

## ST Telemedia Hosts Laos and Myanmar ICT Ministers

ST Telemedia hosted the ICT Ministers for Laos and Myanmar during their recent visit to Singapore for the 9th Ministerial Forum on ICT, held in conjunction with the Infocomm Media Business Exchange (imbX), Asia's largest infocomm and media event.

On 17 June 2013, ST Telemedia's Executive Director, Mr. Sio Tat Hiang, hosted a visit by His Excellency Mr. Hiem Phommachanh, Minister of Posts and Telecommunications for Laos, at ST Telemedia's office where His Excellency and company executives had an insightful discussion on Laos.

ST Telemedia also hosted His Excellency Mr. Myat Hein, Myanmar's Minister of Communications and Information Technology, and His Excellency Mr. Tin Oo Lwin, Myanmar Ambassador to Singapore, and representatives of the Myanmar business delegation to dinner on 18 June. The dinner was also attended by senior executives from the Infocomm Development Authority of Singapore, and ST Telemedia portfolio companies StarHub and TeleChoice International.



3rd from left: H.E. Minister Hiem Phommachanh and Mr. Sio Tat Hiang



4th from left: Mr. Sio Tat Hiang, H.E. Ambassador Tin Oo Lwin, and H.E. Minister Myat Hein

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## Corporate News



**StarHub Scores Two Singapore Firsts as “Operator of the Year” and Global Counsel Award**  
StarHub was the proud recipient of two highly coveted awards at the [2013 Asia Communication Awards](#) (ACA): the “Operator of the Year” award and the “Best Brand” award for their “Home is Where the Heart is” campaign. StarHub is the first Singapore telco to be conferred “Operator of the Year”. The ACA recognises excellence and innovation by telecom operators and service providers within the Asia region. StarHub scores another first in being the only Singapore company to win an award at the International Law Office’s (ILO) prestigious [Global Counsel Awards](#), which recognises achievements of in-house counsel through excellent work. Around 4,000 individual nominations from around the world were evaluated and StarHub’s in-house legal department emerged the winner for the Team Award for Regulatory (Non-financial Services).



**Level 3 Honoured with Three Awards for Customer Excellence & Leadership**  
Signifying a good start to the year, Level 3 was awarded three distinguished awards in the first quarter of 2013. The first award, "[Global Capacity’s Metro Connect Customer Choice](#)" for Overall Metro Excellence (Large Carrier category), was from ATLANTIC-ACM, a leading telecommunications research company, based on ratings of its wholesale customers on carrier performance. Its second award, "[U.S. Growth Leadership](#)", was by Frost & Sullivan where it came out tops for its dedicated Internet access services from Frost & Sullivan’s Best Practices research. Level 3 was also voted "[Service Provider of the Year](#)" at Network Computing Awards by its readers in recognition of Level 3’s solutions in helping organisations maximise the use of their networks.

## Business Scorecard



### **U Mobile Selected as the Exclusive Network Provider for Asia’s First Mobile Virtual Network Aggregator**

U Mobile has entered into a strategic partnership with Enabling Asia (EA), Asia’s first Mobile Virtual Network Aggregator (MVNA), to fulfil the needs of the Mobile Virtual Network Operators (MVNOs), projected to be a lucrative market segment. U Mobile will provide exclusive nationwide network connectivity while EA will offer MVNOs one-stop custom branded mobile offerings from licensing, billing, and technical solutions to call centre support.

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### **Sky Cable Enables Plantation Bay to be the First Hotel in the Philippines to Provide In-room HD Viewing Service**

Plantation Bay Resort and Spa in Cebu partnered with Sky Cable to be the first hotel nationwide to offer full high-definition (HD) television service in all its guest rooms. The partnership allows hotel guests to enjoy clearer picture and cinematic digital sound in a widescreen panoramic format during television viewing.

## Value Creation



### StarHub Offers Singapore's First True Single-rate for Data Roaming, 'RoamEasy'

StarHub mobile post-paid customers were the first in Singapore to benefit from having a single data roaming rate of \$10/50MB for any mobile network in 20 popular overseas destinations, a substantial savings compared to the standard rate of \$20/MB. StarHub plans to extend this service to the rest of its over 230 overseas destinations. With RoamEasy, StarHub's customers need not worry about bill shocks and also save them of the hassle of selecting particular partner network when overseas.

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### U Mobile Partners SAS to Augment Customer Experience and Drive Growth

U Mobile partnered with SAS Malaysia, a leader in business analytics software and services, to integrate SAS Visual Analytics solution into U Mobile's operations, enabling the company to have immediate access to real-time consumer behaviour data for better customer relationship management. The in-depth customer analysis and data will enable U Mobile to deliver on its promise, 'Live Connected' with the delivery of personalised and high quality customer experience.

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## Community



### ST Telemedia Joins the J.P. Morgan Corporate Challenge for Operation Smile

For the second consecutive year, ST Telemedia joined the StarHub team for the 10th Annual J.P. Morgan Corporate Challenge in Singapore for Operation Smile, an international children's medical charity that provides free surgeries for children and young adults born with facial deformities. A record 16,730 runners covered 5.6 kilometres from the Esplanade Bridge to the Formula 1 (F1) Pit Building, in Singapore's Central Business District. Once again, StarHub is proud to have led the second biggest team with 649 participants.



### StarHub To Nurture More Children In Singapore

StarHub, focused on empowering Singapore's youth, donated S\$250,000 to sponsor StarHub-Central Singapore CDC's Nurture Plus Programme. Children aged seven to 12 from low-income families will benefit from a structured and comprehensive English language curriculum to improve their language literacy. This is the third consecutive year that StarHub is supporting the Nurture Programme.

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### U Mobile Brings Cheer to Children and Senior Citizens of Rumah Charis

U Mobile staff recently spent meaningful time with the residents of Rumah Charis, a welfare organisation that provides shelter, education, and healthy community activities for children and senior citizens in Malaysia.

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