

it's  
● about ●  
insight

Guided by more than a century-old commitment to uncompromising journalistic and business quality, we continue to build our reputation as one of the most trusted and respected media companies in Singapore. With our stable of 17 newspaper titles published in four different languages, we create a strong bond with our readers by identifying, analysing and providing insightful content that they can relate to and act upon.



Pushing the limits of what's possible

**THE BUSINESS TIMES**

Property subsales and who issues

Singapore buys 60% of rival IT company

# • it's about • diversity

SPH Magazines continues to lead the way with its top-selling women's magazines. Her World and Female provide excellent reads with breathtaking visuals for the trendy and modern women. With more than 100 titles covering a diverse range of topics from entertainment to sports, lifestyle to business, parenting to health, we continue to offer engaging content that interests readers.



**female**  
MAY 2004

FALL FASHION  
FALL LEADERS  
TO OWN NOW

101

TOP TIMEPIECE  
TRENDS

it's  
about  
**mobility**

As the world moves in real time, we strive to serve our customers not just with compelling journalism but with consummate convenience. Subscribers to our mobile news can now gain access to breaking news alerts, entertainment, finance and even sports news right at their fingertips anytime, anywhere – giving them the power of unlimited mobility.



# it's about gateways

Our suite of online platforms attracts a growing number of individuals and professionals who seek instant news and information. Through our popular portals, readers have access to a wide range of content that serves as a source of reliable information as well as a gateway to a world of opportunities.









it's about

**me**

# dia

Information today is ubiquitous and easily accessible as technology continues to revolutionise how customers access news and information. SPH will continue to serve the needs of our customers across all media channels - be it print, online or mobile.

Our goal is always to deliver the best content wherever, whenever and however our customers want it - placing the power of choice and freedom in their hands.

This empowerment will make a practical difference in people's lives - by innovating the possibilities of the future, we are giving them the freedom of tomorrow.

# GROUP at a glance



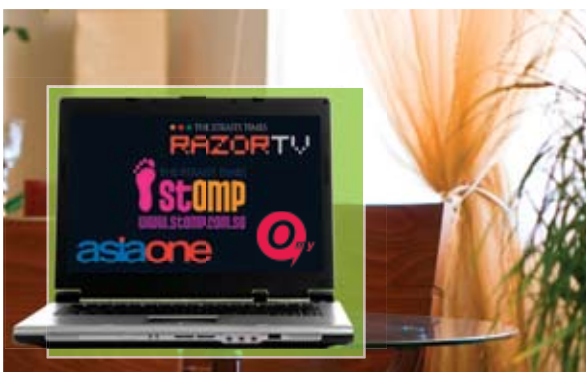
## NEWSPAPERS

With print as its core business, SPH publishes 17 newspaper titles in four languages. Every day, 2.9 million individuals or 79 per cent of people above 15 years old, read one of SPH's news publications. With more than 1,000 journalists, including correspondents operating in 20 cities around the world, SPH is well-equipped with the talent and network to deliver quality news and information that covers both domestic and international markets.



## MAGAZINES

SPH Magazines publishes over 100 magazine titles in Singapore and the region, covering a broad range of interests from fashion, bridal, society, automobiles, parenting, décor and information technology. It also provides custom editorial and publishing services covering lifestyle magazines and newsletters. It strives to bring its titles to global markets through acquisition of franchises for well-known international titles to affirm its position as the publisher of choice.



## INTERNET AND NEW MEDIA

SPH's online editions of its key newspapers enjoy over 150 million pageviews with 9 million unique visitors every month. SPH has also expanded into other new media initiatives such as the mobile advertising and information service, ZapCode; recruitment and job search service, ST701; local search and directory engine, rednano.sg; Stomp (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging; omy, a bilingual news and interactive portal and The Straits Times RazorTV, a free access interactive webcast service offering live chat shows and video on demand clips.



## BROADCASTING

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, U and TV Mobile, and a 40 per cent stake in MediaCorp Press Pte Ltd, which publishes the free newspaper, Today. In the radio business, SPH has a 80 per cent stake in SPH UnionWorks Pte Ltd, which operates entertainment stations Radio 100.3FM in Mandarin and Radio 91.3FM in English, together with partner NTUC Media.



## OUTDOOR MEDIA

SPH MediaBoxOffice Pte Ltd is Singapore's largest outdoor motion display advertising network media company. Its advertising footprint covers five large LED screens and about 400 plasma & LCD screens in commercial buildings island-wide. It also operates large-format billboards, banners and other static outdoor media platforms. It owns a 35 per cent stake in TOM Outdoor Media Group, a leading outdoor advertising company in China.



## PROPERTIES

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore's main shopping belt. It houses some of the world's leading luxury brands. SPH's wholly-owned subsidiary, Times Development Pte Ltd, is also developing a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road. The development will comprise four towers housing a total of 273 units of 4-bedroom apartments and large penthouses.