



SINGAPORE PRESS HOLDINGS LIMITED

Reg. No. 198402868E

(Incorporated in Singapore)

ANNOUNCEMENT

AUDITED RESULTS FOR THE YEAR ENDED AUGUST 31, 2010

1(a) An income statement (for the group) together with a comparative statement for the corresponding period of the immediately preceding financial year

(i) Results for the Year ended August 31, 2010

	Group		Change
	2010	2009	
	S\$'000	S\$'000	
Operating revenue			
Newspaper and Magazine	974,125	892,404	9.2
Property	356,095	365,600	(2.6)
Others	50,851	43,363	17.3
	<hr/> 1,381,071	<hr/> 1,301,367	6.1
Other operating income	16,792	13,598	23.5
	<hr/> 1,397,863	<hr/> 1,314,965	6.3
Materials, consumables and broadcasting costs	(149,449)	(184,594)	(19.0)
Property development costs	(67,435)	(68,567)	(1.7)
Staff costs	(340,464)	(286,896)	18.7
Depreciation	(69,029)	(67,752)	1.9
Other operating expenses	(201,278)	(188,651)	6.7
Finance costs	(31,105)	(21,546)	44.4
	<hr/>	<hr/>	
Profit before fair value gain on loans from non- controlling interests, investment income/ (loss) and share of net loss of associates and jointly-controlled entities [#]	539,103	496,959	8.5
Fair value gain on loans from non-controlling interests	12,890	-	NM
Net income/(loss) from investments	39,255	(6,186)	NM
Share of net loss of associates and jointly-controlled entities	(1,356)	(8,567)	(84.2)
	<hr/>	<hr/>	
Profit before taxation	589,892	482,206	22.3
Taxation	(80,404)	(63,841)	25.9
Profit after taxation	<hr/> 509,488	<hr/> 418,365	21.8
Attributable to:			
Shareholders of the Company	497,874	421,881	18.0
Non-controlling interests	11,614	(3,516)	NM
	<hr/> 509,488	<hr/> 418,365	21.8

This represents the recurring earnings of the media and property businesses, including profits from the Group's Sky@eleven development which was completed in May 2010.

NM: Not meaningful

1(a)(ii) Notes:**Profit after taxation is arrived at after accounting for:**

	Group		
	2010 S\$'000	2009 S\$'000	Change %
(Allowance)/Reversal of allowance for stock obsolescence	(9)	163	NM
Share-based compensation expenses	(7,435)	(6,422)	15.8
Allowance for impairment of trade receivables	(2,306)	(2,084)	10.7
Bad debts recovery	244	318	(23.3)
Amortisation of intangible assets	(2,502)	(2,368)	5.7
Intangible assets written off	-	(1,000)	NM
Impairment of goodwill	(1,286)	(131)	NM
Net profit/(loss) on disposal of property, plant and equipment	76	(321)	NM
Impairment of property, plant and equipment	(2,442)	(79)	NM
Property, plant and equipment written off	-	(18)	NM
Reversal of impairment of property, plant and equipment	3,485	1,186	193.8
Investment property written off	(2,449)	(38)	NM
Gain on disposal of a subsidiary	-	3	NM
Gain on dilution/disposal of an associate	5	1,984	(99.7)
Interest income	8,930	7,197	24.1
Net foreign exchange loss	(3,449)	(5,281)	(34.7)
Realised gain/(loss) on derivative financial instruments	3,663	(2,923)	NM
Net profit on sale of internally-managed investments	4,429	3,702	19.6
Impairment of internally-managed investments	(78)	(4,568)	(98.3)
Net fair value gain/(loss) of			
- Internally-managed assets at fair value through profit or loss	2,277	(783)	NM
- Derivative financial instruments	2,610	2,675	(2.4)
Net loss from funds under management	(28)	(30,531)	(99.9)
Net over provision of prior years' taxation	1,401	4,461	(68.6)

1(a)(iii) Statement of Comprehensive Income

	Group		
	2010	2009	Change
	S\$'000	S\$'000	%
Profit after taxation	509,488	418,365	21.8
Other comprehensive income/(loss), net of tax			
Cash flow hedges			
- net fair value changes	(10,765)	(15,224)	(29.3)
- transfer to income statement	12,790	9,170	39.5
Net fair value changes on available-for-sale financial assets	61,552	(43,104)	NM
Currency translation difference			
- arising from consolidation of financial statements of foreign subsidiaries, associates and jointly-controlled entities	(1,924)	2,890	NM
- transfer to income statement on disposal of an associate	-	1,463	NM
	<u>61,653</u>	<u>(44,805)</u>	NM
Total comprehensive income	<u>571,141</u>	<u>373,560</u>	52.9
Attributable to:			
Shareholders of the Company	559,872	376,422	48.7
Non-controlling interests	11,269	(2,862)	NM
	<u>571,141</u>	<u>373,560</u>	52.9

1(b)(i) A balance sheet (for the issuer and group), together with a comparative statement as at the end of the immediately preceding financial year

Balance Sheets As At

	Group		Company	
	2010 S\$'000	2009 S\$'000	2010 S\$'000	2009 S\$'000
CAPITAL EMPLOYED				
Share capital	494,738	490,890	494,738	490,890
Treasury shares	(19,921)	(25,578)	(19,921)	(25,578)
Reserves	281,685	219,160	54,081	50,557
Retained profits	1,469,780	1,370,704	722,000	519,514
Shareholders' interests	2,226,282	2,055,176	1,250,898	1,035,383
Non-controlling interests	79,744	9,486	-	-
Total equity	2,306,026	2,064,662	1,250,898	1,035,383
EMPLOYMENT OF CAPITAL				
Non-current assets				
Property, plant and equipment	427,783	462,534	274,831	296,897
Investment properties	1,730,069	1,174,465	-	-
Investments in subsidiaries	-	-	386,840	386,840
Investments in associates	56,103	45,600	29,326	29,326
Investments in jointly-controlled entities	11,002	17,441	-	-
Trade and other receivables	-	-	303,331	-
Long-term investments	306,226	244,918	31,633	28,146
Intangible assets	49,339	52,628	-	-
Other non-current assets	4,857	4,949	3,193	3,653
	2,585,379	2,002,535	1,029,154	744,862
Current assets				
Inventories	26,974	29,370	26,154	28,531
Trade and other receivables	259,267	453,328	1,250,414	789,014
Short-term investments	896,569	448,572	205,145	169,940
Derivative financial instruments	4,818	2,300	35	131
Cash and cash equivalents	460,995	299,253	231,418	128,637
	1,648,623	1,232,823	1,713,166	1,116,253
Total assets	4,234,002	3,235,358	2,742,320	1,861,115
Current liabilities				
Trade and other payables	286,861	254,838	641,624	585,451
Current income tax liabilities	120,213	71,584	57,831	44,285
Borrowings	570,800	870	-	-
Derivative financial instruments	12,037	129	33	47
	989,911	327,421	699,488	629,783
Non-current liabilities				
Trade and other payables	21,438	22,858	-	-
Deferred income tax liabilities	54,161	80,232	41,129	44,196
Borrowings	860,114	723,393	748,453	150,000
Derivative financial instruments	2,352	16,792	2,352	1,753
	938,065	843,275	791,934	195,949
Total liabilities	1,927,976	1,170,696	1,491,422	825,732
Net assets	2,306,026	2,064,662	1,250,898	1,035,383

1(b)(ii) Aggregate amount of group's borrowings and debt securities

Group Borrowings

Amount repayable in one year

As at August 31, 2010		As at August 31, 2009	
Secured S\$'000	Unsecured S\$'000	Secured S\$'000	Unsecured S\$'000
570,000	800	-	870

Amount repayable after one year

As at August 31, 2010		As at August 31, 2009	
Secured S\$'000	Unsecured S\$'000	Secured S\$'000	Unsecured S\$'000
-	860,114	570,000	153,393

Details of collateral

The secured bank loan facilities as at August 31, 2010 comprised the term loan facilities of S\$610 million (August 31, 2009: S\$610 million) undertaken by a subsidiary, Orchard 290 Ltd ("O290"), which commenced on July 11, 2006, with a tenure of five years and classified accordingly as a current liability.

The term loan is secured by way of a legal mortgage on the Group's investment property, a debenture over the assets of O290, an assignment of rental proceeds from the investment property and the insurances on the investment property.

O290 had repaid S\$40 million up to August 31, 2010.

1(c) **A cash flow statement (for the group), together with a comparative statement for the corresponding period of the immediately preceding financial year**

Consolidated Cash Flow Statement for the Year ended August 31, 2010

	2010 S\$'000	2009 S\$'000
CASH FLOWS FROM OPERATING ACTIVITIES		
Profit before taxation	589,892	482,206
Adjustments for:		
Amortisation of intangible assets	2,502	2,368
Intangible assets written off	-	1,000
Impairment of goodwill	1,286	131
Depreciation	69,029	67,752
Net (profit)/loss on disposal of property, plant and equipment	(76)	321
Net reversal of impairment of property, plant and equipment	(1,043)	(1,107)
Property, plant and equipment written off	-	18
Investment property written off	2,449	38
Gain on disposal of a subsidiary	-	(3)
Gain on dilution/disposal of an associate	(5)	(1,984)
Finance costs	31,105	21,546
Net (income)/loss from investments	(39,255)	6,186
Share of net loss of associates and jointly-controlled entities	1,356	8,567
Share-based compensation expense	7,435	6,422
Fair value gain on loans from non-controlling interests	(12,890)	-
Other non-cash items	419	103
Operating cash flow before working capital changes	<u>652,204</u>	<u>593,564</u>
Changes in operating assets and liabilities, net of effects from acquisition and disposal of subsidiaries and business:		
Inventories	2,396	6,990
Trade and other receivables	193,900	(210,970)
Trade and other payables	32,485	(27,269)
	<u>880,985</u>	<u>362,315</u>
Income tax paid	(59,102)	(77,195)
Dividends paid	(400,993)	(416,722)
Dividends paid (net) by a subsidiary to a non-controlling interest	(13)	(30)
	<u>420,877</u>	<u>(131,632)</u>
Decrease in other non-current assets	92	776
(Decrease)/Increase in other non-current payables	(1,420)	934
Currency translation difference	(658)	1,800
Net cash from/(used in) operating activities	<u><u>418,891</u></u>	<u><u>(128,122)</u></u>

Consolidated Cash Flow Statement for the Year ended August 31, 2010 (cont'd)

	2010	2009
	S\$'000	S\$'000
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(24,142)	(31,930)
Proceeds from disposal of property, plant and equipment	179	165
Additions to investment properties	(567,372)	(42,498)
Acquisition of intangible assets	-	(759)
Acquisition of subsidiaries (net of cash acquired)	-	(11,121)
Acquisition of business by a subsidiary (net of cash acquired)	(1,500)	(467)
Purchase of shares in a subsidiary from a jointly-controlled entity	-	(2,500)
Proceeds from disposal of a subsidiary	-	47
Sale of shares in a subsidiary	-	1,250
Acquisition of an associate	-	(250)
Acquisition of additional interests in an associate	-	(33)
Additional consideration paid on interests in associates	(5,484)	(12,218)
Dividends received from associates	171	2,197
Proceeds from disposal of an associate	-	11,220
Acquisition of a jointly-controlled entity	-	(225)
Additional consideration paid on interests in jointly-controlled entities	-	(5,844)
Decrease in amounts owing by associates/jointly-controlled entities	425	5,699
(Decrease)/Increase in amounts owing to associates/jointly-controlled entities	(9,148)	5,792
Purchase of long-term investments	(2,389)	(12)
Proceeds from disposal/redemption of long-term investments	1,428	1,172
Purchase of short-term investments	(1,059,600)	(422,190)
Proceeds from disposal of short-term investments	619,816	403,794
Net decrease in funds under management	-	194,864
Dividends received	21,442	22,769
Interest received	8,544	6,228
Other investment income/(loss)	9,269	(35,183)
	<u>(1,008,361)</u>	<u>89,967</u>
Add/(Less): Items not involving movement of funds		
Changes in fair value of financial instruments	(4,887)	(1,892)
Impairment of internally-managed investments	78	4,568
Net profit on sale of internally-managed investments	(4,429)	(3,702)
Currency translation loss	422	116
Effective interest on bonds	(676)	(550)
Net cash (used in)/from investing activities	<u><u>(1,017,853)</u></u>	<u><u>88,507</u></u>

Consolidated Cash Flow Statement for the Year ended August 31, 2010 (cont'd)

	2010 S\$'000	2009 S\$'000
CASH FLOWS FROM FINANCING ACTIVITIES		
Proceeds from bank loans (net of transaction costs)	-	149,420
Proceeds from issuance of fixed rate notes (net of transaction costs)	598,283	-
Repayment of loan from a non-controlling interest	(430)	(153)
Interest paid	(21,232)	(21,546)
Proceeds from issuance of shares by the Company	3,533	123
Proceeds from issuance of shares to non-controlling interests	60,100	-
Loans from non-controlling interests	120,450	-
Net cash from financing activities	<u>760,704</u>	<u>127,844</u>
Net increase in cash and cash equivalents	161,742	88,229
Cash and cash equivalents at beginning of financial year	<u>299,253</u>	<u>211,024</u>
Cash and cash equivalents at end of financial year	<u>460,995</u>	<u>299,253</u>

1(d)(i) **A statement (for the issuer and group) showing either (i) all changes in equity or (ii) changes in equity other than those arising from capitalisation issues and distributions to shareholders, together with a comparative statement for the corresponding period of the immediately preceding financial year**

Statements of Changes in Total Equity for the Year ended August 31, 2010

(a) **Group**

	Attributable to Shareholders of the Company								Non-controlling Interests S\$'000	Total Equity S\$'000	
	Share Capital S\$'000	Treasury Shares S\$'000	Capital Reserve S\$'000	Share-based Compensation Reserve S\$'000	Hedging Reserve S\$'000	Fair Value Reserve S\$'000	Currency Translation Reserve S\$'000	Retained Profits S\$'000			Total S\$'000
Balance as at September 1, 2009	490,890	(25,578)	2,005	26,290	(13,937)	203,724	1,078	1,370,704	2,055,176	9,486	2,064,662
Total comprehensive income/(loss) for the year	-	-	-	-	2,025	61,552	(1,579)	497,874	559,872	11,269	571,141
Share-based compensation	-	-	-	7,458	-	-	-	-	7,458	-	7,458
Issue of shares	3,848	-	-	(315)	-	-	-	-	3,533	-	3,533
Treasury shares re-issued	-	5,657	-	(6,203)	-	-	-	614	68	-	68
Dividends	-	-	-	-	-	-	-	(400,993)	(400,993)	(13)	(401,006)
Lapse of share options	-	-	-	(413)	-	-	-	413	-	-	-
Acquisition of additional interest in a subsidiary	-	-	-	-	-	-	-	1,168	1,168	(1,168)	-
Capital contribution by non-controlling interests	-	-	-	-	-	-	-	-	-	60,170	60,170
Balance as at August 31, 2010	494,738	(19,921)	2,005	26,817	(11,912)	265,276	(501)	1,469,780	2,226,282	79,744	2,306,026

Statements of Changes in Total Equity for the Year ended August 31, 2010 (cont'd)

(a) Group (cont'd)

	Attributable to Shareholders of the Company								Non-controlling Interests S\$'000	Total Equity S\$'000	
	Share Capital S\$'000	Treasury Shares S\$'000	Capital Reserve S\$'000	Share-based Compensation Reserve S\$'000	Hedging Reserve S\$'000	Fair Value Reserve S\$'000	Currency Translation Reserve S\$'000	Retained Profits S\$'000			Total S\$'000
Balance as at September 1, 2008	490,760	(27,660)	2,005	22,110	(7,883)	246,828	(2,621)	1,365,360	2,088,899	12,378	2,101,277
Total comprehensive income/(loss) for the year	-	-	-	-	(6,054)	(43,104)	3,699	421,881	376,422	(2,862)	373,560
Share-based compensation	-	-	-	6,443	-	-	-	-	6,443	-	6,443
Issue of shares	130	-	-	(7)	-	-	-	-	123	-	123
Treasury shares re-issued	-	2,082	-	(2,026)	-	-	-	(45)	11	-	11
Dividends	-	-	-	-	-	-	-	(416,722)	(416,722)	(30)	(416,752)
Lapse of share options	-	-	-	(230)	-	-	-	230	-	-	-
Balance as at August 31, 2009	490,890	(25,578)	2,005	26,290	(13,937)	203,724	1,078	1,370,704	2,055,176	9,486	2,064,662

Statements of Changes in Total Equity for the Year ended August 31, 2010 (cont'd)

(b) Company

	Share Capital S\$'000	Treasury Shares S\$'000	Share-based Compensation Reserve S\$'000	Hedging Reserve S\$'000	Fair Value Reserve S\$'000	Retained Profits S\$'000	Total Equity S\$'000
Balance as at September 1, 2009	490,890	(25,578)	26,290	(1,455)	25,722	519,514	1,035,383
Total comprehensive income for the year	-	-	-	(497)	3,494	602,452	605,449
Share-based compensation	-	-	7,458	-	-	-	7,458
Issue of shares	3,848	-	(315)	-	-	-	3,533
Treasury shares re-issued	-	5,657	(6,203)	-	-	614	68
Dividends	-	-	-	-	-	(400,993)	(400,993)
Lapse of share options	-	-	(413)	-	-	413	-
Balance as at August 31, 2010	494,738	(19,921)	26,817	(1,952)	29,216	722,000	1,250,898
Balance as at September 1, 2008	490,760	(27,660)	22,110	-	32,435	703,382	1,221,027
Total comprehensive income for the year	-	-	-	(1,455)	(6,713)	232,669	224,501
Share-based compensation	-	-	6,443	-	-	-	6,443
Issue of shares	130	-	(7)	-	-	-	123
Treasury shares re-issued	-	2,082	(2,026)	-	-	(45)	11
Dividends	-	-	-	-	-	(416,722)	(416,722)
Lapse of share options	-	-	(230)	-	-	230	-
Balance as at August 31, 2009	490,890	(25,578)	26,290	(1,455)	25,722	519,514	1,035,383

1(d)(ii) Details of any changes in the company's share capital arising from rights issue, bonus issue, share buy-backs, exercise of share options or warrants, conversion of other issues of equity securities, issue of shares for cash or as consideration for acquisition or for any other purpose since the end of the previous period reported on. State also the number of shares that may be issued on conversion of all the outstanding convertibles, as well as the number of shares held as treasury shares, as at the end of the current financial period reported and as at the end of the corresponding period of the immediately preceding financial year

Share Options

- (a) During the financial year, the Company issued 969,725 ordinary shares under the Singapore Press Holdings Group (1999) Share Option Scheme (the "1999 Scheme").
- (b) As a result of the 969,725 ordinary shares issued pursuant to the 1999 Scheme, the Company issued 9,795 management shares in accordance with the Newspaper and Printing Presses Act, Cap. 206 between September 1, 2009 and August 31, 2010.
- (c) Under the 1999 Scheme, options to subscribe for 40,017,025 ordinary shares remain outstanding as at August 31, 2010 compared to 49,141,550 ordinary shares as at August 31, 2009. Movements in the number of the unissued shares of the Company under the option during the financial year are as follows:

<u>Outstanding as at 01.09.09</u> (‘000)	<u>Exercised</u> (‘000)	<u>Lapsed</u> (‘000)	<u>Outstanding as at 31.08.10</u> (‘000)
49,142	(970)	(8,155)	40,017

Performance Shares

- (a) At the extraordinary general meeting of the Company held on December 5, 2006, the Company's shareholders approved the adoption of the SPH Performance Share Plan and the 1999 Scheme was terminated with regard to the grant of further options. However, options granted and outstanding prior to such termination will continue to be valid and be subject to the terms and conditions of the 1999 Scheme.
- (b) As at August 31, 2010, the number of shares granted and outstanding (being contingent award) under the SPH Performance Share Plan was 6,840,189 (August 31, 2009: 6,017,563). Movements in the number of performance shares during the financial year are summarised below:

<u>Outstanding as at 01.09.09</u> (‘000)	<u>Adjusted[#]</u> (‘000)	<u>Granted</u> (‘000)	<u>Vested</u> (‘000)	<u>Lapsed</u> (‘000)	<u>Outstanding as at 31.08.10</u> (‘000)
6,018	61	2,244	(1,386)	(97)	6,840

Adjusted at end of the performance period based on the level of achievement of pre-set performance conditions.

Share Buy Back

No shares were bought back by the Company during the financial year under the Share Buy Back Mandate (first approved by the Shareholders on July 16, 1999 and last renewed at the Annual General Meeting on December 4, 2009).

Share Capital and Treasury Shares

As at August 31, 2010, the Company had 1,589,222,041 ordinary shares, 16,295,681 management shares and 4,884,205 treasury shares (August 31, 2009: 1,586,865,912 ordinary shares, 16,285,886 management shares and 6,270,609 treasury shares).

During the financial year, the Company transferred 1,386,404 treasury shares for the fulfillment of share awards vested under the SPH Performance Share Plan. The total value of the treasury shares transferred was S\$5.7 million.

2. Whether the figures have been audited or reviewed, and in accordance with which auditing standard or practice

Audit

The figures for the year have been audited. The auditors' report on the financial statements of the Group was not subject to any qualification.

3. Where the figures have been audited or reviewed, the auditors' report (including any qualifications or emphasis of matter)

Independent Auditors' Report to the Members of Singapore Press Holdings Limited for the financial year ended August 31, 2010

We have audited the accompanying financial statements of Singapore Press Holdings Limited (the "Company") and its subsidiaries (the "Group") set out on pages # to #, which comprise the balance sheets of the Company and of the Group as at August 31, 2010, the consolidated income statement, consolidated statement of comprehensive income, consolidated statement of changes in equity and consolidated cash flow statement of the Group for the financial year then ended, and a summary of significant accounting policies and other explanatory notes.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the provisions of the Singapore Companies Act (Cap. 50) (the "Act") and Singapore Financial Reporting Standards. This responsibility includes:

- (a) devising and maintaining a system of internal accounting control sufficient to provide a reasonable assurance that assets are safeguarded against loss from unauthorised use or disposition; and transactions are properly authorised and that they are recorded as necessary to permit the preparation of true and fair profit and loss accounts and balance sheets and to maintain accountability of assets;

- (b) selecting and applying appropriate accounting policies; and
- (c) making accounting estimates that are reasonable in the circumstances.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Singapore Standards on Auditing. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance as to whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion,

- (a) the balance sheet of the Company and the consolidated financial statements of the Group are properly drawn up in accordance with the provisions of the Act and Singapore Financial Reporting Standards so as to give a true and fair view of the state of affairs of the Company and of the Group as at August 31, 2010, and the results, changes in equity and cash flows of the Group for the financial year ended on that date; and
- (b) the accounting and other records required by the Act to be kept by the Company and by those subsidiaries incorporated in Singapore of which we are the auditors, have been properly kept in accordance with the provisions of the Act.

.....
PricewaterhouseCoopers LLP
Public Accountants and Certified Public Accountants

Singapore,

October 12, 2010

The page numbers are as stated in the Independent Auditors' Report dated October 12, 2010 in the Singapore Press Holdings Annual Report 2010.

4. **Whether the same accounting policies and methods of computation as in the issuer's most recently audited annual financial statements have been applied**

Accounting Policies

The financial information has been prepared in accordance with the same accounting policies and methods of computation adopted in the audited financial statements of the previous financial year, except where new or amended Financial Reporting Standards ("FRS") and Interpretations to FRS ("INT FRS") became effective from this financial year.

The following are the new or amended FRS that are relevant to the Group:

FRS 1 (revised)	Presentation of Financial Statements
FRS 23 (revised)	Borrowing Costs
FRS 27 (revised)	Consolidated and Separate Financial Statements
FRS 103 (revised)	Business Combinations
Amendments to FRS 40	Investment Property
Amendments to FRS 102	Share-based Payment
Amendments to FRS 107	Improving Disclosures about Financial Instruments
FRS 108	Operating Segments

FRS 1 (revised) requires the Group to present all owner changes in equity in the consolidated statement of changes in equity and all non-owner changes in equity in the consolidated statement of comprehensive income, a new primary statement. FRS 103 (revised) and FRS 27 (revised) introduce changes in the way the Group accounts for business combinations and transactions with non-controlling interests. Amendments to FRS 107 and FRS 108 require additional disclosures relating to the fair value measurements of financial instruments and additional information relating to operating segments respectively.

Except for the above, the adoption of the new/revised FRS and INT FRS has not resulted in any substantial changes to the Group's accounting policies nor any significant impact on these financial statements.

5. **Earnings per share of the group for the current financial period reported on and the corresponding period of the immediately preceding financial year, after deducting any provision for preference dividends**

Earnings Per Share for the Year ended August 31, 2010

		Group	
		2010	2009
(a)	Based on the weighted average number of shares on issue (S\$)	0.31	0.26
(b)	On fully diluted basis (S\$)	0.31	0.26

6. **Net asset value (for the issuer and group) per share based on the total number of issued shares excluding treasury shares of the issuer at the end of the (a) current period reported on and (b) immediately preceding financial year**

Net Asset Value Per Share As At

	Group		Company	
	Aug 31, 2010	Aug 31, 2009	Aug 31, 2010	Aug 31, 2009
Net asset value per share based on total number of issued shares at the end of year (S\$)	1.39	1.28	0.78	0.65

7. **A review of the performance of the group, to the extent necessary for a reasonable understanding of the group's business. It must include a discussion of any significant factors that affected the turnover, costs, and earnings of the group for the current financial period reported on, including (where applicable) seasonal or cyclical factors; and any material factors that affected the cash flow, working capital, assets or liabilities of the group during the current financial period reported on**

Business Segments/Review of Results

Business Segments

The Group is organised into three major operating segments, namely Newspaper and Magazine, Treasury and Investment and Property. The Newspaper and Magazine segment is involved in the publishing, printing and distributing of newspapers and magazines. The Treasury and Investment segment manages the investment activities of the Group. The Property segment holds, manages and develops properties of the Group. Other operations under the Group, which are currently not significant to be reported separately, are included under "Others". These comprise the Group's investments and businesses in Internet and related activities, outdoor advertising, radio broadcasting, TV broadcasting, organising conventions/conferences/events, book publishing and distribution, online investor relations services, developing applications and operating a financial portal.

Review of Results for the Year ended Aug 31, 2010 ("FY 2010") compared with the Year ended Aug 31, 2009 ("FY 2009")

- 7.1 The Group achieved record operating revenue of S\$1,381.1 million in FY 2010. This was a S\$79.7 million (6.1%) increase compared to FY 2009. Boosted by the rebound in advertisement sales, revenue for the Newspaper and Magazine segment grew strongly by S\$81.7 million (9.2%) year-on-year to S\$974.1 million. Print advertisement revenue surged by S\$84.8 million (13.1%) to S\$733.1 million driven by increases in Display and Recruitment advertisements. Circulation revenue decreased by S\$5.1 million (2.4%) due to lower copies sold.

Revenue from the Property segment decreased by S\$9.5 million (2.6%) to S\$356.1 million. Rental income increased by S\$11.3 million (9.2%) mainly from Paragon but this was negated by lower year-on-year contribution from Sky@eleven which obtained its Temporary Occupation Permit (TOP) in May 2010.

Operating revenue from the Group's other businesses rose by S\$7.5 million (17.3%) to S\$50.9 million with the increase coming from the internet and events management businesses.

- 7.2 Materials, consumables and broadcasting costs declined by S\$35.1 million (19.0%), as a result of lower newsprint costs of S\$36.9 million (29.1%).

Staff costs increased by S\$53.6 million (18.7%) mainly as a result of higher variable bonus provision in line with the improved performance of the newspaper business.

Other operating expenses rose by S\$12.6 million (6.7%) mainly attributable to higher donations and sponsorships, premises costs and other overheads.

- 7.3 Consequently, the Group delivered record high recurring earnings of S\$539.1 million for FY 2010. This was S\$42.1 million (8.5%) higher compared to S\$497.0 million for FY 2009.

- 7.4 Investment income of S\$39.3 million was achieved for FY 2010, a turnaround from a loss of S\$6.2 million for FY 2009. Last year included losses from the Group's externally managed funds as well as impairment, foreign exchange and derivative losses.

- 7.5 The Group's share of results of associates and jointly-controlled entities included profits from MediaCorp Press and net losses from its new media investments.

- 7.6 Taxation charge of S\$80.4 million was arrived at after accounting for tax on the taxable income at the corporate tax rate of 17%. There were no material adjustments for under or over provision of taxation in respect of prior years.

- 7.7 Consequently, net profit attributable to shareholders was S\$497.9 million, 18.0% higher compared to S\$421.9 million for FY 2009.

8. **Where a forecast, or a prospect statement, has been previously disclosed to shareholders, any variance between it and the actual results**

No forecast was made previously.

9. **A commentary at the date of announcement of the significant trends and competitive conditions of the industry in which the group operates and any known factors or events that may affect the group in the next reporting period and the next 12 months**

- 9.1 The outlook for the Singapore economy remains healthy although there are lingering concerns of a double dip with an uneven pace of recovery and fragile situations in several advanced economies. The Group's print advertisement revenue is expected to move in tandem with the performance of the Singapore domestic economy.

- 9.2 Newsprint prices are expected to rise due to imbalances in supply and demand. The Group will closely monitor cost levels for a sustainable level of margin in its core businesses.

- 9.3 Paragon is expected to maintain its high occupancy and provide a steady recurrent income stream for the Group. Fitting out works for The Clementi Mall is in progress and due to be completed in two phases between January and March 2011.

Marketing activities are ongoing to sign up suitable tenants for this new mall. With Sky@eleven obtaining its TOP in May 2010, the development profits have been fully recognised in FY 2010.

- 9.4 With new acquisitions, the Group's subsidiary, Sphere Exhibits, is expected to strengthen its foray into the MICE sector by expanding its portfolio of consumer and trade events. This will enhance its offerings to customers and advertisers and add value through synergies achieved with other businesses of the Group.
- 9.5 In view of the uncertainties in the financial markets, our investment portfolio allocation remains conservative and returns are expected to commensurate with a lower risk-return profile.
- 9.6 Barring unforeseen circumstances, the Directors expect performance for the current financial year to be satisfactory.

10. **Dividends**

(a) **Current Financial Period Reported On**

Any dividend recommended for the current financial period reported on?
Yes.

Name of Dividend	Final Dividend	Special Dividend
Dividend Type	Cash	Cash
Dividend Rate	9 cents per share	11 cents per share
Tax rate	Tax exempt (One-tier)	Tax exempt (One-tier)

(b) **Corresponding Period of the Immediately Preceding Financial Year**

Any dividend declared for the corresponding period of the immediately preceding financial year? Yes.

Name of Dividend	Final Dividend	Special Dividend
Dividend Type	Cash	Cash
Dividend Rate	9 cents per share	9 cents per share
Tax rate	Tax exempt (One-tier)	Tax exempt (One-tier)

(c) **Date payable**

The date the dividend is payable: December 23, 2010

(d) Books closure date

The Share Transfer Books and Register of Members of the Company will be closed on December 14, 2010 for preparation of dividend warrants. Duly stamped and completed transfers received by our Share Transfer Office, Tricor Barbinder Share Registration Services, 8 Cross Street, #11-00, PWC Building, Singapore 048424, up to 5 p.m. on December 13, 2010 will be registered to determine shareholders' entitlements to the final and special dividends. In respect of shares in securities accounts with the Central Depository (Pte) Limited ("CDP"), the said final and special dividends will be paid by the Company to CDP which will distribute the dividends to holders of the securities accounts.

11. **If no dividend has been declared (recommended), a statement to that effect**
Not applicable.

12. Segmental revenue and results for business or geographical segments (of the group) in the form presented in the issuer's most recently audited annual financial statements, with comparative information for the immediately preceding year

**Group Segmental Information
2010**

	Newspaper and Magazine S\$'000	Treasury and Investment S\$'000	Property S\$'000	Others S\$'000	Eliminations S\$'000	Consolidated S\$'000
Operating revenue						
External sales	974,125	-	356,095	50,851	-	1,381,071
Inter-segmental sales	3,667	-	1,876	2,638	(8,181)	-
Total operating revenue	<u>977,792</u>	<u>-</u>	<u>357,971</u>	<u>53,489</u>	<u>(8,181)</u>	<u>1,381,071</u>
Result						
Segment result	359,179	38,549	244,420	(33,070)	-	609,078
Finance costs	-	(8,730)	(22,359)	(16)	-	(31,105)
Interest income	83	-	158	144	-	385
Fair value gain on loans from non-controlling interests	-	-	12,890	-	-	12,890
Share of profits/(losses) of associates and jointly-controlled entities	5,416	-	-	(6,772)	-	(1,356)
Profit/(loss) before taxation	364,678	29,819	235,109	(39,714)	-	589,892
Taxation	-	-	-	-	-	(80,404)
Profit after taxation	-	-	-	-	-	509,488
Non-controlling interests	-	-	-	-	-	(11,614)
Profit attributable to shareholders	-	-	-	-	-	<u>497,874</u>
Other Information						
Segment assets	612,446	1,510,891	1,998,228	45,332	-	4,166,897
Investments in associates/ jointly-controlled entities	36,989	-	-	30,116	-	67,105
Consolidated total assets	-	-	-	-	-	<u>4,234,002</u>
Segment liabilities	212,827	538,463	980,423	21,889	-	1,753,602
Current income tax liabilities	-	-	-	-	-	120,213
Deferred income tax liabilities	-	-	-	-	-	54,161
Consolidated total liabilities	-	-	-	-	-	<u>1,927,976</u>
Capital expenditure	18,646	-	568,168	4,700	-	591,514
Depreciation	51,421	-	9,613	7,995	-	69,029
Amortisation of intangible assets	1,068	-	-	1,434	-	2,502
Impairment of property, plant and equipment	-	-	-	2,442	-	2,442
Reversal of impairment of property, plant and equipment	(3,485)	-	-	-	-	(3,485)
Impairment of goodwill	-	-	-	1,286	-	1,286
Investment property written off	-	-	2,449	-	-	2,449

**Group Segmental Information
2009**

	Newspaper and Magazine S\$'000	Treasury and Investment S\$'000	Property S\$'000	Others S\$'000	Eliminations S\$'000	Consolidated S\$'000
Operating revenue						
External sales	892,404	-	365,600	43,363	-	1,301,367
Inter-segmental sales	3,596	-	1,855	1,462	(6,913)	-
Total operating revenue	<u>896,000</u>	<u>-</u>	<u>367,455</u>	<u>44,825</u>	<u>(6,913)</u>	<u>1,301,367</u>
Result						
Segment result	287,938	(6,933)	259,960	(29,614)	-	511,351
Finance costs	(3,090)	-	(18,437)	(19)	-	(21,546)
Interest income	100	-	465	403	-	968
Share of profits/(losses) of associates and jointly- controlled entities	1,068	-	-	(9,635)	-	(8,567)
Profit/(loss) before taxation	286,016	(6,933)	241,988	(38,865)	-	482,206
Taxation						(63,841)
Profit after taxation						418,365
Non-controlling interests						3,516
Profit attributable to shareholders						<u>421,881</u>
Other Information						
Segment assets	643,881	898,866	1,580,806	48,764	-	3,172,317
Investments in associates/ jointly-controlled entities	31,570	-	-	31,471	-	63,041
Consolidated total assets						<u>3,235,358</u>
Segment liabilities	325,653	7,689	655,020	30,518	-	1,018,880
Current income tax liabilities						71,584
Deferred income tax liabilities						80,232
Consolidated total liabilities						<u>1,170,696</u>
Capital expenditure	25,629	-	42,748	6,051	-	74,428
Depreciation	51,973	-	8,416	7,363	-	67,752
Amortisation of intangible assets	1,172	-	-	1,196	-	2,368
Impairment of property, plant and equipment	-	-	-	79	-	79
Reversal of impairment of property, plant and equipment	(1,186)	-	-	-	-	(1,186)
Intangible assets written off	1,000	-	-	-	-	1,000
Impairment of goodwill	-	-	-	131	-	131
Investment property written off	-	-	38	-	-	38

Notes:

- (a) **Geographical segments:** The principal geographical area in which the Group operates is Singapore. The Group's overseas operations comprise mainly publishing and distributing magazines, holding overseas investments, providing marketing and editorial services and providing online search, directories and classified services.

	<u>Operating Revenue</u>		<u>Non-current Assets</u>		<u>Total Assets</u>	
	2010	2009	2010	2009	2010	2009
	S\$'000	S\$'000	S\$'000	S\$'000	S\$'000	S\$'000
Singapore	1,352,802	1,274,964	2,551,745	1,961,112	4,183,660	3,175,505
Other Countries	28,269	26,403	33,634	41,423	50,342	59,853
	<u>1,381,071</u>	<u>1,301,367</u>	<u>2,585,379</u>	<u>2,002,535</u>	<u>4,234,002</u>	<u>3,235,358</u>

13. **In the review of performance, the factors leading to any material changes in contributions to turnover and earnings by the business or geographical segments**

Refer to paragraph 7.

14. **Breakdown of Sales**

		Group		
		2010	2009	Change
		S\$'000	S\$'000	%
(a)	Operating revenue reported for first half year	672,670	627,411	7.2
(b)	Profit after tax before deducting non-controlling interests reported for the first half year	257,072	157,398	63.3
(c)	Operating revenue reported for second half year	708,401	673,956	5.1
(d)	Profit after tax before deducting non-controlling interests reported for the second half year	252,416	260,967	(3.3)

15. **A breakdown of the total annual dividend (in dollar value) for the issuer's latest full year and its previous full year as follows:-**

Total Net Annual Dividend

	2010	2009
	S\$'000	S\$'000
Ordinary	433,561	400,828
Preference	-	-
Total	433,561 *	400,828

The amount of S\$433,561,000 (Last year: S\$400,828,000) included S\$4,401,000 (Last year: S\$4,072,000) for management shares.

- * This may be increased depending on the number of issued shares existing as at the books closure date on December 14, 2010.

BY ORDER OF THE BOARD

Ginney Lim May Ling
Khor Siew Kim
Company Secretaries

Singapore,
October 12, 2010