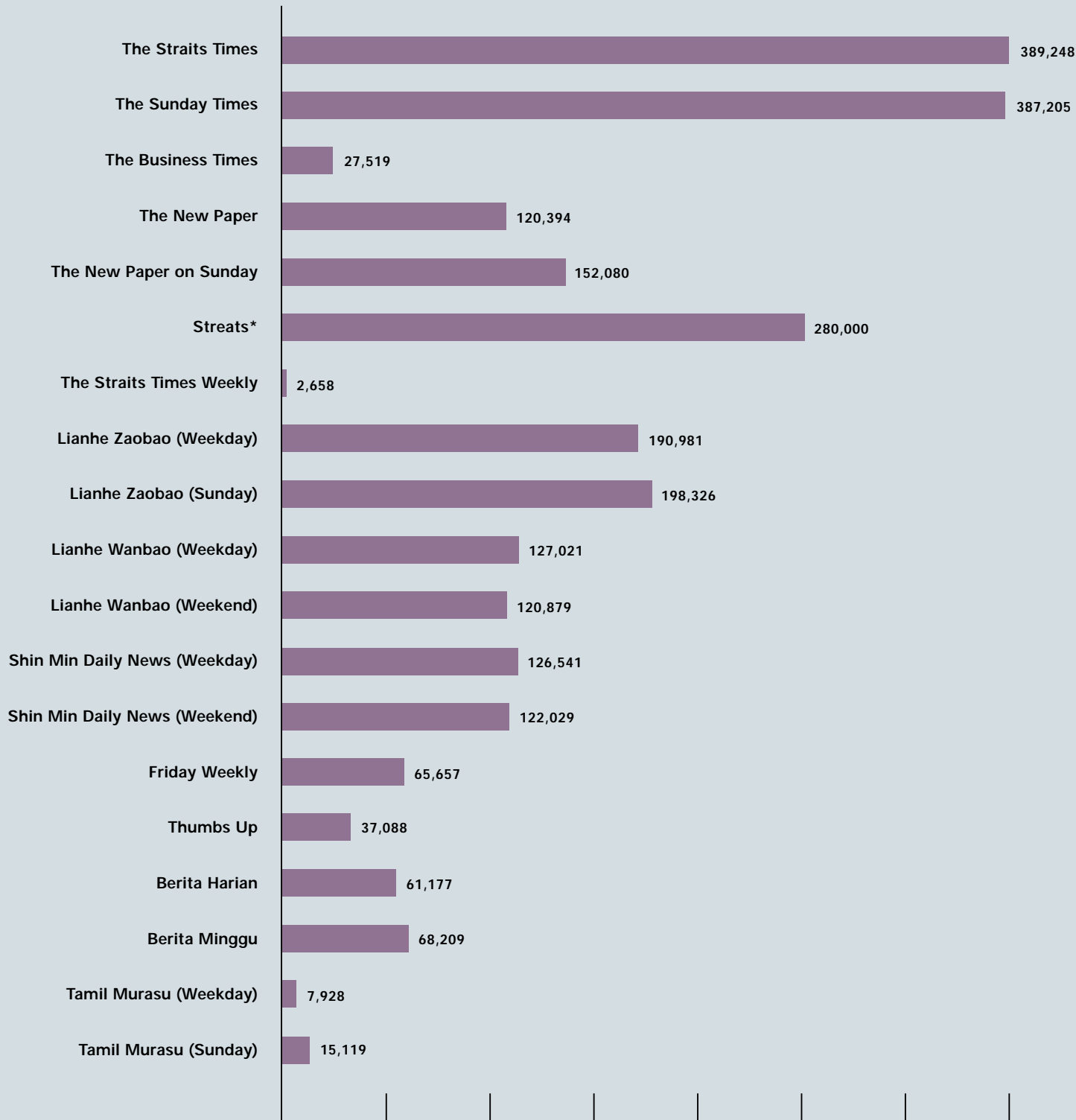
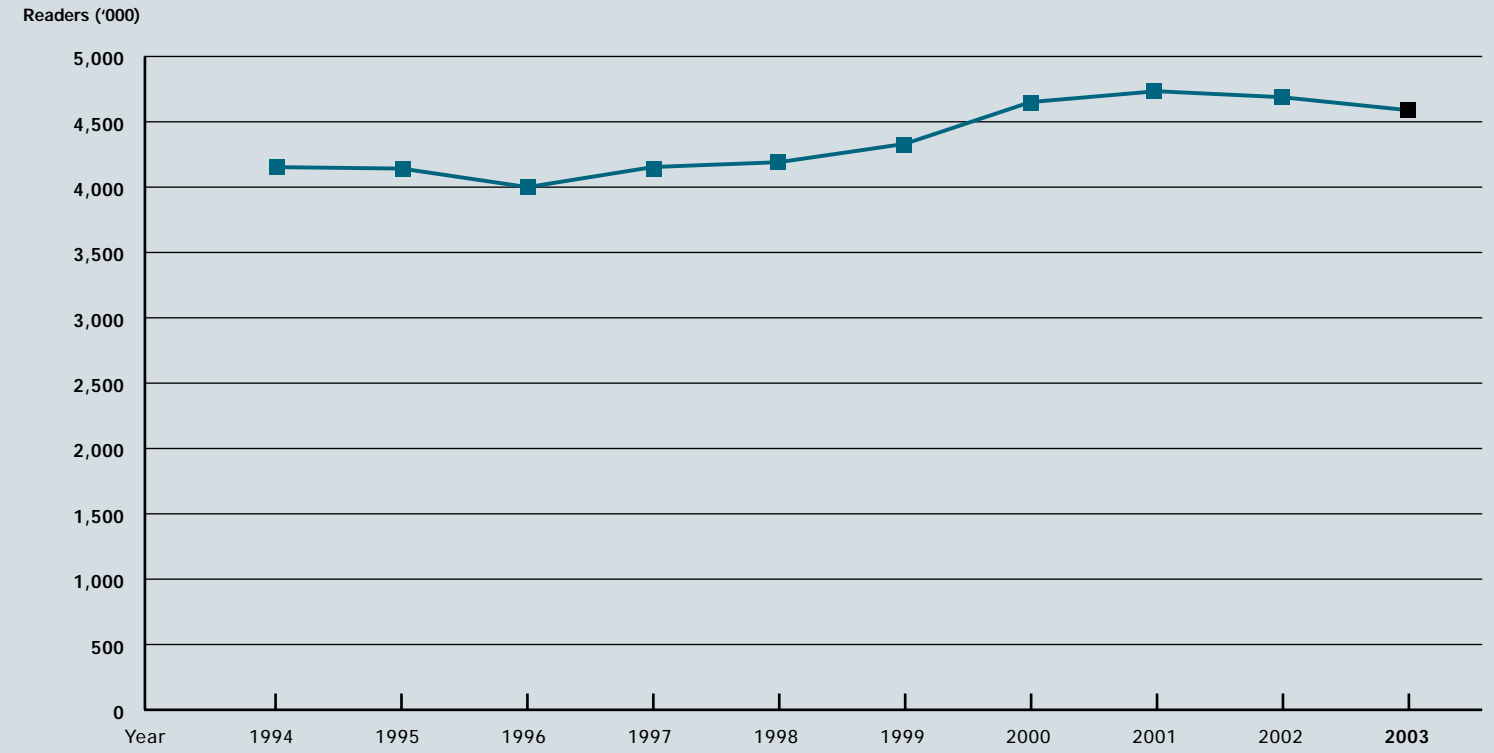


Daily Average Circulation for August 2003



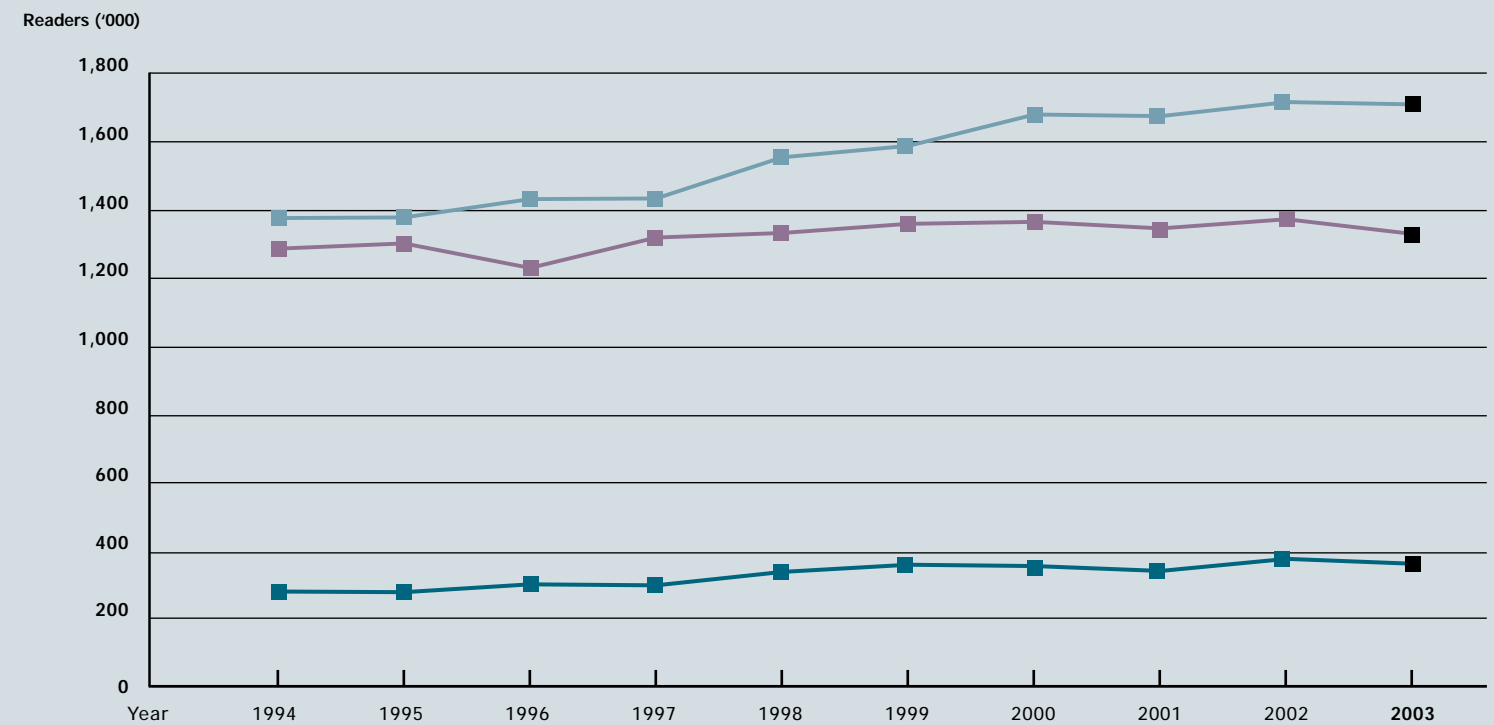
\* Streets has a controlled circulation of 280,000. It is distributed to HDB estates, landed homes and condominiums, offices in the CBD, business and technology parks, key public places such as educational institutions, hospitals, selected country clubs and airlines, and available at busy commuting points.

SPH Newspapers Gross Readership Trends



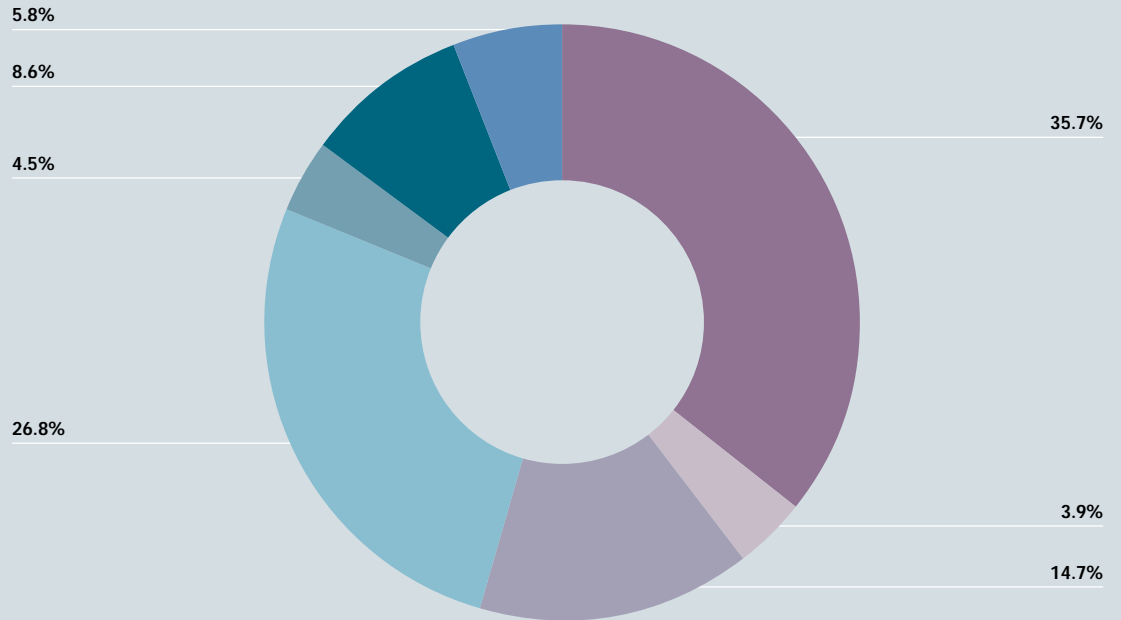
\* Based on adults aged 15 years and above. Source: AC Nielsen.

SPH Newspapers Net Readership Trends by Language



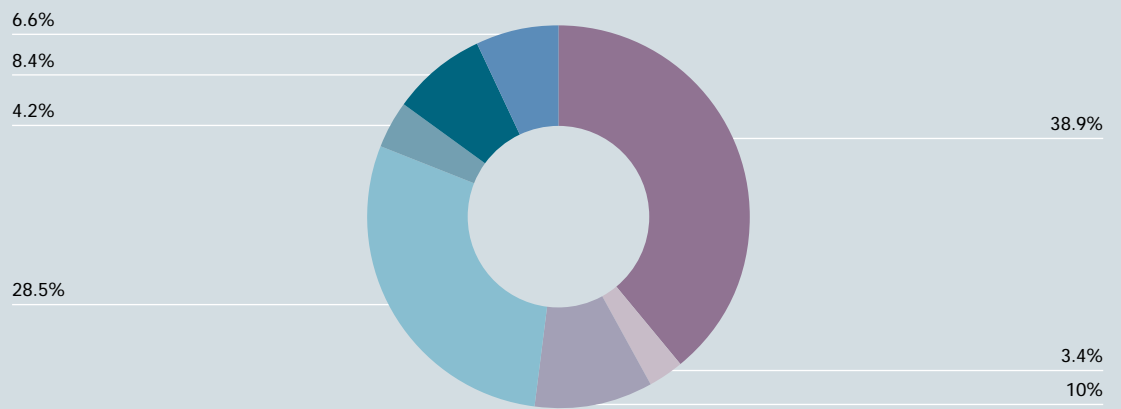
\* Based on adults aged 15 years and above. Source: AC Nielsen.

Advertising Expenditure by Media



FY 2003

Total adspend: S\$ 1,722,546



FY 2002

Total adspend: S\$ 1,569,064

- SPH Newspapers
- MediaCorp TV
- Others (Cinema, Rediffusion, Busbacks / Taxi-Tops & Posters)
- Today
- Periodicals
- SPH MediaWorks TV
- Radio

\* TV includes bonus air-time.

\* Newspapers exclude appointments/notices and classified but include display classified for five product categories: Automobiles, Real Estate, Banking/Finance, Leisure/Travel & Computer. Source: AC Nielsen.