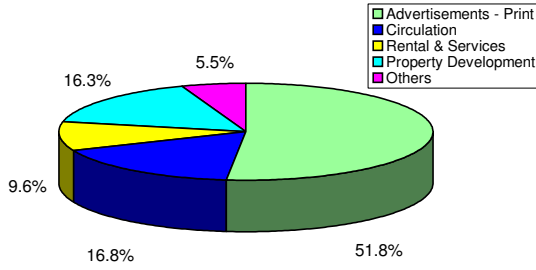


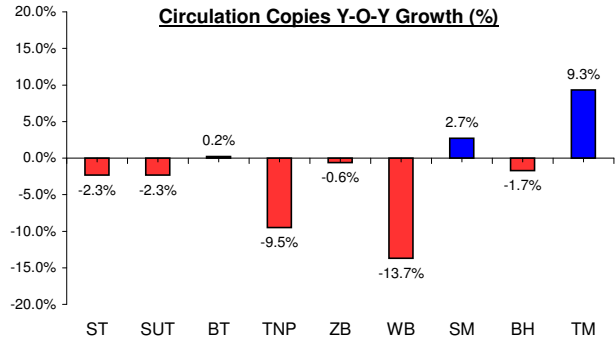


**Key Revenue Drivers**

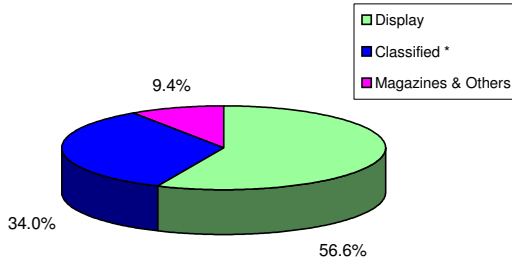
**Operating Revenue Composition (\$954.5m)**



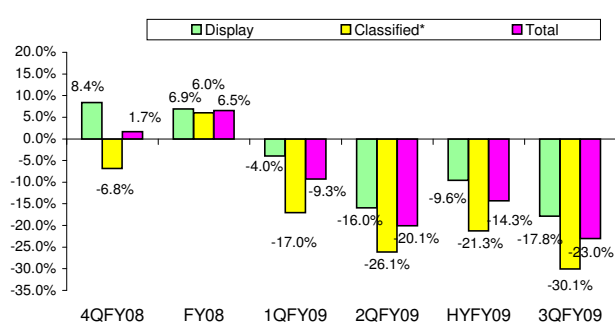
**Circulation Copies Y-O-Y Growth (%)**



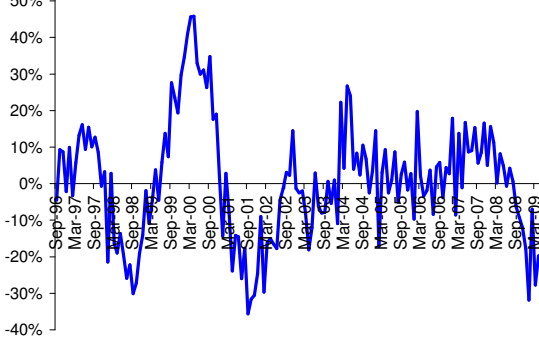
**Print Advertisement Revenue Composition (\$493.7m)**



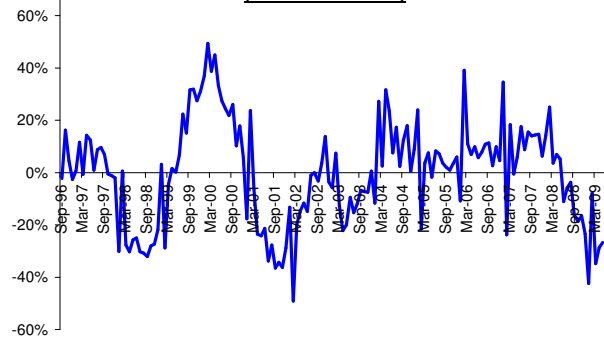
**Newspaper Ad Revenue Y-O-Y Growth (%)**



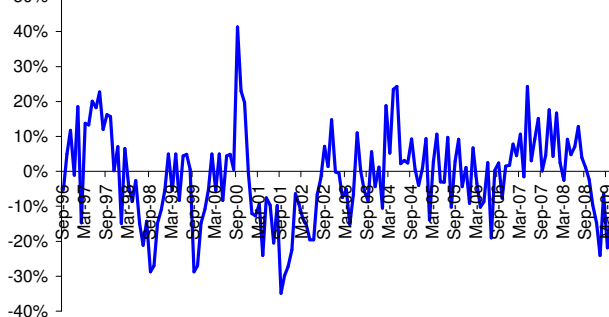
**Monthly Newspaper Ad Revenue (Y-O-Y % Growth)**



**Monthly Classified\* Ad Revenue (Y-O-Y % Growth)**



**Monthly Display Ad Revenue (Y-O-Y % Growth)**



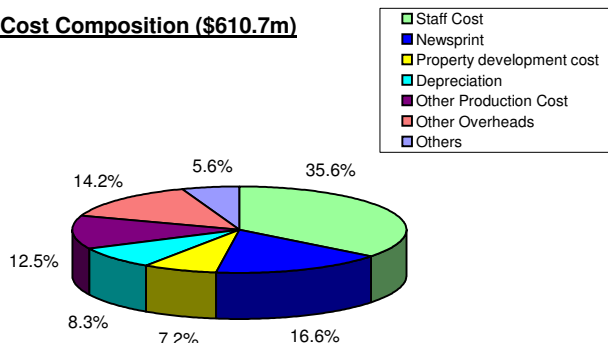
\* Classified includes Recruitment and Notices

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



**Key Cost Drivers**

**Cost Composition (\$610.7m)**



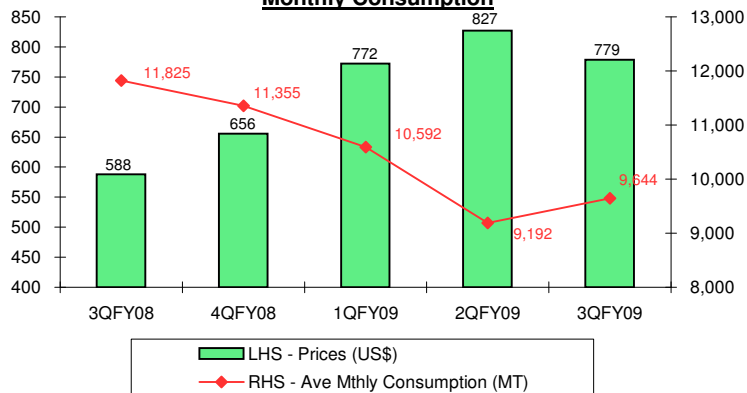
**Staff Cost**

	<b><u>FY09</u></b>	<b><u>FY08</u></b>	<b><u>Change</u></b>
Total Staff Cost (\$'000)	217,175	246,234	-11.8%
Average Headcount	3,995	3,853	3.7%
Headcount as at end May '09	3,971	3,874	2.5%

**Newsprint Cost**

	<b><u>FY09</u></b>	<b><u>FY08</u></b>	<b><u>Change</u></b>
Newsprint Cost (\$'000)	101,289	85,324	18.7%
Ave Monthly Consumption (MT)	9,809	11,386	-13.9%
Ave Charge-out Price (US\$)	791	583	35.7%

**Average Newsprint Charge-Out Price & Monthly Consumption**



**Group Investible Fund (\$0.9b)**

