



hubbing.  
achieving  
even more

ANNUAL REPORT 2011

Three small, circular inset photos are placed over the text. One shows a woman smiling, another shows a man holding a book, and the third shows a woman talking on a mobile phone. A vertical green line is on the left, and a vertical blue line descends from the bottom of the word "more".

# StarHub 3Q-2012 Results

## 2 November 2012

## 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.***



**TAN Tong Hai**  
**COO**



**Neil MONTEFIORE**  
**CEO**



**KWEK Buck Chye**  
**CFO**

**3Q2012 Highlights**

Financial Highlights

Business Highlights

2012 Outlook

## Overview (3Q-2012 vs 3Q-2011)

### ❖ Financial:

- Operating revenue increased 2%
- Service revenue rose 2%
- EBITDA grew 13%
- EBITDA margin at 33.9%
- NPAT expanded 27%

### ❖ Operational:








- Mobile:
  - ✓ Post-paid revenue -1%
  - ✓ Post-paid customer base 3%
- Pay TV revenue increased 6%
- Broadband revenue grew 4%
- Fixed Network Services revenue rose 10%

# Key Financial Highlights

S\$M	3Q-2012	3Q-2011	Change	YTD-2012	YTD-2011	Change
Operating Revenue	<b>586</b>	572	2%	<b>1,768</b>	1,699	4%
Service Revenue	<b>555</b>	543	2%	<b>1,664</b>	1,613	3%
EBITDA	<b>188</b>	167	13%	<b>544</b>	491	11%
EBITDA Margin	<b>33.9%</b>	30.8%	3.1% pts	<b>32.7%</b>	30.4%	2.3% pts
Taxation	<b>(21)</b>	(17)	-25%	<b>(58)</b>	(47)	-23%
Net Profit After Tax	<b>96</b>	76	27%	<b>271</b>	223	22%
Capex Cash Payments	<b>60</b>	46	-29%	<b>157</b>	130	-21%
% of Capex to Revenue	<b>10</b>	8	-2.1% pts	<b>9</b>	8	-1.3% pts
FCF / Fully Diluted Share	<b>8.8¢</b>	8.6¢	2%	<b>23.1¢</b>	24.4¢	-5%
Net Debt to 2011 EBITDA ratio	<b>0.46x</b>	0.63x	0.17x	<b>0.46x</b>	0.63x	0.17x

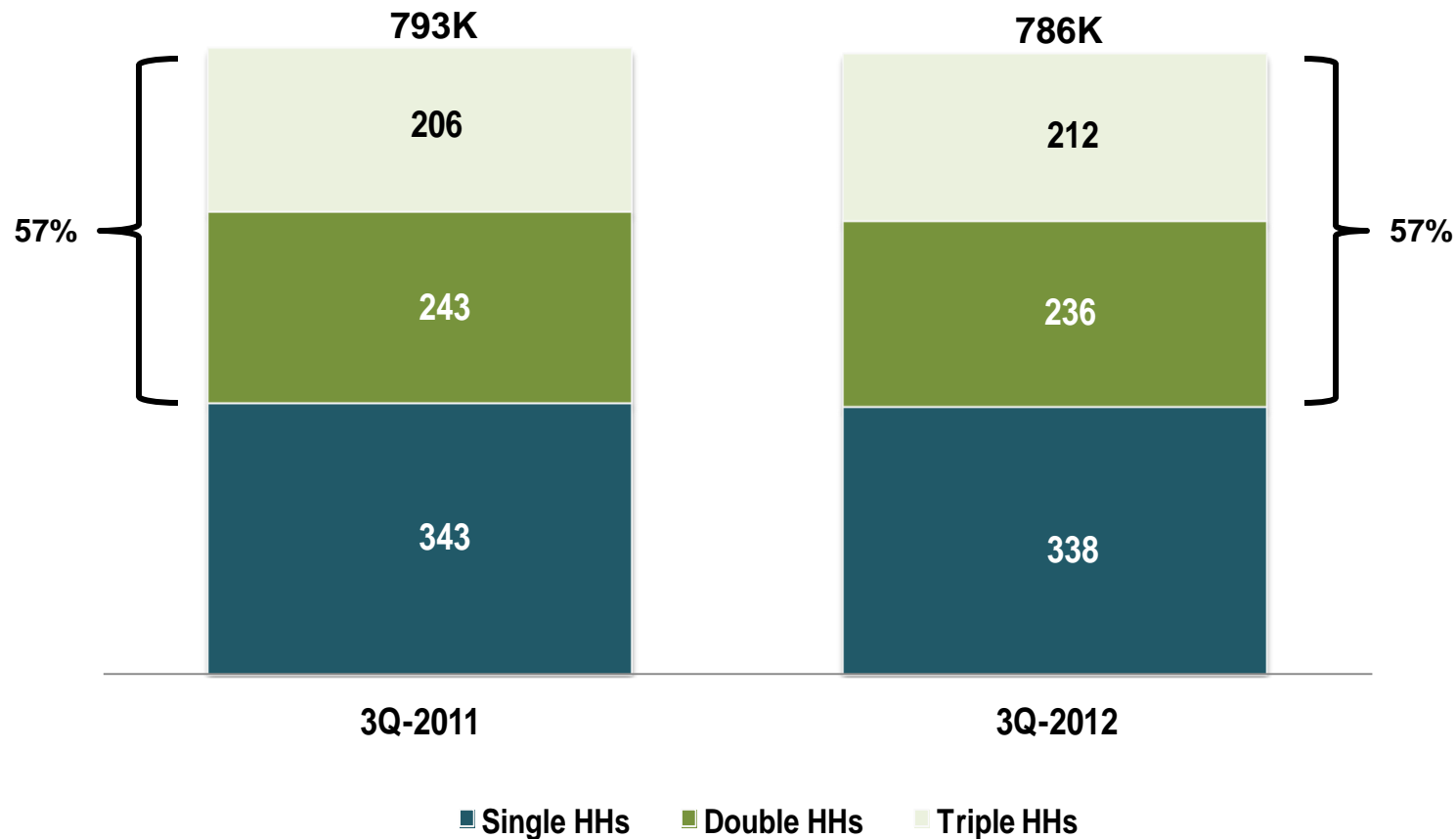
\* Numbers may not add up due to rounding.

# Business Expansion (3Q-2012 vs 3Q-2011)

Line of Business	Service Revenue	Customer Base
<b>Mobile</b> (52% of revenue mix)	 -1% Pre-paid (-2%) Post-paid (-1%)	 0% Pre-paid (-2%) Post-paid (3%)
<b>Pay TV</b> (17% of revenue mix)	 6%	 0%
<b>Broadband</b> (11% of revenue mix)	 4%	 1%
<b>Fixed Network Services</b> (15% of revenue mix)	 10% Data & Internet (8%) Voice (20%)	

# Hubbing Scorecard

Hubbing Households ('000)



\* Numbers may not add up due to rounding.



3Q2012 Highlights

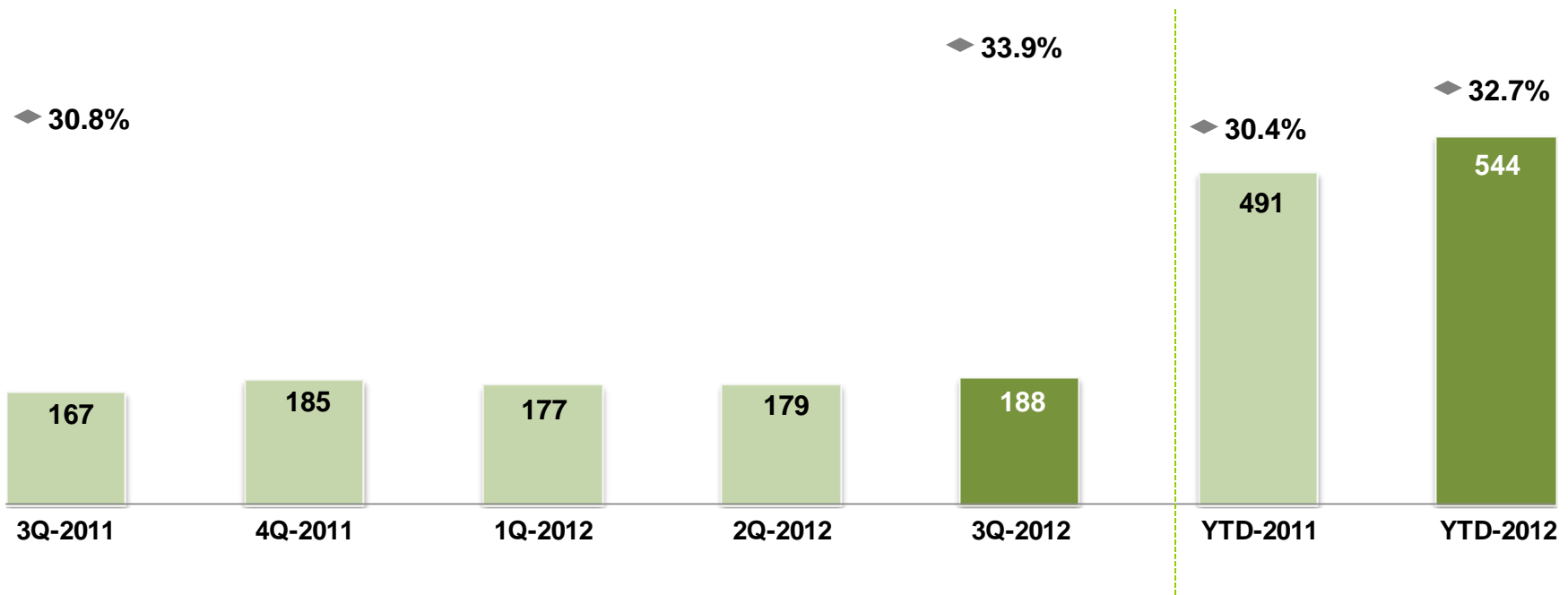
**Financial Highlights**

Business Highlights

2012 Outlook

# EBITDA & EBITDA Margin

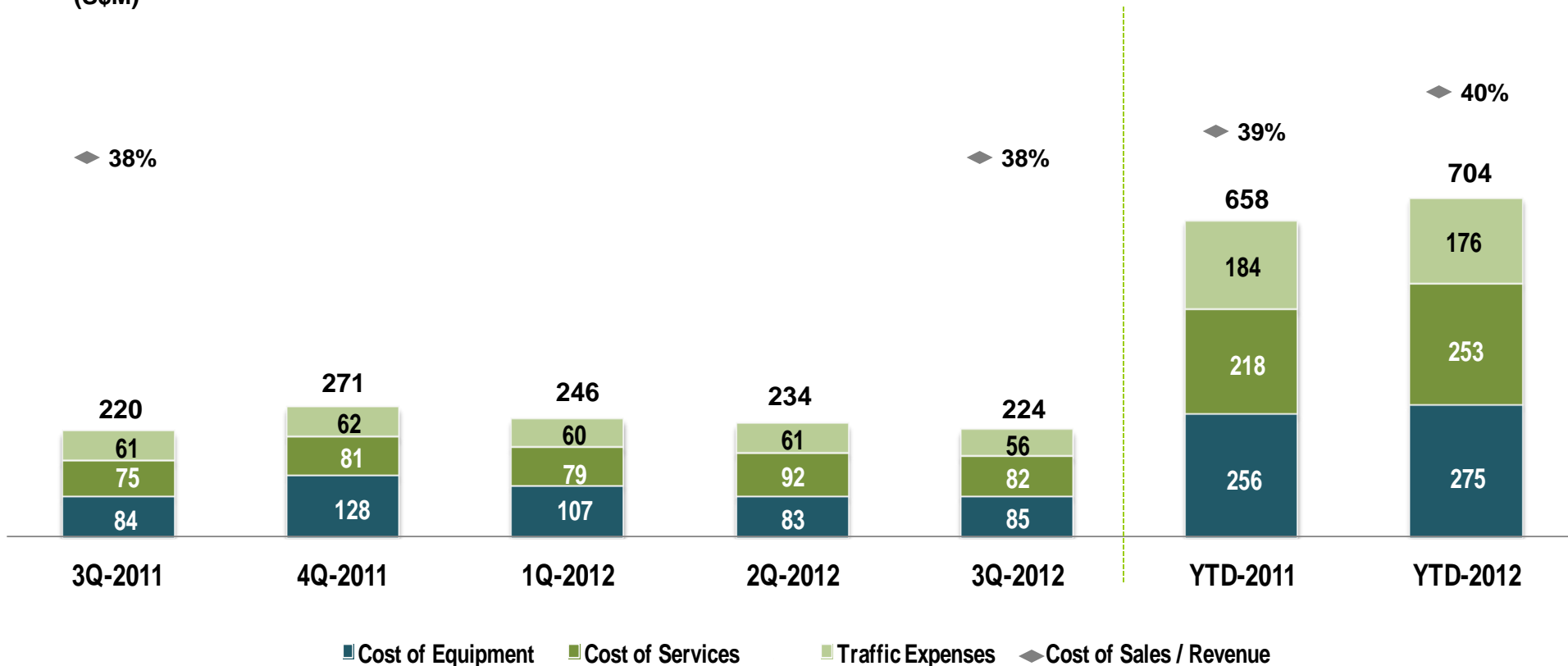
(S\$M)



◆ EBITDA Margin as % of Service Revenue

# Cost Of Sales

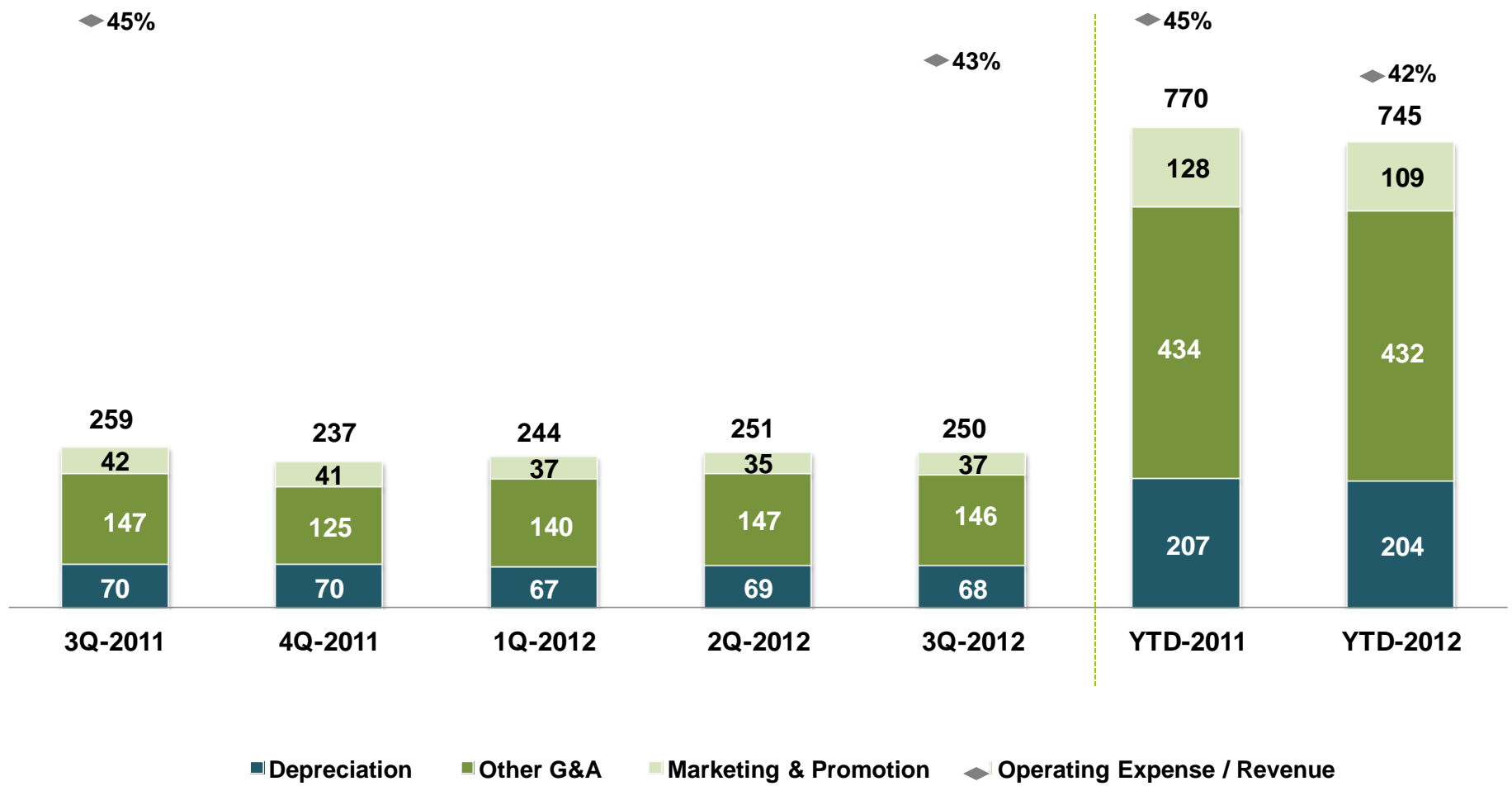
(S\$M)



\* Numbers may not add up due to rounding.

# Other Operating Expenses

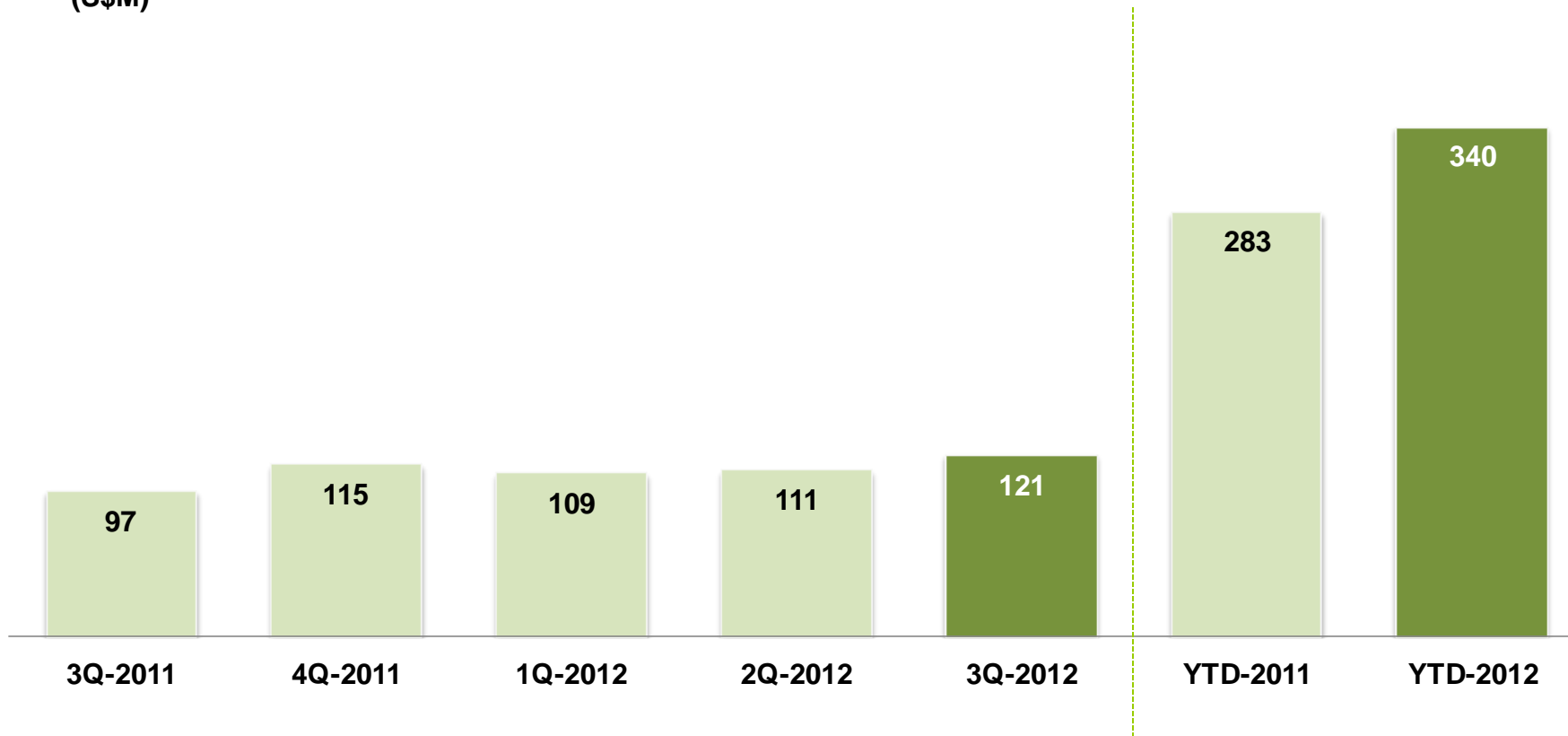
(S\$M)



\* Numbers may not add up due to rounding.

# Profit From Operations

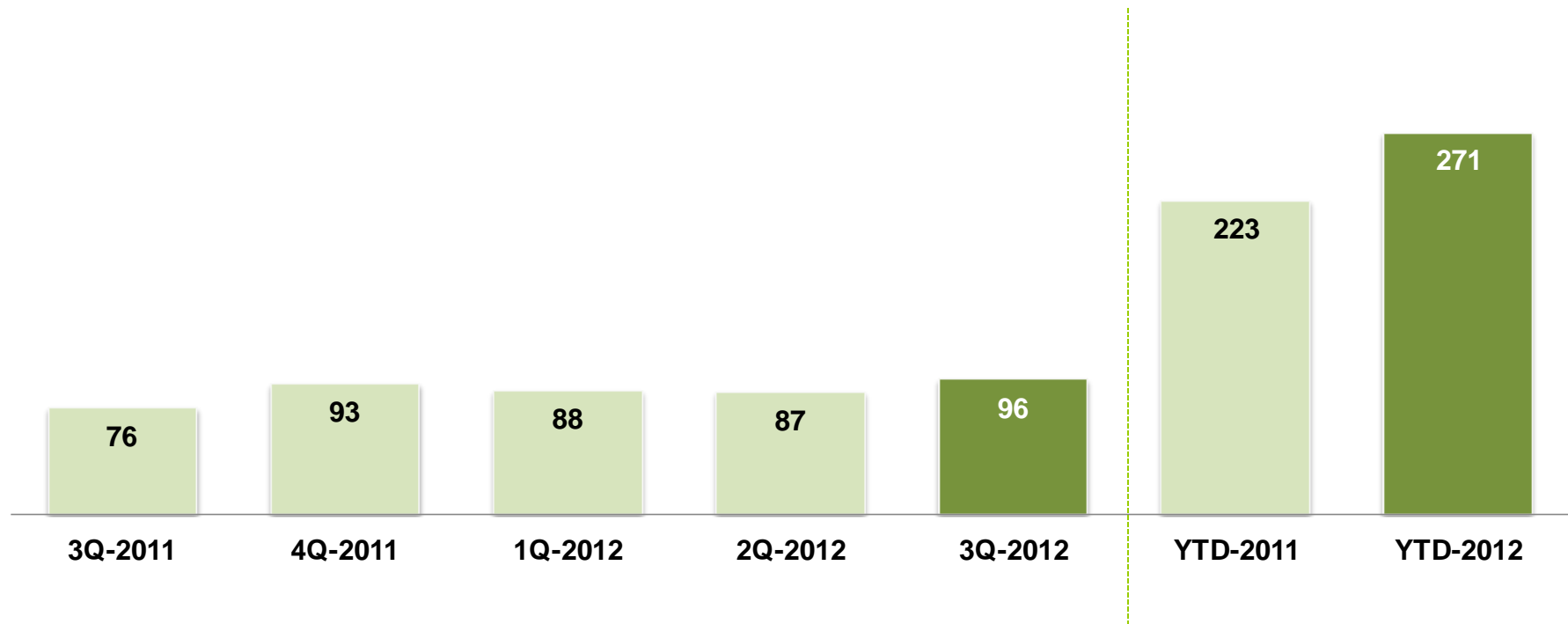
(S\$M)



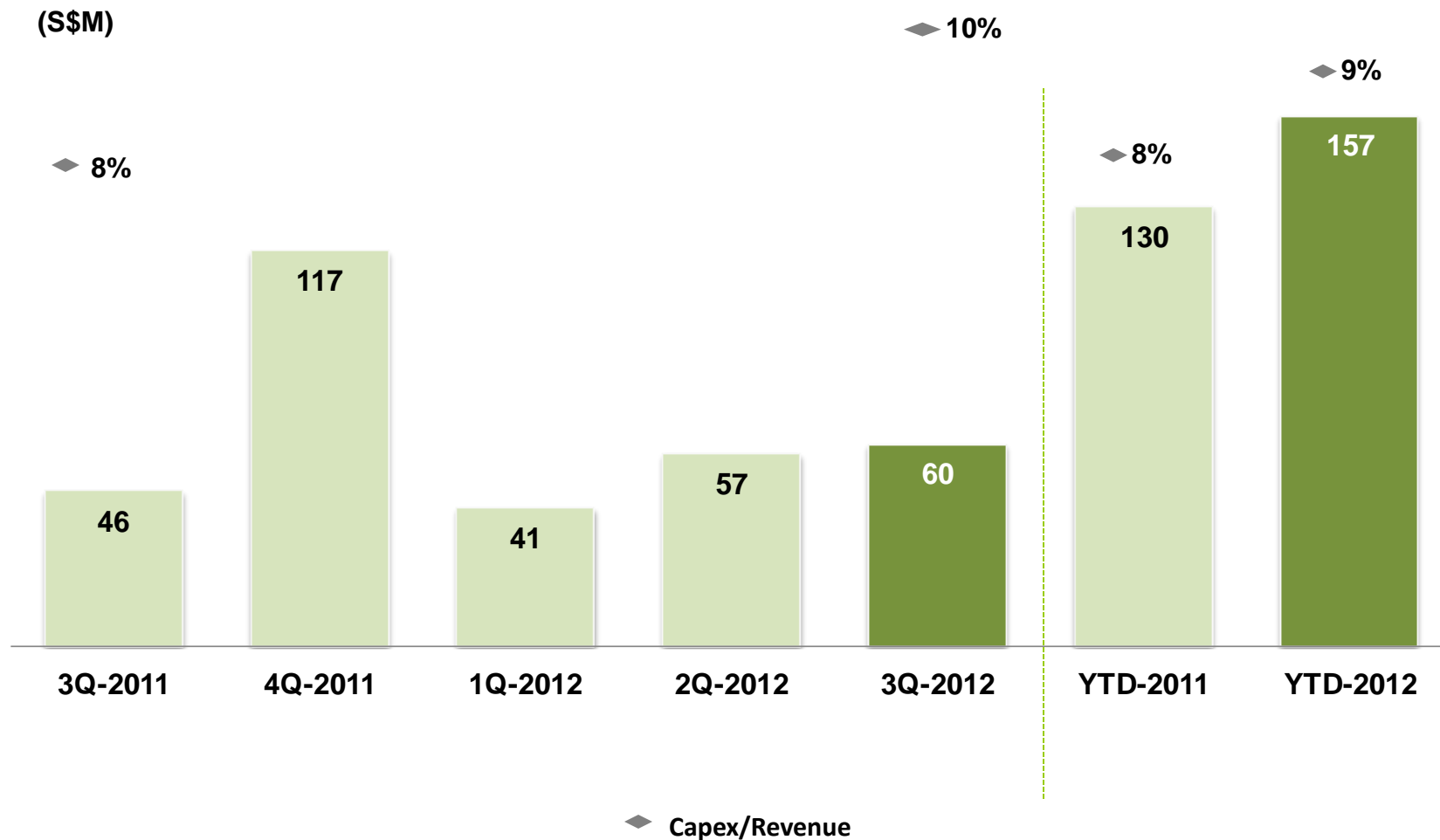
\* Numbers may not add up due to rounding.

# Net Profit After Tax

(S\$M)



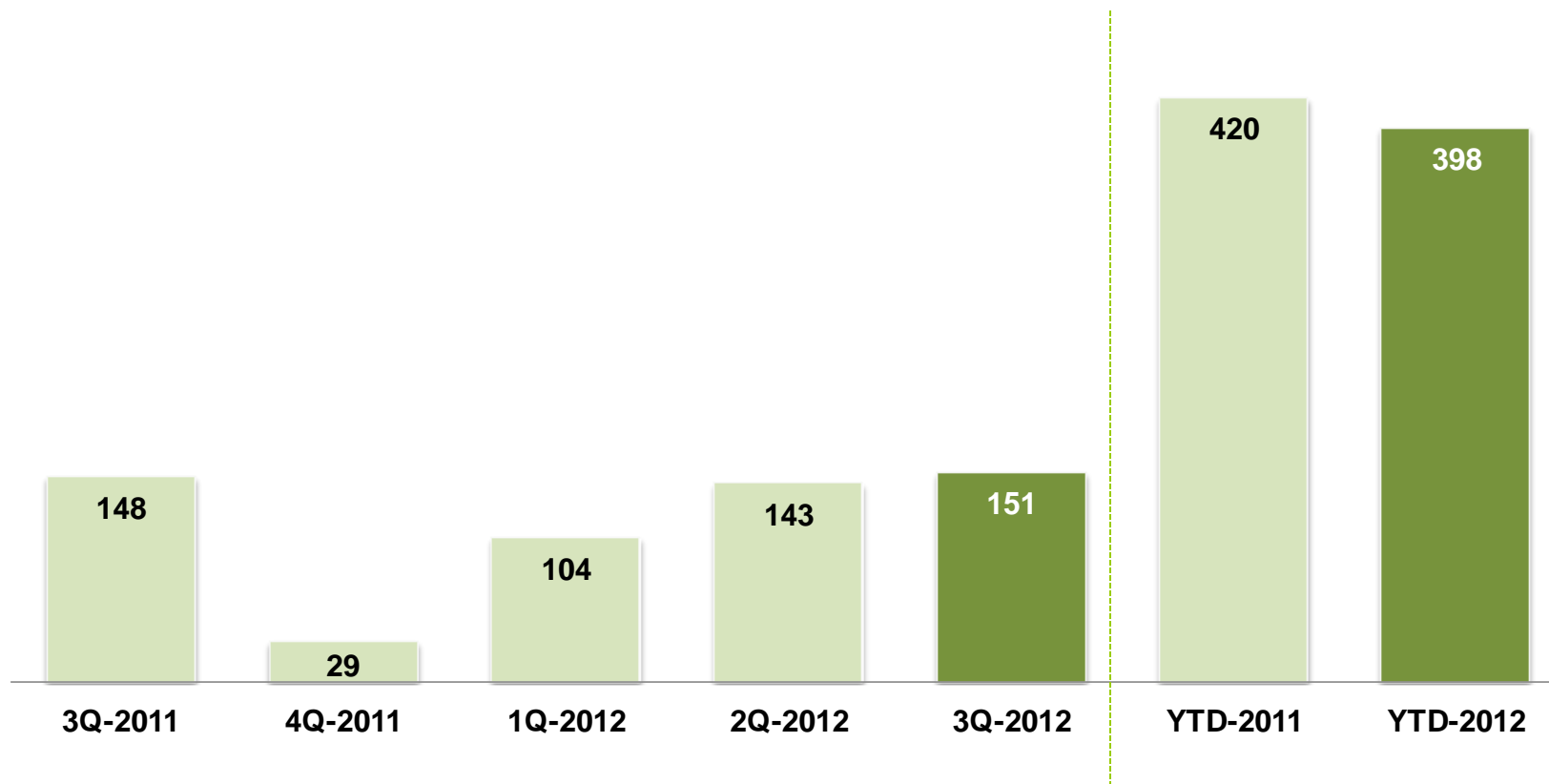
# Capex (cash payments)



\* Numbers may not add up due to rounding.

# Free Cash Flow

(S\$M)





3Q2012 Highlights

Financial Highlights

**Business Highlights - Mobile**

2012 Outlook

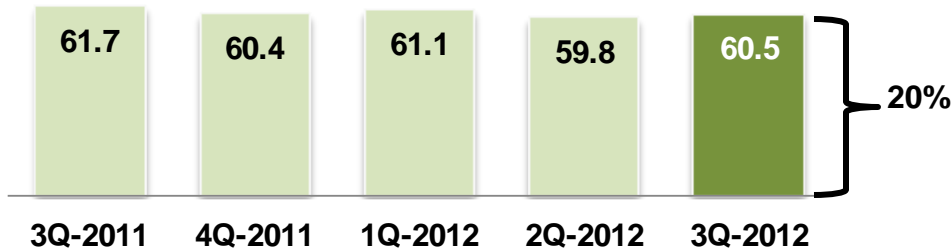
## ➤ Mobile (3Q-2012 vs 3Q-2011)

- Revenue decreased 1%
- Post-paid ARPU at S\$74
- Customer base grew 10k

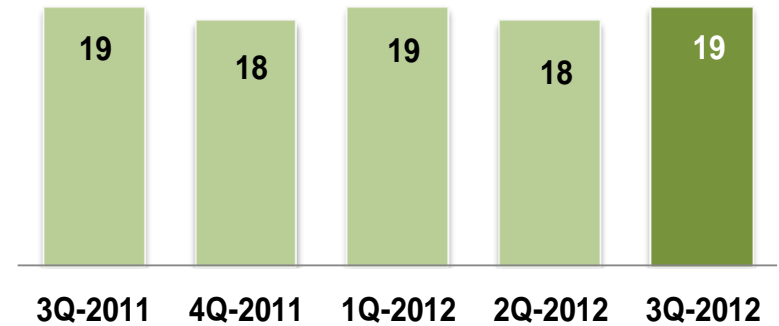


# Mobile Revenue & ARPU

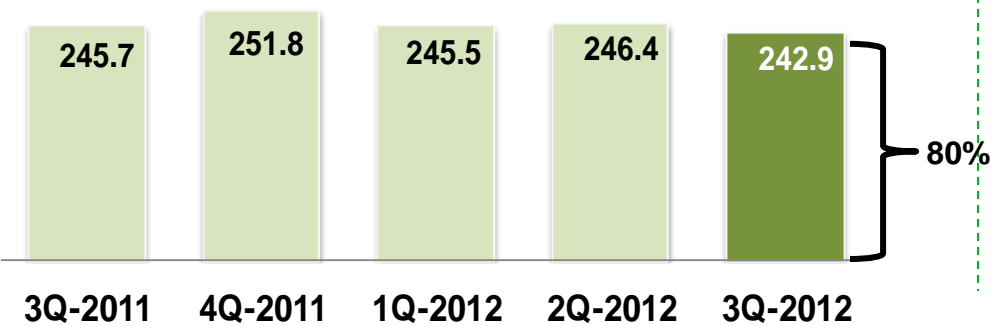
Pre-paid Revenue (S\$M)



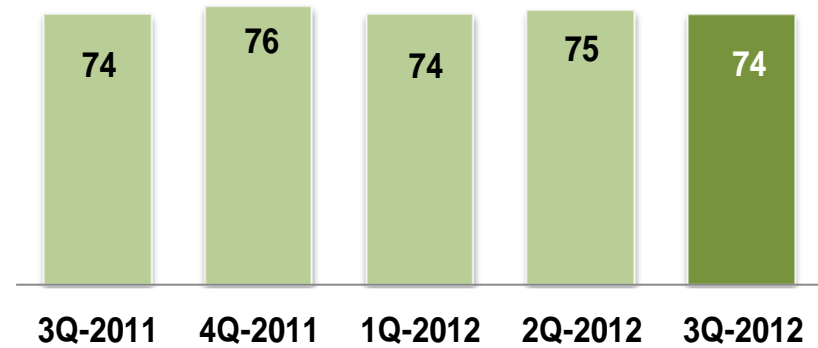
Pre-paid ARPU (S\$ per month)



Post-paid Revenue (S\$M)



Post-paid ARPU (S\$ per month)

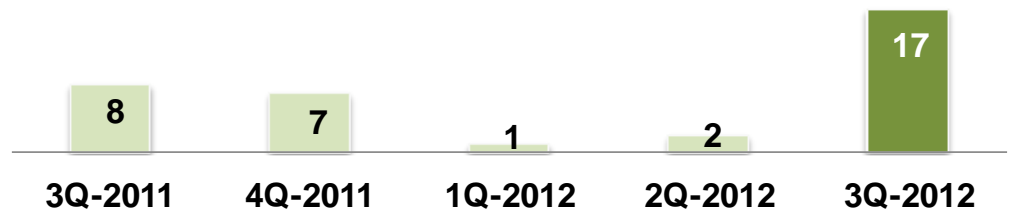


# Mobile Net Adds

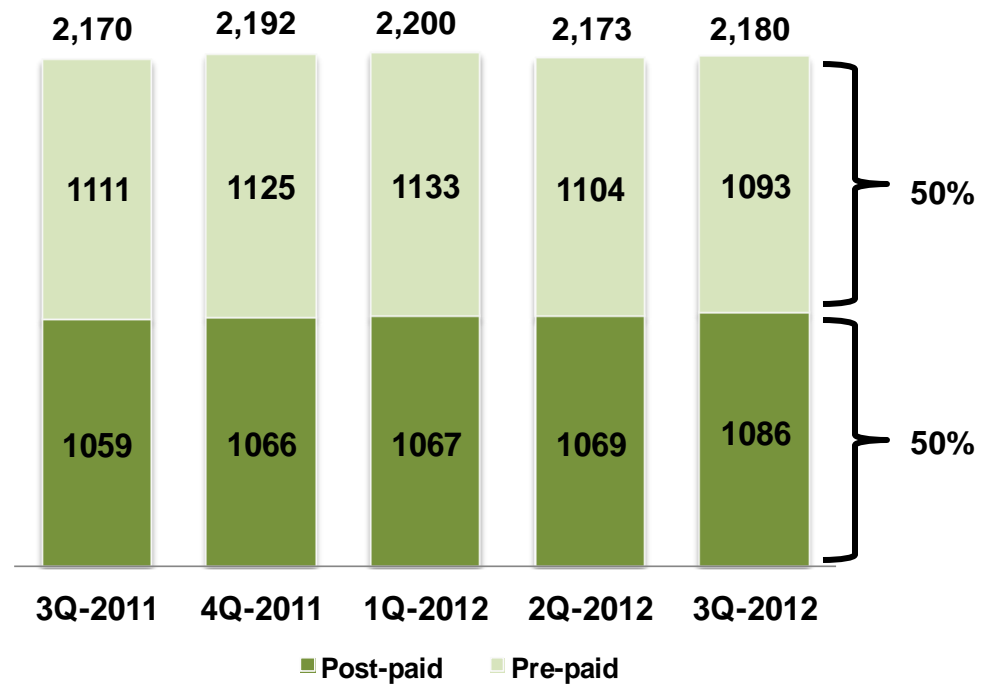
Pre-paid Net Adds ('000)



Post-paid Net Adds ('000)



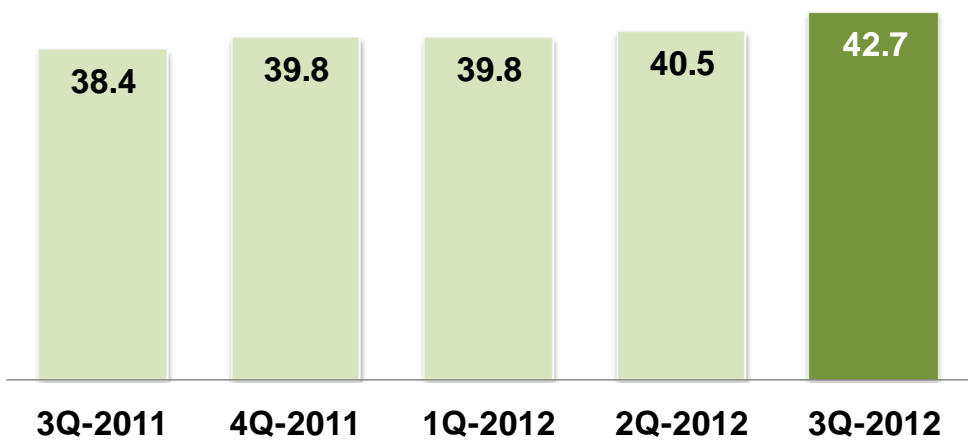
Customers ('000)



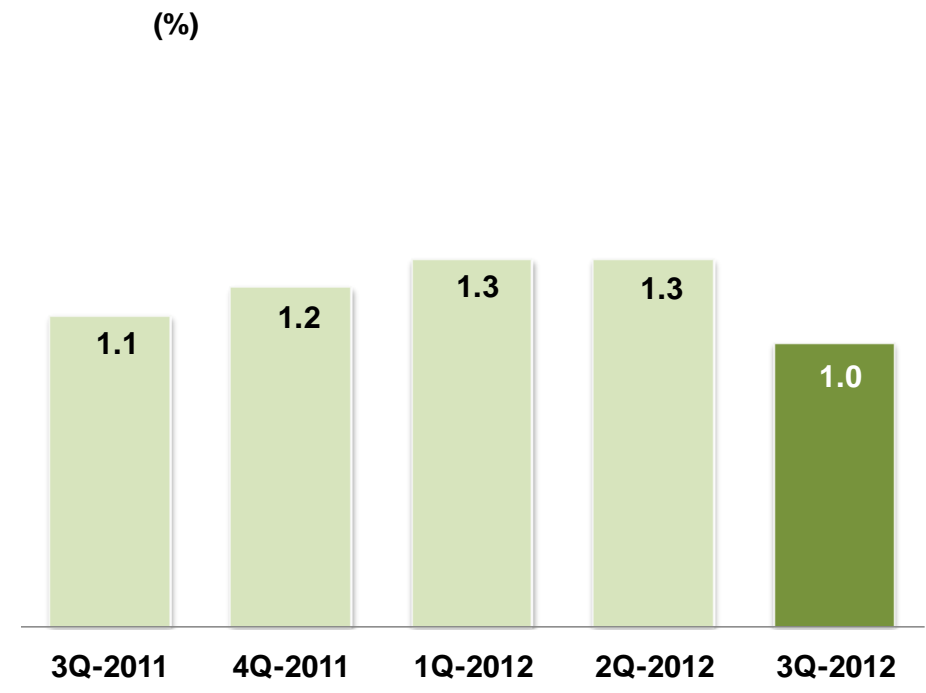
\* Numbers may not add up due to rounding.

# Mobile Non-Voice & Churn Trend

Post-paid non-voice services (% of ARPU)



Monthly Churn Rate (Post-paid)



3Q2012 Highlights

Financial Highlights

**Business Highlights – Pay TV**

2012 Outlook

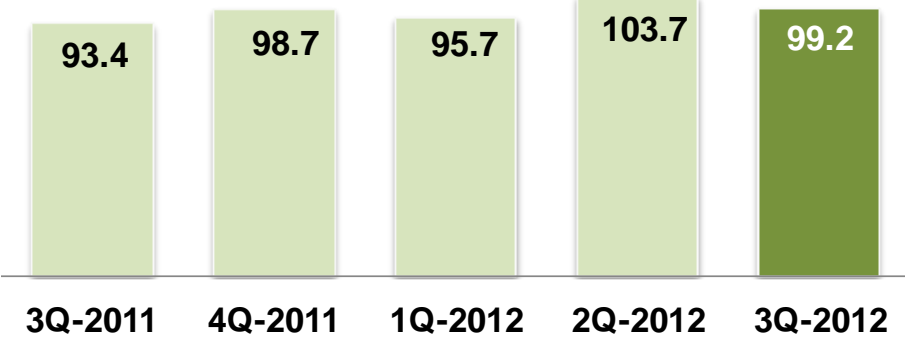
## Pay TV (3Q-2012 vs 3Q-2011)

- Revenue increased 6%
- ARPU up S\$2 to S\$52
- Customer base stable

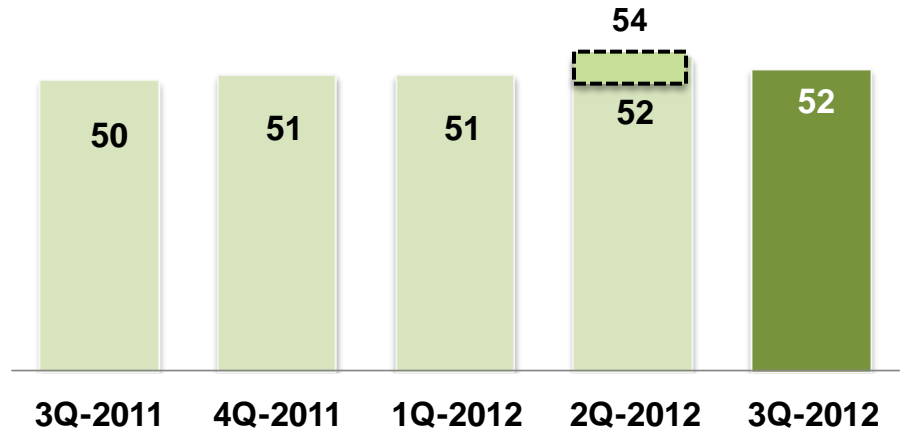


# Pay TV Revenue & ARPU

Pay TV Revenue (S\$M)



Pay TV ARPU (S\$ per month)



 ARPU contributed by EURO event

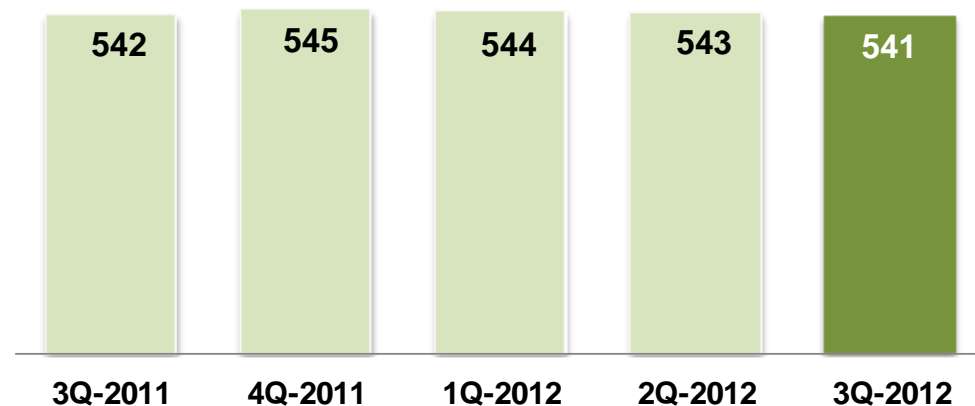


# Pay TV Net Adds

Net Adds ('000)



Customers ('000)



\* Numbers may not add up due to rounding.

# Pay TV Churn

Average Monthly Churn Rate (%)



3Q2012 Highlights

Financial Highlights

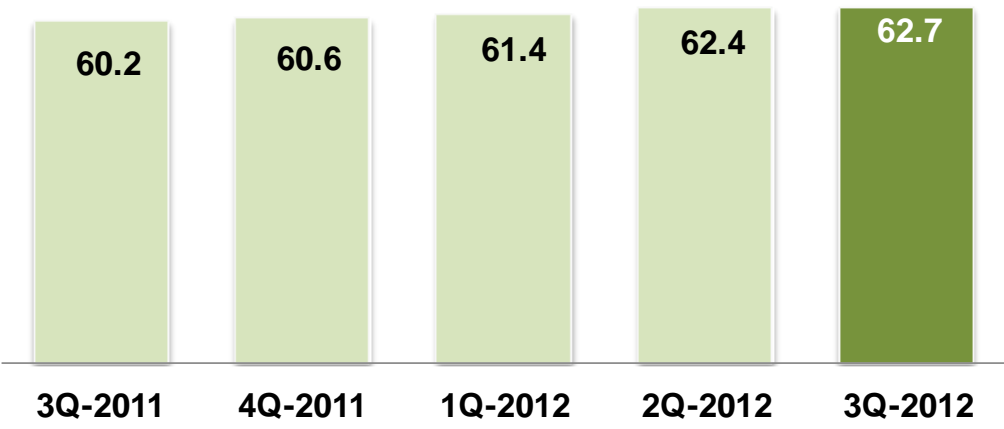
**Business Highlights - Broadband**

2012 Outlook

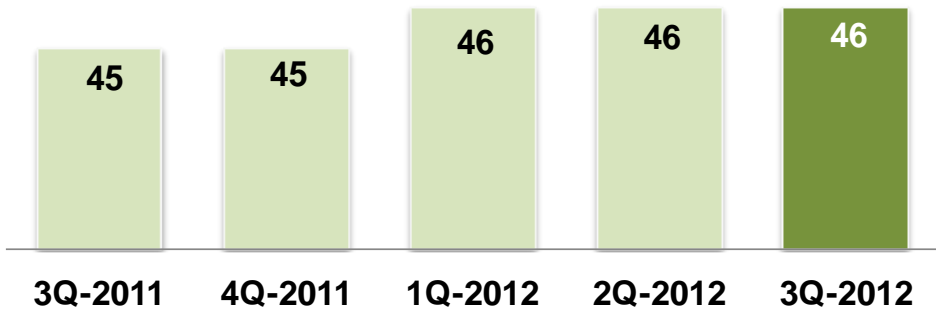


# Broadband Revenue & ARPU

Broadband Revenue (S\$M)

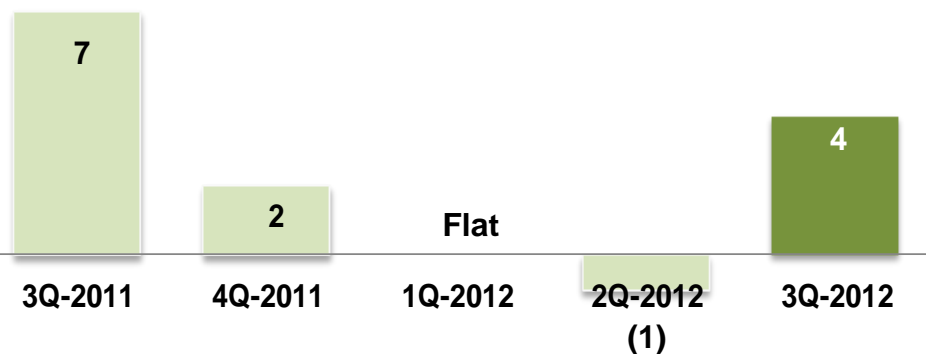


Residential Broadband ARPU (\$\$ per month)

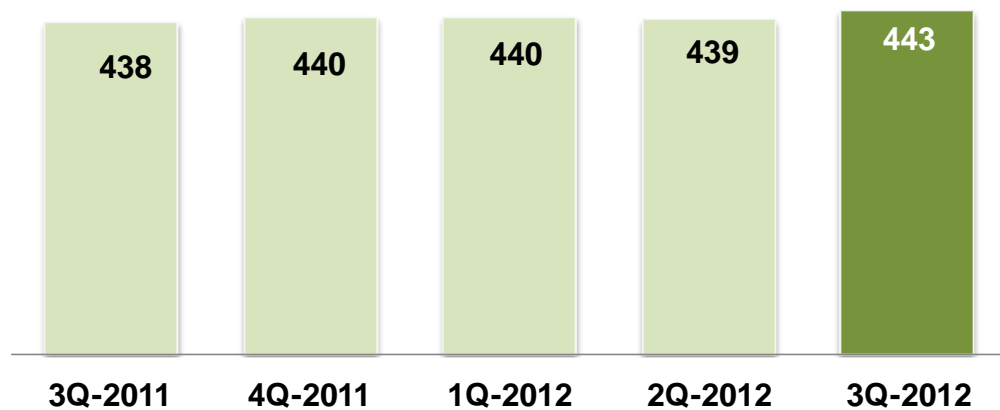


# Residential Broadband Net Adds

Net Adds ('000)

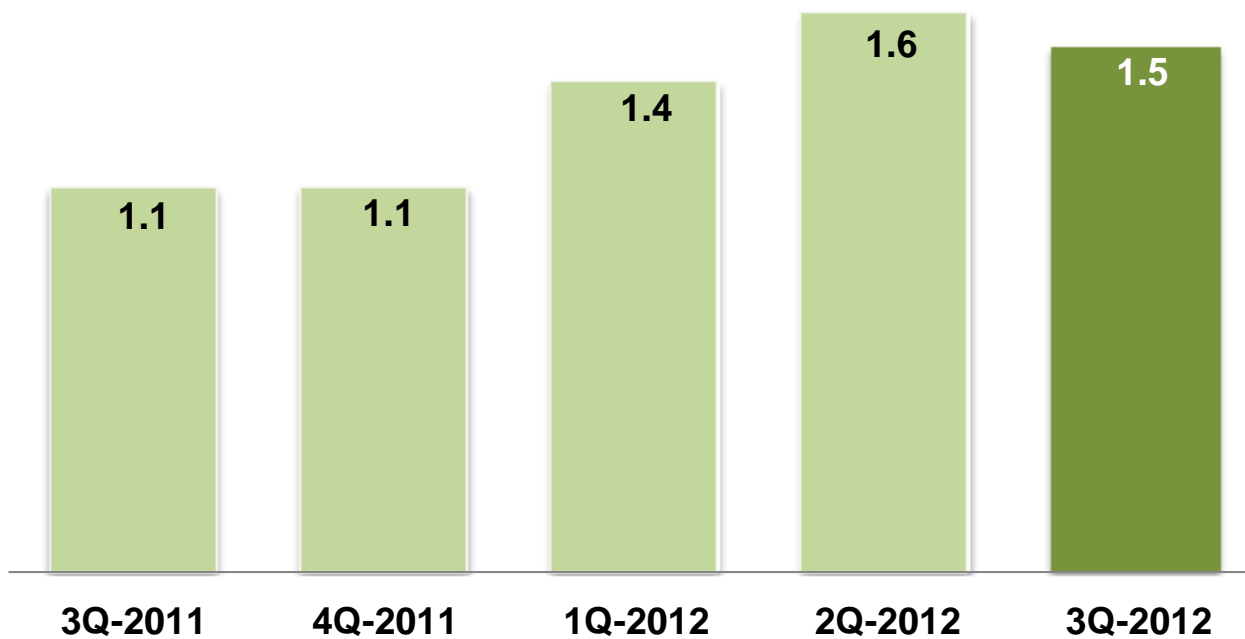


Customers ('000)



# Residential Broadband Churn

Average Monthly Churn Rate (%)



3Q2012 Highlights

Financial Highlights

**Business Highlights – Fixed Network Services**

2012 Outlook



## ➤ Fixed Network Services (3Q-2012 vs 3Q-2011)

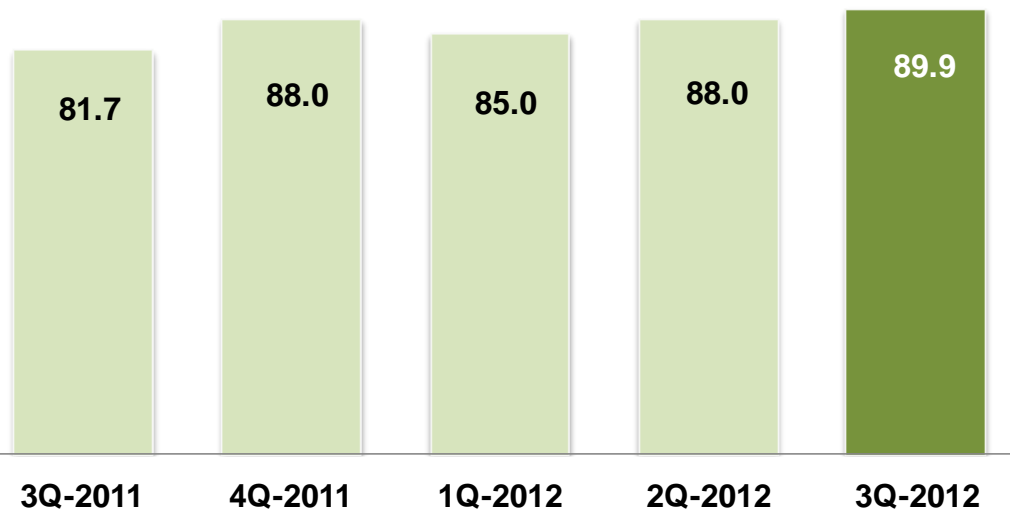
- Data & Internet revenue increased 8%
- Voice revenue grew 20%



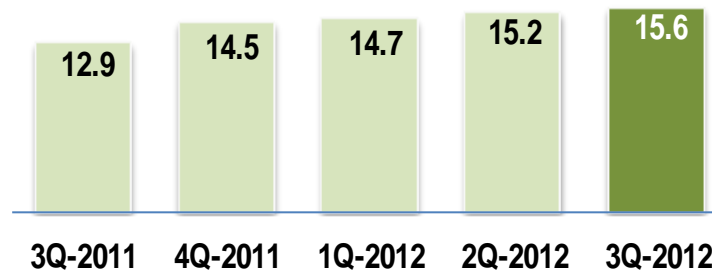
**Better Enterprise Communications**  
One global partnership,  
Limitless world-class opportunities

# Fixed Network Services

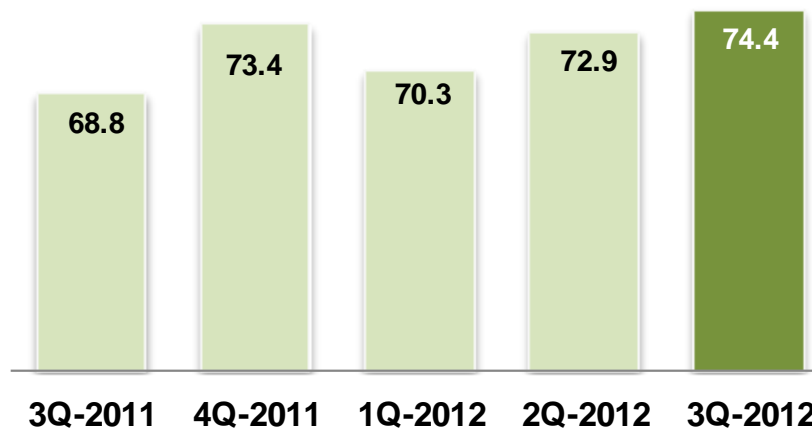
Fixed Network Revenue (S\$M)



Voice (S\$M)



Data & Internet (S\$M)



\* Numbers may not add up due to rounding.

**3Q2012 Highlights**

**Financial Highlights**

**Business Highlights**

**2012 Outlook**

- **Revenue:** Maintain revenue growth in the low single-digit range
- **EBITDA:** Maintain EBITDA margin on service revenue to be about 30%
- **CAPEX:** Maintain cash capex to be about 11% of operating revenue
- **Dividend:** Recommend 3Q-2012 interim dividend of 5.0 cents per share  
Maintain annual cash dividend of 20.0 cents per share for FY2012

## Investor Relations Contact

For IR-related queries, please email or call:

Jeannie Ong  
Head, Corporate Communications & IR  
DID: +65 6825 5168  
[jeannieo@starhub.com](mailto:jeannieo@starhub.com) /  
[ir@starhub.com](mailto:ir@starhub.com)

Eric Loh  
AVP, IR  
DID: +65 6825 5171  
[ericloh@starhub.com](mailto:ericloh@starhub.com) /  
[ir@starhub.com](mailto:ir@starhub.com)