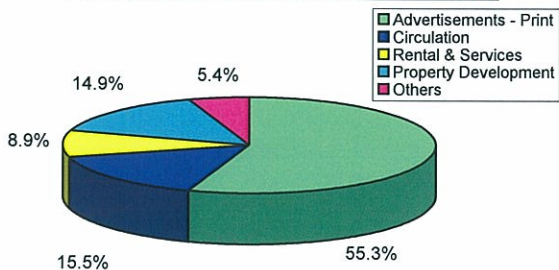


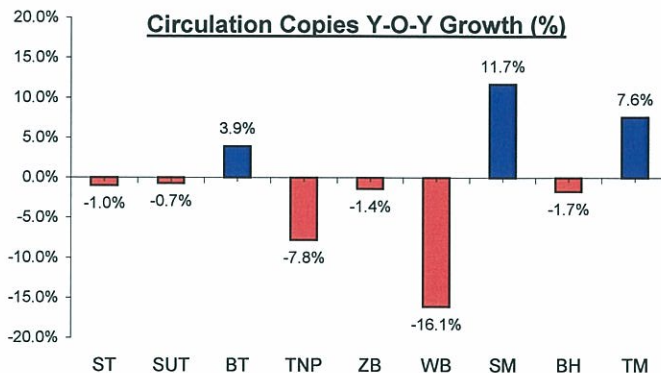
FY 2009 - YTD Nov 2008 (Fact Sheet 1)

Key Revenue Drivers

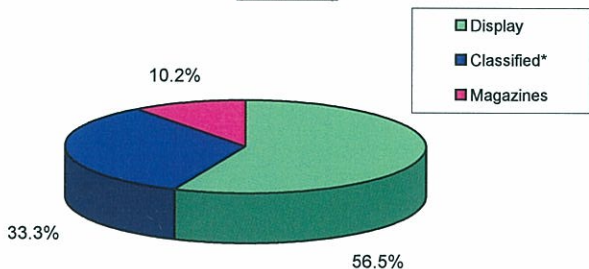
Operating Revenue Composition (\$340.2m)



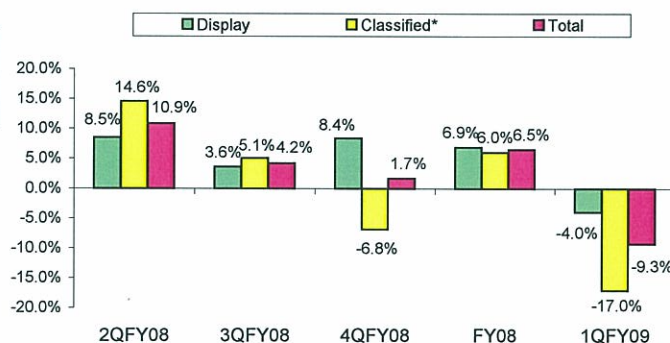
Circulation Copies Y-O-Y Growth (%)



Print Advertisement Revenue Composition (\$188.2m)



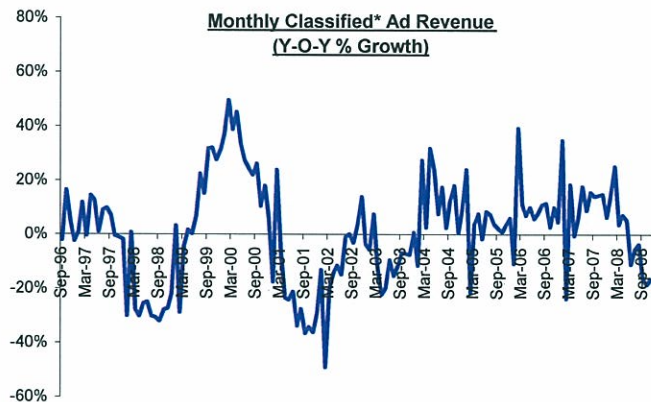
Newspaper Ad Revenue Y-O-Y Growth (%)



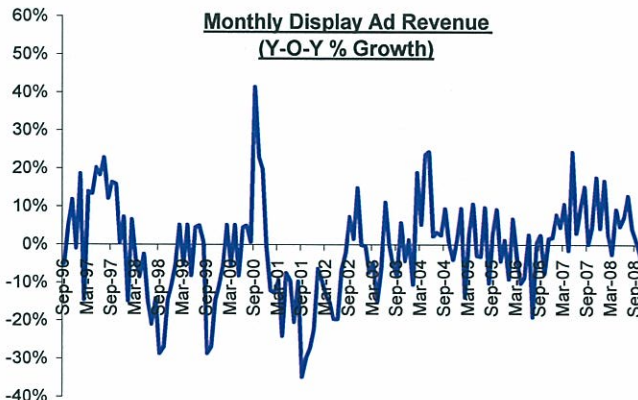
Monthly Newspaper Ad Revenue (Y-O-Y % Growth)



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



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



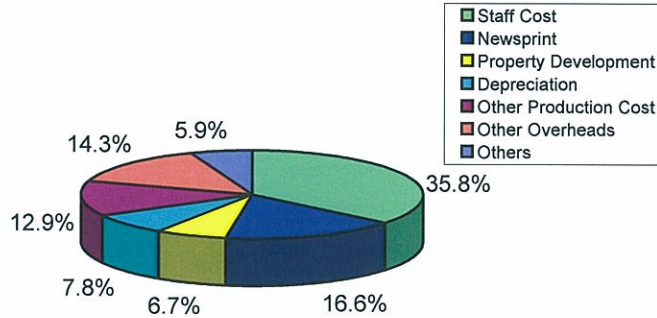
* Classified includes Recruitment and Notices

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



Key Cost Drivers

Cost Composition (\$215.2m)



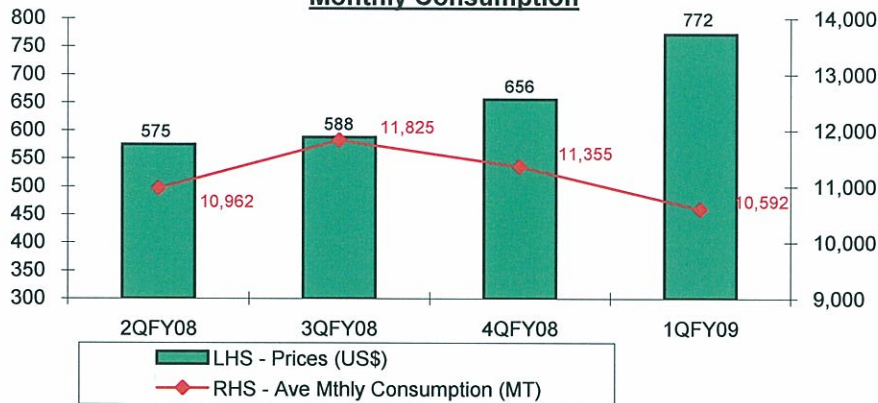
Staff Cost

	FY09	FY08	Change
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

	FY09	FY08	Change
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)

