

INVESTOR RELATIONS

SPH: Engaging Minds, Enriching Lives

SPH is committed to engaging both readers and advertisers by developing and acquiring innovative and superior products that enrich the lives of our audiences across multiple languages and platforms. Despite the challenging media landscape, we remain committed to improving our product offerings and pursuing new revenue streams to enhance shareholders' value.

During the year, we successfully executed several greenfield and acquisition projects, affirming our commitment to innovate beyond print and strengthen our suite of media products. Some examples of our continued expansion with online initiatives include the launch of 701Panduan in Malaysia and AyosDito in the Philippines. Other activities include the acquisition of Shareinvestor and our entry into the book publishing business.

We continue to forge ahead to build on our core competencies in journalism, marketing and distribution while pursuing new opportunities to grow and maintain our dominance as Southeast Asia's leading media organisation.

Proactive engagement with the Investment Community

The SPH Investor Relations team proactively engages the investment community to deliver timely information on the Group's financial performance as well as strategic and growth initiatives. Senior management frequently communicates with shareholders, analysts and investors via multiple channels including one-on-one meetings, conference calls, quarterly post-results luncheons, investment conferences and overseas roadshows.

SPH shares are widely held by both global and local institutional funds and private investors. We continue to attend major investor conferences to keep investors informed of the latest news and developments of the Group. During the year, senior

management undertook a roadshow in Tokyo for the second time to strengthen shareholder relations and gain valuable feedback for the Group. We also engage with retail investors through email and telephone calls, as well as public forums such as those organised by the Securities Investors Association of Singapore ("SIAS") and Shareinvestor.

This year, we launched a revamped Investor Relations website with additional features and information. This is part of our continuing effort to improve and provide effective communication with the investment community. With a brand new look, the comprehensive website provides easy access to the Company's financial and business information. Investors can access senior management's presentation of the Group's half and full year results through audio webcasts and slide presentations, which are available online.

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 record, a high percentage of our recurring earnings have been returned to shareholders in the past five years. Profits accruing from 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 2009 (Sept – Nov 08)

- 2008 Full Year Financial Results Announcement and Media Conference & Analysts' Briefing with audio webcast
- Full Year Results Investor Meeting
- # Morgan Stanley Asia Pacific Summit 2008 (Singapore)
- Daiwa Non-Deal Roadshow (Tokyo)
- Release of Annual Report 2008

2nd Quarter 2009 (Dec 08 – Feb 09)

- Payment of 2008 final dividends
- Annual General Meeting
- Announcement of 1Q FY 2009 results
- Post 1Q Results Investor Meeting
- # BNP Paribas ASEAN Corporate Day (Singapore)

3rd Quarter 2009 (Mar – May 09)

- # Credit Suisse – Asian Investment Conference (Hong Kong)
- Announcement of 2Q/HY FY 2009 results and analysts' briefing with audio webcast
- Post 2Q Results Investor Meeting
- # CLSA Corporate Access Forum (Singapore)

4th Quarter 2009 (Jun – Aug 09)

- # SIAS Corporate Profile Seminar (Singapore)
- Announcement of 3Q FY 2009 results
- Post 3Q Results Investor Meeting
- Shareinvestor's Invest Fair 2009

Investor conferences attended

Financial Calendar

2009	12 Oct	Announcement of FY 2009 Results
	14 Dec	Books Closure for Dividend Entitlement
	23 Dec	Proposed Payment of FY 2009 Final Dividends
2010*	13 Jan	Announcement of 1Q FY 2010 Results
	13 Apr	Announcement of 2Q FY 2010 Results
	12 Jul	Announcement of 3Q FY 2010 Results
	12 Oct	Announcement of FY 2010 Results

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