

ENHANCING THE CUSTOMER EXPERIENCE

WHAT WE ARE TRANSFORMING

We introduced a transformation programme to challenge and improve the way we conduct business; based on four key strategic pillars (DARE) and three vital enablers (HUB). These strategic pillars and key enablers underpin our fundamental Hubbing proposition of uniting mobile, pay TV and broadband services to deliver better value to our customers.



Our priority is to provide our customers with best-in-class infocommunications services, and empower them to improve their lives through digital innovation.

Investment



\$273 MILLION

Group's CAPEX payments represented 12% of total revenue.

Best Pay TV Service



2010 - 2018

By HWM + HardwareZone.com Tech Awards.

Community



+38%

127 tonnes of e-waste was recycled versus 92 tonnes a year ago.



+3.5x

Number of beneficiaries increased over 3 folds from programmes supported by StarHub.

News

5G New Radio



3.5GHz Spectrum

1st outdoor pilot of 5G New Radio on 3.5GHz spectrum with Nokia.

1Gbps 4G speeds

1st operator in Singapore to deliver peak 4G speeds of 1Gbps.

Android TV Oreo

Unveiled world's first Operator Tier version of Android TV Oreo on *StarHub Go Streaming Box*.

StarHub Night of Stars

Artistes from across Asia celebrated the best of Asian entertainment on StarHub TV.



34 Artistes



13 Awards

Ensign InfoSecurity



A joint venture company with Temasek Holdings

Customer Service



>350 CS Staff



>300 HubTroopers



>25 Retail Outlets