

COMMUNITY

Invest. Engage. Support.

Our Approach

SingTel is committed to being a responsible corporate citizen in all the markets where we operate. We believe we can drive positive and sustainable changes to disadvantaged communities, especially the vulnerable children and youth. We achieve this through the support of workplace giving, staff volunteering and leveraging our skills and ICT innovations. We believe that by having our people directly involved in giving back to the community, we also instil in them a value of 'care beyond oneself', which is important to our broader journey of Corporate Sustainability.

As a multinational Group, we have continued to move towards a more coordinated approach to sustainability with our wholly owned subsidiary Optus and our regional associate companies. We have a large business presence and can use this scale to drive and support activities and collective actions for the benefit of our community stakeholders, the environment and our people.

Promoting awareness of issues and encouraging participation among our staff is part of our engagement plan to move sustainability issues forward. We have used multiple platforms to achieve this and our CSR Engagement score in the annual staff survey reflects the success that we have had in this area.

SUPPORT COMMUNITY DEVELOPMENT

SingTel has been part of the community in Singapore for more than 130 years, playing a pivotal role in supporting the development of Singapore as a business and communications hub for Asia Pacific.

As a home-grown company, we remain committed to playing our part and supporting the long-term development of this community.

Investing in our community is an important part of SingTel's sustainability strategy. Our community

investment programme focuses on areas where we think we can make the biggest difference:

- Supporting local community programmes for disadvantaged children and youths through the SingTel Touching Lives Fund (STLF)
- Using our core ICT expertise to benefit the community
- Creating awareness on environmental conservation and climate change

In FY2013, SingTel's community investment was S\$4.04 million^[1]. This was generated from a broad range of activities that supported both local and regional communities. We have provided time, expertise and direct financial contributions to a variety of causes that are important to our stakeholders and us.

[1] Since FY2012, we have used the London Benchmarking Group (LBG) Guidelines to assess and calculate our community investment.

SingTel Touching Lives Fund

The SingTel Touching Lives Fund is our corporate philanthropy programme and we have continued our support for a number of programmes through Community Chest. This contribution was acknowledged once again when we received the Pinnacle Award, 10-year Outstanding Special Events Award, Special Events Platinum Award, Corporate Platinum Award and SHARE Corporate Gold Award at the Community Chest Awards 2012.

STLF focuses on disadvantaged children and young people with special needs. In its 11th year, STLF raised a record S\$2.7 million in FY2013 for our six beneficiary organisations which offer special education for the

intellectually or physically challenged, and programmes that help young people affected by cancer. Our signature fundraising activities include the SingTel-Singapore Cancer Society Race Against Cancer and charity golf.

In addition to making our own financial contribution to the STLF, SingTel underwrites all the fundraising costs. This practice has been in place since STLF's launch in 2002 to ensure that every dollar raised goes towards the work of the supported charities. Since its inception, STLF has raised over S\$24 million with donations also coming from our employees, business partners, associates, customers and the public.

SingTel CSR Month

July 2012 saw our 3rd annual CSR Month. The programme is aimed at promoting CSR awareness and employee participation in activities related to the environment and community. Instead of the usual lunchtime talks, we decided to take participants out of the office to have first-hand experiences.

Dining in the Dark

We organised a staff tour to the Singapore Association of the Visually Handicapped (SAVH) where they got served high tea in the dark! SAVH is a VWO which aims to assist the visually impaired to help themselves through the acquisition of new skills which will allow them to better integrate into society. Our staff also learnt what SAVH does, how to guide the blind, as well as observe how the visually handicapped make use of technology.

Environmental Awareness



As part of Project LESS, we presented Eco-Expressions, an initiative to increase awareness of the impact of consumerism on waste and how that waste can be recycled and even transformed into beautiful works of art. Created by students from Temasek Polytechnic's School of Design, 18 sculptures that were crafted using only recyclable materials were displayed at Comcentre, NCS Hub, Serangoon North and our data centre KCTC-1. Staff also voted for their favourite piece.

We organised a staff tour to Gardens by the Bay, a famous eco-attraction in Singapore with interesting use of environmental technology. Staff learnt about the importance of different eco-systems and the impact of climatic changes on their biodiversity.

Celebrating Children's Day



STLF beneficiaries like most primary schools celebrate Children's Day. As part of our VolunTeaming programme, two groups of SingTel colleagues, about 90 people in total, spent the day with our STLTF beneficiary children. They helped to manage a carnival at the Spastic Children's Association School attended by over 400 children. They manned games and snack stations and chaperoned children with high dependency needs, such as those in wheelchairs and walkers.

Another group of colleagues took a group of about 90 children from APSN Chaoyang School on an outing to Gardens by the Bay.

Outing To the Zoo

45 NCS colleagues also demonstrated their sense of community spirit by bringing an exciting day of wildlife and sunshine to more than 100 children under the care of Ang Mo Kio Family Service Centre with an outing to the zoo in June 2012.

Using ICT to improve lives

In FY2013, we leveraged our core ICT skills and resources and introduced Project Silverline for the elderly, and also supported two interesting initiatives that would benefit the physically disabled and autistic children in our community (see Chapter 5 on Marketplace).

SingTel supports our national Paralympians

SingTel is the official telco partner of the Singapore National Olympic Council. Following our support of the Olympic team in 2012, we offer similar support to the Singapore National Paralympics Council as its Exclusive Multimedia Partner. The eight Paralympians who benefited from the sponsorship received complimentary airtime and data subscriptions that enabled them to keep in touch with their loved ones and receive emotional support while competing at the games in London.

Regional Disaster Response and Relief



Helping victims of Typhoon Bopha in 2012

SingTel operates mainly in Singapore and Australia, but we are also present in five other Asian countries through our strategic investments. In each of these countries, we support community development and also participate in disaster relief if required.

In December 2012, SingTel contributed 500,000 Philippine Pesos (~S\$15,000) to support the relief efforts for Typhoon Bopha victims in the Philippines through our associate Globe's CSR programme, Globe Bridging Communities.

Staff 'I Will If You Will' challenge

This year, we have adopted Earth Hour's global theme – 'I Will If You Will' (IWIYW) – and created an IWIYW website for all our staff on our internal social networking tool ESPRESSO. The idea was to challenge our colleagues to take little eco-steps while making that effort ourselves. It involved asking employees to pledge to do something and if the target number of pledges was met, they would deliver their promise to do something in return.

For example, one personal IWIYW challenge was to give up beef (including his favourite beef lasagne) for six months if 200 colleagues stop consuming shark fin products. The website allowed people to issue and accept challenges as well as post pictures of themselves carrying out the act.

Customer IWIYW Challenge

We worked with the other two telcos in Singapore to extend Earth Hour's IWIYW challenge to customers, our 1st joint collaboration in the environment space. We set ourselves a challenge to find at least 2,303 customers (2,303 is a play on the date of Earth Hour) who declined to take shopping bags with their purchase at the various company-branded retail outlets between 18 and 20 March 2013. If the target was reached, the three telcos would send a team of staff to clean up East Coast Park on 21 March 2013.

Even though we came up a little short on our target, the three companies sent staff volunteers to clean up the park!

Environmental conservation and greening Singapore

Our annual environmental campaign Project LESS is now in its 3rd year and we continue to encourage our people to take little eco-steps and play our part for the environment.

Earth Hour

At the end of March 2013, SingTel once again participated in Earth Hour, the global environmental awareness and action campaign. Non-essential lighting at all SingTel premises was switched off and interior lights were dimmed at our 12 SingTel Shop outlets. We also reached out to 13 SingTel Exclusive Retailers who joined us in promoting awareness of environmental issues for the 2nd year.



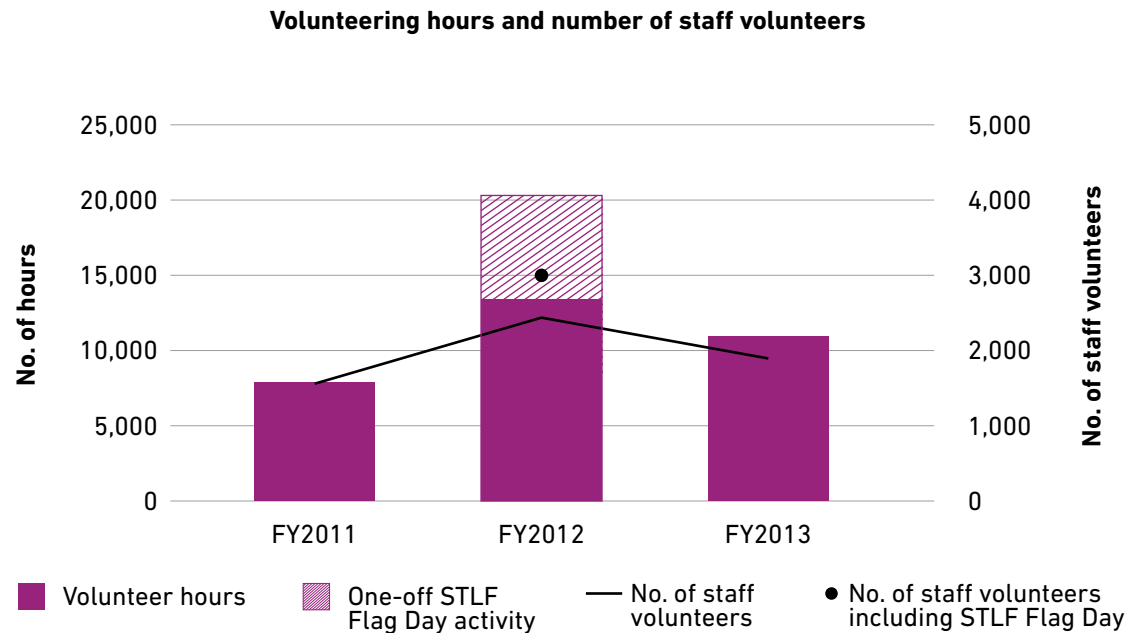
Park clean-up by our employees and their family members

ACTIVATE EMPLOYEE VOLUNTEERISM

We encourage staff volunteering on an individual or team basis. Alongside financial support, we want our people to work with our STLF beneficiaries and other Voluntary Welfare Organisations (VWOs) to take a more active role in our communities. To this end, we give our employee one day of paid volunteer leave per annum. We continue to advocate our VolunTeaming concept – teambuilding with a CSR element – where the team approach encourages our people to volunteer together with their colleagues.

In FY2013, more than 1,900 staff volunteers contributed about 11,000 hours – company-organised events as well as activities at individual and team levels – to community and environmental projects. This includes over 5,500 VolunTeaming hours clocked by various departments through 37 activities with 15 VWOs.

We are pleased with our overall volunteer hours as they followed an exceptional year in FY2012 when STLF's special 10th anniversary Flag Day saw 7,000 hours clocked by our people. Compared to last year, the number of VolunTeaming hours declined as there was a one-off activity of more than 3,000 volunteering hours by a big department with about 600 staff volunteers in FY2012. However, the number of VolunTeaming activities saw a significant 54% increase, showing that VolunTeaming is fast gaining traction among our people.



SingTel's Overseas Volunteering Programme (OVP)

Our financial response to aid the typhoon disaster in the Philippines in December 2012 led to our joint overseas volunteering programme with our associate Globe in one of the hardest hit areas, the Compostela Valley in Davao.

In March 2013, 76 volunteers – 16 from SingTel and 60 from Globe – toiled under the scorching sun for around five days to build homes for the families displaced by Typhoon Bopha.

They were among the 80,000 people who joined the biggest Bayani Challenge, or Hero Challenge, organised by VWO Gawad Kalinga (which means 'to give care' in English) since its building project was launched in 2006. We were pleased to partner Globe and Gawad Kalinga for the 2nd time for our OVP.

Our staff volunteers were humbled, and at the same time, inspired and happy that they could contribute in a small way to directly improving the lives of the people in our regional communities.










ENGAGE FUTURE LEADERS

Since the creation of the SingTel Group Undergraduate Scholarship in FY2009, 21 promising students have been awarded full scholarships at top universities. Academic disciplines are varied and the programme has since covered Indonesia, Philippines, Singapore and Thailand. In FY2013 there were five scholarships awarded: two in the Philippines and three in Singapore. Thailand awards will be made in mid-2013.

In addition to the significant financial support, scholars also enjoy mentoring and internship opportunities at the SingTel Group of companies both locally and overseas. The 1st local and overseas internships associated with the scholarships took place between May and August 2012 with students from the 2009 Thailand intake and the 2010 Singapore intake.

Performance against sustainability goals

Key Areas of Focus	FY2013 Targets	FY2013 Performance
Support community development	<ul style="list-style-type: none"> Raise more than S\$2 million for STLF beneficiaries 	<ul style="list-style-type: none">  Raised S\$2.7 million for STLF
Activate employee volunteerism	<ul style="list-style-type: none"> 10% increase in number of staff volunteering hours (excluding 7,000 hours from one-off mass staff event of STLF Flag Day) from FY2012 10% increase in number of VolunTeaming activities 	<ul style="list-style-type: none">  Number of staff volunteering hours did not meet target due to a one-off volunteaming event by 600 colleagues from a department clocking 3,000 hours in FY2012  Achieved a 54% increase
Engage future leaders	<ul style="list-style-type: none"> Continue programme in Singapore and with our associates Target of eight scholarship recipients Implement 1st overseas internship programme with AIS (2009 batch) and 1st local internship programme with SingTel scholars (2010 batch) 	<ul style="list-style-type: none">  Continued programme in Singapore and in collaboration with our associates  Total of five recipients for the SingTel Group Undergraduate Scholarships: 3 Singapore and 2 Philippines. Selection in Thailand to be held in mid-2013  Implemented 1st overseas internship programme with AIS (2009 batch) in May - Jul 2012  Implemented 1st local internship programme with SingTel scholars (2010 batch) in May - Aug 2012

Improvement targets

Key Areas of Focus	What We Will Do	
	Five-Year Plan (FY2011-FY2015)	FY2014 Targets
Support community development	<ul style="list-style-type: none"> Review and chart the SingTel CSR roadmap and programmes until FY2015 Achieve S\$28 million total funds raised for STLF by FY2015 Initiate greater alignment of CSR programmes and key KPIs among all business entities under SingTel Singapore 	<ul style="list-style-type: none"> Raise more than S\$2 million for STLF beneficiaries
Activate employee volunteerism	<ul style="list-style-type: none"> Expand the scope and reach of SingTel's employee volunteerism programme* Increase number of employee volunteers in Singapore who contribute to community work by 50% from the participation rate in FY2010 Work with HR department to incorporate CSR and staff volunteerism within staff performance objectives 	<ul style="list-style-type: none"> 10% increase in number of staff volunteering hours from FY2013 10% increase in number of VolunTeaming activities
Engage future leaders	<ul style="list-style-type: none"> Continue to extend the SingTel Group Undergraduate Scholarships programme to joint ventures/associates regionally 	<ul style="list-style-type: none"> Continue programme in Singapore and with our associates Target six scholars under the SingTel Group Undergraduate Scholarships: 2 Singapore, 2 Philippines, 2 Thailand

* Previously referred to SingTel Recreation Club Community Service Group's employee volunteerism programme. This programme has now been subsumed under SingTel's wider volunteering initiatives.