

Stanton, Emms & Sia

Strategic International Business and Marketing Consultants

6 April 2011

To Whom It May Concern

Dear Sir or Madam,

Stanton, Emms & Sia would like to provide our deepest apologies to our clients, prospective clients, business associates and other persons across the world who may have tried to contact us recently and found that our main phone and fax lines, namely (+65) 6334 7030 and (+65) 6223 2010, were permanently engaged and not working.

We are aware that this has caused problems for a range of parties in Australia, China, Hong Kong, Philippines, Japan, Malaysia, Mongolia, Singapore and Thailand where we were negotiating new projects, had project tender discussions going on, and had active projects underway. It has also caused major problems for a large fax back marketing campaign relating to our new multi-client report titled "*India: Is This Market Now Ready for Foreign Food and Drinks, A Reality Check for 2011 to 2016*".

After being advised by a number of clients and business associates about this situation, we investigated the matter and found that it had been caused by the unauthorised termination of the two numbers and our telephone account by our telecommunications service provider, SingTel (full name Singapore Telecommunications Limited) on the instructions of a person who is, at the time of writing, not known to Stanton, Emms & Sia, its management, its staff or its close business associates. The situation, as advised to us by SingTel, and is very clearly a major error on the part of SingTel, and also a breach of contract by SingTel.

We have demanded that the error be corrected with immediate effect so that we have working main telephone and fax lines, however their highly bureaucratic service team and their prevarications and extreme defensiveness over the situation, has resulted in us having to make a formal report to the Singapore Police Force about the matter in order to force the reinstatement of our telephone and fax to operational status. We now expect that our telephone and fax lines will be working at some stage today (6 April 2011).

We view this matter as a very serious and irresponsible breach of contract by SingTel. We are also appalled and disgusted at the state of SingTel's service response to our complaint, which has been nothing short of substandard for such a serious case as this. We are deeply shocked at SingTel's negative and "could not care less" attitude towards our complaint. This is particularly concerning for us as an international business based in Singapore because SingTel is meant to be the "market leading" telecommunications company, a reputable company listed on SGX and a key government linked entity.

In view of this, we have, today, made an initial detailed complaint about the incident to the Singapore telecommunications industry regulator, the Infocomm Development Authority of Singapore (IDA) about this incident in writing. This letter includes a request for the IDA's urgent assistance in dealing with our demands from SingTel for information about the person who terminated our phone account and lines and a very clear explanation of what happened in SingTel's system to provide an unauthorised person with the ability to close our account in an unauthorised manner. This information is required from SingTel so that we can consider our next steps in connection with their breach of contract with us. A copy of our initial letter of complaint is available here: [Letter of Complaint to IDA \(6 April 2011\)](#).

Currently, we are not sure whether this is a case of industrial espionage, an error, or a collapse in SingTel's management and internal controls over its customers' accounts. As SingTel has yet to apologise for the incident due to its highly apparent defensiveness over the error, we will be aggressively pursuing the matter to a favourable conclusion for Stanton, Emms & Sia. A brief discussion with our lawyer indicates that SingTel is in breach of more than its contract with us, it is also likely to be in breach with some of Singapore's telecommunication industry and consumer protection laws.

Finally, I would just to reiterate our apologies to anyone that tried to contact us while our main phone and fax numbers were not operational. We have been operating with very high service standards over the past 20 years and will certainly continue to operate in such a manner into the long term, irrespective of the challenges that errant service providers, such as SingTel, throw at us.

Yours sincerely,

Anthony L. Emms
Managing Partner
Stanton, Emms & Sia
Singapore
6th April 2011