

# Corporate Profile



Singapore Press Holdings (SPH) is the leading media group in Singapore, offering high quality news and infotainment across multiple delivery platforms to a growing regional and international audience.

We publish 14 newspapers in four languages and over 90 periodicals. Everyday, 2.7 million individuals, or 83 percent of people above 15 years old, read one of our publications while the online editions of our main newspapers enjoy some 110 million pageviews with 7 million unique visitors every month.

Our success is built on the long history and rich heritage of our two flagship newspapers – The Straits Times, the English-language daily and Lianhe Zaobao, the Chinese-language daily. The other two dailies, Berita Harian and Tamil Murasu, remain the staple for the Malay-speaking and Tamil-speaking communities respectively. These four major newspapers, together with The New Paper, an afternoon tabloid, and The Business Times, the leading financial daily in Singapore, also provide online news to SPH's Internet portal, AsiaOne.

SPH's online and new media initiatives include a revolutionary mobile advertising and information service, ZapCode; ST701 which offers a comprehensive online platform for recruitment and job search, cars, properties and shopping; Stomp (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the web and via mobile phone messaging; and omy, a bilingual news and interactive portal.

We also operate two popular radio channels, Radio 91.3FM in English and Radio 100.3FM in Mandarin, under an 80 percent-owned joint venture company SPH UnionWorks, with NTUC Media. Both channels leverage on the brand name and resources of our print newsrooms, giving them that unique edge.

SPH has a 20 percent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, U and TV Mobile, and a 40 percent stake in MediaCorp Press Pte Ltd, which publishes the free newspaper, Today.

In addition, SPH has ventured into outdoor advertising through its wholly-owned subsidiary, SPH MediaBoxOffice Pte Ltd, Singapore's largest outdoor motion display advertising network media company, and a 35 percent stake in TOM Outdoor Media Group, a leading outdoor advertising company in China.

On the property front, SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. Our wholly-owned subsidiary, Times Development Pte Ltd, is also developing a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

As an industry leader, we are also an active corporate citizen and support various community and charitable causes for education, arts and culture, wildlife conservation and sports.

At SPH, we are always striving to do more than just inform, educate and entertain.