

## STAFF WELFARE

At SPH, human resources and talent are our most cherished assets. And we recognise that they are a critical force in the success of the company. That's why we provide a stimulating and family-friendly environment to develop and retain talent, and a flexible and enriching workplace for staff to grow.

SPH believes that a happy worker is a steady and more productive worker. To help staff, especially those with young children, balance their family life and work, the company has put into place various pro-friendly measures, including flexible working hours, work from home arrangement and no-pay leave for mothers who want to extend their maternity leave.

### Five-day week & longer maternity leave

On 1 August 2004, SPH implemented a five-day week for staff, in line with the government's push to create a more family-friendly environment and to maintain employment competitiveness although production staff will commence the shorter week next year. Also effective from 1 August 2004, SPH extended paid maternity leave by a month to three months for up to the fourth child as part of the pro-family measures to encourage Singaporeans to have bigger families. This move followed changes to the Employment Act. In addition, employees with children below seven years of age are entitled to two days of paid childcare leave each year. Both moves were welcomed by SPH staff.

### Health screening for all

On 1 February 2004, the company overhauled the group's medical benefits scheme for staff, moving away from a reactive approach to a proactive one emphasising early detection and preventive healthcare. Under the new medical scheme, non-executive staff are also entitled to basic health screening, a perk previously enjoyed by executives only. This screening was carried out between March and May 2004.

### Espirit de Corps parties

To promote Esprit de Corps among employees, the company announced in August 2004 that the annual Dinner and Dance would be replaced by smaller and more intimate divisional parties, which are aimed at building camaraderie and bonding. Under the new scheme, each division will organise its own year-end bash. Divisions can also give out Long Service Awards at such party.

### SPH scholarships

SPH awarded scholarships to 14 children of SPH employees in June 2004 to help them pursue their studies at junior colleges, polytechnics or a local university. The company also gave out 12 public scholarships for higher studies at universities in the US, Britain, Australia and China.

## CORPORATE CITIZENRY

Corporate citizenry is one of SPH's core values. Matching words with deeds, the Group, which firmly believes that it has a social responsibility in helping to build a better nation, continued to demonstrate its strong commitment to fostering community spirit by supporting a diverse range of community and charity events. Despite a flagging economy and the aftermath of SARS, it continued to contribute generously to support arts and culture, education, conservation efforts, sports and charity.

A staunch supporter of local arts, SPH believes in promoting home-grown talent and providing them a platform to showcase their works and creativity, as well as other efforts to develop Singapore into a vibrant arts and cultural hub. For its contributions to events such as SPH Homecoming SSO Series, TheatreWorks Writers' Lab, Singapore Arts Festival, Singapore River Hongbao, Chinese Cultural Festival, it was conferred the Distinguished Patron of the Arts Award by the National Arts Council for the 12th successive year.

It also contributed to other worthy community causes, including the SPH Geography Challenge, SPH Schools Relay Championships and SPH Reading Room project.

SPH also stepped up its corporate giving last year. As part of bringing National Day cheer to the less fortunate, it gave out \$200,000 to 20 charity and welfare organisations caring for the needy sick and elderly on 23 August 2004, in an organised group giving. This was in addition to donations to various other charitable causes, including the Community Chest Share programme and the Press Foundation of Singapore, a non-profit organisation which was set up in 2002 to promote lifelong learning.

SPH also encourages staff volunteerism by helping to raise funds for charitable causes. Its top fun-raiser, The Straits Times School Pocket Money Fund, now into its fifth year, managed to raise its target of \$3.5 million to help 11,000 students from low-income homes despite the bad times. Its Chinese TV Channel U exceeded expectations when it collected a record \$7 million from its second Ren Ci Charity Show in January for the Ren Ci Hospital and Medical Centre. Lianhe Zaobao's ZPOP zNOW Concert and The New Paper's Big Walk and Be Yourself Day raised \$338,000 for the 2003 President's Challenge. Tamil Murasu spearheaded the setting up of the G. Sarangapany Education Trust Fund and helped raised the initial seed money of \$500,000.

SPH believes that healthy companies need healthy communities. We see our community involvement as a way of giving back to the community which has supported us.