WE LOOK TO OUR PAST WITH PRIDE...

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SPH launches *my paper*, a free daily

SPH launches *my paper*, a free daily

SPH introduces Sky@eleven, its first property development

SPH ventures into outdoor advertising with SPH MediaBoxOffice

ST701, online CATS Classified, goes live

Sphere Exhibits, SPH's events arm, debuts with Food Safari show

Launch of first local search and directory engine, rednano.sg

ST RazorTV, SPH's Internet TV, goes live

Tabla!, a weekly paper for the Indian diaspora, is published

2009 THE JOURNEY CONTINUES
SPH launches new corporate logo to signal future direction

“With SPH moving beyond print, it is time to rebrand ourselves to better represent our current portfolio and future direction.” – Dr. Tony Tan, Chairman, SPH

30 March ’09

SPH launches new corporate logo to signal future direction
...AND TO OUR FUTURE WITH CONFIDENCE.

Over the past 25 years, SPH has grown into a leading regional media organisation with a spectrum of products including the 164-year-old English flagship daily, The Straits Times, and the 86-year-old Chinese daily, Lianhe Zaobao. Our rich heritage also encompasses over 50 years for Berita Harian and more than 75 years for Tamil Murasu.

An innovative and forward-thinking brand, we thrive on delivering unparalleled content in multiple languages across various media platforms.

We have consistently provided our consumers with more and better options when it comes to news, information and entertainment. We strive to find new and innovative ways in the creation and dissemination of content that will remain meaningful in the lives of our consumers, now and in the future. That is our pride, our privilege and our continuing commitment as epitomised by our new brand promise of engaging minds, enriching lives.

As we build upon our proud history, we remain confident in our future to inform, educate and entertain with:

INTEGRITY
PASSION
FREEDOM
EASE
Informing With INTEGRITY.

Everyday, millions of people

are enlightened by the quality and credibility of our content. We bring the world to our readers through compelling coverage of people and events that define lives and societies. We recognise that our journalistic integrity is at the heart of our success – past, present and future. It’s who we are and what we are about.
Govt raises GDP forecasts

Economy now expected to contract by 4% to 6%, but outlook for rest of year remains subdued. MTI cautions
Entertaining With Passion

At SPH Magazines, our passion to inform and entertain is at the core of everything we do. With 40 years of experience and more than 100 titles covering a wide spectrum of topics, we have a unique relationship with our readers, providing them with moments of delight, inspiration and entertainment.
Surfing With FREEDOM

Whether in the comfort of their homes or basking under sunny skies, our consumers are simply a click away from the news, information and entertainment that matters most to them. With more than 150 million page views, our news, lifestyle and service portals are read by individuals including the movers and shakers of industries across Asia.
Day or night, 24/7, we are making the world a little smaller. Our suite of interactive services such as “Breaking News” reaches our mobile subscribers instantaneously and with consummate ease. Speed and mobility are redefining the media experience, thanks to technological innovation. We connect our consumers to the future of media, making sure the information they need is always on hand.
GROUP AT A GLANCE

NEWSPAPERS

With print as its core business, SPH publishes 17 newspaper titles in four languages. Every day, 3 million individuals or 79 per cent of people above 15 years old, read one of SPH’s news publications. With more than 1,000 journalists, including correspondents operating in 20 cities around the world, SPH is well-equipped with the talent and network to deliver quality news and information that covers both domestic and international markets.

MAGAZINES

SPH Magazines publishes over 100 magazine titles in Singapore and the region, covering a broad range of interests from fashion, bridal, society, automobiles, parenting, décor and information technology. It also provides custom editorial and publishing services covering lifestyle magazines and newsletters. It strives to bring its titles to global markets through acquisition of franchises for well-known international titles to affirm its position as the publisher of choice.

INTERNET AND NEW MEDIA

SPH’s online editions of its key newspapers enjoy over 150 million page views with 9 million unique visitors every month. SPH has also expanded into other new media initiatives such as online marketplace for products, services and employment, ST701; local search and directory engine, rednano.sg; Stomp (Straits Times Online Mobile Print), a portal that connects, engages and interacts with readers on the Web and via mobile phone messaging; omy.sg, a bilingual news and interactive portal and The Straits Times RazorTV, a free access interactive webcast service offering live chat shows and video-on-demand clips.
BROADCASTING

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8, U and TV Mobile, and a 40 per cent stake in MediaCorp Press Ltd, which publishes the free newspaper, Today. In the radio business, SPH has a 80 per cent stake in SPH UnionWorks Pte Ltd, which operates entertainment stations Radio 100.3 in Mandarin and 91.3FM in English, together with partner NTUC Media.

PROPERTIES

SPH owns and manages Paragon, the prime retail and office complex in the heart of Orchard Road, Singapore’s main shopping belt. It houses some of the world’s leading luxury brands. SPH’s wholly-owned subsidiary, Times Development Pte Ltd, is also developing a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road. The development will comprise four towers housing a total of 273 units of 4-bedroom apartments and large penthouses.

OUTDOOR MEDIA

SPH MediaBoxOffice Pte Ltd is Singapore’s largest outdoor motion display advertising network media company. Its advertising footprint covers five large LED screens and about 600 plasma & LCD screens in commercial buildings island-wide. It also operates large-format billboards, banners and other static outdoor media platforms.