



SINGAPORE PRESS HOLDINGS LIMITED

(Registration No: 198402868E)

Incorporated in the Republic of Singapore

INCORPORATION OF A JOINT VENTURE COMPANY

Singapore Press Holdings Limited (“**SPH**”) wishes to announce that its wholly-owned subsidiary, Culcreative International Pte Ltd (“**Culcreative**”), together with Target Media Alpha Limited (“**TMA**”), Hua Yuan Sheng Dian (S) Pte Ltd (“**HYAD**”), Dynamic Fortune Assets Limited (“**DMA**”) and Dynamic Leads Investment Inc (“**DLI**”), have incorporated a joint venture company called Target Media Culcreative Pte Ltd (“**JVCo**”), today in Singapore.

The total issued capital of the JVCo is S\$6,240,000 in which Culcreative owns 21%, whilst each of TMA, HYAD, DMA and DLI holds 30%, 20%, 18% and 11%, respectively.

The JVCo is principally engaged in the provision of advertising-related services in the form of audio-visual display media, poster frames, and pre-movie advertising in cinemas.

The incorporation does not have any material impact on the earnings per share or net tangible asset per share of SPH for the financial year ending 31 August 2018.

None of the directors of SPH has any interest, direct or indirect, in the matter.

Issued by SINGAPORE PRESS HOLDINGS LTD

15 May 2018