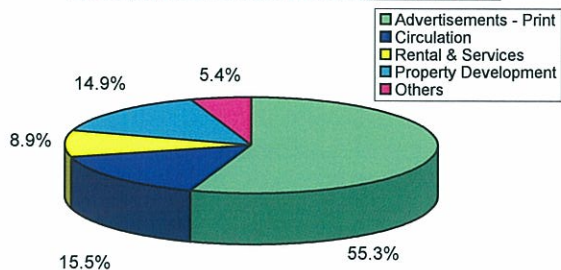


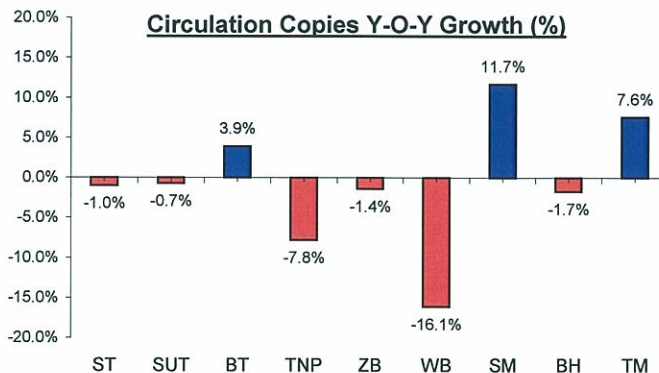
FY 2009 - YTD Nov 2008 (Fact Sheet 1)

**Key Revenue Drivers**

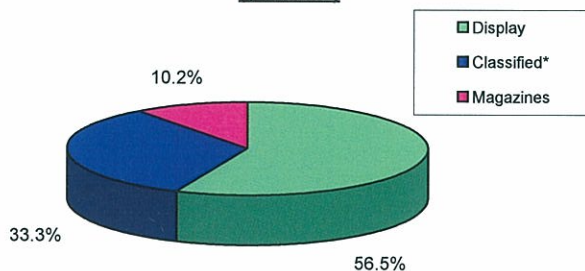
**Operating Revenue Composition (\$340.2m)**



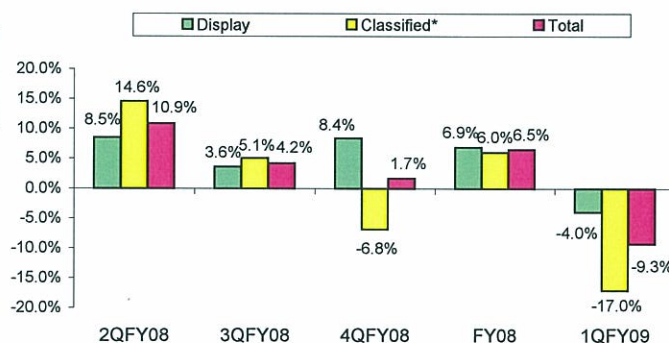
**Circulation Copies Y-O-Y Growth (%)**



**Print Advertisement Revenue Composition (\$188.2m)**



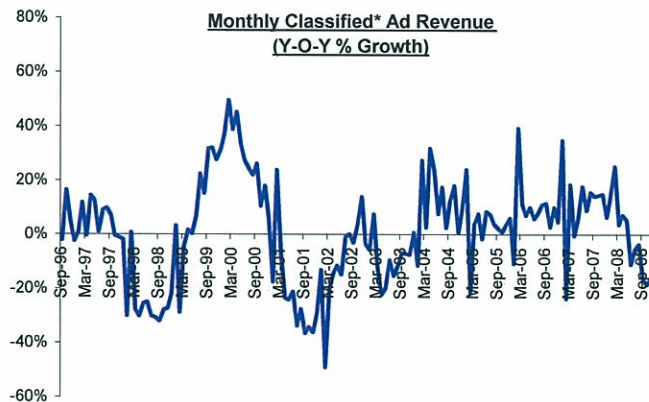
**Newspaper Ad Revenue Y-O-Y Growth (%)**



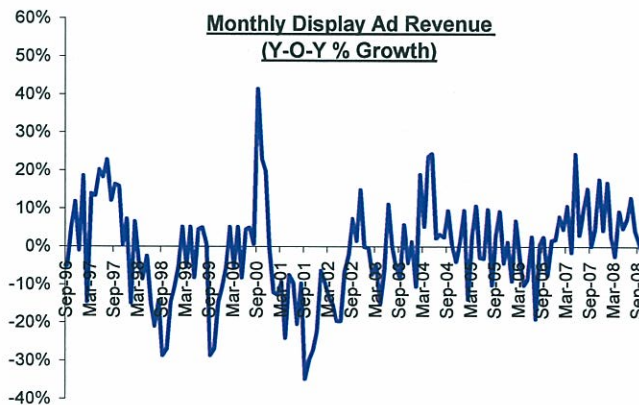
**Monthly Newspaper Ad Revenue (Y-O-Y % Growth)**



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



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



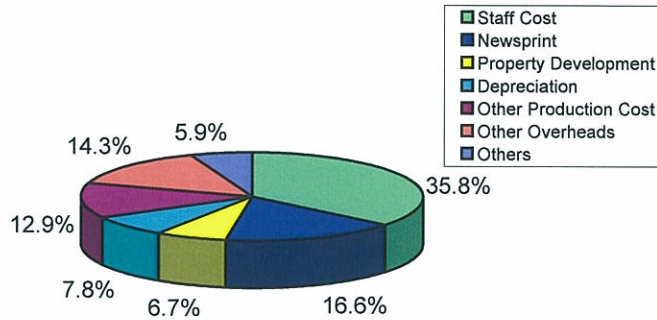
\* Classified includes Recruitment and Notices

**Singapore Press Holdings Limited**  
 Reg. No. 198402868E  
 FY 2009 - YTD Nov 2008 (Fact Sheet 2)



**Key Cost Drivers**

**Cost Composition (\$215.2m)**



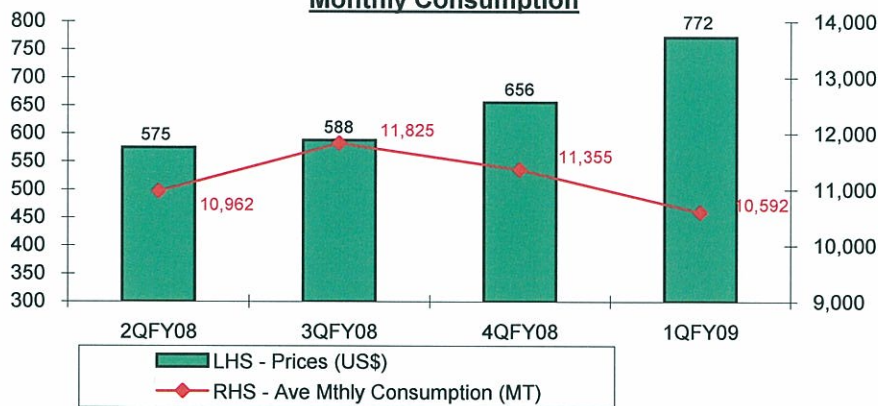
**Staff Cost**

	<b>FY09</b>	<b>FY08</b>	<b>Change</b>
Total Staff Cost (\$'000)	76,948	78,628	-2.1%
Average Headcount	3,947	3,754	5.1%
Headcount as at end Nov	3,944	3,771	4.6%

**Newsprint Cost**

	<b>FY09</b>	<b>FY08</b>	<b>Change</b>
Newsprint Cost (\$'000)	35,702	29,438	21.3%
Ave Monthly Consumption (MT)	10,592	11,371	-6.9%
Ave Charge-out Price (US\$)	772	587	31.5%

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



**Group Investible Fund (\$1.2b)**

