



# AUGMENTING MARKET LEADERSHIP

Acquisition of MyRepublic SG Broadband

*22 September 2021*



# 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.



TRANSACTION OVERVIEW

STARHUB



Acquiring 50.1% interest in MyRepublic's Singapore Broadband business providing services to both Consumer & Enterprise customers



**10 YEARS**

Established Track Record & Brand Equity

**6%**

SG Broadband Market Share  
*(As at March 2021)*

**World's 1<sup>st</sup>**

1Gbps Broadband Service

**Digital-First**

Asset-Light Operating Model  
With High Efficiency

**Differentiated Strategy**

Strong Reach Into Higher-Margin  
Gamer Segment

**Experienced Management**

Led by CEO and industry veteran,  
Malcolm Rodrigues



# A Digital Telco With A Customer-Centric Approach

Two pillars of business: Customer-facing ServCo, powered by PlatformCo, its Next-Gen digital platform.

<sup>1</sup> Total Broadband subscriber base across MyRepublic Group Limited, as at August 2021

<sup>2</sup> As at FY2021 for NewCo (financial year ended 30 June 2021)

## PlatformCo

### Cloud-Based Digital Platform To Drive Innovation

Supports customers in five countries (via ServCo & third-party licensing deals)



Suite of capabilities across BSS & OSS drives digital operations

Leverages next-gen technology

2012

Commenced development of MR's proprietary cloud-based platform

2018-Present

Leverage platform to transform third-party telcos, enhancing its evolution through experience, while continuing to build next-gen features including AI-enabled tools

Third-Party Transformation:



MR's platform powers a new MVNO in Singapore



## ServCo

### Connectivity & Value-Added Services For Consumers & Enterprises

Regional Broadband Subscribers<sup>1</sup> **175K**



SG Broadband Subscribers<sup>2</sup> **89K**

Stable Revenue<sup>2</sup> **\$64M**

Healthy Margins<sup>2</sup> **29% EBITDA Margin**

Profitable Business<sup>2</sup> **\$10.4M Net Profit**



2012

MyRepublic launches broadband service in SG

2015

First to launch 1Gbps fibre broadband in SG

2018

Best rated broadband service in SG





# TRANSACTION HIGHLIGHTS



Expected Completion: December 2021

<sup>1</sup>Matures on Completion Date or six months following termination of the SPA



OUR BROADBAND STRATEGY

STARHUB



STARHUB  
SMART WIFI PRO

## ENHANCED EXPERIENCE



2 GBPS  
FIBRE  
BROADBAND

## BLAZING SPEEDS



SIM Only plan  
with 5G

1Gbps  
Fibre Broadband

MONEY HEIST

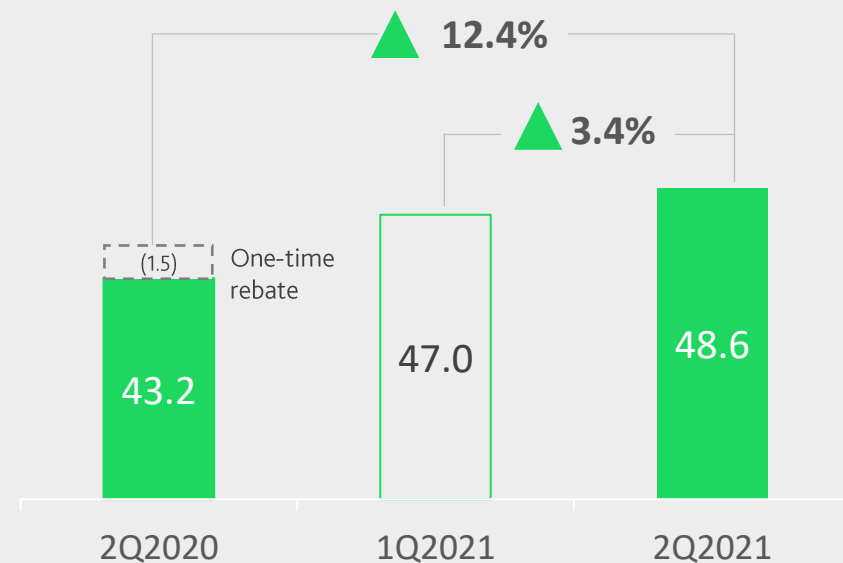
## UNPARALLELED VALUE

## IMPROVING REVENUE & ARPU

ARPU



SEGMENT  
REVENUE  
(\$'M)







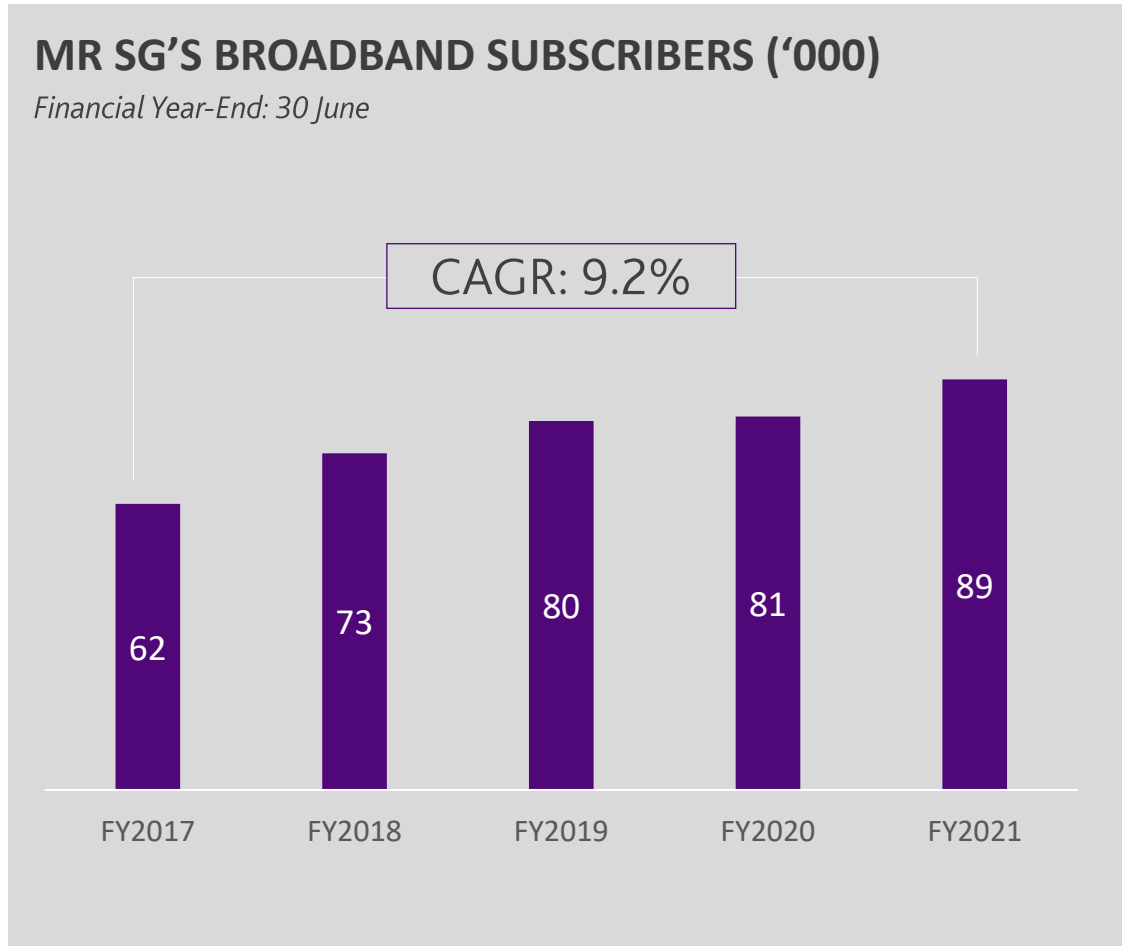
RATIONALE

STARHUB

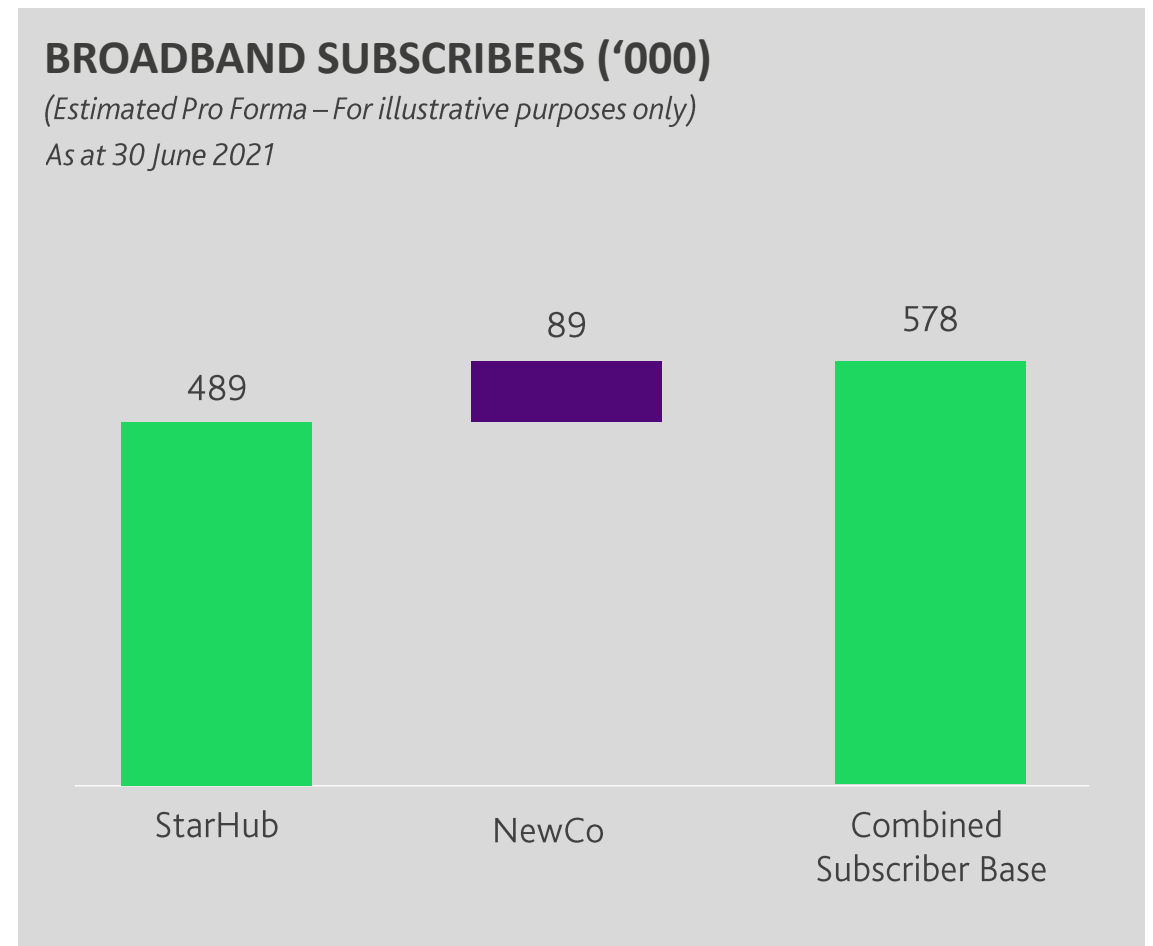


# ENHANCED CONSUMER & ENTERPRISE BROADBAND REACH

## MR SG's Growing Subscriber Base



## Enlarged Broadband Subscriber Base





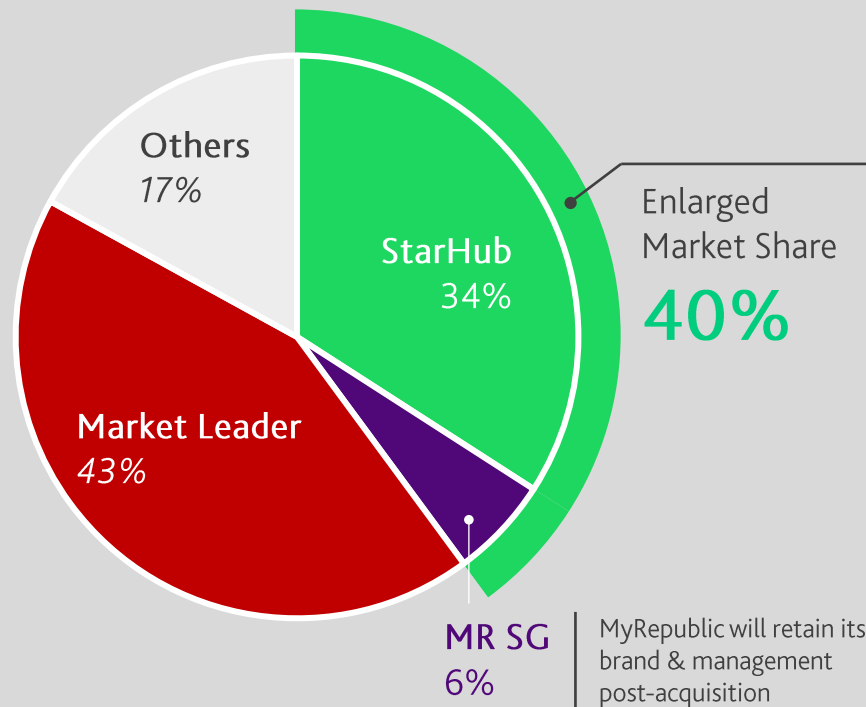
# AUGMENTING STARHUB'S MARKET LEADERSHIP

## Subscriber Market Share

### SG BROADBAND SUBSCRIBER MARKET SHARE ('000)

(Estimated Pro Forma – For illustrative purposes only)

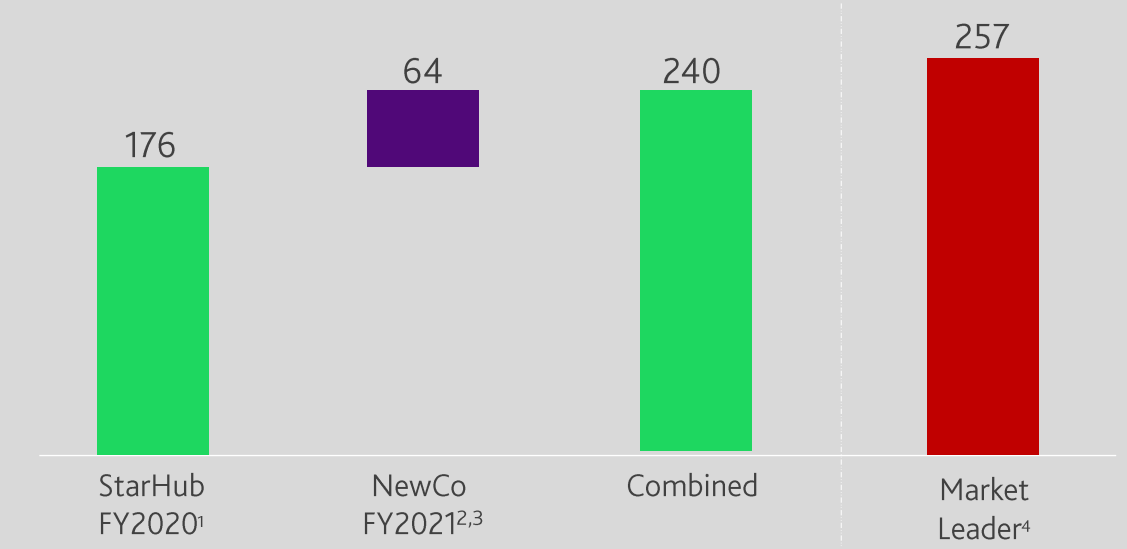
As at March 2021



## Revenue Market Share

### BROADBAND REVENUE ('000)

(Estimated Pro Forma – For illustrative purposes only)



<sup>1</sup> StarHub Broadband consumer service revenue excluding sale of equipment

<sup>2</sup> FY2021 for NewCo relates to financial year ended 30 June 2021

<sup>3</sup> Based on MR SG's unaudited management financial statements for FY2021, where revenue of S\$63.9 million was attributable to the broadband business (consumer and enterprise revenue, including sale of equipment)

<sup>4</sup> Consumer broadband revenue including sale of equipment, based on MD&A disclosures filed on SGX for the financial year ended 31 March 2021



# FINANCIALLY ACCRETIVE

## TOTAL REVENUE (\$'M)

(Estimated Pro Forma – For illustrative purposes only)



## BROADBAND REVENUE (\$'M)

(Estimated Pro Forma – For illustrative purposes only)



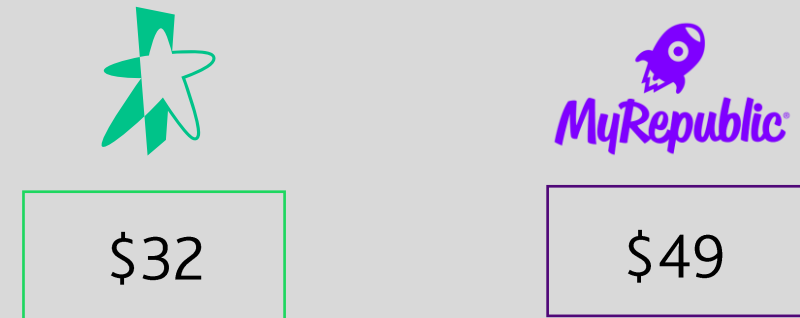
## NET PROFIT ATTRIB. TO SHAREHOLDERS (\$'M)

(Estimated Pro Forma – For illustrative purposes only)



## COMPARATIVE BROADBAND ARPU (\$'M)

As at 30 June 2021



<sup>1</sup>FY2021 for NewCo' relates to financial year ended 30 June 2021

<sup>2</sup>Based on MR SG's unaudited management financial statements for FY2021, where revenue of S\$63.9 million was attributable to the broadband business (consumer and enterprise revenue, including sale of equipment)

<sup>3</sup>Based on MR SG's unaudited management financial statements for FY2021, where net profit of S\$10.4 million was attributable to the broadband business

<sup>4</sup>StarHub Broadband consumer service revenue excluding sale of equipment

# SYNERGISTIC OPPORTUNITIES

## BOLT-ON SERVICES

- Allows StarHub to accelerate its growing range of connectivity, OTT content, cloud gaming and other experiences into NewCo's broadband base in the future

## ENTERPRISE & REGIONAL OPPORTUNITIES

- Drive Enterprise propositions into MR's regional Enterprise customer base
- Partnership creates opportunity for StarHub to participate in MR's regional growth and an important milestone in MR's IPO journey

## OPERATIONAL SYNERGIES

- Opportunity to provide Broadband network services and other connectivity services to NewCo
- Harness synergies across both Broadband operations – joint go-to-market strategies, reap cost savings, etc

## ALIGNED COMMITMENT TO DIGITALISATION & INNOVATION

- Leverage MR's cloud-based, open-source digital platform & playbooks to further StarHub's digitalisation journey
- Continue driving value to customers through innovation and a seamless customer experience

# STARHUB

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***Investor Relations:***  
*Amelia LEE | IR@StarHub.com*

@starhub

