

Progress is

change + diversification



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STARHUB INVESTOR DAY 2020
Digital Transformation

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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.

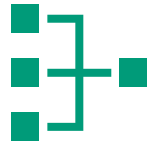


DIGITAL TRANSFORMATION SCOPE



Digital Transformation:

Simple Digital First Products



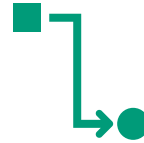
Reduce Costs

Leading Digital Customer Experiences



Increase Digital Adoption

Lean and Automated Processes



Reduce Operational Costs

Data and AI driven Monetization



Scale Value from Rich Data Assets

Agile Operating and Delivery Model



Increase Speed to Value

Enabled by IT Transformation:



Flexible and Modular IT Architecture



Cloud Scaling



Low / No Code

DIGITAL ACHIEVEMENTS SO FAR



Key achievements 2020

Leading Digital Customer Experiences

DIGITAL SALES		DIGITAL SERVICE	
+43% Digital Sales Transaction ¹ YoY Growth	Up to +61% Conversion Rate through consumer digital sales journey simplification	>12% Monthly Active Users ¹ YoY Growth	>3M Service Transactions on consumer App & Web service platforms

Agile Operating and Delivery Model

5+ scaling Value based Customer First Mission Squads	Up to 43% Increase in Speed to Value
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1. YTD9mths 2019 vs. YTD9mths 2020

DIGITAL ACHIEVEMENTS SO FAR



Key achievements 2020

Lean and Automated Processes



>70 core manual processes automated through RPA

Resulting in +1000s of hours savings/month and building...

Data and AI driven Monetization



Expanding new product betas & features

Extending monetisation through scaling internal use cases

Flexible, adaptive platform for scaling at speed



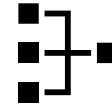
KEY PLANNED DIGITAL INITIATIVES



Key initiatives going forward



StarHub.com transformation to become a **customer-driven performance engine**



Product simplification and redesigned for digital first



Personalised and predictive experiences to step change our digital sales conversion rate and digital service task completion



Scale **SmartHub data intelligence** asset to internal use cases, alongside new client data product value



Continuous **journey simplification** and redesign across all business lines



Scale up Agile mission squads and DevOps infrastructure for flexibility & faster speed to market

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