-
5				1,260	1,810	2,640	3,715	48%	49%	A+	A+
6				1,106	1,351	45,982	56,854	2%	2%	A+	A+
7				1,041	1,587	17,061	37,609	6%	5%	A	AA
8				960	762	10,481	8,573	9%	9%	A+	A
9	8	OCBC Bank	Oversea-Chinese Banking Corporation limited	821	1,470	17,898	28,200	5%	5%	A	A
10	10	Sembcorp	Sembcorp Industries Limited	739	1,259	3,827	11,179	19%	11%	A-	A-
11	7	API	Neptune Orient Lines Limited	620	1,513	3,109	5,929	20%	27%	AA-	AA-
12	15	ST Engineering **	Singapore Technologies Engineering Limited	613	782	7,673	11,575	8%	7%	AA-	A
13	11	Great Eastern	Great Eastern Holdings Limited	593	979	3,866	8,425	15%	12%	BB	A-
14	17	Shangri-La	Shangri-La Asia Limited	573	700	8,614	14,588	7%	5%	AA-	A
15	19	F&N (Except Alcohol) *	Fraser and Neave Limited	547	541	8,750	9,191	6%	6%	AA-	A

2009	2008		Brand
6	9		SingTel



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Thank You