

# Our Strategy

The telco business remains the bedrock of our business, but we no longer see ourselves as just a telco. Our vision is to be Asia Pacific's best communications technology company. We have identified new ways to use our assets to develop new revenue streams, especially in the digital space. This is why our transformation is dual track.

In our core consumer business, we are shifting from voice to data, expanding our pricing plans and content mix to meet increasingly data-centric lifestyles and more demand for entertainment on the go. In our enterprise business, we are going big on cloud, cyber security and smart city solutions. We have identified these as the three new growth drivers of our ICT business.

The second track of our transformation involves growing a new digital business to take advantage of digital disruptions. The third arm to our business, Group Digital Life, captures opportunities in digital marketing, data analytics and over-the-top (OTT) video.

## VISION

To be Asia Pacific's best communications technology company

## GOAL

To create sustainable long-term growth, to deliver superior returns to shareholders and positive impact to stakeholders

## TRANSFORMATION STRATEGY

Strengthen and drive growth from the core

Create innovative, differentiated digital services

## STRATEGIC PRIORITIES

### GROUP CONSUMER



Data



Content

### GROUP ENTERPRISE



Cloud



Cyber security



Smart cities

### GROUP DIGITAL LIFE



Digital marketing



Data analytics



OTT video

## STAKEHOLDERS

Customers

Investors

Staff

Communities