

Progress is

change + diversification



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Chief, Enterprise

**STARHUB INVESTOR DAY 2020**  
**Driving Enterprise Growth**

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# FORWARD-LOOKING STATEMENTS

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# NAVIGATING THE NEW NORMAL



**FY2020**

SME BCP support Program

Express Internet Provision Support

Relief Program for Loyal Customers

Education Institutions Home Based Learning Support Program

**New Normal**



Distributed Working



Distributed Consumption



Distributed Engagement

**Business Needs**

## NETWORK

Resilient infrastructure  
Agile networks  
On-demand

## SOLUTIONS

Collaboration  
Communication  
Security

**COVID-19 accelerated the need for digitalisation across business and drove the New Normal**





# OPPORTUNITIES IN HIGH GROWTH AND HIGH SPENDING INDUSTRIES



## High Growth Industries



Healthcare



Information & Media



Life Sciences



Process Manufacturing

## High Spending Industries



Financial Services



Education



Government



Professional Services

Source: Analysys Mason – SMB Technology Forecaster, Sept 2020

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## Drive the Core, Accelerate our Growth



### 5G

*Build Capabilities & Partnerships*

- Connectivity
- Enterprise Wireless Access
- Solutions



### SME

*Digital First*

- Increase market share in underserved segments
- Acquire, retain and engage through digital channels



### ENTERPRISE

*Maximise Returns from Core Assets*

- Increase wallet share through vertical deep 5G solutions
- Develop strategic partnerships, sell more adjacent services with core products

Digital

# 5G

## Build Capabilities & Partnerships



### 1 CONNECTIVITY

**5G-ready** mobile plans with increased data speed, capacity and lower latency.



**First to launch!**  
Biz+ Plans

### 2 ENTERPRISE WIRELESS ACCESS

5G as *THE* next-gen network enabler for businesses, from SMEs to large Enterprises. Mobile Private Network will provide secure, seamless office network to complement distributed working arrangements.



**Next-gen Network**  
Enterprise Wireless Access

### 3 5G SOLUTIONS

Gain Market & Wallet share through focused solutions for specific verticals. Develop partnership ecosystem to collaborate & innovate.

#### Potential verticals



Public Safety



Estates



Healthcare



Education



#### Partnerships

##### NYP-StarHub APEX 5G

**Use cases:** Smart Manufacturing, Digital Healthcare, Smart Retail, Smart Estate

Simplified SME digital journey for purchases

1



Unified Enterprise ID Login

2



Select single or multiple lines

3



Select services & add-ons

4



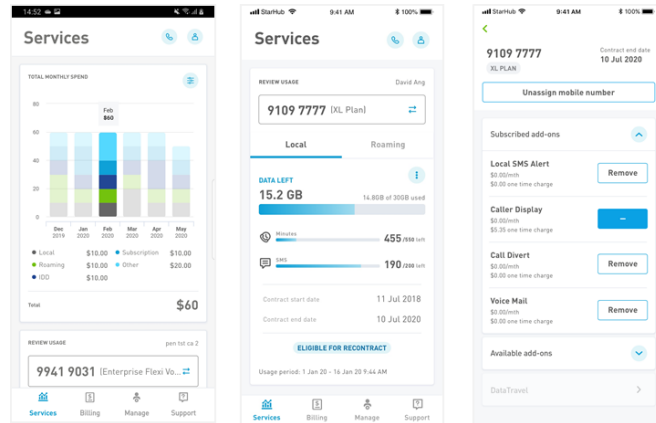
Delivery & Payment

5



Order confirmation

Self help, Self manage



StarHub Business Manager App



My Business Account Portal

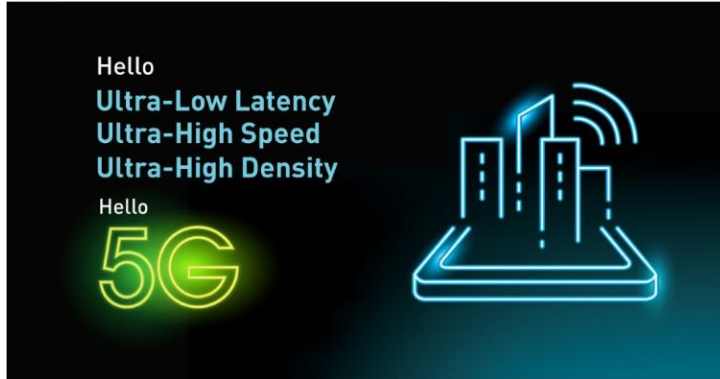


# ENTERPRISE

Maximise Returns from Core Assets



## Increase Depth



Focus on selected vertical deep solutions centering 5G to increase wallet share

## Increase Breadth



Strategic partnerships to offer best in class solutions

Target **high growth** and **high spend** verticals to sell more adjacent services with **core network products**

### High Growth Industries



Healthcare



Information & Media



Life Sciences



Process Manufacturing

### High Spending Industries



Financial Services



Education



Government



Professional Services

Digital





## Digital to the Core – Driving Efficiencies

- Digital and Mobile-First experience for SMEs and Enterprises
- Consistent omni-channel customer experiences with personalised engagements
- Streamline business processes and disparate systems for a seamless “lead to cash” journey
- Shorter time to market



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