

April 2012 Issue No. 30

## TOP STORY

### ST Telemedia Promotes from Within



From left: ST Telemedia's Mr. Sio Tat Hiang, Executive Director, and Mr. Stephen Miller, President & Chief Financial Officer

ST Telemedia has promoted [Mr. Sio Tat Hiang](#) to Executive Director, and [Mr. Stephen Miller](#) to President & Chief Financial Officer on 1 April 2012 following the move by founding President & Chief Executive Officer, Mr. Lee Theng Kiat, to Temasek. As Executive Director, Mr. Sio is responsible for the strategic direction and leadership of the Company while Mr. Miller, as President and CFO, oversees all aspects of the company's day-to-day operations and financial functions.

Both individuals have played vital roles in ST Telemedia's development. Mr. Sio is a core member involved in the formation and growth of ST Telemedia, while Mr. Miller had advised ST Telemedia on a number of strategic transactions including the combination of its data centre business with Equinix and Pihana Pacific, before joining the company as Chief Financial Officer in 2005.

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## CORPORATE NEWS

### U Mobile Receives Frost & Sullivan's "Most Promising Service Provider of the Year" Award and PC.com's "Rising Star" Award



From left: Malaysia's Deputy Minister of Science, Technology & Innovation Y.B. Datuk Haji Fadillah Haji Yusof presenting the "Rising Star" award to Mr. Suresh Reddy, U Mobile's Chief Commercial Officer

U Mobile is the proud recipient of PC.com's ["Rising Star"](#) award for its transformation and "positive disruption" in the market through its revolutionary product and service offerings. It was also recognised by Frost & Sullivan for being the ["Most Promising Service Provider of the Year"](#) at the 2012 Frost & Sullivan Malaysia Excellence Awards.

## Level 3 Receives the "Carrier Excellence Data Value" Award from ATLANTIC-ACM, and the "Ethernet Service Provider of the Year" and "Best Business Ethernet Service" Awards from MEF



From left: Level 3 Latin America's Mr. Mauro Contardi, Product Manager, Data Transport & Infrastructure, and Mr. Carlos Eduardo Vieira de Castro, Carrier Sales Manager, with Mr. Emerson Moura and Mr. Eric Doricko, CALA Co-Chairs of MEF

Level 3 Communications was conferred the "[Carrier Excellence Data Value Award](#)" by ATLANTIC-ACM. The award is presented based on findings from their 2012 Global Wholesale Report Card, a market-wide customer feedback study built from more than 1,300 carrier ratings from 300 global wholesale customers. The Company has also received two awards from the Metro Ethernet Forum (MEF) – the "[Ethernet Service Provider of the Year](#)" award, recognising its Ethernet services in the Caribbean and Latin America region, as well as the "[Best Business Ethernet Service](#)" award. The MEF Carrier Ethernet Service Provider Awards recognise excellence and leadership in the development, marketing and delivery of Carrier Ethernet services.

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## BUSINESS SCORECARD

### Level 3 Delivers Super Bowl XLVI 'Live' in HD to Millions of Americans for NBC and NFL for the 23<sup>rd</sup> Consecutive Year

Level 3 Communications successfully delivered, for the 23<sup>rd</sup> consecutive year, high definition (HD) television broadcast video services of the Super Bowl XLVI on 5 February 2012, via Level 3's Vyvx VenueNet+. The Super Bowl is America's most-watched television event of the year, viewed by over 110 million viewers last year. [>>](#)

### StarHub Appointed Official Broadcaster and Sponsor of Two Major Football Events in Singapore

StarHub has collaborated with two Singapore football organisations, the S.League and the Football Association of Singapore (FAS), to be the official broadcaster of the [2012 Great Eastern-YEO'S S.League](#) (S.League) and the [LionsXII](#) team, respectively. The S.League is the top men's professional association football league in Singapore and the LionsXII team is Singapore's representative team currently competing in the Malaysia Super League. Under the partnerships, StarHub will carry S.League and LionsXII matches on its pay TV, online and mobile platforms.



From left: Mr. Zainudin Nordin, President, FAS, and Mr. Tan Tong Hai, COO, StarHub, posing with the LionsXII Home and Away jerseys

### Level 3 Expands Presence into European and Latin American Markets with New and Existing Partnerships

Level 3 has extended its footprints across Europe and Latin America with an extended agreement and three new partnerships. In France, [Typhon](#), a hosting company, expanded its relationship with Level 3 for additional high-speed IP services connecting its international data centre operations. Level 3 was already serving as Typhon's primary IP transit provider in Europe and the U.S.. In Germany, [Smilingbits GmbH](#), a software service provider, has selected Level 3 to provide a range of advanced managed network solutions for its online customer portal. In Latin America, [BRF Brasil Foods](#), one of world's largest food companies, has chosen to work with Level 3 to optimise its VPN communications with Level 3's secure IP Satellite Services. The Services extend BRF Brasil Food's fibre-based terrestrial network with satellite services where terrestrial infrastructure is sparse due to South America's rugged terrain. [Grupo Elektra](#), a leader in the financial and specialty retail services market in Latin America, took advantage of Level 3's scalable capacity for a wide range of IP communications and security services across its operations in Mexico and Latin America.

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## VALUE CREATION

### StarHub Launches Singapore's First IPTV System "Second Screen" Solution for Mandarin Orchard Hotel



A hotel guest at Mandarin Orchard Singapore using the iPad to access hotel information and services wirelessly in her room

StarHub has helped Mandarin Orchard Hotel in Singapore bring customer service and connectivity to a whole new level after launching an advanced in-room Internet Protocol Television (IPTV) system. The system allows resident guests to access a host of conveniences, such as express check-out, concierge and dining services, movies-on-demand and 24 StarHub TV channels, and more – at the touch of a button. StarHub also installed a "second screen" solution enabling guests to remotely access in-room services from hotel-issued iPad devices, giving them full connectivity wherever they are within the hotel premises. >>

### StarHub is First Straits Times Index (STI) Component to Offer its Own Annual Report App

StarHub is the first Straits Times Index (STI) component to launch its own annual report app for smart tablets. Called "StarHub Annual Report", the app, which is developed in-house and offered free, is on Google Play Store and iTunes App Store. >>

## COMMUNITY

### ST Telemedia Joins StarHub at the 9<sup>th</sup> J.P. Morgan Corporate Challenge<sup>®</sup> in Singapore

ST Telemedia and StarHub employees put on their running shoes for charity at the 9<sup>th</sup> Annual J.P. Morgan Corporate Challenge<sup>®</sup> in Singapore, racing 5.6 kilometres from the Esplanade Bridge to the end point at the Formula 1 (F1) Pit Building. A record total of 14,555 entrants from 377 companies participated in this year's run, and StarHub led the second biggest team with 613 members. In Singapore, the run will benefit Operation Smile, an international medical charity; and MILK (Mainly I Love Kids), a fund that reaches out to disadvantaged children and youths to help develop them into contributing members of society.



ST Telemedia employees formed part of the StarHub contingent

### StarHub Gives S\$400,000 to Singapore Youths

In line with StarHub's community outreach objective of empowering Singapore's youths, StarHub has committed S\$200,000 each to the [Central Singapore Community Development Council](#) (CDC) and the [Boys Town Building Fund](#). The CDC's Nurture Programme, launched in 2007, is dedicated to helping children aged seven to 12 from lower-income families to improve their English language proficiency and increase their self-confidence. The Singapore Boys' Town Building Fund targets to upgrade the facilities of the Singapore Boys Town, a charitable institution dedicated to providing guidance, education, vocational training and shelter for less-privileged boys in Singapore.



From left: Mr. Mark Tan, GM, Central Singapore CDC; Mr. Zainudin Nordin, Nurture Programme Ambassador; and Mr. Tan Tong Hai, StarHub's Chief Operating Office

## U Mobile Launches Environmental Awareness Programmes and Supports Malaysia's Social Media Community Growth

U Mobile launched two corporate social responsibility initiatives to [spread environmental awareness among Malaysian students](#) and to support the growing social media community in Malaysia. To spread the green ideas, U Mobile employees visited various schools to educate students on environmental issues and protection. The Company also plans to sponsor recycling bins and education boards on environmental issues in the schools. U Mobile extended its support to the online community by sponsoring Malaysia Social Media Week (MSMW) 2012, a national event connecting people, content and conversations around emerging trends in social and mobile media. At the event, prominent speakers, bloggers, and social media practitioners from various industries shared their best practices and knowledge in social media.



U Mobile sponsored Malaysia Social Media Week (MSMW) 2012 in support of the growing online community

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