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In January this year, we made a new promise to improve and enrich our customers' lives and embraced a new brand identity to express this renewed commitment. We want to provide even better service, better content, better technology and seamless experiences. We believe every small effort makes a big difference to our customers.



While our industry has brought positive change to people's lives and businesses, cyber wellness and online safety of children and youth is an area of increasing concern for many parents. Cyber wellness is a topic that the Board and Management are passionate about. As a responsible corporate citizen and leading communications provider in this region, we believe we can play a key role in raising awareness of the pitfalls of digital media technologies such as gaming addiction and cyber bullying.

During the year, we launched notAnoobie, a mobile app in English and Chinese for parents containing valuable information, tips and success stories on cyber bullying, gaming, inappropriate content and online privacy. Parents can now use this resource to help their children navigate the internet, protect themselves from potential dangers and be responsible netizens.

We've also partnered iZ HERO Labs to bring their UNESCO award winning cyber wellness programme to Singapore primary schools for the first time – engaging children on the topic in a fun and interactive manner. In Australia, our very own Optus Digital Thumbprint Programme that teaches high school students to be responsible members of the online community continues to gain traction and has reached more than 54,000 students in the last 18 months.

Our customers remain interested in understanding what we do to protect their data in our organisation's systems and processes and in our supply chain. The Group continues to enhance our policies, processes and practices in our operations to comply with and exceed the required standards. In FY2016, we will extend this review into our supply chain.

Enterprise customers and governments are also concerned with cyber security of their operations. We have extended our ICT capabilities into offering cyber security solutions to our enterprise customers. Our portfolio has been further strengthened through the acquisition of cyber security technologies and companies.

WIDENING OUR CONTRIBUTION AND REACH INTO THE COMMUNITY

As the nation celebrates SG50 to mark its 50th year of independence, we have also reaffirmed our commitments to the community.

Over the past 13 years, we have contributed over S\$30m in cash to support the education of children with special needs in Singapore through our Singtel Touching Lives Fund.

In FY2015, the Singtel Group contributed S\$20 million to community causes across Singapore and Australia through cash, staff volunteering hours, services-in-kind and also government's SG50 matching grants.

Part of this comprised a new community investment of S\$1.1 million to build the Singtel Enabling Innovation Centre (SEIC), located at the SG Enable Village. The SEIC will support the training of persons with disabilities in IT and contact centre skills, and support their transition to work. In addition, the SEIC will host an incubation facility to encourage and support social entrepreneurs and innovation development that can aid the employability and productivity of persons with disabilities in the workforce. Singtel staff will also volunteer time and expertise at the centre.

Our employees continue to take an active role in our community, as individuals or as a team. During the year, our staff contributed more than 26,600 of volunteering hours supporting the community – from organising a carnival for 500 children from our STLF beneficiaries, sculpting balloons for disadvantaged kids, to mentoring youths from vulnerable backgrounds in Australia and even rebuilding homes destroyed by natural disasters in the Philippines.

Singtel is proud to be a major sponsor of the 2015 South East Asian Games. We have also contributed S\$20 million to the recently opened National Gallery Singapore. This contribution will help the Gallery bring art from internationally renowned museums right to the doorsteps of Singaporeans, furthering too our national ambition to be an Arts hub for Asia.

BUILDING A FUTURE TALENT PIPELINE FOR THE NATION

People, our human capital, remain the most important asset especially as we adapt to the changing business environment. At Singtel, we play a role in talent pipelining not just for our own business needs but also for the broader industry and country.

In January this year, we introduced a diploma scholarship programme in support of SkillsFuture, a national initiative to help Singapore through its next phase of growth with an integrated system of education, training and career progression for all Singaporeans. The Singtel Cadet Scholarship Programme will fund 90 diploma scholarships to nurture young talent in the areas of Engineering, Cyber Security, Data Analytics and Customer Experience. The scholarships, which will start this year, are worth up to S\$2 million a year and provide students with industry-relevant training, as well as employment and progression opportunities.

SUSTAINABILITY ACROSS THE REGION

Our efforts in sustainability don't just stop at Singapore and Australia. As a Group, we have worked closely with our regional associates, contributing cash, services and equipment when unfortunate natural disasters hit their territories. Our Overseas Volunteering Programme is now into its fifth year. More than 70 staff volunteers from Singapore and Australia, together with volunteers from our regional associates AIS and Globe, have helped to rebuild communities devastated by disasters in the Philippines and Thailand.

Through our forum for regional CSR collaboration, we have identified interest and opportunities to extend our cyber wellness programme with our associates as they also recognise the growing concern around this issue especially with the rapid adoption of smart devices among their younger customer segment.

ENGAGING AND LISTENING TO OUR STAKEHOLDERS

In the past 12 months, we have conducted a materiality review and engaged our stakeholders to understand what other areas of concerns they have relating to sustainability – be it in our telecommunications industry or other global issues they believe could impact our ecosystem. The review validated many of the topics that we previously reported on, such as customer experience, cyber wellness and talent development.

In this report, we discuss issues that are important to both our external and internal stakeholders, such as ensuring a sustainable supply chain and how the Singtel Group is managing them.

MINIMISING OUR IMPACT ON THE ENVIRONMENT

As our networks grow from coverage expansion and proliferation of data services, we recognise that we have an increasing impact on the environment mainly as a result of increasing electricity consumption, our main carbon impact, as well as packaging and disposal of electronic waste. Our infrastructure is also increasingly subject to impact from the frequency of natural disasters such as cyclones, which could be related to climate change.

To minimise our impact on the environment, we have taken the first step to establish a Group Environment Strategy, and within that, an Energy Management Strategy. While there is still much to be done in this area, our initial efforts have helped the Group to be listed in CDP 2014 with a score of 80B, an improvement from 76C in the previous year and the second highest ranking for Singapore companies that undertake carbon reporting. The index recognises global companies for achievements and transparency in tackling climate change and its scores are based on disclosure and performance.

This year, we intend to undertake a life cycle analysis to better understand the environmental impact of our business through our whole value chain. We will also undertake a review of our infrastructure and operations to identify where we need to further adapt the business in response to climate change.

INTO THE FUTURE

We recognise that our reputation and long-term success depend on how we respond to the social and environmental expectations of our stakeholders at home and throughout the world.

We are excited by the opportunities that our continuous reviews have identified, and we remain committed to building a sustainable business and growing with you and all our stakeholders.

We look forward to more discussions with you in the coming months, and I thank you for your continued support all these years.

CHUA SOCK KOONG
Group Chief Executive Officer

