

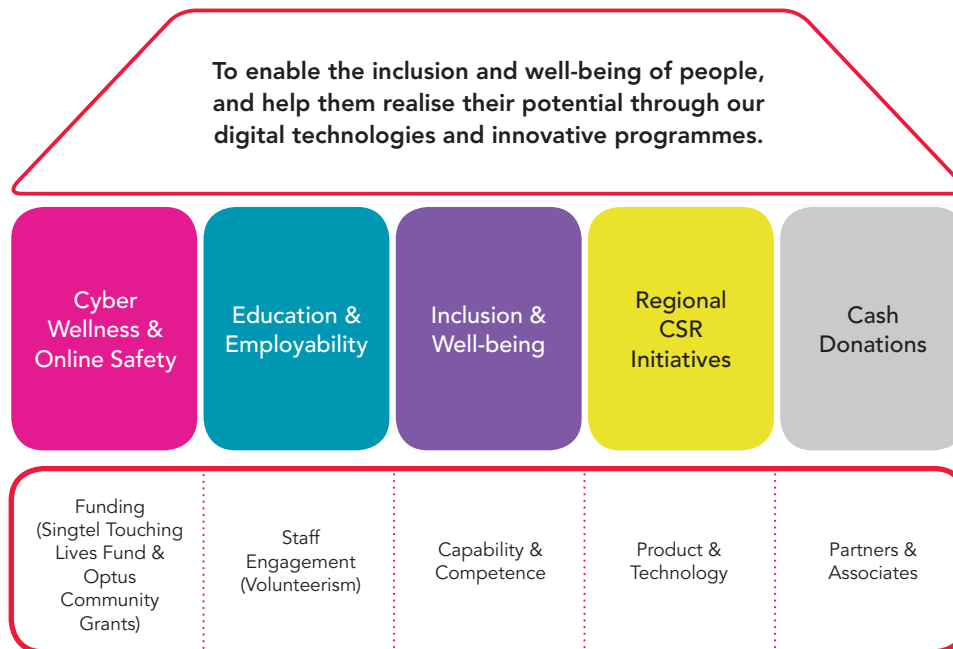


06

COMMUNITY

The Singtel Group is committed to being a responsible corporate citizen in all the markets where we operate, driving positive and sustainable change for our communities.

SINGTEL GROUP COMMUNITY STRATEGY

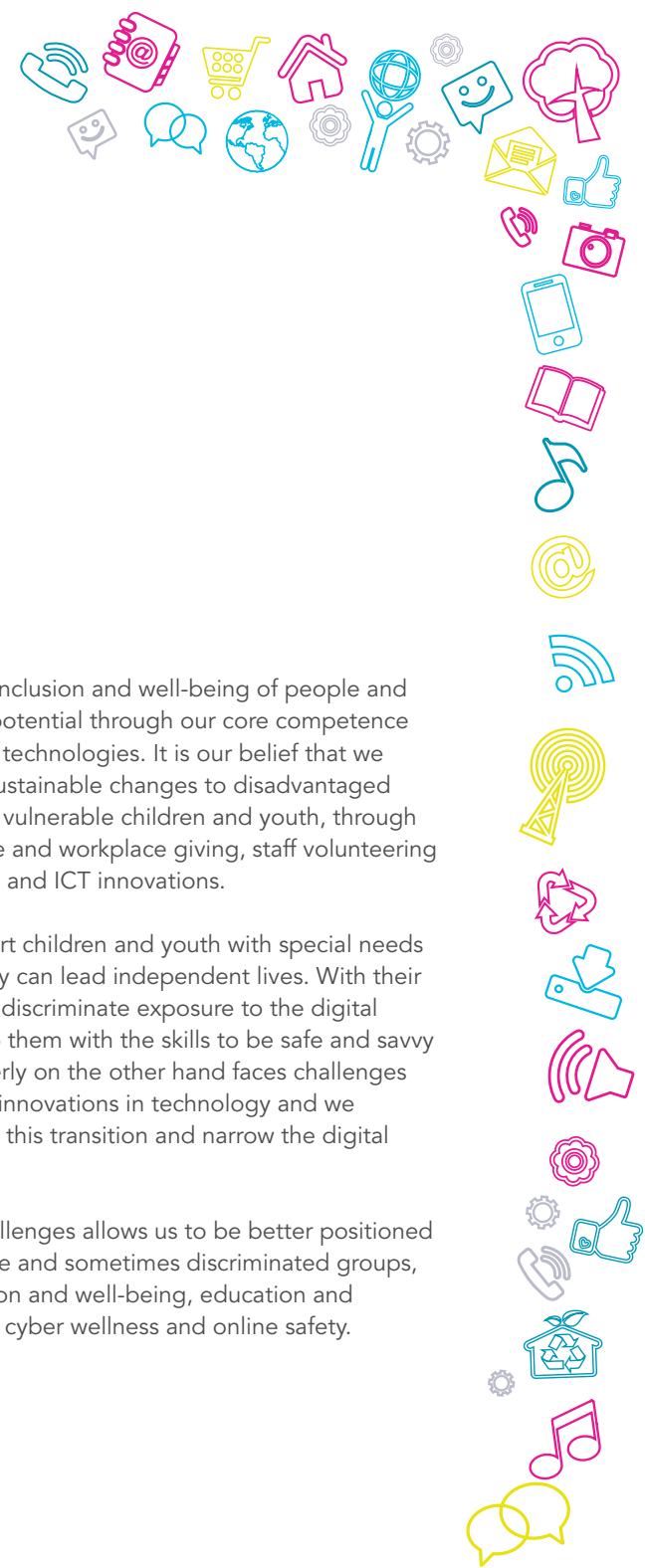


OUR APPROACH

We want to enable the inclusion and well-being of people and help them realise their potential through our core competence in digital and infocomm technologies. It is our belief that we can drive positive and sustainable changes to disadvantaged communities, especially vulnerable children and youth, through the support of corporate and workplace giving, staff volunteering and leveraging our skills and ICT innovations.

Our programmes support children and youth with special needs in Singapore so that they can lead independent lives. With their broad and sometimes indiscriminate exposure to the digital world, we want to equip them with the skills to be safe and savvy digital citizens. The elderly on the other hand faces challenges in adapting to constant innovations in technology and we want to support them in this transition and narrow the digital generational divide.

Understanding such challenges allows us to be better positioned to assist these vulnerable and sometimes discriminated groups, focusing on their inclusion and well-being, education and employability, as well as cyber wellness and online safety.



INCLUSION AND WELL-BEING

Our community programmes aim to leverage our ICT core competence and our people through general and skilled volunteering.

INCLUSION OF VULNERABLE GROUPS (DMA)

In FY2015, we conducted a broad range of community programmes that supported these vulnerable groups. Singtel Group's total community investment* in FY2015 was S\$19.87 million (Singtel S\$10.1 million, Optus A\$8.7 million), which included direct financial support, in-kind charitable sponsorships and staff time. (EC1)

In support of the Care and Share movement held in conjunction with Singapore's 50th birthday celebrations in 2015, Singtel contributed S\$4.1 million towards Comchest. Of this amount, S\$1.1 million was donated to SG Enable to set up and operate the Singtel Enabling Innovation Centre. This is the single largest contribution by a corporate donor to date. The other S\$3 million is raised through Singtel Touching Lives Fund (STLF), our flagship philanthropy programme in Singapore.

Since 2002, STLF has been raising money for programmes that help children and youth with special needs. The current six beneficiaries are: APSN Chaoyang School, APSN Tanglin School, Cerebral Palsy Alliance Singapore School, Eden School, MINDS Lee Kong Chian Gardens School and the Singapore Cancer Society (SCS)'s Help the Children and Youth Programme. STLF has since raised over S\$30 million for more than 20 beneficiaries.

In FY2015, Singtel also donated over S\$1 million to non-STLF charitable organisations and about S\$366,000 in-kind sponsorship of telecommunications and media services to charities and social enterprises in Singapore.

The 'yes' Optus Community Grants programme is our major initiative supporting inclusion and well-being of young Australians since 2008. We have given out 237 grants to organisations that work with these youths, amounting to over A\$1.5 million. Each year, programmes supporting indigenous groups are well represented in the grants distributed.

* We adopted the London Benchmarking Group (LBG) Guidelines to assess and calculate our community investment

During the year, we awarded 34 Optus Community Grants of up to A\$10,000 each to not-for-profit organisations to help them with their good work. An example is the Cobram and District Special School with their Bluearth Active Kids programme that delivers structured fitness plans tailored for children with special needs, teaching them how to incorporate exercise into their daily routines and lead an active lifestyle.



Singtel Group CEO Chua Sock Koong (second from left) presenting Singtel's S\$3 million donation to representatives of the SG50 committee and National Council of Social Service



Bringing Joy to Children with Special Needs

At the second Singtel Carnival, our mass staff volunteering platform, 500 children from the STLF beneficiaries were treated to fun and games at 35 stalls organised and manned by 1,000 staff volunteers. This was a key activity under our VolunTeaming initiative, where employees volunteer at a department level. Many departments such as consumer sales, finance and treasury participated at this annual event.

In-house talents became our carnival emcees, singers and dancers, as well as our popular staff balloon sculptors who twisted balloons into various shapes and figurines that were an instant hit with the children.

The Singtel Carnival provides a great opportunity for our people to interact with the STLF beneficiaries, and our volunteers look forward to bringing joy to these children!



The Singtel Group also supports the cancer cause given its pervasiveness in society. Besides supporting SCS' Help the Children and Youth Programme in Singapore since 2009, we are the title sponsor for the annual Race Against Cancer awareness and fundraising campaign that SCS has been organising for the past six years. In Australia, we supported Tour de Cure for the fifth year, a cycling marathon covering 1,576 kilometres from Sydney to Hobart over 10 days. More than 100 riders participated and six employees formed the Optus Tour De Cure team, raising A\$365,000.

We conduct regular 'Silver Mobile Workshops' for the seniors in Singapore. We have reached around 6,000 seniors who attended 10 workshops since May 2014. At the workshops, they get to learn how to use a smartphone, apps such as instant messaging, and popular social media platforms like Facebook. They also learn online safety tips – how to protect their online privacy and be wary of online scams.



Optus Tour De Cure team rode from Sydney to Hobart over 10 days in support of cancer awareness



Attentive seniors learnt about smartphones and popular apps at our Silver Mobile Workshop

EDUCATION AND EMPLOYABILITY

In FY2015, we extended our education support for children with special needs to supporting the training needs of persons with disabilities and help them gain employment. This current gap in the social sector resonates with our community strategy.

We worked with national agency SG Enable and donated S\$1.1 million to set up the Singtel Enabling Innovation Centre in Singapore. This is a community space with services and experts who assist young people to lead independent lives and enhance their employability. In addition, we will support the curriculum development and provide the expertise and time to support training programmes for the contact centre and ICT literacy courses at the facility, which is expected to be ready by end-2015.

Through staff crowdfunding and company matching in Australia, we raised A\$10,000 to support an additional Australian Business and Community Network (ABCN) Scholarship. The ABCN Scholarship Foundation provides financial and mentoring scholarships to high potential students facing economic, family or social challenges that adversely affect their study or capacity to pursue their desired tertiary pathways. Our efforts meant that one more promising student was able to benefit from the scholarship, which covers school fees and other education-related expenses. (G4-16)

We continue to support The Smith's Family mobile student2student programme, a peer tutoring reading module that pairs students with reading difficulties with older students who act as their buddy readers. During the year, 500 students aged 8 to 14 read to their buddies using mobile phones supplied and powered by Optus. This intensive reading programme is conducted two to three times a week over 18 weeks in the school year. At the completion of the 2014 programme, 94% of students improved their reading skills and 90% of participants agreed their reading has improved since participation.

We are also committed to creating opportunities for indigenous people in the communities where we have presence. Recognising that direct regional employment opportunities are limited, we partnered Diversity Dimensions, whose Retail Ready Program provides young indigenous Australians with the skills and opportunity to apply for work in the retail sector. Local supermarket retailer Woolworths is also ready to accept suitable graduates of our sponsored training programme in Kempsey, New South Wales (NSW), which has a high indigenous population.



Optus supports The Smith's Family mobile student2student programme to help improve reading skills of students



Mr Yuen Kuan Moon (first from left), Singtel's CEO Consumer Singapore and STLF Chairman, at the SG Enable's ground breaking ceremony

CYBER WELLNESS AND ONLINE SAFETY DMA

Internet and mobile apps have brought significant benefits to everyone, whether it is access to information, entertainment and learning, or just keeping in touch. However, the unintended consequences are the associated risks that children and youths are increasingly becoming vulnerable to – cyber bullying, device, social network or gaming addiction, loss of privacy and access to inappropriate content.

The Singtel Group recognises the significance as well as the possible consequences of this issue. Hence, we strive to play a proactive role in educating customers and promoting cyber wellness and online safety especially among vulnerable children and youth. SO2

PROVIDING INFORMATION TO PARENTS



In July 2014, we introduced notAnoobie, a cyber wellness mobile app designed specifically for parents to gain a deeper insight into the digital space that their children are engaging in – both the benefits and pitfalls. Parents can then be in a better position to guide their children to be safer citizens in the cyber world.

It was co-developed with TOUCH Cyber Wellness, a not-for-profit organisation that provides cyber wellness services to youths. Available in English and Chinese, notAnoobie contains useful information, tips and success stories on gaming, social media and device addiction, online privacy, cyber bullying and inappropriate content.

REACHING OUT TO YOUNG CHILDREN

In FY2015, we became a strategic partner of iZ HERO Lab, whose award winning educational programme iZ HERO teaches young children to navigate cyber space safely. We piloted the iZ HERO Challenge from July to November 2014. Assembly talks, classroom sessions and web-based activities were used in a fun and engaging way to teach more than 24,000 students in 62 primary schools about cyber risks.

Mr Andrew Buay, Singtel's VP of Group CSR (third from left), at the launch of iZ HERO 2015 programme with our partners



notAnoobie mobile app is a one-stop information resource created for parents

CYBER WELLNESS FOR CHILDREN WITH SPECIAL NEEDS

In this digital age, children with special needs, especially the teenagers, can be quite social media-savvy and also face the same cyber pitfalls and dangers such as inappropriate content and cyber bullying. These children are equally susceptible to online stranger-danger situations, bullying and harassment. We believe that timely education can minimise risks and maximise the child's development, especially for children with special needs.

In FY2015, we initiated the development of a cyber wellness curriculum for Special Education Schools in Singapore, targeting children with special needs. This involved conducting numerous engagement workshops with 120 teachers and counsellors from three of our STLF beneficiary schools. We plan to pilot this curriculum in the three schools in FY2016. More information on our cyber wellness programme can be found at singtel.com/cyberwellness.

OPTUS DIGITAL THUMBPRINT PROGRAMME

In Australia, our Optus Digital Thumbprint programme uses face-to-face workshops to teach high school students to be savvy, responsible and proactive members of the online community. Since the programme was launched in 2013, we have reached more than 54,000 students through 1,800 workshops in NSW and Victoria. In 2014, our programme was recognised with a Communications Alliance and Communications Day ACOMMS award and also a finalist in the Melbourne Community Awards.

Our partnership with Kids Helpline provides much needed intervention for children who have difficulty in coping with challenges in their daily lives. Increasingly, the issues raised and addressed through the helpline are related to cyber bullying and staying safe online. In June 2013, we jointly developed Kids Helpline@School, focusing on education and prevention, particularly in relation to digital citizenship issues, for primary school children. Sessions are conducted using a range of digital technologies such as Skype as well as connected classrooms. We have reached more than 11,000 students in 408 sessions across 146 schools mainly in NSW and Victoria.

Optus Digital Thumbprint programme has reached out to over 54,000 students on how to be responsible online users since 2013



EMPLOYEE VOLUNTEERISM

We encourage staff volunteering on an individual or team basis. We believe that active employee volunteerism not only helps the community but contributes to the holistic development of our people in terms of empathy, perspective and character building.

We encourage our staff to work with our partner beneficiaries and take on a more active role in our communities. Besides giving our employee one day of paid volunteer leave each year, we encourage our business units to adopt VolunTeaming, our concept of teambuilding with a CSR or volunteering element, where our employees volunteer together as a department (see story on page 27: *Bringing Joy to Children with Special Needs*).

In FY2015, our employees contributed a total of 26,614 hours (Singtel 15,109 hours, Optus 11,505 hours) to community and environmental projects in Singapore and Australia.

For example, 2,200 Optus employees have volunteered over 22,000 hours and supported more than 6,200 students and school leaders under the ABCN programme since 2005. Optus is a founding member of ABCN, which provides practical support through a range of mentoring programs to students and teachers in areas of high need.

During the year, Singtel joined a global movement IMPACT 2030, a business-led effort that aims to bring together a global coalition of private sector leaders and other stakeholders to expand and encourage corporate and employee volunteering activities and address the United Nations' Development Agenda.

In Singapore, we are represented on the Volunteer Resource Committee spearheaded by the National Council of Social Service, a movement to promote staff volunteering among companies. We also hosted the first CSR roundtable discussion on corporate volunteerism with other like-minded companies. G4-16



An Optus staff volunteer working with a student at an ABCN programme

OUR REGIONAL CSR EFFORTS

Since 2011, we have organised five overseas expeditions involving staff volunteers from Singapore, Australia and our regional associates to rebuild communities devastated by natural disasters in the Philippines and Thailand.



In April 2014, 20 staff volunteers from Singtel and Optus, together with 60 volunteers from our regional associate Globe, helped to rebuild the village of Tambulilid in Ormoc City, Leyte in the Philippines, which was devastated by Typhoon Haiyan in late 2013.

That was our fourth overseas volunteering expedition and an extension of our disaster relief effort at that time comprising a S\$50,000 corporate donation and a workplace donation of S\$115,000 from Singapore and Australia.



This is part of Singtel Group's regional CSR efforts in providing community support and disaster relief assistance in the countries where we operate.

LOOKING AHEAD

Our Community targets are as follows:



Inclusion of vulnerable groups

Continue with our inclusion community support programmes



Cyber wellness and online safety

Expand the scope and reach of our cyber wellness programmes in Singapore and Australia

We will continue to execute our community strategy, focusing on the three key areas of inclusion and well-being, education and employability, as well as cyber wellness and online safety. We also look at ways to leverage our ICT competence to enable the vulnerable segments of our community.

A related area that we will work on is the impact measurement of our programmes. This will help to provide insights into the effectiveness of each programme – what is working well and what needs improvement. It will help to determine if our programmes have achieved the intended positive impact on the beneficiaries.

