



Dare to
Switch



“The multi-cultural working environment, and its demographic character, which combines two of the most ambitious populations in the world (Chinese and Indians), places us at a vantage point for appreciating the true potential of the region.”

Corporate Profile

Headquartered in Singapore, Spice i2i has transformed itself from a one-stop service provider for voice, data and communication to a global company focused on promoting a digitally connected lifestyle through its innovative mobile phones and mobile internet solutions. Given its experience of operating in fast-growing and rapidly evolving markets, the Company has implemented its 'i2i' strategy that focuses on 'Innovation to Infinity' to bring groundbreaking new mobile products and services to emerging markets across the Asian region.

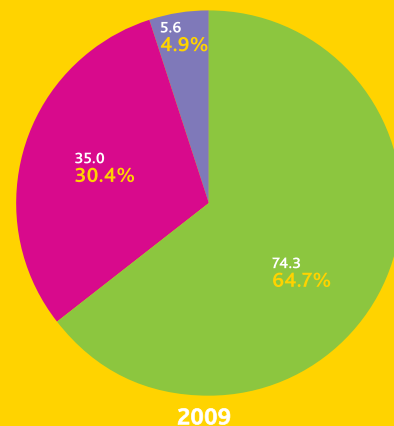
The Company operates under two business groups, namely Mobility and Technology.

In Mobility, the Company is primarily involved in the procurement and sale of mobile handsets, which it distributes through its vast retail network to raise brand awareness and loyalty for the Company's distinctive 'S' brand. The added clout of its burgeoning handset arm, also grants the Company greater strength along the supply chain when making procurements of supplies. In addition, it offers a host of mobile Value-Added Services like S-Unno (mobile application that allows users to make calls to anyone in the world at low cost rates) that encourages greater brand loyalty while delivering high margins.

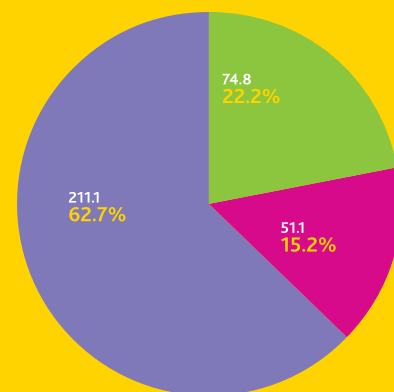
In the Technology business group, the Company continues to maintain its market share and competitiveness in their respective markets in Singapore, Malaysia, India and the Middle East. Its expertise in system integration and the provision of computing equipment places it in an ideal position to benefit from the recovering demand for such services in those geographic markets.

Financial Highlights

Segmental Revenue US\$ million



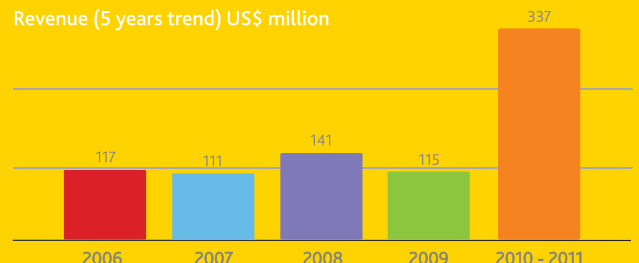
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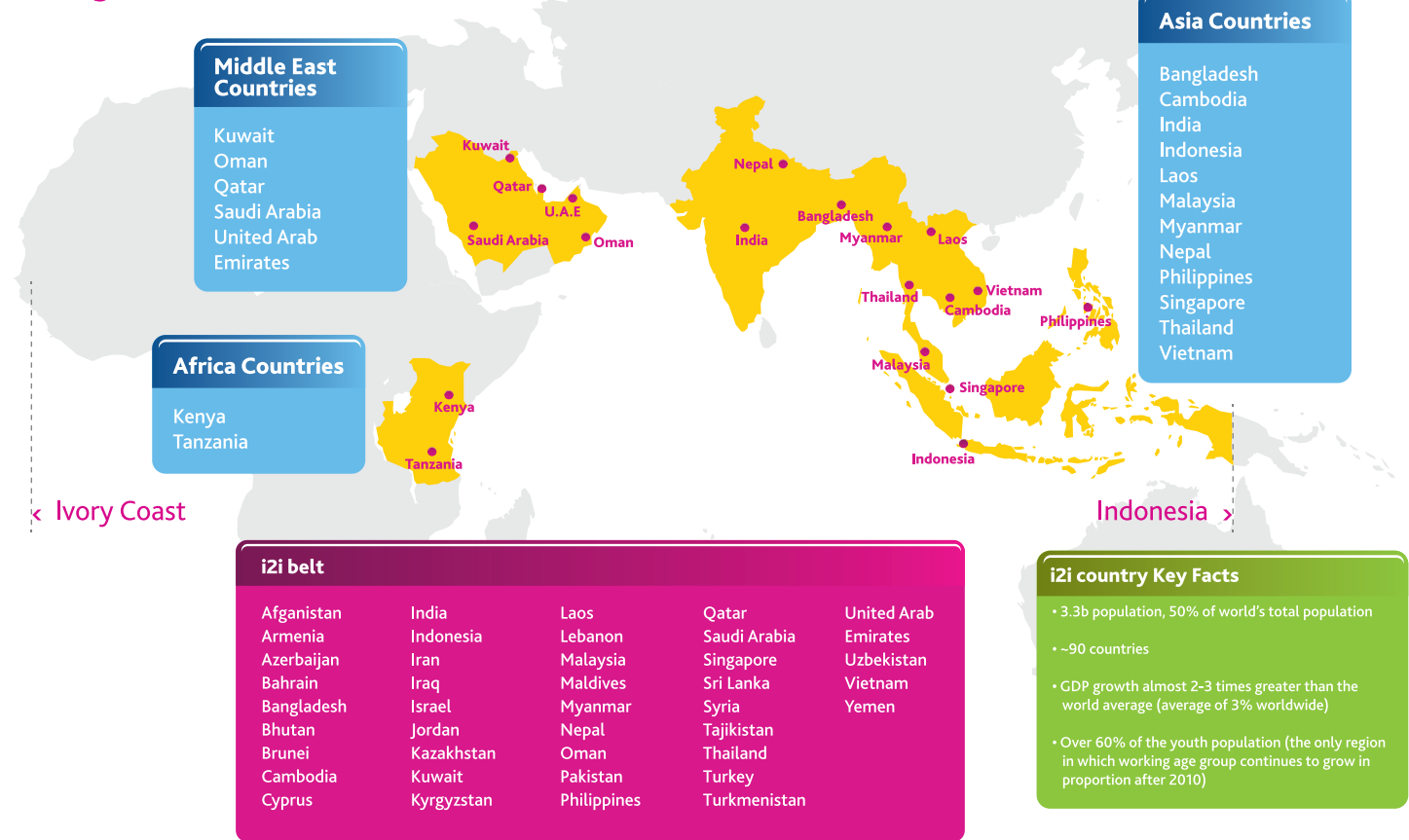
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Revenue (5 years trend) US\$ million



Ivory Coast to Indonesia



Middle East Countries

- Kuwait
- Oman
- Qatar
- Saudi Arabia
- United Arab Emirates

Africa Countries

- Kenya
- Tanzania

Asia Countries

- Bangladesh
- Cambodia
- India
- Indonesia
- Laos
- Malaysia
- Myanmar
- Nepal
- Philippines
- Singapore
- Thailand
- Vietnam

i2i belt

Afghanistan	India	Laos	Qatar	United Arab Emirates
Armenia	Indonesia	Lebanon	Saudi Arabia	Uzbekistan
Azerbaijan	Iran	Malaysia	Singapore	Vietnam
Bahrain	Iraq	Maldives	Sri Lanka	Yemen
Bangladesh	Israel	Myanmar	Syria	
Bhutan	Jordan	Nepal	Tajikistan	
Brunei	Kazakhstan	Oman	Thailand	
Cambodia	Kuwait	Pakistan	Turkey	
Cyprus	Kyrgyzstan	Philippines	Turkmenistan	

i2i country Key Facts

- 3.3b population, 50% of world's total population
- ~90 countries
- GDP growth almost 2-3 times greater than the world average (average of 3% worldwide)
- Over 60% of the youth population (the only region in which working age group continues to grow in proportion after 2010)

FEARLESS

We are entrepreneurial and challenge conventions to inspire change, so that our customers can expect more and expect better.

IMAGINATIVE

We anticipate market needs to provide leading edge products and services, and constantly seek new ways to serve our constituents.

VIBRANT

We are professional but we are also fun, spontaneous and outgoing - thanks to our passion, dynamism and energy.

OPEN

We are not only accessible and responsive to our customers' comments and suggestions but also understand their needs and help fulfill them.

Vision to Switch

Over the course of the year, the Company has made significant progress towards the achievement of its 'i2i' strategy by expanding its footprint through brand acquisitions of 'Nexian' in Indonesia, 'Wellcom' in Thailand and the Greater Mekong Sub-region, 'CSL' in Malaysia and the creation of 'S' brand in Singapore. The strengthened market presence together with its ingrained technological expertise has created a solid platform to ride the growing band of mobile users in the region. Moving forward, Spice i2i is confident of meeting the evolving needs of its consumers to facilitate their aspirations for a 'SWITCH' to the **Mobile Internet** and the ensuing digitally connected lifestyle.

The idea of a mobile society has seen drastic changes over the past decade. Mobile phones have progressed from being a single function device, one which only allows users to make and receive phone calls, to a multi-faceted and lifestyle orientated device which allow users to stay connected, anytime, anywhere, with the freedom to do whatever you want. We like to call this change the switch from Mobility 1.0 to Mobility 2.0 – the Mobile Internet.

A recent mobile market report by research firm Gartner's says 428 million mobile devices were sold in the first quarter of 2011, representing a 19% increase year-over-year. Almost a quarter of these came from smartphones, accounting for an 85% year-over-year increase. With more and more users adopting smartphones, our dreams of a truly "internet on the mobile society" is only one click ahead.





Malaysia



Thailand



Indonesia



Singapore

Becoming One Family

With our new acquisitions, we now have access to more than 3,200 outlets in Indonesia, Thailand and Malaysia. These will soon be consolidated under one single digital "S" brand, allowing us to exploit our global supply chain.

Significantly, the brand acquisitions provide us a ready platform to pre-load our wide range of mobile internet applications onto phones directly sold to consumers. These include the incorporation of entertainment, information, healthcare, financial, transactional and other Value Added Services (VAS) onto our upcoming models of phones. Together with potential revenues from advertising, this provides us another avenue to enhance value growth.

As the industry becomes increasingly commoditised, it will be up to enterprises like Spice i2i to bridge the gap between sleek hardware features and innovative software solutions that will satisfy the evolving needs of consumers. Indeed, we intend to create a whole "S" brand internet lifestyle for users of our products.

Spice i2i Limited

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