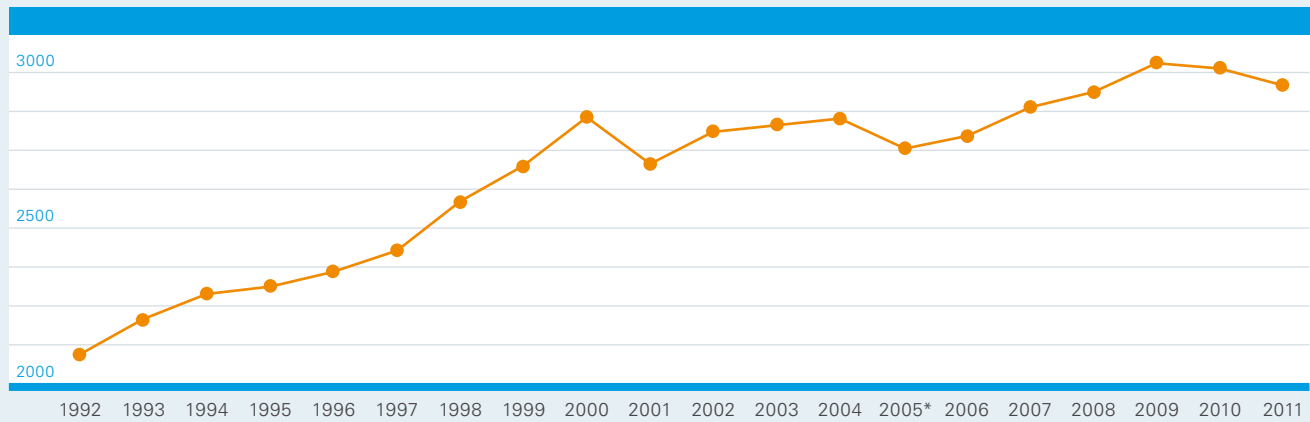


SPH newspapers READERSHIP TRENDS

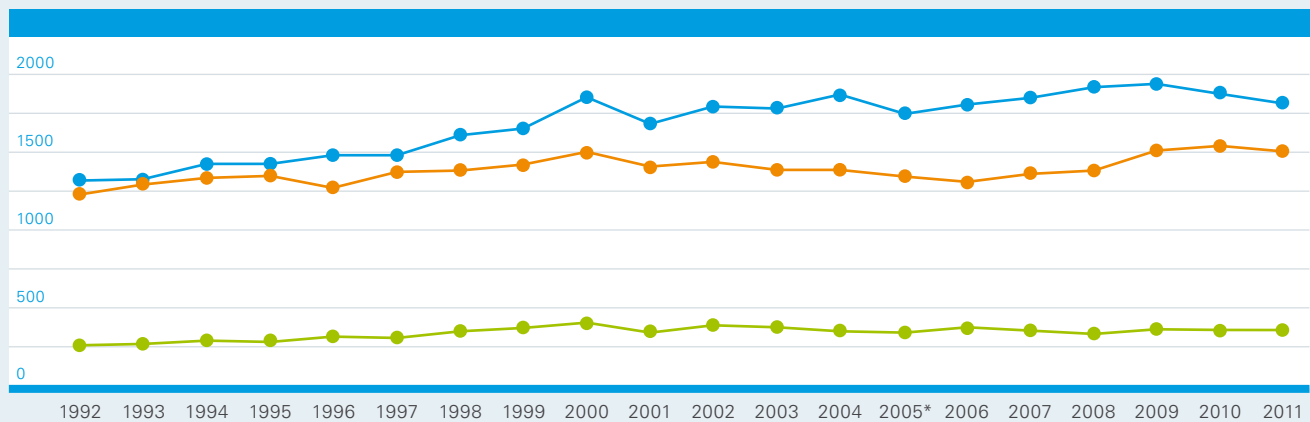
SPH Newspapers Net Readership Trends

('000)



SPH Newspapers Readership Trends

('000)



Publications — English-language papers — Chinese-language papers (including My Paper) — Malay-language & Tamil-language papers

* *Streets ceased publication from January 2005.*

Remarks: Nielsen Fieldwork period July-June; year indicated refers to the year when fieldwork was completed

Source: Nielsen Media Research, Media Index (1992-2011)