

Presentation By

StarHub

Call for Collaboration

Smart Airport & Passenger Travel

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StarHub Background

□ Major Share Holders

- ST Telemedia, British Telecom (BT),
- NTT Communication (NTT),
- SPH, MediaCorp

□ Full Size Info-communication Service Provider

- Major corporate info-comm services
- Over 20% of Mobile market
- Biggest broadband provider (SCV) in consumer market
- Biggest paid cable TV provider
- Leading WiFi service provider

Core Strengths

- ❑ Strong Hubbing Strategy
 - Voice and Data
 - Fixed and Wireless
 - Corporate and Consumer
- ❑ Large Customer base in corporate and consumer
- ❑ Marketing Reach and Power
- ❑ Presence in Major Wireless Broadband Hubs
 - Changi International Airport
 - Suntec City
 - Singapore Expo
 - Strong local WiFi partnership
 - Strong Global WiFi alliances with major providers

Collaboration Partnership

- **Looking for Innovative Applications for**
 - Internet Roaming users (local and overseas)
 - Airport Agencies and Tenants
 - Mobile GSM/GPRS users

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