



Group Digital Life

Building relationships in a connected world

Today's consumers and enterprises are switching easily between multiple channels, screens and devices, expecting more seamless experiences from the brands they engage with. To better reach and build relationships with our customers, we need to lead disruption and anticipate their needs. We help marketers gain a unified view of their audiences and cut through the noise, engage users with the best content and services, and drive unique insights.



EXPERIENCE

EXPERIENCE

5TH ANNIVERSARY
5 YEA

3 COUNTRIES
NO EXTRA CHARGE

3 COUNTRIES
NO EXTRA CHARGE

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Digitisation continues to change how we interact with content and services, and is increasing consumer expectations of these experiences. Through a series of strategic market moves, Group Digital Life is improving how these services are delivered in our home markets and abroad, for consumers, businesses and governments.

Helping advertisers reach audiences at scale

Amobee has more than

150

integrated partners across the advertising ecosystem, and evaluates over

7.7m

advertising opportunities per second.



Delivering non-stop entertainment

Unlimited access to over

20,000

hours of popular local, Asian and Hollywood movies and TV series on HOOQ.



Investing in the future



Since 2010, Innov8 has made over

80

investments in areas such as cyber security, IoT, data and analytics, fintech, digital health, gaming and more.

AMOBEE EXPANDS CAPABILITIES

Digital and traditional TV advertising are converging as advertisers seek to engage tech-savvy customers across multiple screens and platforms. This will have a profound impact on global advertising as brands and agencies find new tools and solutions to improve how they reach digital consumers. Amobee continues to enhance its platform as an end-to-end, unified omnichannel solution through technology development and strategic partnerships to empower

marketers to seize this converged media opportunity.

A key step to this strategy was the acquisition of Videology, a technology provider for advanced TV and video advertising. Amobee can now unify and optimise critical consumer intelligence and campaign spend across traditional TV and digital channels for advertisers. This strategy has already gained traction, attracting new partnerships with ITV, the UK's largest commercial

broadcaster and Univision, the number one Spanish language broadcaster in the US. Advertisers can now get advanced solutions and programmatic access to the portfolio of premium digital video inventory across ITV channels, exclusively through the Amobee platform.

This adds to a strong year for Amobee as we continued strengthening our capabilities through data partnerships with Nielsen and Oracle Data Cloud,

two leading global data providers and analytics companies. All these developments have grown our business with key clients and enabled us to capture new opportunities, including a global agreement with Mastercard.

HOOQ AND DATASPARK CONTINUE TO GROW

The popularity of media streaming services has gone up exponentially and HOOQ aims to be one of the largest OTT content providers in Southeast Asia, while maintaining market leadership in Indonesia. To do so, we are constantly updating HOOQ’s content to meet consumer demand and target mass market segments more effectively.

Over the past year, HOOQ has transformed its business model to offer affordable daily plans, as well as a freemium layer which includes

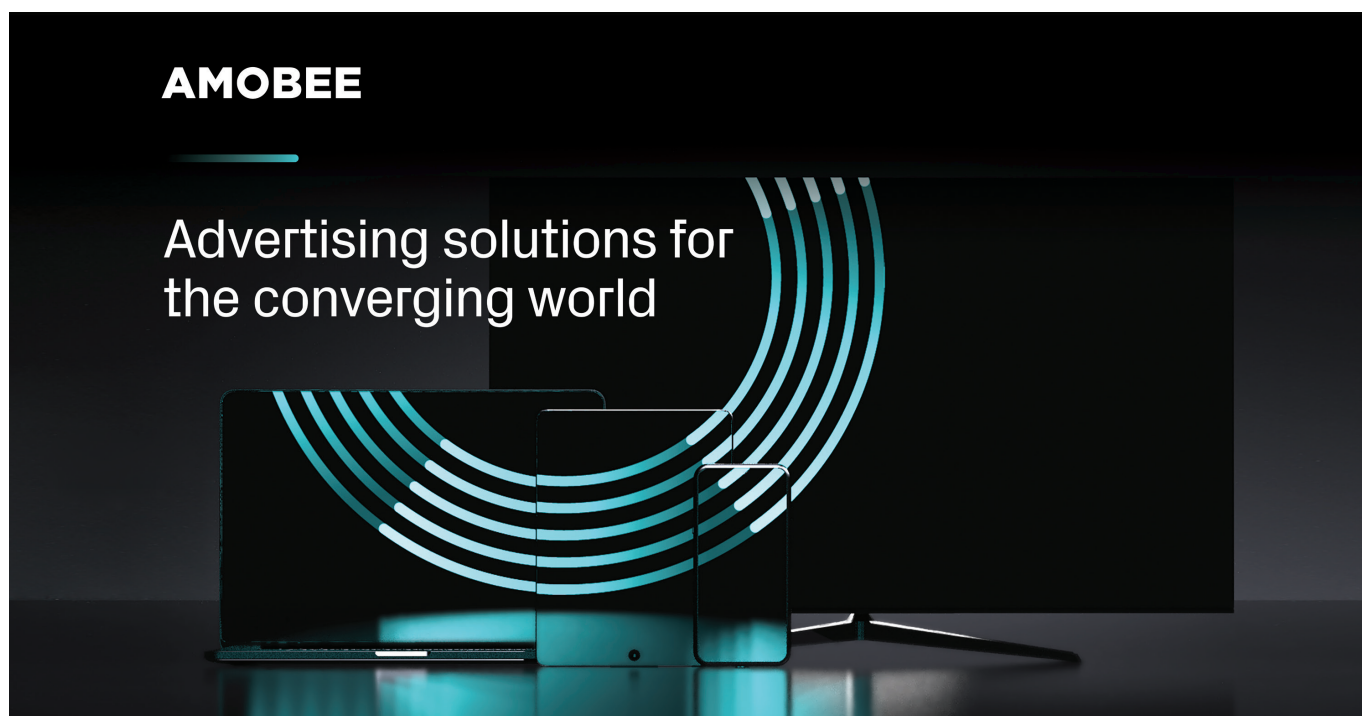
free-to-air channels, Advertising Video on Demand and Subscription Video on Demand. To drive further audience growth and scale, HOOQ established strategic partnerships with Hotstar in India and Grab in Southeast Asia to provide in-app viewing and easy access to HOOQ content.

DataSpark continues to help businesses and government agencies harness the power of geospatial data for planning and decision-making. It has developed Mobility Genomes, a suite of data products and simulation tools to address high-impact use cases in transport, out-of-home advertising, tourism and radio network engineering. DataSpark has been working with various Australian state transport authorities on innovative applications of population-wide mobility data to solve traffic

problems as part of Australia’s transport infrastructure planning.

INNOV8 DRIVES INNOVATION

Constant innovation is key to staying relevant in a digital economy. Innov8 remains focused on identifying and investing in innovative start-ups with technologies and solutions that enhance the Group’s capabilities and drive value for our customers. Some of the notable investments in 2018 include Halodoc, an Indonesian digital health platform that aims to simplify access to healthcare by building an ecosystem that caters to the entire patient journey; CXA Group, Asia’s first population health ecosystem for employers; and Data Republic, an inter-organisational data exchange platform headquartered in Sydney, that allows businesses to exchange information securely.



Group Digital Life

The CEO Conversation

Upping the game in digital

Singtel's investments in digital businesses and assets over the past several years have matured, gaining scale and traction in Asia. We talk to Group Digital Life CEO Samba Natarajan to understand how Singtel is upping its game in the digital economy.

Last year saw a number of interesting developments for Group Digital Life. What are your priorities going forward?

Samba: The developments in our businesses last year have really strengthened their foundations for growth in the coming financial year. Acquiring Videology and integrating it into Amobee's platform makes Amobee one of the first in the advertising technology market to unify TV, digital and social into a single platform. HOOQ's strategic digital partnerships with Grab and Hotstar will enhance its ability to scale in their respective markets, while DataSpark's focus on out-of-home advertising, transport and telco network planning is gaining greater market acceptance in Southeast Asia and Australia.

As we continue to build operating momentum, we are turning our

attention towards value realisation for these businesses. This could be in the form of additional strategic partners coming on board as stakeholders in the entity, or through an IPO. We also look to better inform the investment community on the real value of these businesses, as they are quite different from our traditional core businesses and should be valued with metrics appropriate for their respective industries.

In addition, we are constantly evaluating digital opportunities as new growth engines for the Group, in current verticals and new verticals such as digital health and fintech.

Amobee had an eventful year with acquisitions and partnerships. How will these deals help drive growth?

Samba: We are focused on developing a leading platform for omnichannel advertising. The

acquisition of Videology and our partnerships with data providers such as Oracle Data Cloud and Nielsen, will help us to grow our business with agencies and our strategic accounts.

We also hope to do more broadcaster deals like the agreement we reached with the UK's largest commercial broadcaster, ITV, to create their own "walled garden" for advertising, exclusively within the Amobee platform. Our technology enables broadcasters to digitally upgrade their TV and video advertising capabilities to create value for advertisers, and be competitive in digital advertising markets where Google and Facebook dominate.

HOOQ has shown positive momentum in the year, how do you intend to keep it up?

Samba: We are now beginning to leverage telco and non-telco



Singtel has made some interesting investments through Innov8 this year. Can you talk a bit about them and your investment strategy?

Samba: In this fast-changing digital age, we must continue to evolve to stay relevant. Our investment strategy for our digital businesses has often taken the form of in-house development and strategic buys that may accelerate our leadership in the marketplace.

In addition to acquisitions and organic growth, we are also looking at other investment strategies in which we identify and invest in emerging growth companies through Innov8, especially those that are filling the gaps left by traditional infrastructure or are disrupting and improving service delivery through their digital solutions. These are companies that create value for our customers, particularly in emerging markets. Given our footprint, we can by extension, help them scale their business and expand in the region.

An example this year is Halodoc, an Indonesian digital health platform that aims to simplify access to healthcare by building an ecosystem that caters to the entire patient journey. We are working closely with our investee companies to support their development, including providing access to data analytics and advertising capabilities to enhance their digital offerings.

“**The developments in our businesses last year have really strengthened their foundations for growth in the coming financial year... As we continue to build operating momentum, we are turning our attention towards value realisation for these businesses.**”

Samba Natarajan
CEO, Group Digital Life

partners in our quest to become one of the largest OTT video providers in Southeast Asia.

HOOQ has entered into a partnership with Hotstar which gives us access to the huge Indian market where Hotstar has more than 300 million monthly active users. We have also entered into a partnership with OVO in Indonesia and a regional

agreement with Grab, where HOOQ's streaming service will be integrated within Grab's environment and their customers will enjoy a seamless video experience during their Grab interaction. These partnerships let us expand our audience, and when combined with the assets we've built, place us in a strong position to grow.