

FOR IMMEDIATE RELEASE

TeleChoice's Planet Telecoms Provides Hands-on Retail Experience to Students of Nanyang Polytechnic

- First-of-its-kind StarHub retail store in the Polytechnic will showcase students' creations and marketing ideas



The CONNECT'ON store, in addition to carrying an array of mobile phones and accessories that are distinctive of StarHub retail outlets, will feature a special section where NYP students are given a free hand to select the brands and the merchandises they wish to sell and will be also responsible for their marketing and promotional activities.

Singapore, Wednesday, 24 June 2015 – SGX mainboard-listed TeleChoice International Limited (“TeleChoice” or the “Group”), a regional diversified provider and enabler of innovative information communications products and services, today announced the opening of a new, first-of-its kind retail store in Nanyang Polytechnic (“NYP”). A collaboration between TeleChoice’s subsidiary, Planet Telecoms (S) Pte Ltd (“Planet Telecoms”) and StarHub Limited (“StarHub”), the new store, **CONNECT'ON**, will offer hands-on retail operations experience for students of NYP.

Aside from the array of mobile phones and accessories that are distinctive of StarHub retail outlets, **CONNECT'ON** will feature a special section where the students are given a free hand to select the brands and their own merchandise they wish to sell. They will be responsible for the conceptualisation and carrying out of marketing and promotional activities for these products.

Said Ms Pauline Wong, Senior Vice-President, Personal Communications Solutions Services, TeleChoice, "In addition to providing another convenient touch point for StarHub customers, this collaboration between Planet Telecoms and StarHub aims to broaden the educational experience of the students at NYP. Learning on the job and from our staff will provide a deeper perspective on the successful management and operation of a retail outlet."

The students from NYP's School of Business Management will be attached to the store for seven weeks as part of their curriculum. With the array of fulfilment and operational functions that Planet Telecoms provides to StarHub, students from different fields of studies within the School of Business Management, such as Retail, Supply Chain Management, Customer Relations and Service Management, Marketing, Human Resource Management, Entrepreneurship and Accounting and Finance, will benefit from the attachment to the store.

Said Ms Diana Lee, Senior Vice President, Customer Service Experience, StarHub, "We are proud of the collaborative effort between StarHub, Planet Telecoms and NYP in opening the first-ever StarHub-branded retail store in an established institute of higher learning which offers business management courses. This partnership offers these NYP students a unique opportunity to develop industry relevant skills, showcase their creative ideas and experience first-hand the dynamic nature of retail operations. This initiative is a strong demonstration of how private enterprises and the education sector can come together to groom future generations of talents for Singapore's retail industry."

Mr Henry Heng, Deputy Principal (Organisational Excellence) and Senior Director of the School of Business Management at Nanyang Polytechnic said, "At NYP, we believe in giving our students the opportunity to go beyond the classroom, and apply and hone their knowledge and skills in the real-world environment. With the strong support of our partners like Telechoice and StarHub, our students are able to deepen their understanding of retailing and customer relationship management in the telco industry. This collaboration for the new **CONNECT'ON** certainly helps prepare our students to be job-ready upon graduation."

Aside from the unique feature of having student involvement in the operations of the store, the 92-square metre store located at Block A, level 2 (A280) has the same emphasis on providing an experiential and engaging retail experience for customers. In keeping with the tastes of the young target audience, the store's décor favours bright, funky colours while still keeping true to the corporate brand image of StarHub. The store will carry a wide range of products such as smartphones, tablets, mobile devices and IT accessories in addition to the specially selected student merchandise.

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ABOUT TELECHOICE INTERNATIONAL LIMITED (REG. NO. 199802072R)

TeleChoice International Limited ("TeleChoice") is a regional diversified provider and enabler of innovative info-communications products and services. Incorporated in Singapore on 28 April 1998 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited ("SGX-ST") on 25 June 2004, TeleChoice is a subsidiary of leading info-communications group, Singapore Technologies Telemedia Pte Ltd, which operates in the Asia Pacific, the Americas and Europe.

TeleChoice offers a comprehensive suite of services and solutions for the info-communications industry under three business divisions, Personal Communications Solutions Services ("PCS"), Info-Communications Technology Services ("ICT") and Network Engineering Services ("Engineering").

For more information, please visit our website at www.telechoice.com.sg

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Issued by 29 Communications LLP on behalf of TeleChoice International Limited

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