

Singapore Press Holdings

3Q FY12 Financial Results
13 July 2012



Group 3Q FY12 financial highlights

| | 3Q FY12 S\$'000 | 3Q FY11 S\$'000 | Change % |
|--|--------------------|--------------------|-------------|
| Operating Revenue | 331,840 | 328,820 | 0.9 |
| Operating Profit [#] | 112,643 | 110,226 | 2.2 |
| Investment Income | 9,504 | 23,699 | (59.9) |
| Net Profit attributable to shareholders | 99,780 | 114,817 | (13.1) |

[#] This represents the recurring earnings of the media and property businesses.

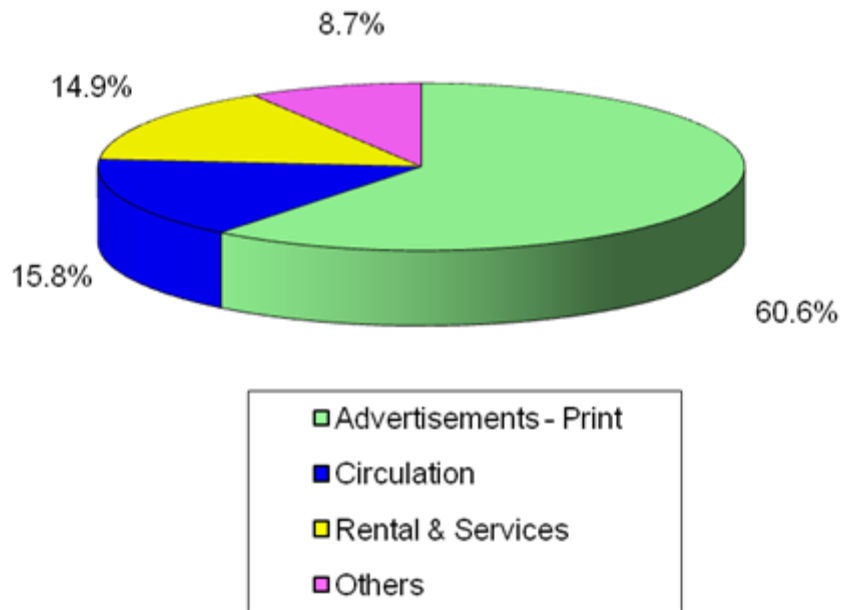
Group YTD 3Q FY12 financial highlights

| Profit/(Loss) before taxation | YTD 3Q FY12 S\$'000 | YTD 3Q FY11 S\$'000 | Change % |
|-------------------------------|------------------------|------------------------|--------------|
| Newspaper and Magazine | 263,178 | 278,503 | (5.5) |
| Treasury and Investment | 13,403 | 32,802 | (59.1) |
| Property | 74,329 | 52,257 | 42.2 |
| Others | (13,029) | (18,518) | (29.6) |
| | 337,881 | 345,044 | (2.1) |

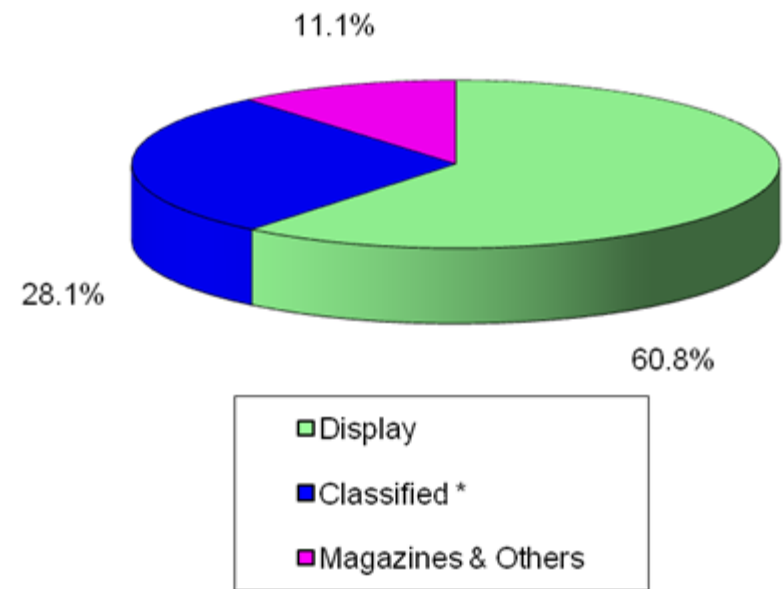
- Creditable performance from the media and property businesses.
- Investment income was impacted by volatility in the financial markets and lower dividend income. In addition, last year's income included a one-time recovery of loss from Lehman crisis.

Group YTD 3Q FY12 highlights

Operating Revenue Composition (S\$962.7m)



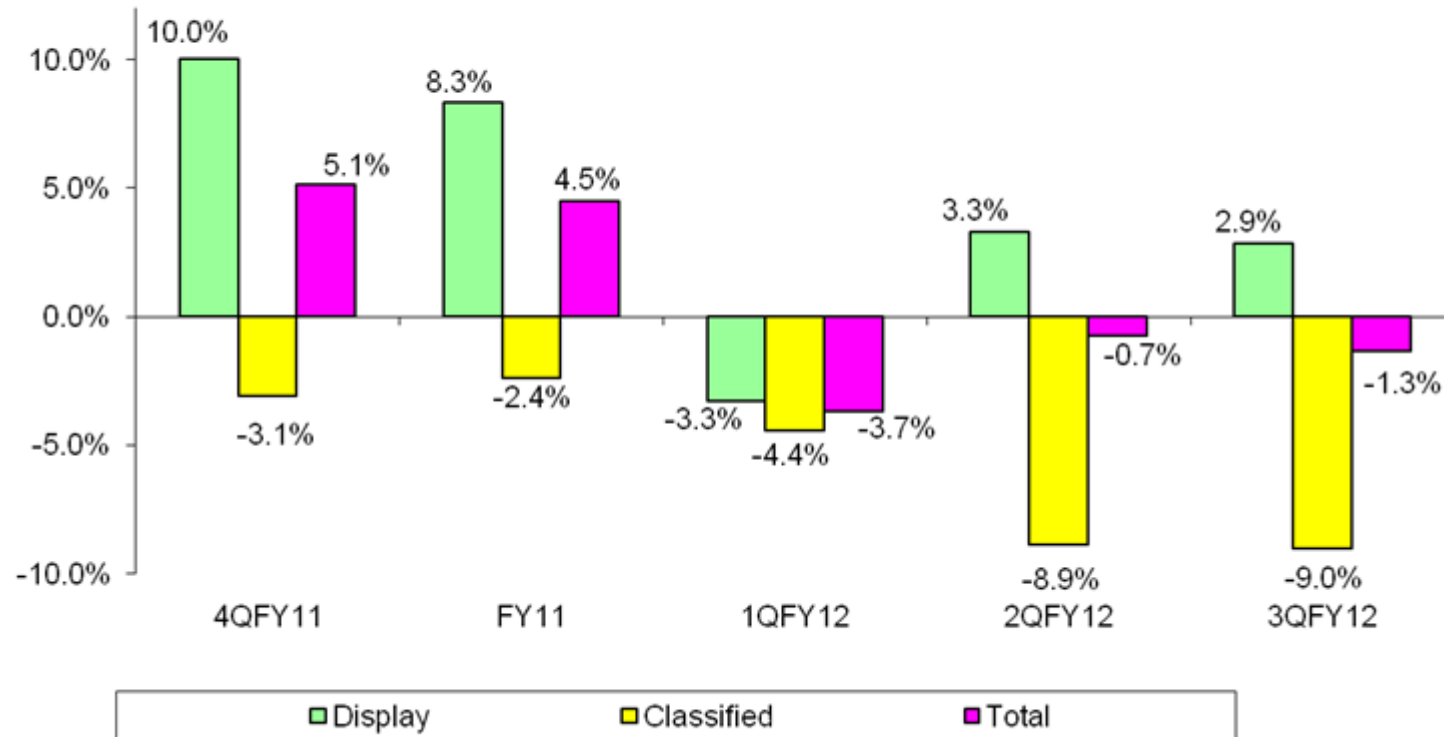
Print Advertisement Revenue Composition (S\$583.2m)



* Classified includes Recruitment and Notices

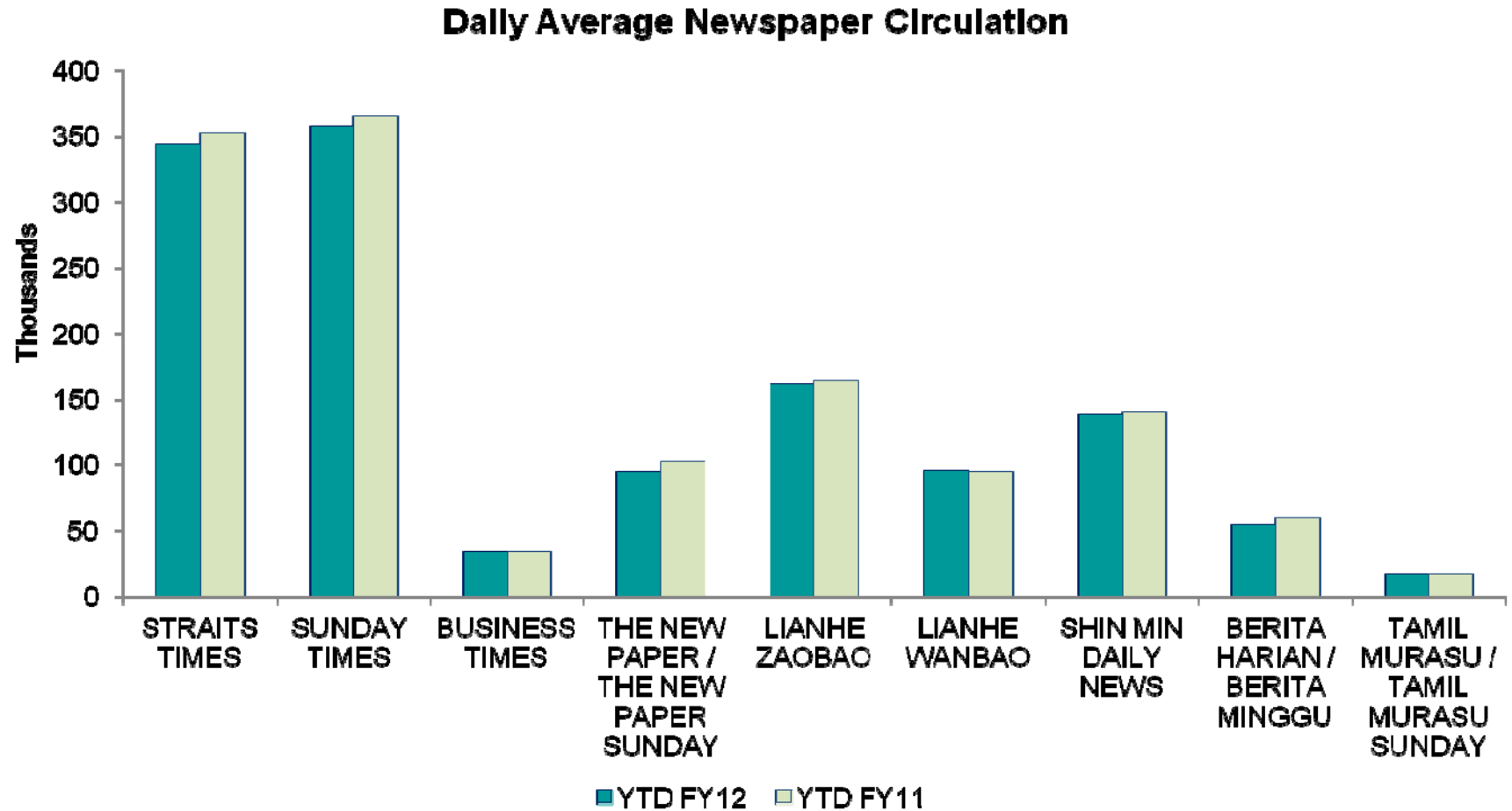
Continued strength in Display ads

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

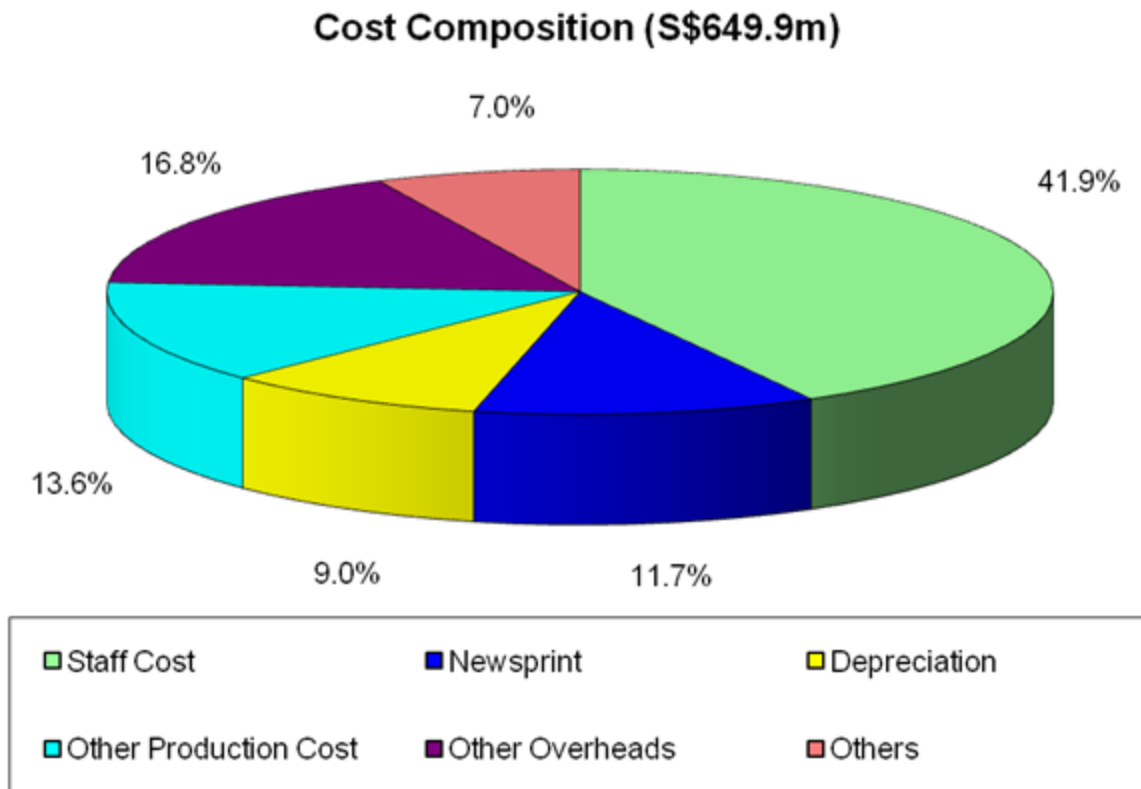


* Classified includes Recruitment and Notices

Circulation revenue declined by 2.2%



YTD 3Q FY12 highlights

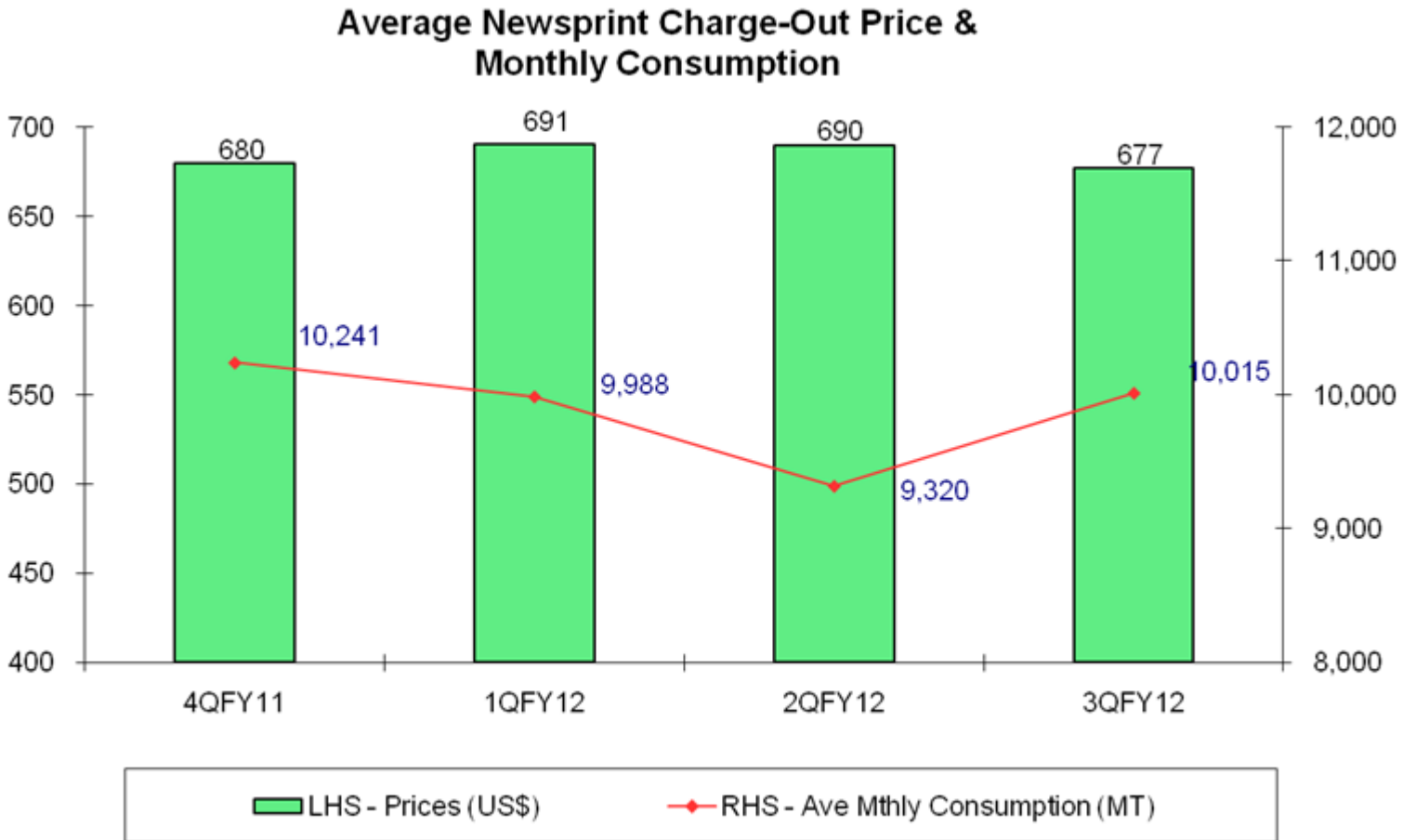


Staff costs rose 2.6%

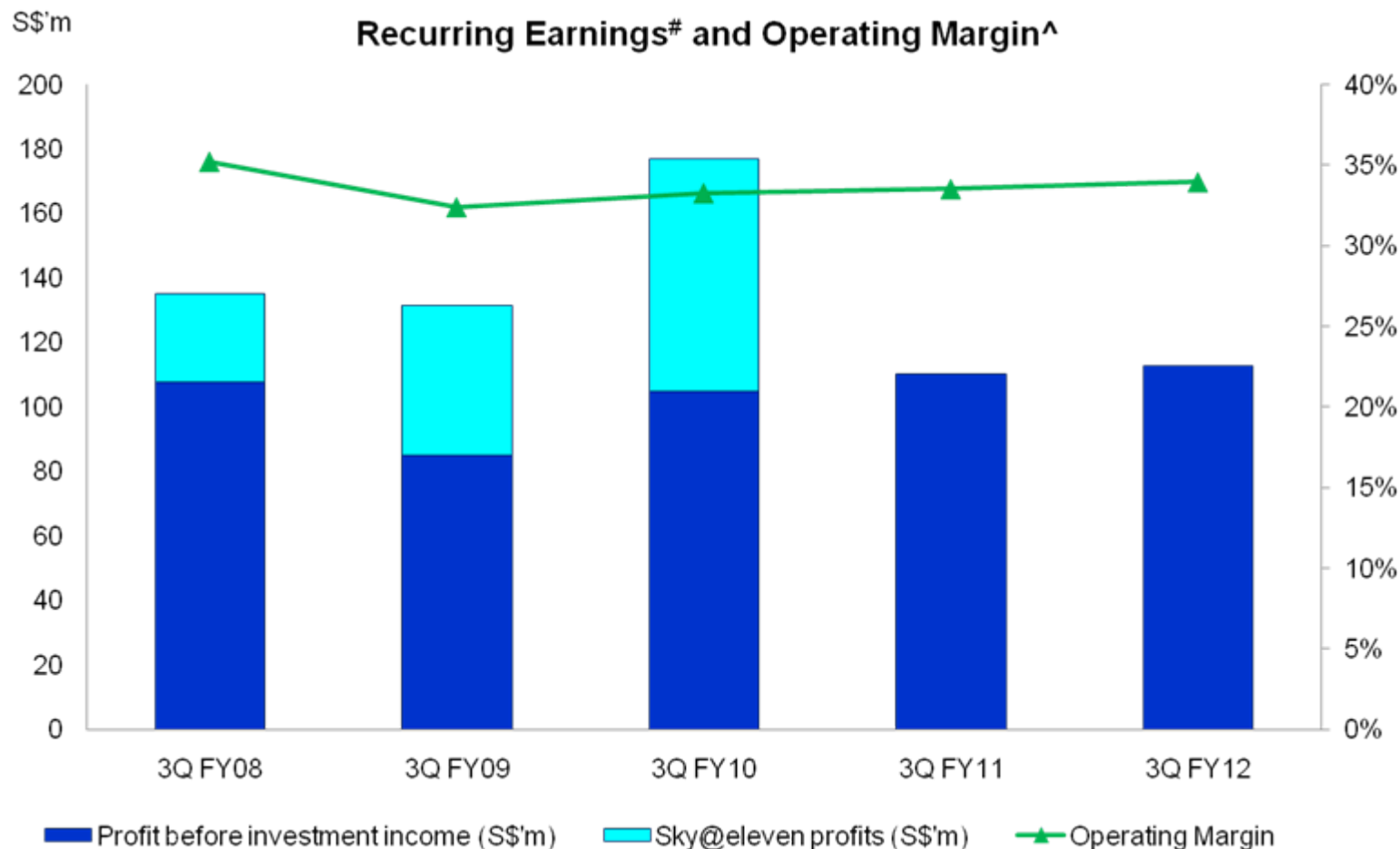
Higher staff costs due to salary increments, variable bonus provision and increased headcount from the acquisition of ACP Magazines

| Staff Cost | YTD 3Q FY12 | YTD 3Q FY11 | Change % |
|----------------------------|-------------|-------------|----------|
| Total Staff Cost (S\$'000) | 272,320 | 265,347 | 2.6 |
| Average Headcount | 4,226 | 4,077 | 3.7 |

Newsprint charge-out price expected to remain flat



Operating margins sustained above 30%



[#] This represents the recurring earnings of the media and property businesses.

[^] Computed based on recurring earnings excluding Sky@eleven.

Property

Paragon

- YTD 3Q FY12 rental income increased by S\$3.5m (3.2%) as a result of higher rental rates achieved



www.paragon.com.sg

Clementi Mall

- Recorded YTD 3Q FY12 rental income of S\$27.7m



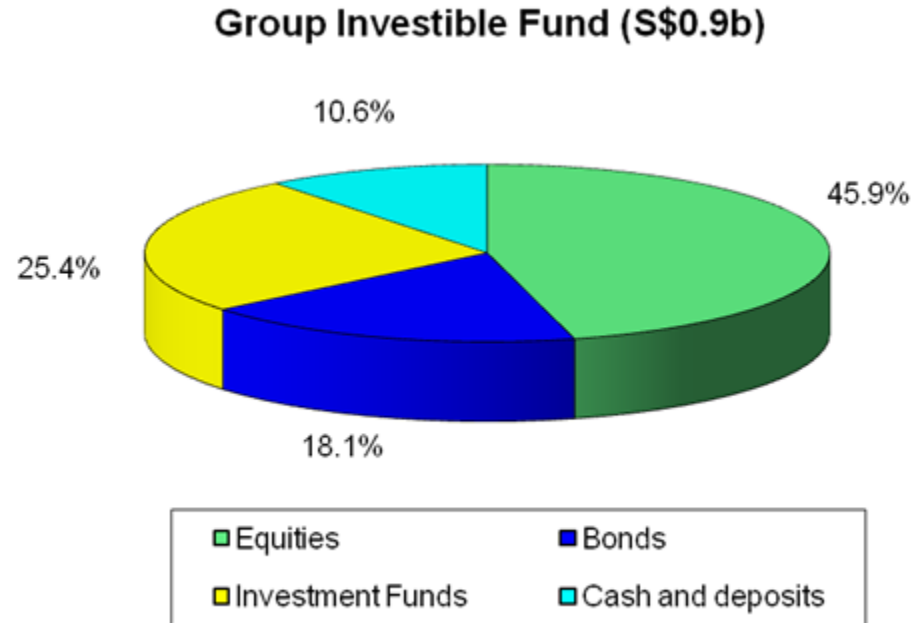
www.theclementimall.com

Seletar Mall

- Completed purchase of land in April 2012

Carrying cost of investment properties has grown to S\$2.0b

Group investible fund



(As at May 31, 2012)

- The Group has adopted a more conservative portfolio asset allocation in view of market conditions
- Returns are expected to be commensurate with this lower risk profile

Award-winning marketing campaigns

- Effective and creative ad campaigns
 - ❖ Won four honours at the PANPA[^] Ad Awards 2012, including Best Single Print Campaign
 - ❖ SPH Ink Awards 2011 for highly commended Best Integrated Campaign
- ommy Blog Club
 - ❖ The only Singapore winner at the INMA* Award 2012, the prestigious international news media marketing award
 - ❖ Offered advertisers a unique proposition via its database of over 3,000 bloggers
 - ❖ Achieved exponential growth in ad revenue in 2009 to 2010



[^] Pacific Area Newspaper Publishers' Association

* International Newsmedia Marketing Association

Thank you

Please visit www.sph.com.sg for more information.