

CORPORATE PROFILE

Singapore Press Holdings (SPH)

is Southeast Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

We publish 17 newspaper titles in four languages and more than 100 periodicals. Every day, 3 million individuals, or 77 per cent of people above 15 years old, read one of our publications. The online editions of our main newspapers enjoy over 225 million page views with 15 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 and The Business Times, also provide online news to SPH's Internet portal, AsiaOne.

Apart from SPH's AsiaOne portal, SPH's online and new media initiatives include an online marketplace for products, services and employment, ST701; Stomp (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging; omy.sg, 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.

We also operate two popular radio channels, 91.3FM in English and Radio 100.3 in Mandarin, under an 80 per cent-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 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, and Channel U, and a 40 per cent stake in MediaCorp Press Ltd, which publishes the free newspaper, Today.

SPH's events subsidiary Sphere Exhibits organises innovative consumer and trade events and exhibitions. SPH MediaBoxOffice Pte Ltd (SPHMBO) is the leading Digital Out-of-Home advertising company in Singapore. Its digital network comprises 8 large LED screens at strategic locations (e.g. Orchard Road, Raffles Place, etc.) and more than 500 plasma and LCD screens in shopping centres, banks, and petrol stations. It also operates large-format billboards, banners and other static media platforms. SPHMBO also has a dedicated team of professionals that offers customised event management services to clients.

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. SPH's wholly-owned subsidiary, Times Development Pte Ltd, has also developed a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road. The Clementi Mall, SPH's latest retail mall, will be operational in 2011.

As an industry leader, SPH is an active corporate citizen and supports various community and charity causes, ranging from education, arts and culture, wildlife conservation and sports.

More information can be found on www.sph.com.sg

KEEPING IN TIME

Connecting Generations

17 Newspaper Titles

4 Languages









EMERGING WITH THE TIMES

Growing In Numbers

Over 100 Magazine Titles

5 Million Copies Sold in Singapore Yearly

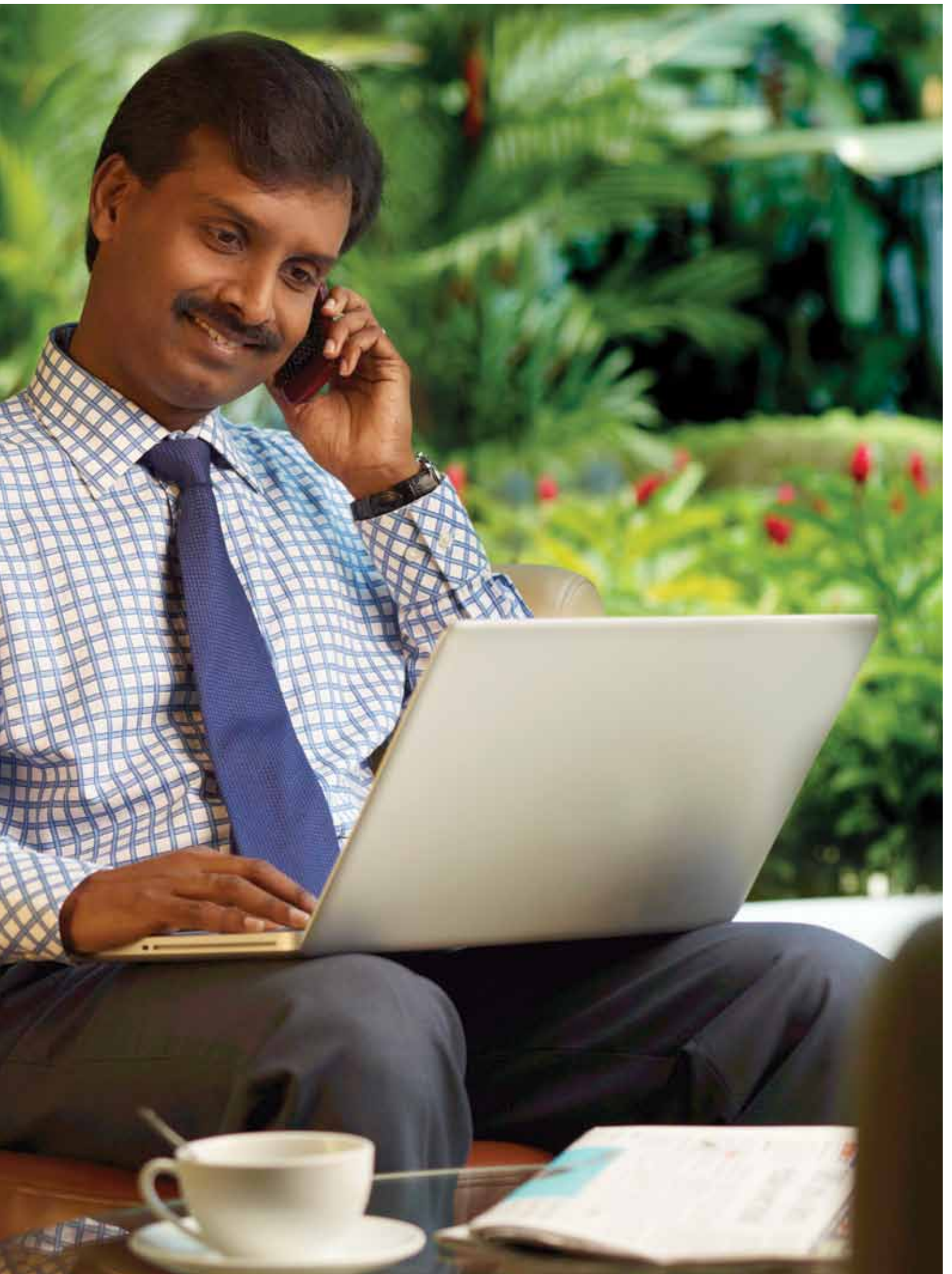
AHEAD OF THE TIMES

Shaping The Future

15 Million Unique Visitors

225 Million Page Views Per Month









IN PERFECT TIMING

Staying Connected

One Mobile Device

Unlimited Access On The Go







**ENGAGING MINDS,
ENRICHING LIVES**

Extending our Reach

SPH touches the heart of every individual in big and small ways. Be it the local daily read across generations to the use of new media platforms that inform and educate, SPH will always play a part in the growth of our community, evolving and growing together with each passing day.

As our brand audiences continue to grow, so will we. Seizing new opportunities and undertaking new challenges will allow us to broaden our horizons and forge greater success. We seek to build a brand recognised for quality and excellence, and in doing so, aspire to create one that will continue to inspire and delight generations to come.