Introduction to Singapore Press Holdings

Updated on March 2014
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A Leading Media Organisation

Newspapers
Dominant Newspaper Publisher in Singapore

Magazines
Leading Magazine Publisher in Singapore & Malaysia

New Media
News portals, Online classifieds

Events and Exhibitions
Consumer and trade events

Broadcasting
3 radio stations and 20% stake in free-to-air TV

Property
- SPH REIT (70%)
- The Seletar Mall, under construction (70%)

Investments
- Approx. S$1.7b of investible funds including MobileOne (13.9%) & Starhub (0.8%)

SPH

Leading Magazine Publisher in Singapore & Malaysia

Leading Magazine Publisher in Singapore

Dominant Newspaper Publisher in Singapore

News portals, Online classifieds

Consumer and trade events

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SPH has a spectrum of products including the 168-year-old English flagship daily, The Straits Times, and the 90-year-old Chinese daily, Lianhe Zaobao.

SPH publishes 19 out of 20* licensed newspapers in Singapore

76%# of population above 15 years old read one of SPH’s news publications daily

In Singapore, newspapers has more than 50%^ share of the media ad market

* SPH also has a 40% stake in Today – a freesheet by MediaCorp
# Source: Nielsen
^ Source: SPH
SPH Shareholdings

- SPH is governed by the Newspaper and Printing Presses Act* in Singapore, which states that no person shall hold >5% of the shares of a newspaper company without the approval of the MCI^ Minister.

- SPH has a diversified shareholder base as our shares are widely held by global and local institutions, as well as individuals.

* Newspaper and Printing Presses Act, Chapter 206 of Singapore
^ Ministry of Communications and Information
Maintaining High Newspaper Readership

We continue to invest in new initiatives catering to readers’ and advertisers’ needs

- Revamp our products including The Straits Times, Lianhe Zaobao, Lianhe Wanbao, The New Paper, Berita Harian/Minggu and MyPaper
- Launch of tablet and mobile phone versions (iPad, iPhone and Android) for The Straits Times, The Business Times, Lianhe Zaobao and Lianhe Wanbao
- Subscription campaigns and loyalty programme for direct subscribers

SPH newspapers maintained its popularity and high readership despite the challenging environment

Source: Nielson Media Research, Media Index
Our products command strong brand recognition

ST wins Superbrands award as No. 1 paper

SAMSUNG, SingTel and The Straits Times were among the winners yesterday in a competition celebrating Singapore's most popular brands.

They were just some of the 28 big names picked by the public as the best in their category.

Yesterday, each received an award from an international organisation called Superbrands. Its chief executive, Mr Mark Pointer, said the fact that Singapore consumers had voted for them as favourites was “testament to the recognition and standing that these brands have in the local market”.

The results were based on a poll of 1,500 consumers aged 18 to 55. Carried out by independent market research firm BDRC Asia, it asked them to name their favourite in categories ranging from technology to lifestyle services.

Samsung, which recently launched a series of ultra-high definition television sets, won a Superbrands award in the TV's category. “We thank consumers for their support and we strive to understand consumer insight better through surveys and feedback from social media,” said its vice-president of marketing for Asia, Ms Irene Ng.

The Straits Times was named Singapore’s favourite newspaper at yesterday’s ceremony in the Shangri-La hotel, ahead of seven competitors including Today, The New Paper and Shin Min Daily News.

Survey results showed it received more than four times as many votes as its nearest rival.

“These days, consumers of news have many sources they can turn to,” said ST editor Warren Fernandez. “So we at The Straits Times deeply appreciate that they continue to see ST as their top choice for news.

“We will continue to develop our print, online and mobile products to deliver the news that matters to our readers, wherever and however they want it.”

This is the third time The Straits Times has scooped a Superbrands award.

KASH CHEONG
Print vs. Internet Media in Singapore

- In Singapore, newspapers have more than 50% share of the media ad market.

- While the proportion of households with internet access (>80%^) is one of the highest globally, the internet’s share of the media ad market remains below 10%.*

- SPH’s print media has maintained its dominance despite the presence of the internet:
  - Easy access to shops, entertainment and other amenities is Singapore’s lifestyle and this offers a superior experience to online shopping.
  - Locals frequently visit international websites, which makes online advertising very challenging.
  - Our newspapers provide local content that readers are unable to find on other online sources.
  - Effectiveness of our print product that reaches close to 3 million individuals daily.
  - Local newspaper reading habits are still strong.
  - As readers have to pay to access our online news, we have continued to maintain strong newspaper readership.

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^ Source: Infocomm Development Authority of Singapore (IDA), IDA’s Annual Survey on Infocomm Usage in Households for 2013
* Source: PricewaterhouseCoopers LLP, June 2013
Majority of our digital subscribers also subscribe to print

<table>
<thead>
<tr>
<th>Newspaper / Sunday</th>
<th>Print</th>
<th>Digital</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>THE STRAITS TIMES / THE SUNDAY TIMES</td>
<td>332,300</td>
<td>116,900</td>
<td>449,200</td>
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<tr>
<td>THE BUSINESS TIMES</td>
<td>31,500</td>
<td>11,900</td>
<td>42,200</td>
</tr>
<tr>
<td>THE NEW PAPER / THE NEW PAPER SUNDAY</td>
<td>31,500</td>
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<td>85,600</td>
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<tr>
<td>BERITA HARIAN / BERITA MINGGU</td>
<td></td>
<td></td>
<td>50,600</td>
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<tr>
<td>LIANHE ZAOBAO (PRINT + DIGITAL)</td>
<td>156,400</td>
<td>16,100</td>
<td>172,500</td>
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<tr>
<td>LIANHE WANBAO</td>
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<td></td>
<td>91,000</td>
</tr>
<tr>
<td>SHIN MIN DAILY NEWS</td>
<td></td>
<td></td>
<td>130,600</td>
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<tr>
<td>TAMIL MURASU / TAMIL MURASU SUNDAY</td>
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<td>15,700</td>
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<td>COMMA (WEEKLY PUBLICATION)</td>
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<td>54,400</td>
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<tr>
<td>THUMBS UP (WEEKLY PUBLICATION)</td>
<td></td>
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<td>27,500</td>
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<tr>
<td>THUMBS UP JUNIOR (FORTNIGHTLY PUBLICATION)</td>
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<td>13,500</td>
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Notes:
1. Total paid digital subscription numbers reported are in accordance with the rules by the Audit Bureau of Circulations Singapore (ABC)
2. The Straits Times/The Sunday Times unique digital subscribers: 45,233
   The Business Times unique digital subscribers: 4,214
   Lianhe Zaobao unique digital subscribers: 8,381
3. The Straits Times/The Sunday Times total unique digital devices accessed: 147,107
   The Business Times total unique digital devices accessed: 30,997
4. Figures are reported on a per issue basis

Daily Average Newspapers Circulation
August 2013
Growth Thrusts

- Magazines
- Online Classifieds
- Events and Exhibitions
- Property
**Magazines - A Growth Story**

- A leading publisher in Singapore and Malaysia
- More than 100 magazine titles in Singapore and the region
- Expansion to regional countries through acquisitions and organic growth
  - Blu Inc Group: Sep 2004 (Singapore & Malaysia)
  - Hardwarezone: Oct 2006 (Singapore & the region)
  - Blu Inc Media HK: Dec 2007 (Hong Kong & China)
  - ACP Magazines: Nov 2011 (Singapore, Malaysia & Indonesia)
- More than 400% growth in revenue since 2004

Women’s lifestyle

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*Her World – in various countries with customised local content*

- **Singapore edition**
- **Malaysia edition**
- **Indonesia edition**
- **Thailand edition**
- **Vietnam edition**

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*Themes: Fashion & Beauty, Men’s & Special Interest, Luxury, Custom Publishing*
**Internet, Tablet and Mobile**

SPH is committed to developing innovative new media platforms that synergise with its traditional media offerings

### News & Infotainment

<table>
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<tr>
<th>Platform</th>
<th>Website</th>
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<tr>
<td>ST. Breaking News</td>
<td><a href="http://www.straitstimes.com">www.straitstimes.com</a></td>
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<tr>
<td>ST. Premium</td>
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<td>zaobao.com</td>
<td><a href="http://www.asiaone.com">www.asiaone.com</a></td>
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<td>the newspaper</td>
<td><a href="http://www.tnp.sg">www.tnp.sg</a></td>
</tr>
<tr>
<td>Cyberita</td>
<td>cyberita.asia1.com.sg</td>
</tr>
</tbody>
</table>

### Apps

- **ST.**
- **BT Weekend**
- **BT**
- **Asia One**
- **The Newspaper**
- **The Business Times**
- Tamilmurasu.tamil.sg

### RazorTV

Razor TV, a novel & interactive web TV. An initiative to engage audience and capture new eyeballs

### Social Networking

STOMP (Straits Times Online Mobile Print) integrates content and activities in three platforms of print, online and mobile

Omy is Singapore's first bilingual news and interactive portal that caters to needs of the new bilingual internet generation
Online Classifieds – Establishing a Regional Footprint

- ST701 is Singapore’s leading e-marketplace for jobs, property, cars and general classifieds

- Enterprise value of S$303 million^  
- Expanded classifieds business into Malaysia, Philippines, Indonesia and Vietnam  
- Mudah.my is the No. 1 local website in Malaysia*  
- Chotot.vn is the No. 1 classified website in Vietnam*  
- Ayosdito.ph and berniaga.com are ranked the No. 2 classifieds website in Philippines* and Indonesia* respectively

^ As at 1 September 2013  
* Source: Xiti, November 2013
Events and Exhibitions

- SPH forayed into the events business through fully owned subsidiary, Sphere Exhibits Pte Ltd
- Since its incorporation in 2008, Sphere has organised a total of 59 exhibitions with over two million visitors
- Continued to be the leading organiser in the IT and F&B sectors and enjoyed great success as a trade fair organiser
- Sphere Conferences, a trade conference arm, organises premium conferences that span high-growth sectors such as healthcare and tourism – both locally and across the region
Property

Strategy

- Build on track record of Paragon in the retail mall sector
- Buy and hold attractive infrastructure in Singapore
- Property yields and capital appreciation to boost Group’s total returns
- Property projects dependent on future opportunities
Successful listing of SPH REIT

- SPH REIT was established with the injection of Paragon and The Clementi Mall, and was listed on SGX-ST on 24 July 2013

- The Group retains a 70% stake in SPH REIT

The Business Times, 25 July 2013
Paragon

- Premier luxury shopping mall on Orchard road, valued at S$2.6b*
- 100% occupancy

The Clementi Mall

- A suburban retail mall, strategically located in a good residential catchment area with high levels of visitation
  - Valued at S$0.5b*
  - 100% occupancy
  - Rentals in line with market

* Based on latest valuation as at 30 August 2013
1. In Jan 2012, SPH* won the tender for the Sengkang commercial site at a bid price of S$328m

2. The joint venture capitalises on the retail management experience of SPH and property development experience of UEL

3. Excellent opportunity to create a lifestyle hub in north-eastern Singapore

4. Attractive location:
   - fast-growing population
   - good mix of public housing and private homes
   - upcoming Seletar Aerospace Park
   - easy access to LRT/MRT stations and expressways

5. The gross development value of the proposed development was S$0.5b

6. We have secured three anchor tenants, namely, Shaw Theatres, NTUC Foodfare and FairPrice Finest.

7. The mall is expected to be completed at the end of 2014

* together with United Engineers Limited (UEL) (SPH 70%, UEL 30%)
Operating Margin around 30%

Notes
Computed based on recurring earnings excluding Sky@eleven
Excluding the non-recurring charges, operating margin for FY2013 was 31.9%
Dividend Track Record

* Computed based on recurring earnings of SPH

^ FY2009 to FY2010 included profits from the Group’s Sky@Eleven development

# Total dividend for FY2013 comprises 7 cents interim, final dividend of 15 cents, and special dividend of 18 cents pursuant to the establishment of SPH REIT

@ Dividend payout ratio for FY2013 excludes special dividend of 18 cents paid pursuant to the establishment of SPH REIT
Thank you

Please visit www.sph.com.sg for more information.