

Senior Management

CHEONG YIP SENG
Editor-in-Chief, English/Malay Newspapers Division

Mr Cheong has been in journalism for over 40 years.

In January 1987, he became Editor-in-Chief of the English and Malay Newspapers Division, a position he holds today. As Editor-in-Chief, he manages four newspapers – The Straits Times, The Business Times, Berita Harian and The New Paper.

He is a non-executive director of SBS Transit Ltd. In 1997, Mr Cheong received the ASEAN Award for Information. He also serves on the National University of Singapore Council.

ROBIN HU YEE CHENG
Executive Vice President, Chinese Newspapers Division & Newspaper Services Division

Mr Hu joined the SPH group as Executive Vice President, Chinese Newspapers Division and Newspaper Services Division on February 1, 2004. Before joining SPH, Mr Hu was Managing Director of global business in SingTel's wholly-owned National Computer Systems Pte Ltd.

Mr Hu has extensive experience in the public and private sectors in areas such as technology and media. Between 1995 to 2001, he spent six years working in China initially as a member of the Economic Development Board's pioneering team in Suzhou and later as Counsellor (Industry and Investment) in the Singapore Embassy in Beijing before becoming a technopreneur during the heydays of the dotcom era.

LESLIE FONG YIN LEONG
Executive Vice President, Marketing

Mr Fong was born in Singapore in early 1949. He went to Trafalgar Primary School and then Raffles Institution. After obtaining his Higher School Certificate, family circumstances made it necessary for him to start working life.

Mr Fong joined The Straits Times in August 1969 and has stayed with the company ever since. Between 1983 and 1986, he was seconded to Shin Min Daily News, where he became its de-facto chief editor. He became Editor of

The Straits Times in 1987 at the age of 37.

He handed over editorship to Han Fook Kwang in September 2002 and became Editor-at-Large with special responsibilities for China. On April 1, 2005, he took over as head of SPH's Marketing Division.

LOW HUAN PING
Executive Vice President, Technology

Mr Low is the Executive Vice President, Technology. He has been with the Group for 19 years. Previously, he was Chief Executive Officer of SPH AsiaOne Ltd, a subsidiary of SPH, Chairman of CyberWay Pte Ltd and a director of Singapore Cable Vision Limited. Mr Low is also a director of MobileOne Ltd.

Mr Low started his career at the Ministry of Defence, where he subsequently headed various IT departments.

Mr Low holds a Bachelor of Arts (Honours) and Master of Arts from Cambridge University,



where he read Engineering and a Master of Science from the University of Singapore. He also graduated from Harvard's Business School Advanced Management Programme.

WEE LEONG HOW
*Executive Vice President,
Human Resources*

Mr Wee has been with the Group for 21 years, and is currently the Executive Vice President of Human Resources. Mr Wee started his career in the Singapore Civil Service, first as an engineer in the Ministry of Defence followed by a stint in the Foreign Service.

Mr Wee holds a Master of Arts from Cambridge University, where he read Engineering under a Singapore Government scholarship. He also has a Master of Business Administration from the National University of Singapore.

SEOW CHOKE MENG
*Executive Vice President,
Administration Division Cum
Cultural Industry Promotion,
Chinese Newspapers Division*

Mr Seow has been with the newspaper group for the last

25 years after spending 5 years in the airline industry.

He has held various positions, as Administration/Purchasing Manager of Sin Chew Jit Poh and General Manager, Human Resource Operations of SPH. Since 1991, he assumed his role as General Manager, Circulation, Newspaper Services Division, cum General Manager of Chinese Newspapers Editorial Services Department.

Mr Seow is currently Executive Vice President of Administration Division and Cultural Industry Promotion of Chinese Newspapers. Apart from serving in grassroot organisations and several charitable institutions, he also serves as a Council member of the National Arts Council and Promote Mandarin Council. Mr Seow graduated from the University of Singapore with a Bachelor of Science, Honours degree.

MICHAEL CHIN YONG KOK
*Executive Vice President,
Corporate Development
& Properties*

Mr Chin has been with the

Group for 14 years. He is Executive Vice President of the Corporate Development Division and Properties. He started his career with SPH in Corporate Planning/ Business Development Department, and then moved to the Properties Department. He also held concurrent positions in Production and Human Resources Divisions.

Prior to joining SPH, Mr Chin was an engineer in the Public Works Department and a senior manager at Coopers & Lybrand Management Consultants.

He holds a Bachelor of Science, First Class Honours, University of Manchester, a Master of Science, University of Manchester and Master of Business Administration from the National University of Singapore.

ARTHUR SEET KEONG HOE
*Executive Vice President,
Special Duties*

Mr Seet is the Executive Vice President of Special Duties. He was previously the Executive Vice President of Finance of SPH. He held various finance positions in Times Publishing Berhad and

(Back row from left)
Han Fook Kwang,
Michael Chin, Quek Khin
Geok, Low Huan Ping,
Leslie Fong, Lim Jim Koon,
Tony Mallek, Seow Choke
Meng, Ginney Lim, Robin Hu.

(Front row seated from left)
Wee Leong How, Cheong Yip
Seng, Arthur Seet.

(Not in picture) Patrick Daniel

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(Cont'd)

in Singapore Newspaper Services Pte Ltd, including Financial Controller and General Manager, Circulation. Mr Seet has been with the Group for over 30 years. Mr Seet is a director of MobileOne Ltd.

TONY MALLEK

Senior Vice President, Finance

Mr Mallek joined SPH Group as Senior Vice President, Finance in June 2003. Prior to this, he was General Manager, Finance for Intraco Ltd. Originally from Hong Kong, he started his career in 1978 in the UK and has been with various US multinationals until 1991 when he was posted to Singapore.

His Singapore experience has mainly been in the healthcare industry, including general manager positions in finance and business development for Parkway Holdings Ltd.

Mr Mallek holds a Bachelor of Technology (Hons), Operations Management from Bradford University and is a Fellow of the Chartered Institute of Management Accountants.

GINNEY LIM

Senior Vice President, Legal, Corporate Relations and Group Company Secretary

Ms Lim is Senior Vice President, Legal, Corporate Relations and Group Company Secretary of Singapore Press Holdings Limited. She is also the General Manager of Singapore Press Holdings Foundation Limited (formerly known as Press Foundation of Singapore Limited).

She has been with SPH since December 1991. She founded the Legal/Secretariat Division in SPH which prior to her joining, had no in-house legal department. She sits on several steering and senior management committees of the Group. She is responsible for the corporate secretarial, legal, insurance and corporate relations functions in the SPH Group.

Prior to joining SPH, Ms Lim was heading the Legal & Secretariat department of NTUC Income. She was also head of the public relations unit in NTUC Income. She has over 20 years of experience in the legal,

corporate secretarial and insurance matters. She holds a Bachelor of Law (Honours) Degree from the National University of Singapore. She is also a Fellow of the Institute of Chartered Secretaries and Administrators and an Associate of the Chartered Insurance Institute. She is a member of the Group 8: Listed Companies Committee of the Singapore International Chamber of Commerce.

PATRICK DANIEL

Managing Editor, English & Malay Newspapers Division

Mr Daniel is the Managing Editor of the English & Malay Newspapers Division of SPH. Before assuming this role in September 2002, he was Editor of The Business Times, Singapore's financial daily published by SPH, a position he held for 10 years.

He has been with the SPH group since 1986. He joined the media after a stint in the Singapore Administrative Service, where his last position was Director in the Ministry of Trade and Industry. He has a BA with Honours in Engineering

Sciences and Economics from University College, Oxford, and a Masters in Public Administration from the Kennedy School of Government, Harvard University.

HAN FOOK KWANG
Editor, The Straits Times

Mr Han Fook Kwang was appointed Editor of The Straits Times on September 2, 2002.

He joined The Straits Times in February 1989, and was made Political Editor in January 1995, in charge of political coverage in The Straits Times.

He is a member of the Bioethics Advisory Committee and the Lifelong Learning Endowment Fund Advisory Council.

He graduated from the University of Leeds in Mechanical Engineering (1975) on a Colombo Plan Scholarship. He also holds a Masters in Public Administration from Harvard University (1983).

Mr Han was awarded the Pingat Bakti Masyarakat (The Public Service Medal) in August 2000.

LIM JIM KOON
Editor, Lianhe Zaobao

Mr Lim has been a journalist for 28 years. He took over the helm of Lianhe Zaobao in December 1993 and has been its Editor since January 1995.

As the person responsible for the overall running of the SPH flagship Chinese paper, he also oversees zaobao.com, the online edition of Zaobao.

He sits on the boards of Urban Redevelopment Authority and Civil Service College.

QUEK KHIN GEOK
Vice President, Internal Audit

Ms Quek holds a Bachelor of Accountancy degree from the University of Singapore and had worked in Pricewaterhouse & Co, Hong Leong Finance Ltd and Overseas Union Bank Ltd previously.

Prior to taking up her present appointment, Ms Quek was the chief audit executive of United Engineers Ltd for more than three years.

Apart from more than 15 years in internal audit, Ms Quek has

also been involved in external audit, credit marketing and operations, and retail banking. Ms Quek is a Fellow of both the Institute of Certified Public Accountants of Singapore (ICPAS) and CPA Australia.