MMA FORUM SINGAPORE
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Mobile Innovation As The Catalyst for Change

Delbert Ty
Brand & Marketing Leader
Circles.Life (Liberty Wireless Pte. Ltd.)

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HELLO

P&G

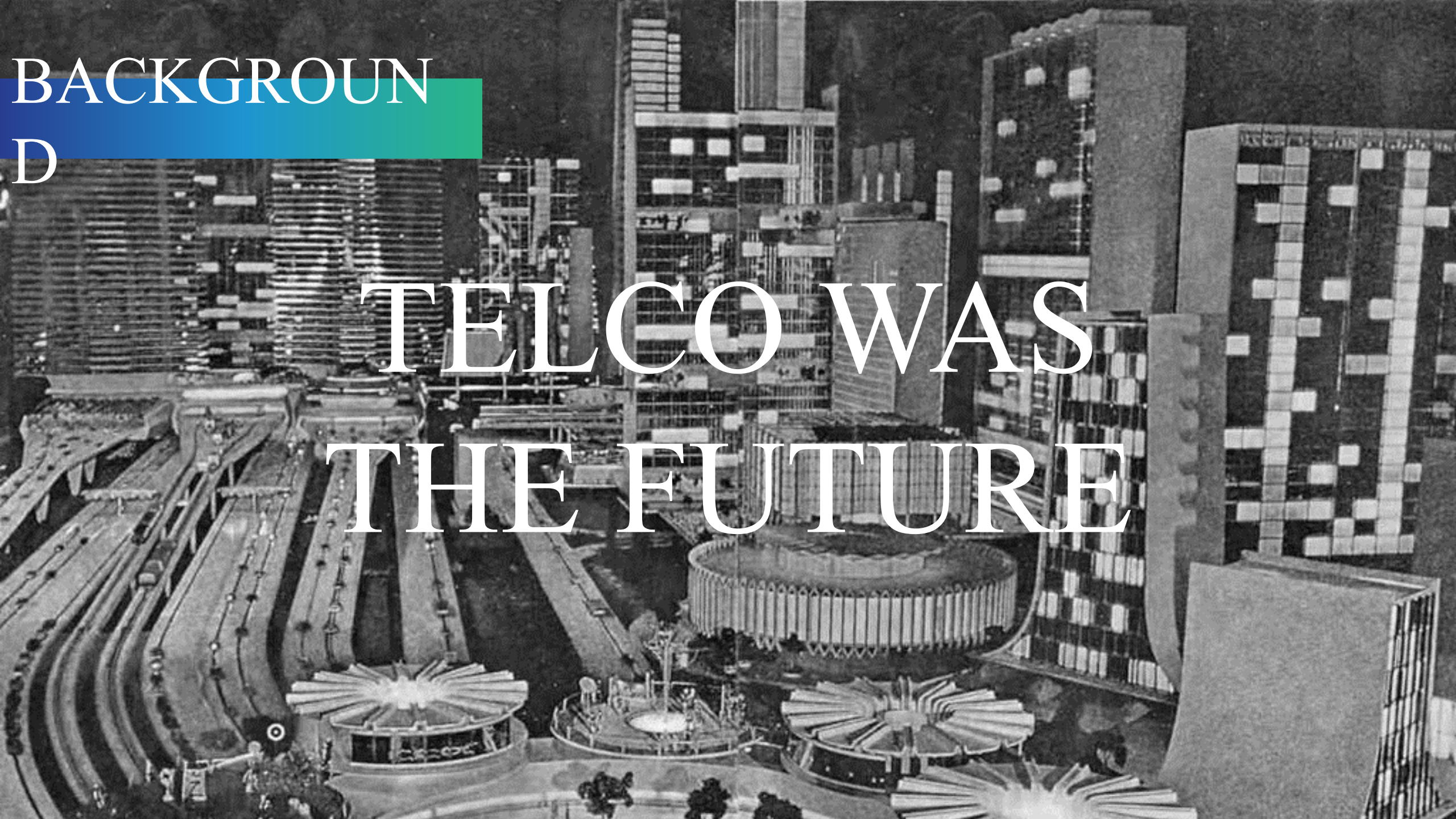
Tide PANTENE PRO-V ambi pur DURACELL®

CIRCLES.LIFE

10 years in marketing across brands and geographies

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BACKGROUND



TELCO WAS THE FUTURE

BACKGROUND



30-40%

Exceed their data

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DIGITAL NATIVES

CIRCLES.LIFE



Superior proposition

NO CONTRACT

PLAN FOR DATA



Innovative package

100% DIGITAL

EXPERIENCE

DATA DRIVEN

25% Add more data to base plan



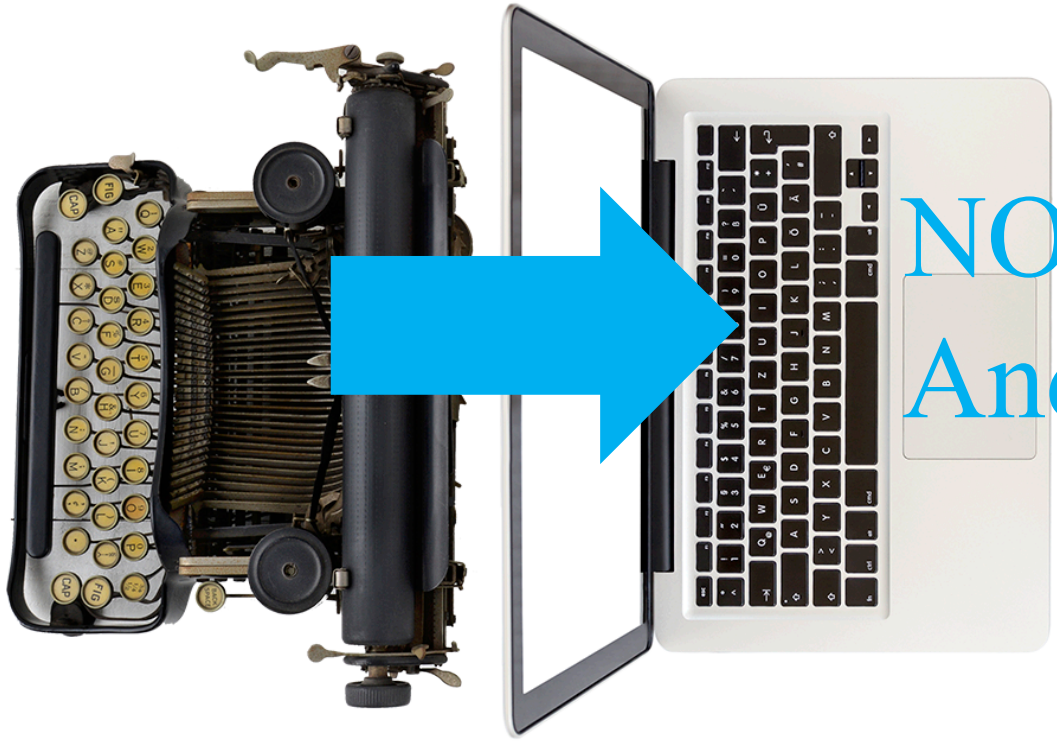
DATA DRIVEN

Continuous iteration of user experience



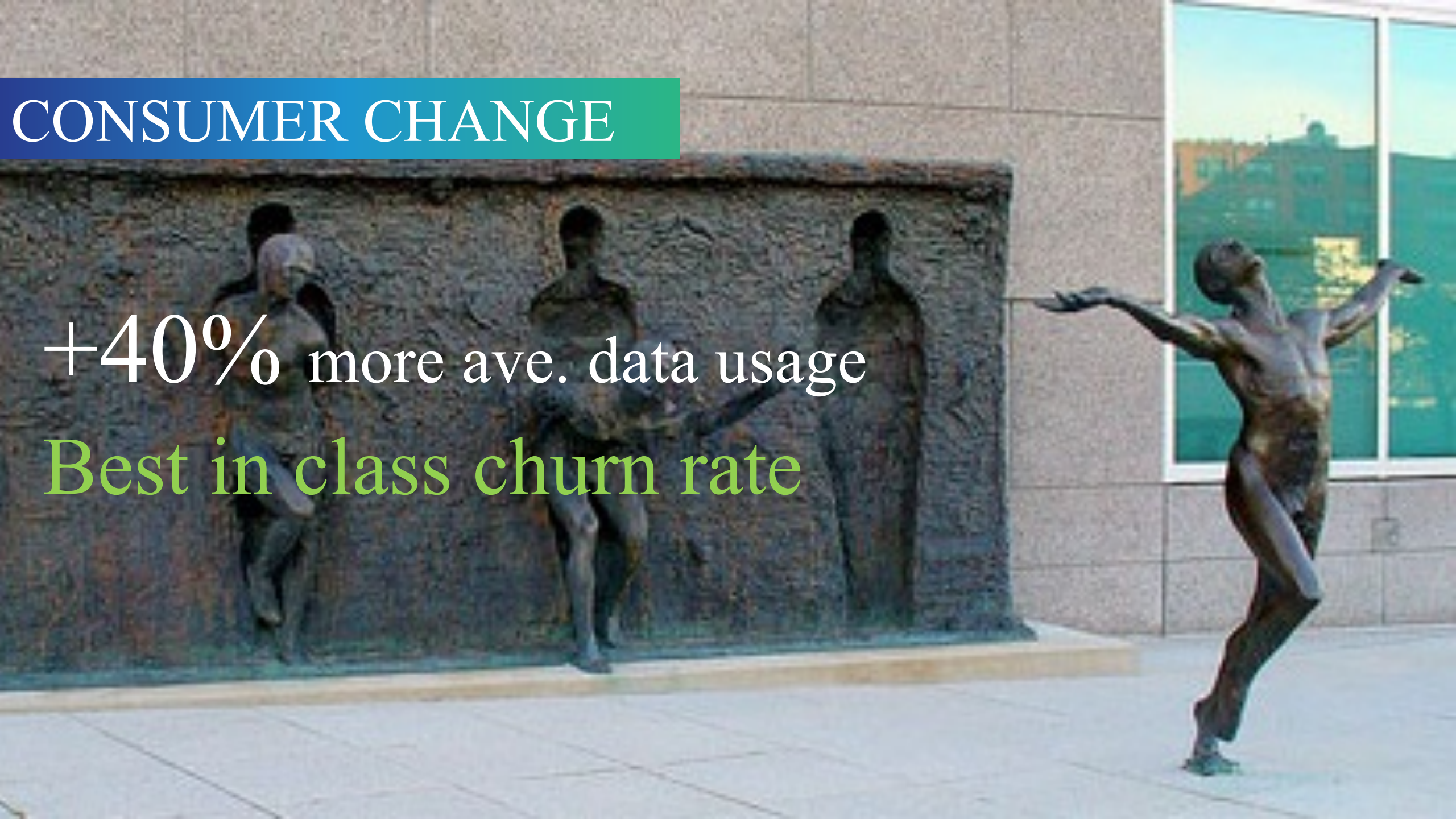
MARKET CHANGE

24 MONTH
CONTRACTS
And Talk time



NO CONTRACTS
And More Data

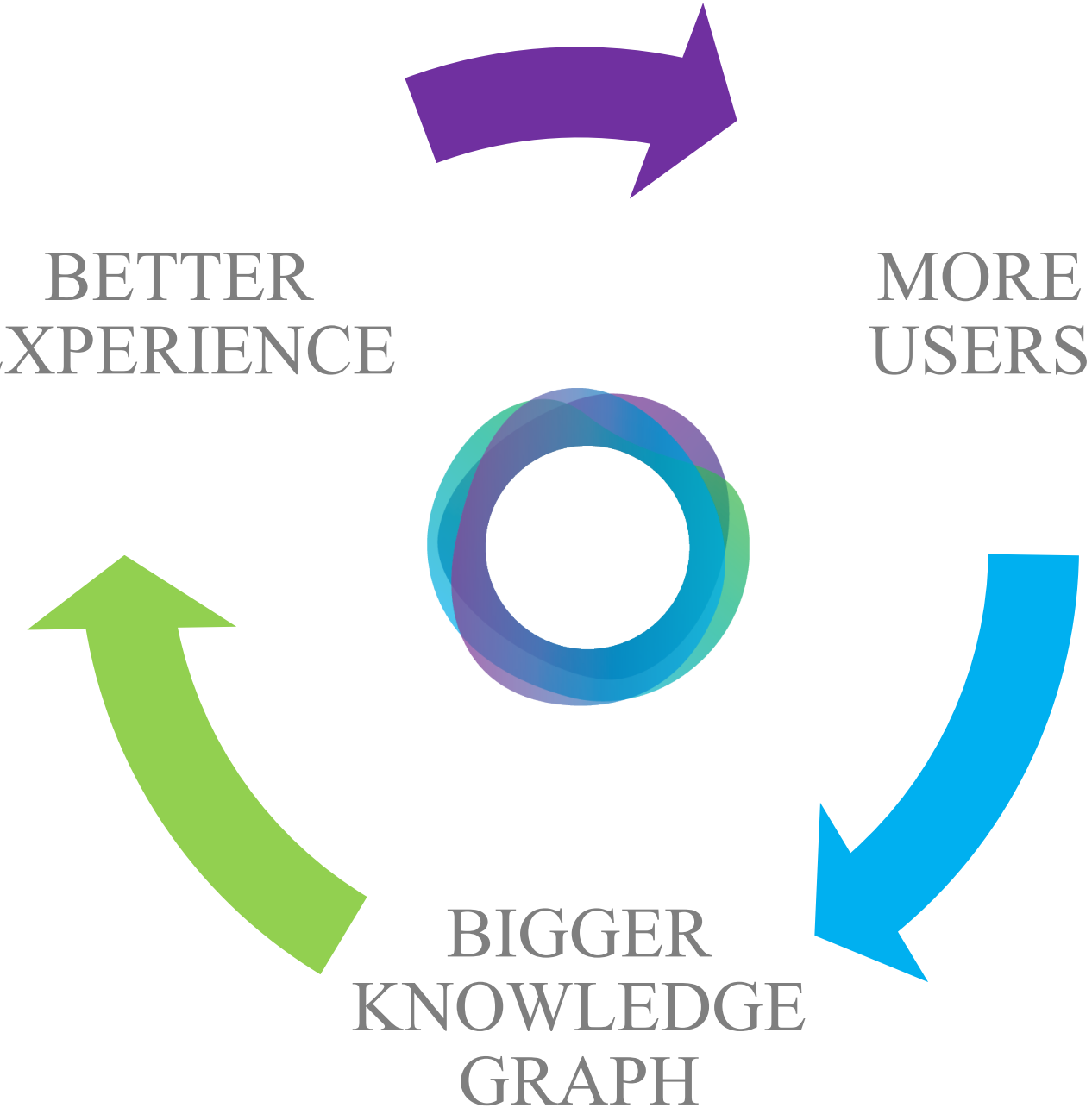
CONSUMER CHANGE



+40% more ave. data usage

Best in class churn rate

WHAT'S NEXT?



FUTURE

BETTER
EXPERIENCE

RIGHT MESSAGE,
RIGHT PLACE,
RIGHT TIME

THANK YOU

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