



2022

Best telco to ace "Growth  
beyond connectivity"

Asia Pacific

twimbit



# Best telco to ace "Growth beyond connectivity"

— SoftBank

JUNE 2022



recognising  
winners shaping  
our future

The “twimbit Asia Pacific telecom service provider winners” program has been instituted to recognise outstanding performers in the industry. The winners are decided based on the extensive research done by our analyst team over the last 12 months. We hope these awards will motivate and inspire individuals, teams and leaders to continue their journey in driving growth and innovation for the industry.

## Selection Process

- The winners are decided based on **extensive research of all publicly released material by the companies**. So, if you have reported your progress, we have captured it.
- There are **no nominations** to be evaluated for this program. We believe that having a nomination process restricts the universe of companies being considered for identifying the winners. We have taken the approach to evaluate every company that discloses information and competes in the market.
- **Criteria for selection:** A high degree of emphasis has been placed on quantitative metrics such as revenue growth, subscriber growth, EBITDA margins, etc.
- We defined the **categories** and its specific measurements to showcase how the leaders are transforming and driving the industry forward.
- For each winner, best practice insights are provided as to what makes them special.
- The winners are published on [www.twimbit.com/winners](http://www.twimbit.com/winners).

Organisations are welcome to use the recognition without any constraint or copyright issues. Additionally, premium deliverables such as winner logos, write-ups, analyst quotes and presentations are available on request.

*We welcome all forms of feedback as we endeavour to make this a credible program that supports the growth of this industry.*

## twimbit Asia Pacific telecom service provider winners 2022

- |    |  |   |
|----|--|---|
| 1  | Best Customer Experience                       |    |
| 2  | Best In-store Experience                       |    |
| 3  | Best Digital Experience                        |    |
| 4  | Best Employee Experience                       |    |
| 5  | Best Network Innovation                        |    |
| 6  | Best telco to ace "Diversity in Leadership"    |  |
| 7  | Best telco to ace "Growth beyond connectivity" |  |
| 8  | Best telco to ace "E-commerce"                 |  |
| 9  | Best telco to ace "Financial Services"         |  |
| 10 | Best telco to ace "Content & Media"            |  |
| 11 | Best telco to ace "5G"                         |  |
| 12 | Best telco to ace "Enterprise Business"        |  |
| 13 | Telco of the Year                              |  |



## Best telco to ace "Growth beyond connectivity"

Telcos are seeking growth beyond their core (connectivity services). They are exploring opportunities in adjacencies (non-connectivity). The Asia Pacific region, with its diversity, offers a fascinating view of the varying strategies adopted by telcos amidst the growing confidence that they can win in establishing digital businesses.

Telcos are establishing and growing their presence in digital and non-connectivity service segments and this is beginning to show results. For example, in 2021, Asian telcos noted an increase of 20.8% YoY growth in non-connectivity revenue compared to 6.5% overall revenue growth.

*twimbit recognises Softbank  
as the Best telco to ace "Growth beyond connectivity"*

**"SoftBank is building its growth prospects as a SUPER APP."**

- The non-connectivity segment of Softbank contributes approximately 30.6% to the overall revenues amounting to USD 15.6 billion. The non-connectivity revenues increased by 25.8% YoY, driven by Yahoo! JAPAN / LINE segment, which grew 28% YoY.
- SoftBank adopts a "beyond carrier" growth strategy. It decided to merge Yahoo Japan and Line and the merged entity (Yahoo! JAPAN/LINE) provides an all-in-one experience with more than 200 services -
  - blending e-commerce
  - communication
  - food delivery
  - gaming
  - music and financial services

Today, SoftBank is one of the largest internet companies in Japan.

- PayPay, SoftBank's financial services platform, enables smooth transactions for users. Additionally, it has the highest share in Japan's QR and barcode payment market.



Insights



Immersions



Challenges

How can we help?

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