

# SUSTAINABILITY REPORT

## OUR COMMUNITY

**M1 has continued to demonstrate its commitment to being a responsible corporate citizen. Ongoing support of the arts, sponsorship of sports events and fundraising for our adopted charities are at the heart of our efforts to give back to the Singapore community**

**>S\$1.9m**

contributed to community programmes in 2017  
(GRI 201-1)

**>15**

community programmes and events funded during 2017

**>S\$500,000**

raised to support underprivileged children and youths-at-risk

**Cirque du Soleil**

exclusive performance for 500 underprivileged children and youths-at-risk

### CELEBRATING 20 YEARS OF SUPPORT FOR THE ARTS

M1 has been supporting the arts since 1997 – the year the company launched commercial operations – believing that a thriving arts scene enriches the quality of life and strengthens social bonds in multi-cultural Singapore. We work with various arts groups and support numerous arts-related projects to help grow the quality, diversity and depth of the Singapore arts scene.

In recognition of our sustained contribution to the arts, M1 was accorded a Patron of the Arts Award in 2017 by the National Arts Council. This was the 18<sup>th</sup> consecutive year that we have received this award.



In January 2017, we partnered with The Necessary Stage to present the 13<sup>th</sup> M1 Singapore Fringe Festival. Themed 'Art & Skin', the 2017 festival featured 11 performances and exhibitions by international and local artists. Impressively, six out of eight of the theatrical productions performed to a full house, with an average attendance of 94% across all productions, demonstrating the huge and continuing popularity of the M1 Singapore Fringe Festival.

The month-long M1 Chinese Theatre Festival staged in August, presented six exciting and high-calibre

productions from Singapore, China and Taiwan. Curated by The Theatre Practice, the festival aims to bring professional theatrical performances, ranging from family-oriented to cutting-edge experimental flair, to smaller stages for a more intimate experience.

The second installation of the M1 Peer Pleasure Youth Theatre Festival ran from 22 July to 5 August 2017. The festival featured productions staged at the Esplanade – Theatres on the Bay by young Singaporeans under the guidance of professional theatre practitioners. Showcasing a diverse range of social themes, one of the productions supported at this year's festival was an original play touching on the plight of refugees, devised and performed by young people from Down Syndrome Association (Singapore).

2017 also saw the launch of the M1 Theatre Ninja Programme, a mentorship initiative housed under the M1 Peer Pleasure Youth Theatre Festival umbrella, that teaches students the principles, skills and methods of production and stage management, under expert advice.

Honouring outstanding achievements in local theatre, and recognising the contributions of theatre productions in Singapore, we continued our support of the M1-The Straits Times Life! Theatre Awards in 2017.

M1 remains a keen supporter of leading dance companies, T.H.E Dance Company and Frontier Danceland, in our efforts to grow Singapore's contemporary arts scene and nurture young dance talents.

**361  
patients**

benefitted from two blood donation drives

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The 8<sup>th</sup> M1 CONTACT Contemporary Dance Festival, a highlight in Singapore's dance calendar, was held from 2 June to 7 July 2017. Curated by T.H.E Dance Company, this year's works featured exhilarating dance performances, choreographic workshops and technique classes presented by a range of local and international contemporary dance artists. The M1 Open Stage + DiverCity – a platform for young, talented and aspiring dancers to showcase their works, was again staged as part of the festival.

Our partnership with Frontier Danceland continues with the M1 Dancing on the Frontier Appreciation Series, which introduces contemporary dance to students from secondary schools and tertiary institutions. Our support for this inspirational dance company extends to the M1-Frontier Danceland PULSE scholarship programme for aspiring and talented dancers.

### CREATING OPPORTUNITY FOR SPORTING TALENTS (GRI 201-1)

M1 places great importance on the values that can be instilled by

participation in sports, such as team spirit, fair play and perseverance. We are also keen to encourage sport as a gateway to healthy living. This drives our continued support for Netball Singapore's initiatives, which promote netball in schools and within the community. M1's association with netball began in 2009, and over the years we have sponsored a variety of netball programmes and initiatives from the grassroots to the national level.

Our key initiatives include the M1 Schools Challenge League, the M1 Talent Identification Programme and the M1 Age Groups KL Tour, which help create fresh opportunities for young sporting talent to excel. In 2017, we provided our continued support as title sponsor of the M1 Netball Super League, a local competitive event that features Singapore's best netball players.

We also extended our sponsorship of the M1 Zone Age Groups (ZAG) programme. Supported by the Ministry of Education's Physical, Sports and Outdoor Education Branch, the M1 ZAG programme aims to enhance the development of talent for the National

Age Group Squads, and onwards to the National 21&U and National Open teams.

In promoting netball as a sporting habit for life within the corporate community, we presented the fifth edition of the M1 Corporate Netball Challenge (M1CNC), Singapore's biggest mixed corporate annual netball competition. Staged in November 2017 at the Kallang Netball Centre, the M1CNC saw the participation of 39 teams across a wide spectrum of companies. New Zealand international netball players, Kayla Cullen and Phoenix Karaka, were special guests at the event, as well as meeting with participants and fans, they also conducted netball clinics to share their experience and skills with young, aspiring netball players as part of the M1 Schools Programme.

Another highlight of the M1CNC was the charity exhibition match between M1 management and Singapore Members of Parliament (MPs), comprising Ms Low Yen Ling, Senior Parliamentary Secretary of Ministry of Trade and Industry and Ministry of Education and Mayor of South-West CDC, as well as Members of Parliament Mr Teo Ser Luck and Mr Lee Yi Shyan.



In appreciation of the MPs' participation, M1 pledged S\$50,000 to underprivileged children and youths-at-risk beneficiaries of our adopted charities.

### HELPING UNDERPRIVILEGED CHILDREN AND YOUTHS-AT-RISK (GRI 201-1)

The primary beneficiaries of M1's fundraising efforts in 2017 remained underprivileged children and youths-at-risk.

The 2017 M1 Charity Golf tournament and M1 Bring your Kids to Work Day were two key fundraising events

successfully staged during the year. Thanks to the dedicated support of our staff and families, business partners and associates, these events raised more than S\$500,000 for the beneficiaries of our adopted charities – Beyond Social Services, Brahm Centre, Children-at-Risk Empowerment Association, and the M1 Students Support Fund.

The M1 Students Support Fund, in partnership with the Ministry of Education, provides supplementary financial aid to underprivileged school children from low-income families. We increased our commitment to this fund by 50% and contributed to a total of 15

primary schools in 2017 to assist needy students with the payment of school-related expenses.

During the year, our staff volunteers from the M1 SunCare Club continued to organise regular outings for the beneficiaries of our adopted charities, including visits to the movies and Kallang Ice World. In July 2017, M1 presented KOOZA by Cirque du Soleil and invited 500 children and youths-at-risk from M1's adopted charities to an exclusive performance.

### SERVING THE COMMUNITY

In celebration of Singapore's 52<sup>nd</sup> birthday, M1 provided communications services to the National Day Parade's organising and show committees at the Floating Platform. We also sponsored a stunning show-float, reflecting M1's distinctive personalities and achievements in the parade's Act Three segment titled 'Successful Local Enterprises'.

In partnership with the Singapore Red Cross Society, we organised two on-site blood donation drives in 2017 at our main office building. During these donation drives, 150 M1 staff and visitors donated 120 units of blood, which in turn will benefit about 361 patients.

