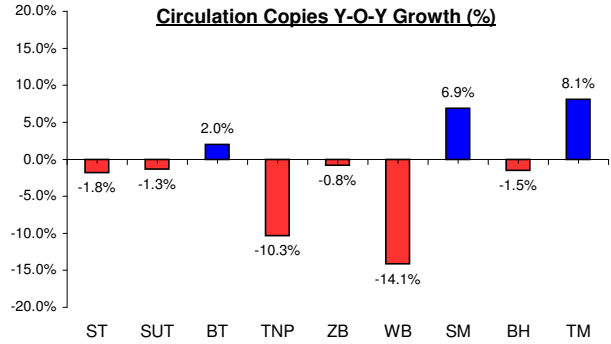
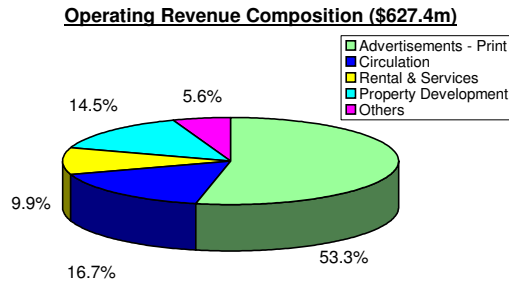
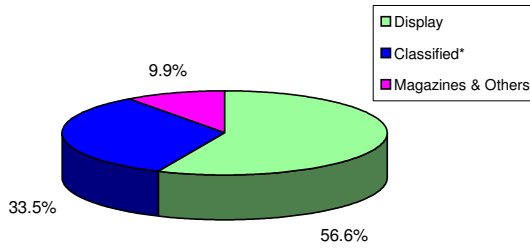


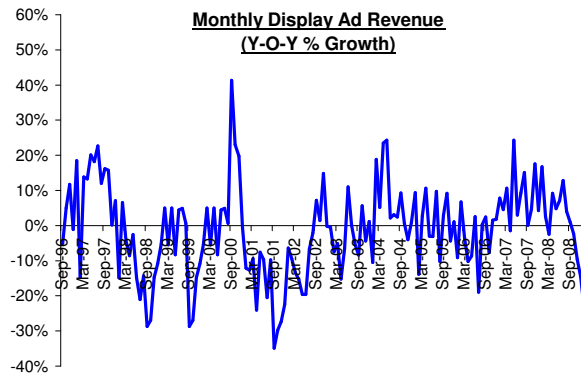
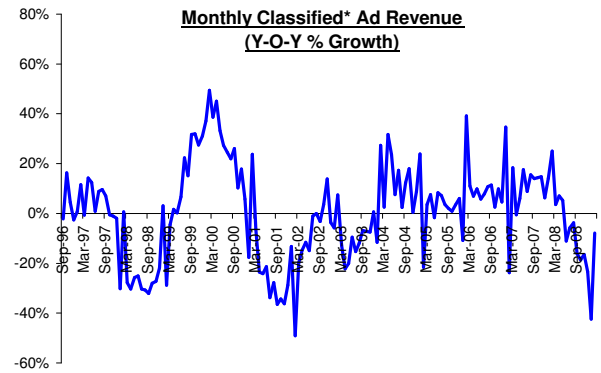
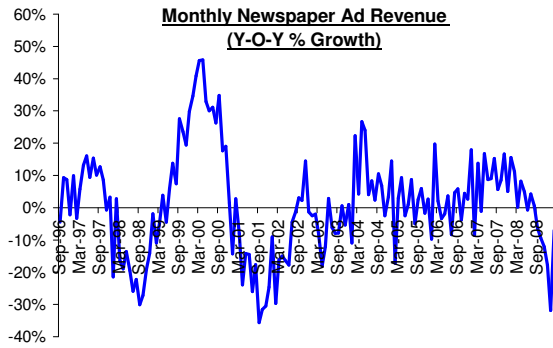
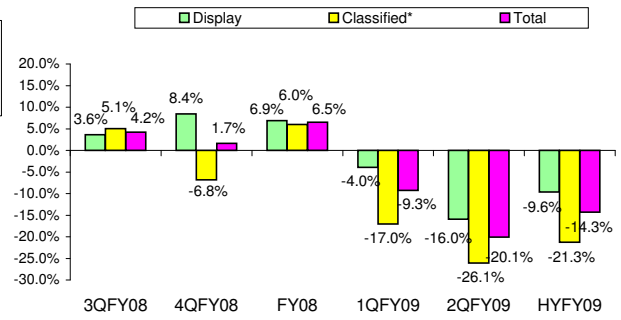
Key Revenue Drivers



Print Advertisement Revenue Composition (\$334.1m)



Newspaper Ad Revenue Y-O-Y Growth (%)



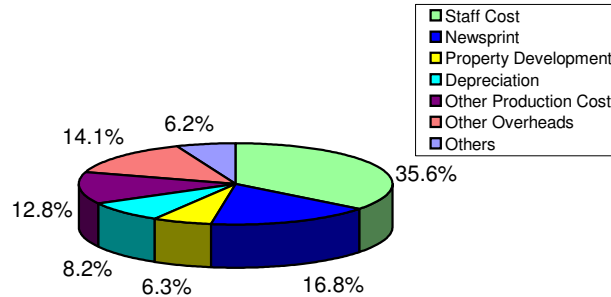
* Classified includes Recruitment and Notices

Singapore Press Holdings Limited
 Reg. No. 198402868E
FY 2009 - YTD Feb 2009 (Fact Sheet 2)



Key Cost Drivers

Cost Composition (\$410.8m)



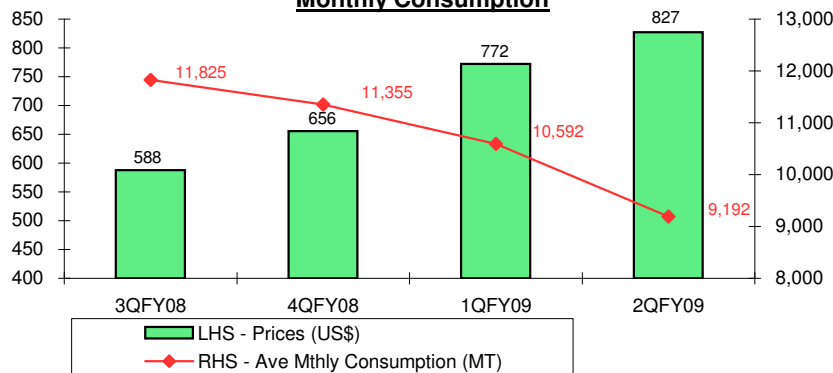
Staff Cost

	<u>FY09</u>	<u>FY08</u>	<u>Change</u>
Total Staff Cost (\$'000)	146,328	158,907	-7.9%
Average Headcount	3,998	3,782	5.7%
Headcount as at end Feb	4,016	3,814	5.3%

Newsprint Cost

	<u>FY09</u>	<u>FY08</u>	<u>Change</u>
Newsprint Cost (\$'000)	69,137	56,438	22.5%
Ave Monthly Consumption (MT)	9,892	11,167	-11.4%
Ave Charge-out Price (US\$)	798	581	37.3%

Average Newsprint Charge-Out Price & Monthly Consumption



Group Investible Fund (\$0.9b)

