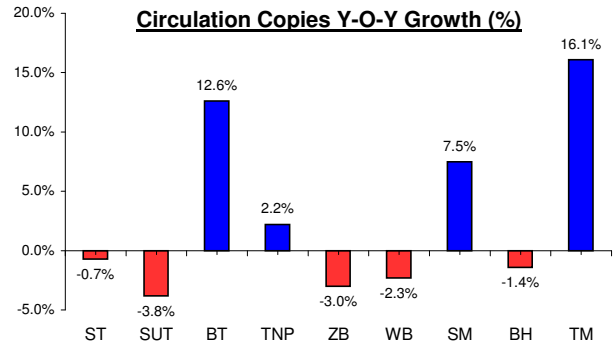
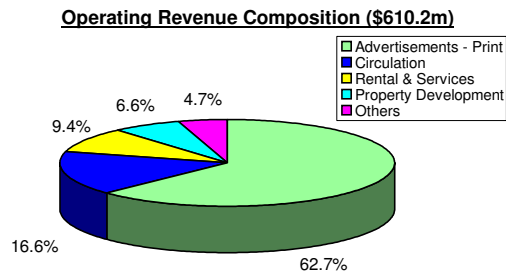
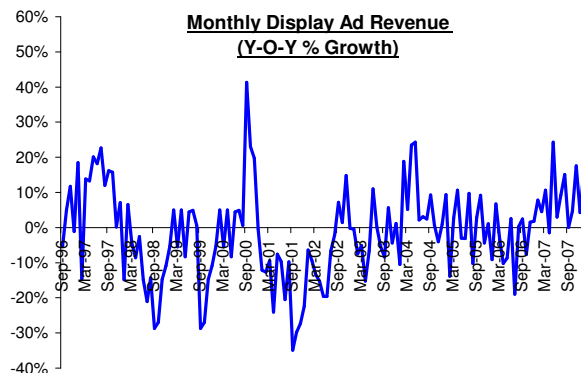
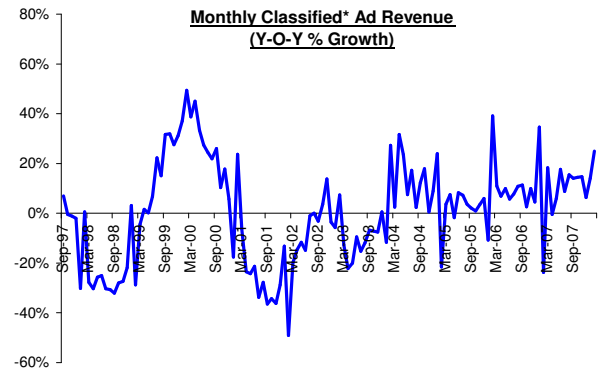
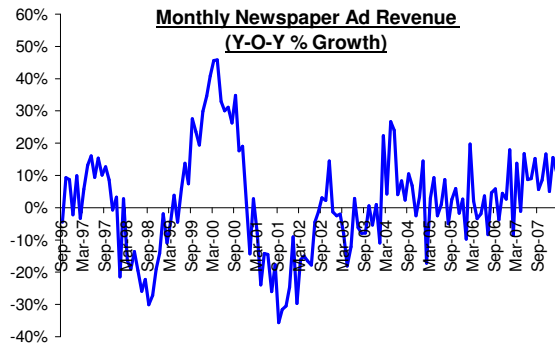
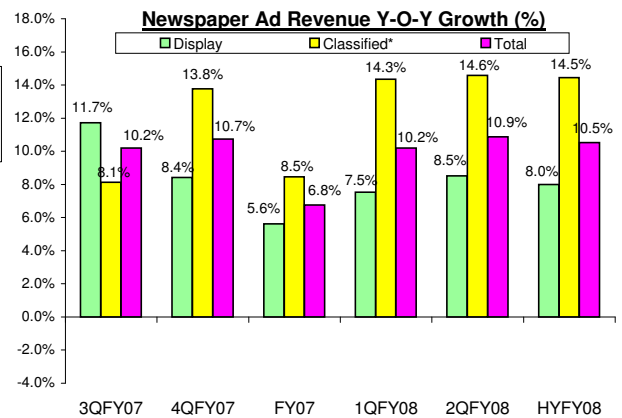
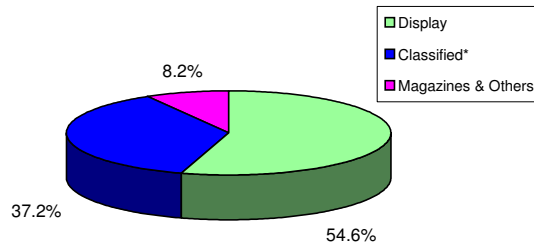


FY 2008 - YTD Feb 2008 (Fact Sheet 1)

Key Revenue Drivers



Print Advertisement Revenue Composition (\$382.7m)



* Classified includes Recruitment and Notices

Singapore Press Holdings Limited

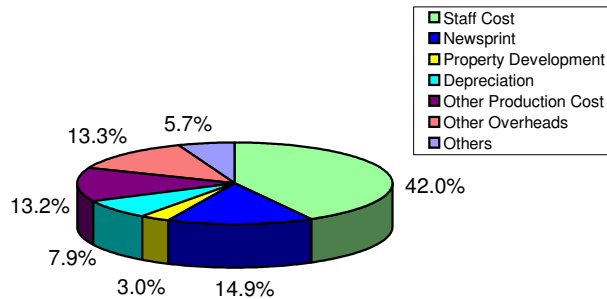
Reg. No. 198402868E

FY 2008 - YTD Feb 2008 (Fact Sheet 2)



Key Cost Drivers

Cost Composition (\$378.6m)



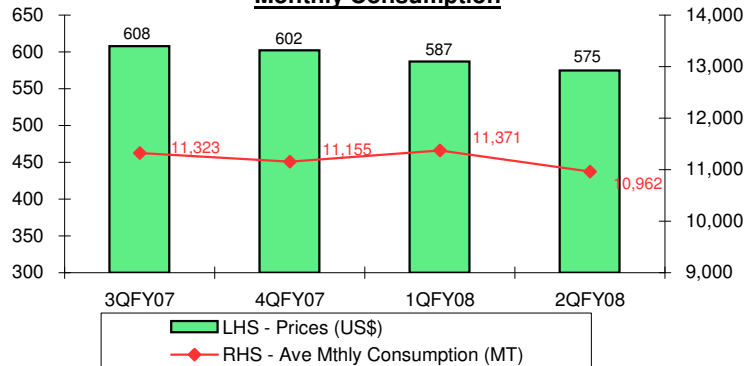
Staff Cost

	FY08	FY07	Change
Total Staff Cost (\$'000)	158,907	141,784	12.1%
Average Headcount	3,782	3,628	4.2%
Headcount as at end Feb	3,814	3,628	5.1%

Newsprint Cost

	FY08	FY07	Change
Newsprint Cost (\$'000)	56,438	58,416	-3.4%
Ave Monthly Consumption (MT)	11,167	10,418	7.2%
Ave Charge-out Price (US\$)	581	604	-3.8%

Average Newsprint Charge-Out Price & Monthly Consumption



Group Investible Fund (\$1.1b)

