

● ● CELEBRATING 35 YEARS

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This year marks SPH's 35th anniversary. As part of the celebrations, a host of events and promotions were organised for both staff and members of the public.

SPH Earth Day

SPH Earth Day on 22 April at News Centre Auditorium saw staff donating more than 500kg of textiles, including clothes, shoes and bags. It far exceeded the original target of 350kg which was set to mark SPH's 35th anniversary. The collected textiles were recycled, donated or re-purposed as industrial cloths. The event also featured an eco-bazaar, sustainability talks and upcycling workshops.





SPH Charity Carnival

SPH divisions and subsidiaries, together with external charities, set up 35 stalls at this year's SPH Charity Carnival on 14 May at News Centre Auditorium. The event raised a total of \$31,122.40 for different charities and causes.

SPH's Got Talent

To mark SPH's 35th anniversary, a talent competition was held for SPH employees on 25 July at News Centre. Staff displayed amazing talents and wowed their colleagues with memorable performances.



How much do you know about SPH? Social Media Campaign

SPH thanked members of the public for their 35 years of unwavering support through a social media campaign which started on 1 August 2019. Shoppers at The Clementi Mall and fans on social media were quizzed about their knowledge on SPH. Winners walked away with SPH mall vouchers.

SPH 35th Anniversary subscription promotion

To reward existing subscribers and attract new ones, a 35th anniversary subscription promotion offering 35% discount off all SPH publications' digital plans was rolled out from 1 to 4 August.



SPH 35th Birthday Concert

Ding Yi Music Company celebrated SPH's birthday on 4 August with a string of Xinyao and pop classics to entertain shoppers at Paragon Shopping Centre. Shoppers also won SPH mall vouchers as part of the celebration.



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SPH 35th Anniversary Bazaar

SPH staff were treated to free ice-cream, muah chee and other yummy delights at the SPH 35th Anniversary Bazaar at News Centre on 6 August. The event also celebrated the nation's 54th birthday.

SPH Tech Day

This inaugural SPH Tech Day on 19 August celebrated the company's continuous journey of digital transformation over its 35-year history. It also showcased SPH's commitment to be a tech leader in the industry, embracing technological advancements to provide the best customer experience.



SPH's "Double the Love" Fundraising Campaign and 35th Anniversary Charity Concert

In partnership with Community Chest, the "Double the Love" fundraising campaign was held from 7 May to 31 July. Every dollar donated to this campaign was matched by SPH and SPH Foundation, leading to a total amount of \$426,000 raised. Dr Lee Boon Yang, Chairman of SPH and SPH Foundation, presented the cheque to Mr Phillip Tan, Chairman of Community Chest at a special charity concert on 22 August at Capitol Theatre.

Launch of staff newsletter SPHConnect

SPH's staff newsletter Presslines was revamped and renamed SPHConnect. The bi-monthly magazine was printed inhouse by the new HP PageWide Web Press T240HD printer at Print Centre. Its debut issue in September 2019 came with a special 35th anniversary supplement offering a range of staff perks.

SPHCONNECT



CELEBRATING
35
YEARS OF EXCELLENCE

SPH marks its 35th anniversary with a series of celebratory events.
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SPH 35th Anniversary staff perks

We collaborated with different partners on a variety of exclusive offers, ranging from dining, travel, shopping to health and fitness for our staff throughout the year. Participating partners included Samsung, Qatar Airways, Shell and Si Chuan Dou Hua; SPH subsidiaries sgCarMart and Orange Valley, and our malls. The perks were featured in a special supplement published with staff newsletter SPHConnect.

Celebrating 12 years of STI

To mark SPH's 35th and Singapore Exchange's 20th anniversaries respectively, the two companies partnered global index provider FTSE Russell to commemorate 12 years of Straits Times Index (STI) and opened the market by hitting the gong at the IPO Arena at SGX Centre on 5 September.



The Straits Times Run 2019

Back for the seventh year, The Straits Times Run 2019 included a 3.5km Fun Run, marking SPH's 35th Anniversary on 29 September. An SPH35 – Panasonic Schools Challenge was also part of the event, rallying students to bring glory to their schools. SPH also served free coffee at its 35th anniversary booth.

