

# spn

We're proud to unveil our new logo, a symbol of our commitment to engaging minds and enriching lives

Singapore Press Holdings, the leading media group in Southeast Asia, was incorporated in 1984 in the merger of Singapore's English and Chinese newspaper groups. A multimedia giant with a 165-year-old English-language daily, The Straits Times, and an 85-year-old Chinese daily, Layo Layo, we deliver timely news and information across multiple platforms. For us, the changing media landscape provides a future of new possibilities. As we celebrate our 25th anniversary and many more years to come, we thank you for joining the journey with us.



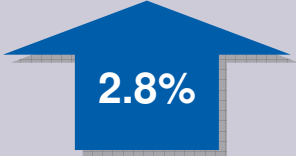

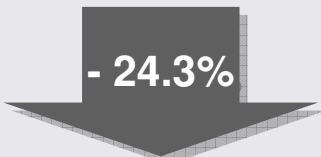
1984 Mergers of English and Chinese newspaper groups  
 1985 The New Paper introduced newspaper group's first daily  
 1986 Launch of AsiaNet and other newspaper products  
 1988 The Straits Times marks its 150th anniversary  
 1998 SPN launches The Malay Mail  
 1987 SPN launches Singaporean Sports Week  
 2002 SPN launches Singaporean Sports Week  
 2003 SPN launches Singaporean Sports Week  
 2005 SPN launches its first online news portal  
 2006 SPN launches its first online news portal  
 2006 SPN launches its first online news portal  
 2007 SPN introduces SkyNews, its first property management  
 2008 Launch of first live search and directory engine website by SPN  
 2008 SPN launches its first online news portal  
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Engaging Minds, Enriching Lives

SIAS Corporate Profile Seminar  
 20 June 2009

# Corporate Video

## Group Financial Highlights - 1H FY09

	1H FY 2009 S\$' 000	1H FY 2008 S\$' 000	Change
Operating Revenue	<b>627,411</b>	610,152	 2.8%
Operating Profit #	<b>221,670</b>	238,284	 - 7.0%
Investment (Loss)/Income	<b>(33,781)</b>	14,988	NM
Net Profit	<b>160,055</b>	211,525	 - 24.3%

# Recurring earnings of the media and property business, including profits from Sky@eleven development

NM: Not meaningful

# Group Financial Highlights - 1H FY09

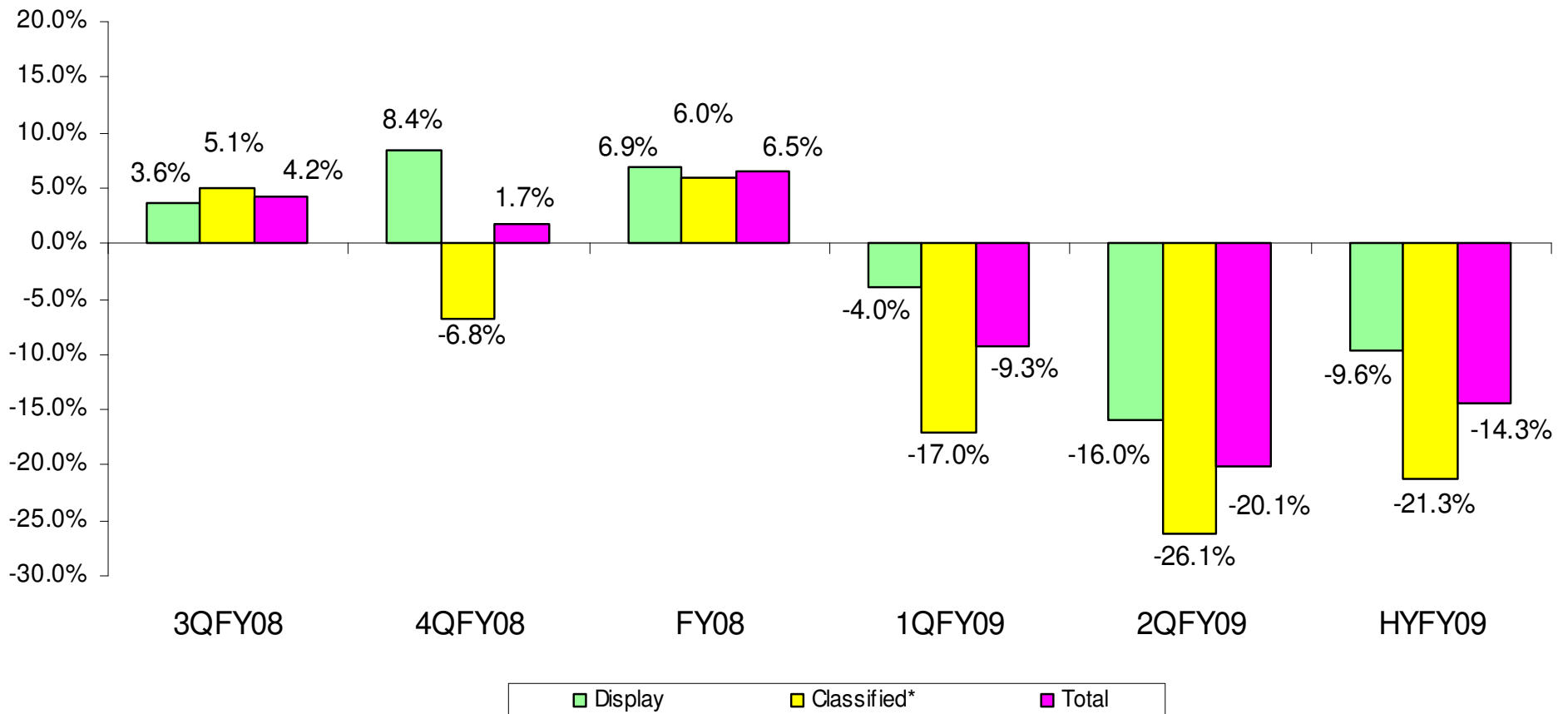
## Group Operating Revenue

2.8% growth to S\$627.4m

- The Group's Newspaper and Magazine's segment, impacted by weakening economic conditions, declined 8.8% to S\$454.0m
- Print advertisement revenue fell 12.7% to \$334.1m
- Property segment rose by S\$55.4m (or 56.6%), contributed by both Sky@eleven and Paragon

# 1H FY09 Newspaper Advertising Revenue Y-O-Y Growth %

**ST Sat paper size appears to be stabilising in recent months**

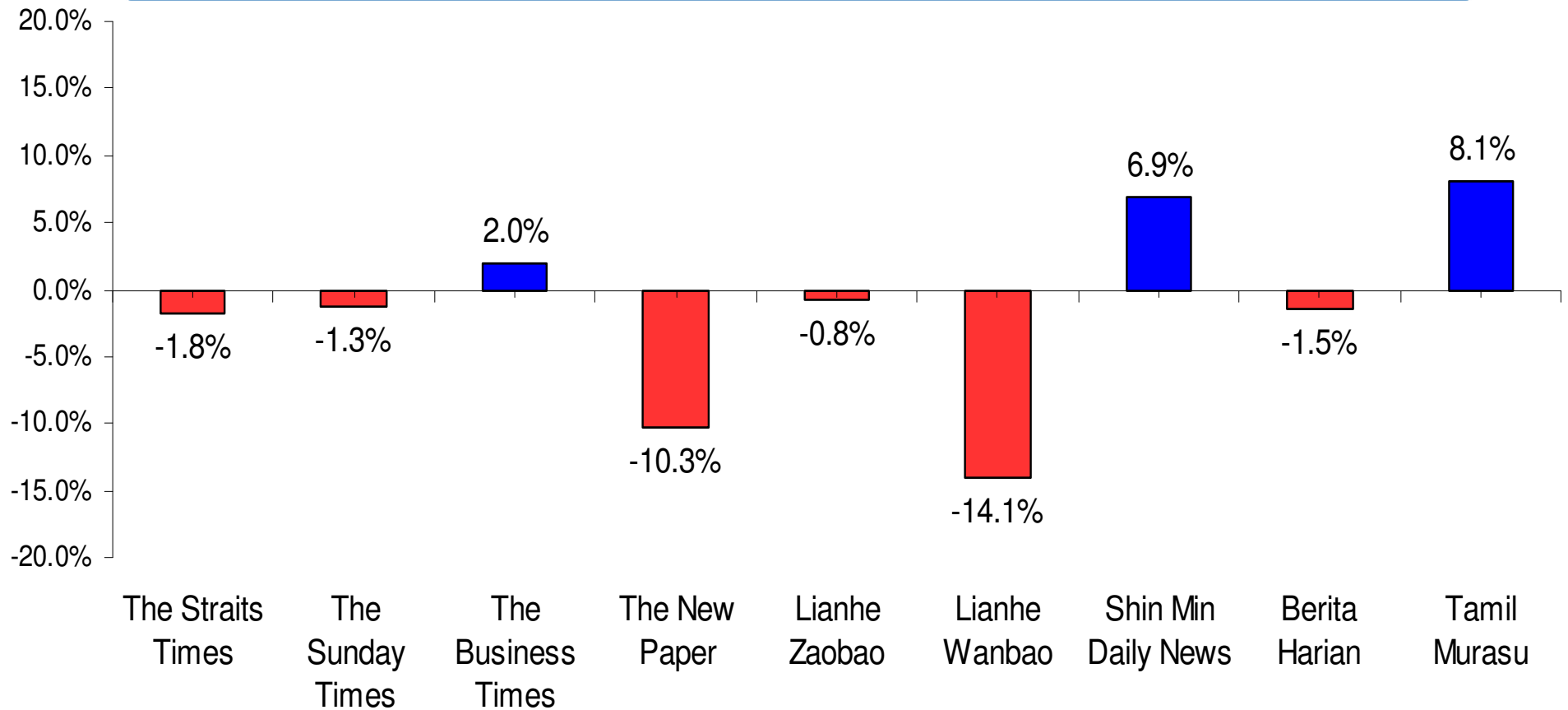


\* Classified includes Recruitment and Notices



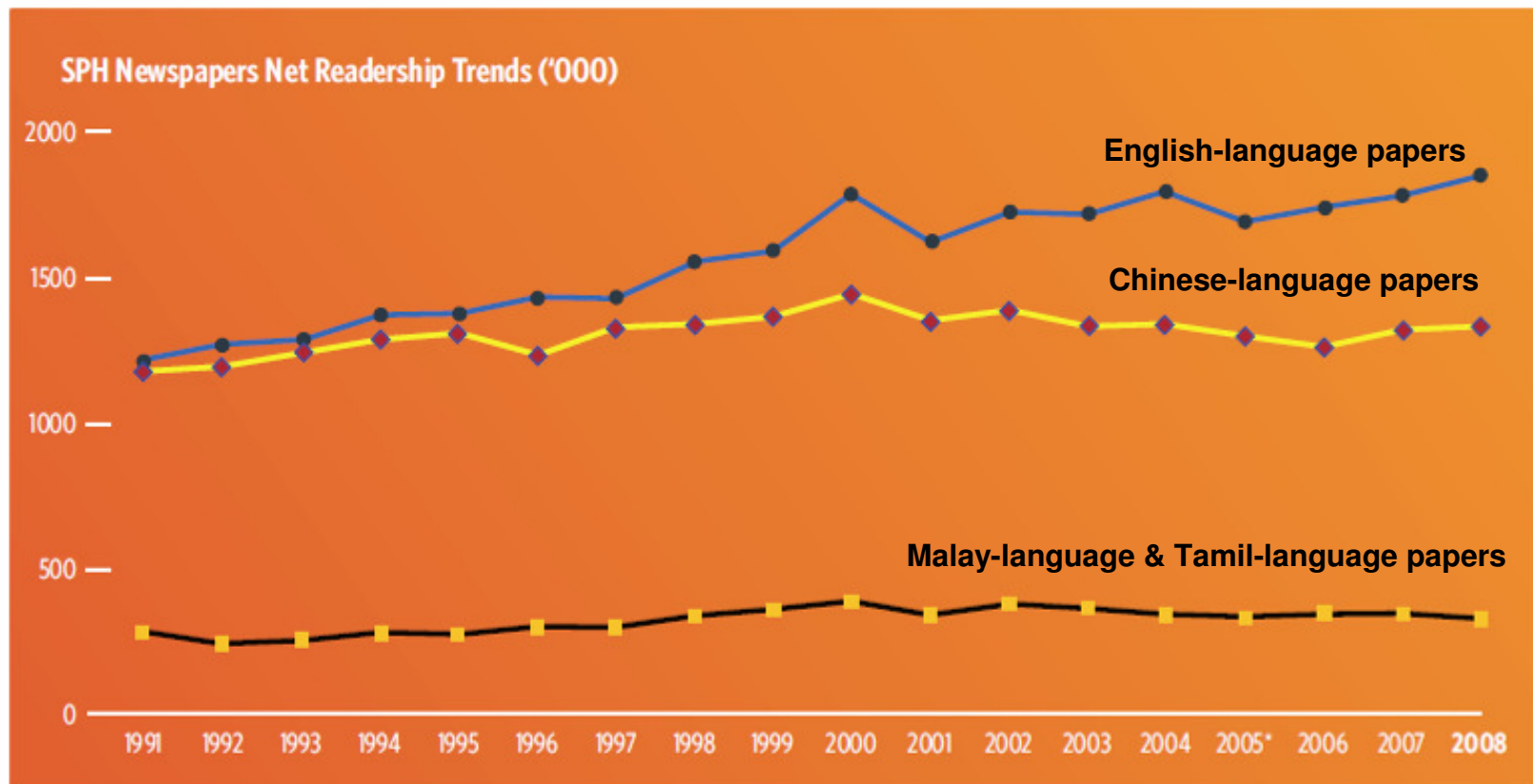
# 1H FY09 Circulation Copies Y-O-Y Growth %

**Marginal decline in circulation for 1H FY09**



# Readership Trends

Readership has remained stable over the years

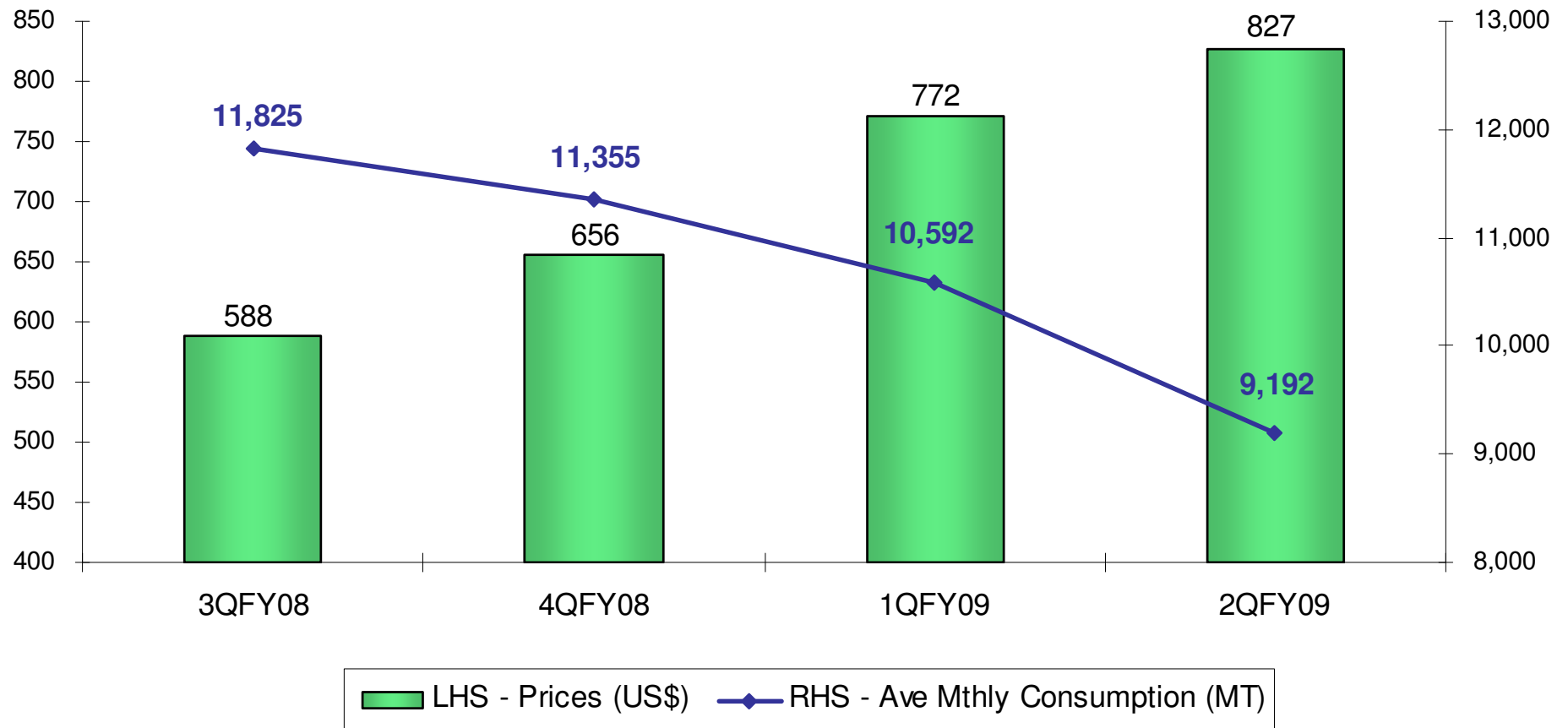


\* *Streets* ceased publication from January 2005.

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

Source: Nielson Media Research, Media index.

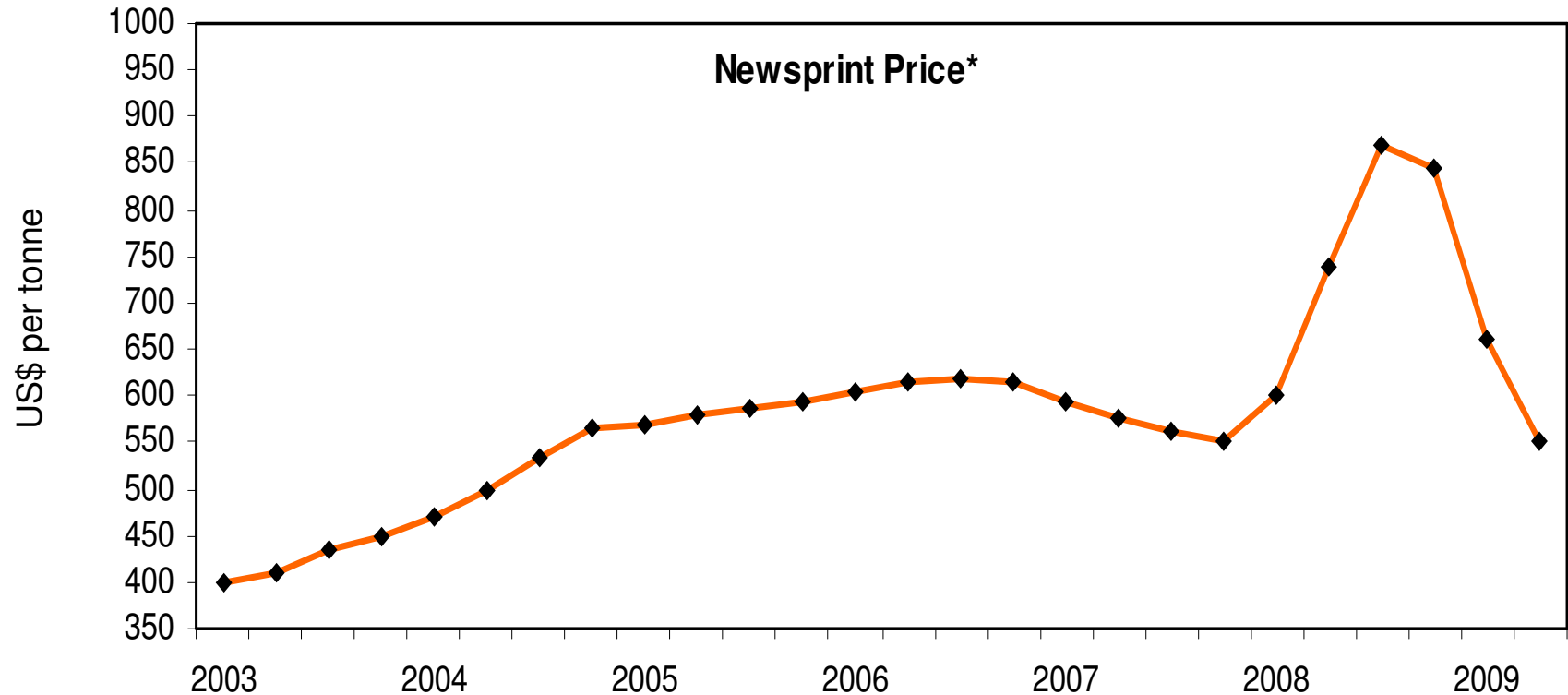
# Average Newsprint Charge-out Price & Monthly Consumption





# Newsprint Outlook

- Hong Kong newsprint price is trending down to US\$550 per tonne
- Charge-out for FY09 is expected to be below US\$800 per tonne
- Lower newsprint charge-out can be expected for FY10



SOURCE: RISI

\* Based on Hong Kong (48.8 gsm) pricing, which is a benchmark indicator for Asia.

# Property – Sky@eleven

Project on track for TOP in 2010



- S\$300.6m of revenue recognised to-date
- Latest resale units above launch price

## Property – Paragon

Rental income increased by S\$4.0m in 1H FY09



- S\$82m facade enhancement completed in Mar 09, adding 40,000 sq ft of space
- The contemporary and elegant-looking facade further enhanced Paragon's positioning as a premium shopping mall
- 98% occupancy

# New Media

SPH has committed S\$150m to grow the online new media businesses in Search, Directories, Classifieds and News related new media.



Ranked no. 1 online classifieds website in Singapore by Hitwise



No. 1 online classifieds website in Malaysia according to Alexa, attracting more than 120 million pageviews a month.



Locally focused online directory website.

Launched an improved “all-in-one” service, delivering directory listing, news reports, photographs and map all on one page.



Awarded Best in Online Media by IFRA Asia Media Awards and No. 1 website in Lifestyle - Blogs and Personal Websites category by Hitwise

# New Media

**Strong local presence in News and Classifieds websites**



No. 1 in Hitwise rankings for 2008 #	Categories
Zaobao.com	New and Media (Print)
ST701.com	Shopping and Classifieds (Classifieds)
STOMP	Lifestyle – Blogs & Personal websites
AsiaOne's Soshiok.com	Food and Beverage (Lifestyle and Reference)
Hardwarezone.com	Computers and Internet (Hardware) Social Networking and Forums News & Media (IT Media)

#Based on Hitwise Rankings 2008

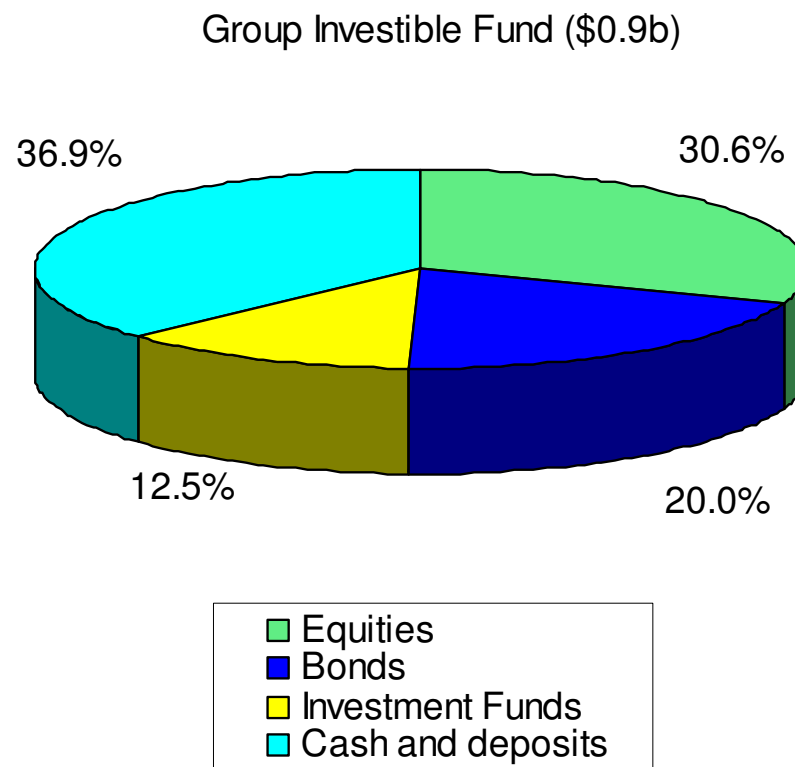
# New Media

Extending our footprints regionally through  
Classifieds and Directories websites



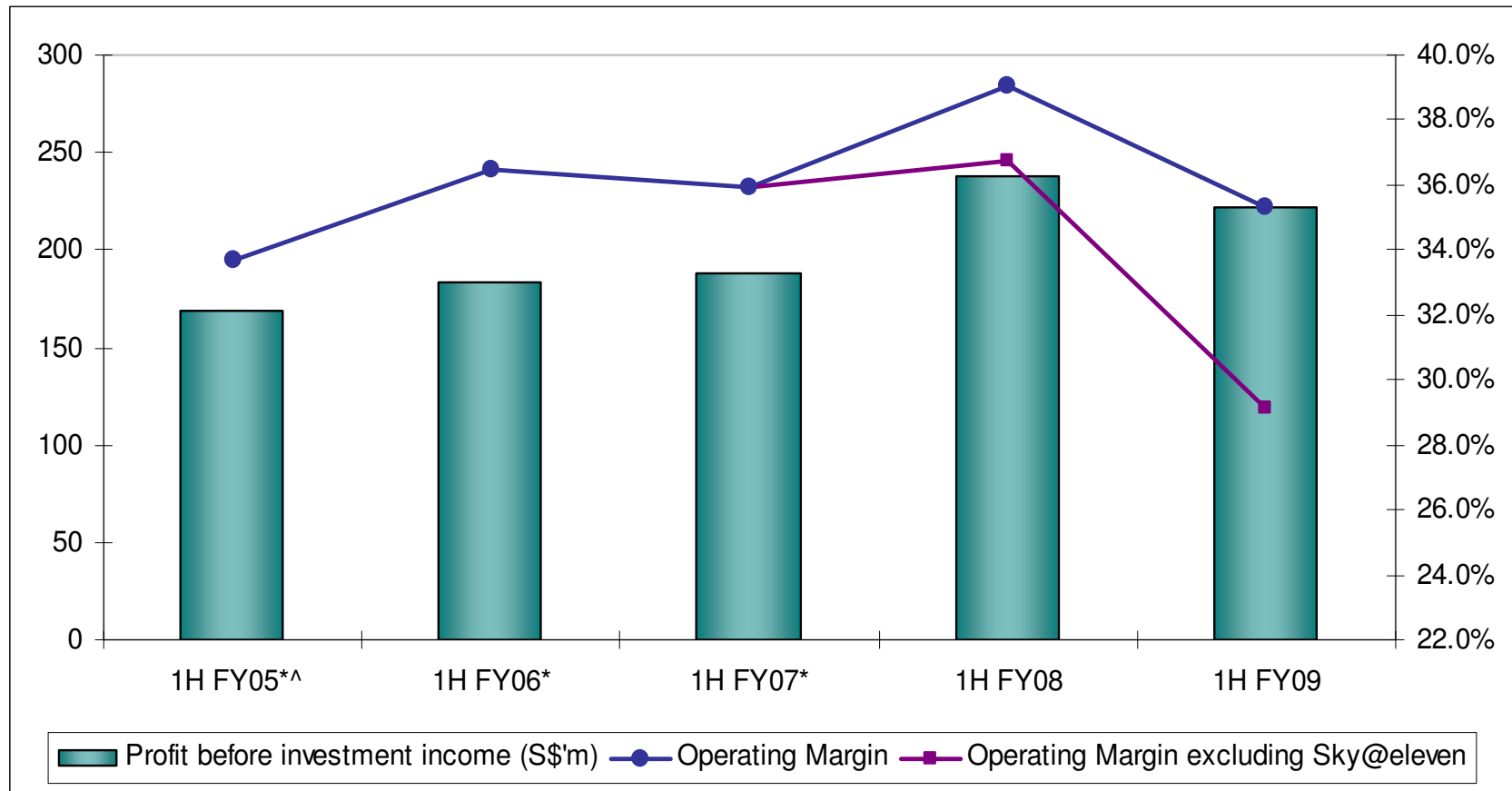
## Investible Funds - 1H FY09

- Equity holdings consist mainly of M1 and Starhub
- Fixed income investments are mainly investment grade corporate bonds and Singapore Government Securities
- Investment funds consists mainly of long-term private equity with established partners



# Recurring Earnings# and Operating Margin

Margin remains high amongst global newspaper peers



# Profit before Investment Income

<sup>^</sup> Restated to take into account the retrospective adjustments relating to FRS102 – Share-based Payment in FY2006

<sup>\*</sup> Restated to take into account the retrospective adjustments relating to FRS40 – Investment Property

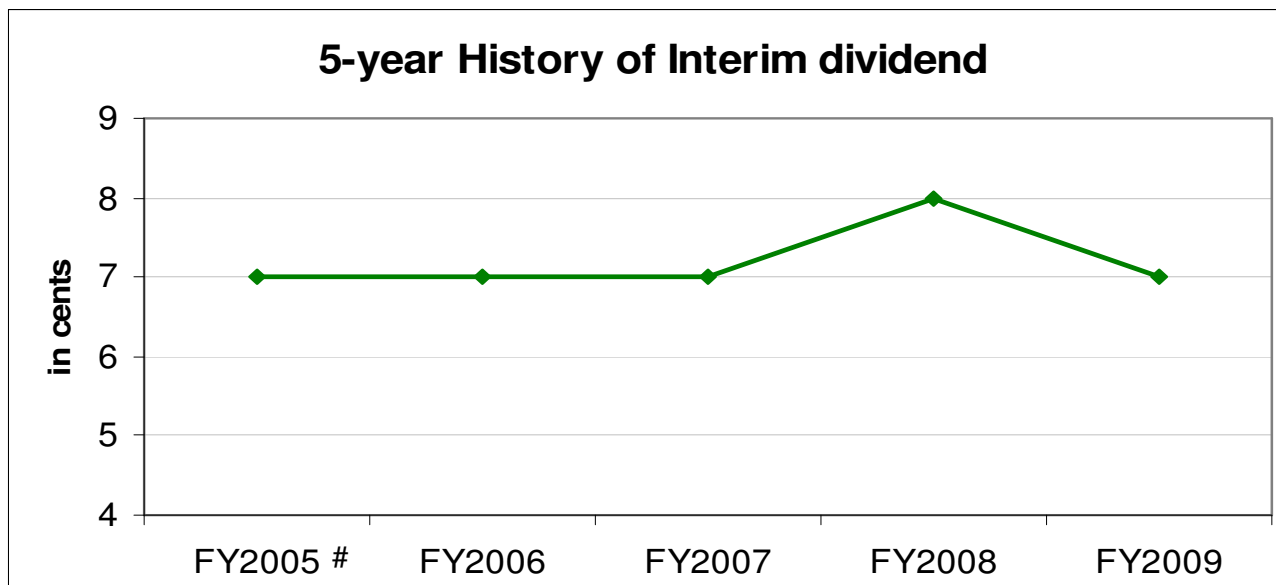


## Positioning for Recovery

- Monitoring the situation and taking necessary actions (improving revenue and managing costs)
- Position the Company for long-term growth.

# Maintaining a Trim Balance Sheet

- Last capital reduction exercise was in FY2004
- Over the last eight years, the Company has returned more than S\$4bn to shareholders in the form of dividends, capital reductions and share buybacks
- A track record of paying high percentage of recurring earnings as dividends



# THANK YOU



Please visit [www.sph.com.sg](http://www.sph.com.sg) for more information.