

INVESTOR relations

SPH: Leading and shaping the Industry

SPH continues to build on its core strengths to deliver superior products and new media initiatives across multiple platforms. Several newspaper publications such as The Straits Times, The New Paper, My Paper and The Business Times Weekend were recently revamped to engage readers and advertisers' changing needs. The introduction of The Straits Times RazorTV and rednano.sg adds to SPH's growing list of products, affirming its commitment to lead and shape the market by providing quality content not only in print but also on mobile and internet platforms.

701Sou (Hong Kong) Pte Limited and 701Panduan Sdn Bhd are recent joint venture efforts by SPH as part of the Company's strategic growth plans to drive regional expansion. Through these synergistic partnerships, SPH is able to tap on its strengths in the media business to further unlock value for the Company and its shareholders.

Connecting with Shareholders and Investors

SPH's Investor Relations team proactively communicates with the investment community, through frequent one-on-one, and group meetings with shareholders, analysts and potential investors. Senior Management and the Investor Relations team undertook 2 roadshows in Sydney and Tokyo to engage a growing segment of potential investors from the 2 cities. In addition, SPH also participated in 2

investor conferences – Credit Suisse Asian Investment Conference in Hong Kong and CLSA Corporate Access Forum in Singapore. Retail investors were given an opportunity to meet with the management at the Corporate Profile Seminar, organised by the Securities Investors Association of Singapore ("SIAS") in June. Through these interactions, SPH management is able to openly communicate and gain invaluable feedback.

Enhancing Shareholders' Value

SPH strives to enhance the long-term value for shareholders. We will continue to assess opportunities of returning excess cash generated from operations that is surplus to the Company's requirement. The level of capital return, in the form of share buy back, dividend and capital distribution, will be determined to allow the Company to balance its operational requirement needs with the flexibility to pursue strategic business opportunities. Based on our track records, a high percentage of our recurring earnings have been returned to shareholders in the past five years. Profits accruing from the property operations (Sky@eleven and Paragon) are recognised as part of our recurring earnings.

Shareholders are encouraged to access our corporate website at www.sph.com.sg for the latest corporate information updates on the Group. Queries can be posted via our investor relations email address, sphir@sph.com.sg.

Investor Relations Calendar

1st Quarter 2008 (Sept – Nov 07)

- 2007 Full Year Financial Results Announcement and Media & Analysts' Briefing
- Full Year Results Investor Meeting
- UBS Non-Deal Roadshow (Sydney)
- Credit Suisse Non-Deal Roadshow (Tokyo)
- Release of Annual Report 2007

2nd Quarter 2008 (Dec 07 – Feb 08)

- Payment of 2007 final dividends
- Annual General Meeting
- Announcement of 1Q FY 2008 results
- Post 1Q Results Investor Meeting

3rd Quarter 2008 (Mar – May 08)

- # Credit Suisse – Asian Investment Conference (Hong Kong)
- Announcement of 2Q/HY FY 2008 results cum analysts briefing with audio webcast
- Post 2Q Results Investor Meeting
- # CLSA Corporate Access Forum (Singapore)

4th Quarter 2008 (Jun – Aug 08)

- # SIAS Corporate Profile Seminar (Singapore)
- Announcement of 3Q FY 2008 results
- Post 3Q Results Investor Meeting

Investor conferences attended

Financial Calendar

Year	Date	Event
2008	10 Oct	Announcement of FY 2008 Results
	12 Dec	Books Closure for Dividend Entitlement
	23 Dec	Proposed Payment of FY 2008 Final Dividends
2009*	12 Jan	Announcement of 1Q FY 2009 Results
	13 Apr	Announcement of 2Q FY 2009 Results
	13 Jul	Announcement of 3Q FY 2009 Results
	12 Oct	Announcement of FY 2009 Results

* The dates are indicative and subject to change. Please refer to SPH website, www.sph.com.sg, for the latest updates.