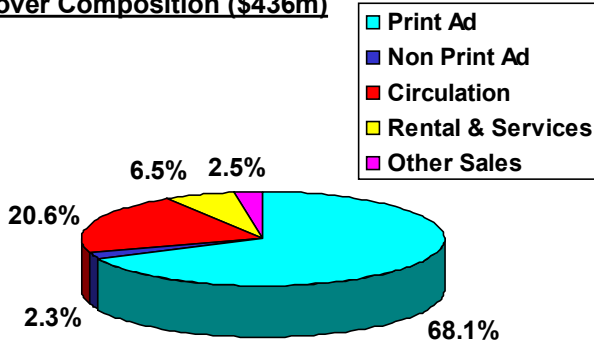


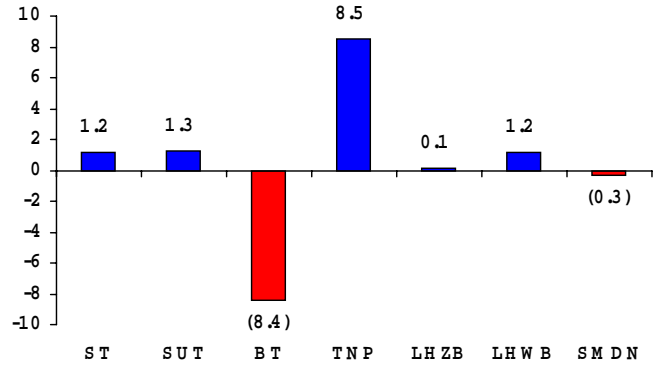
Half Year - FY2002 (Fact Sheet 1)

Key Revenue Drivers

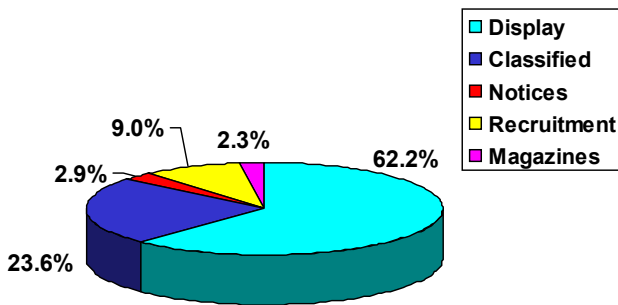
Turnover Composition (\$436m)



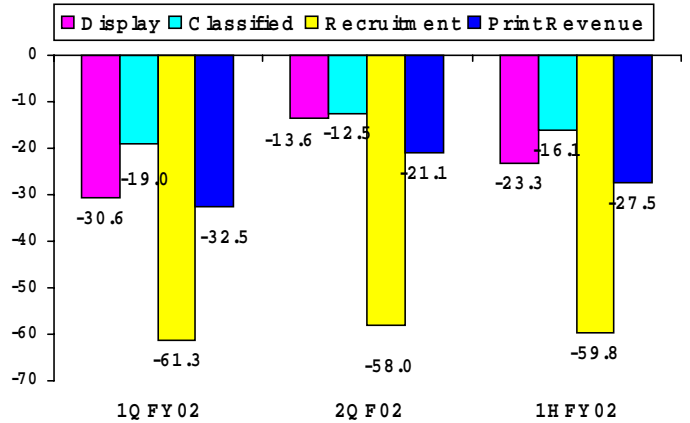
Circulation Copies 1HFY02 Y-O-Y Growth (%)



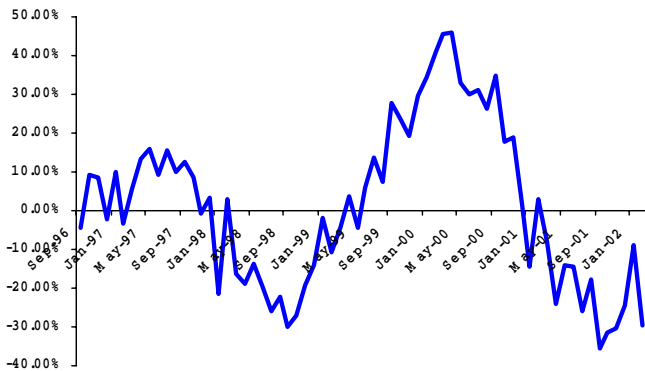
Print Revenue Composition (\$296.9m)



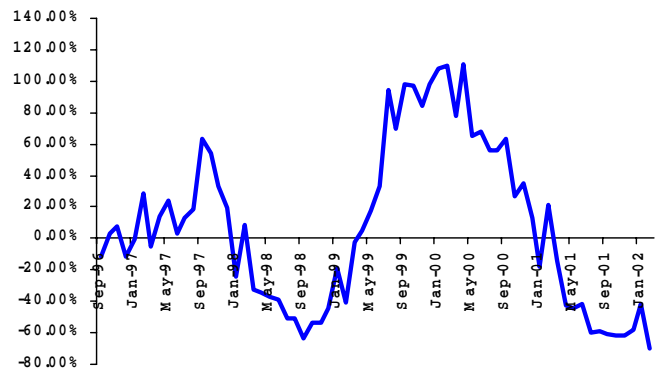
Sector Y-O-Y Growth (%)



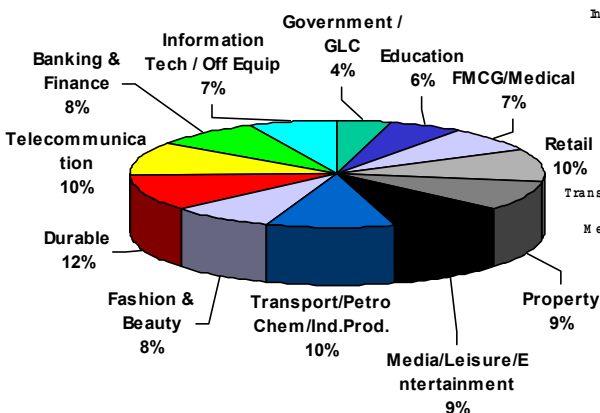
Monthly Print Ad Revenue (Y-O-Y % Growth)



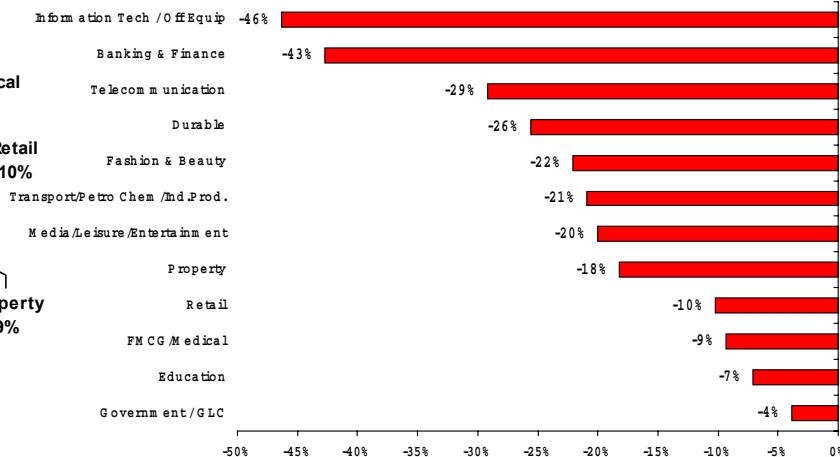
Monthly Recruitment Ad Revenue (Y-O-Y % Growth)



Industry Adex (Composition)-SPH Display Ads



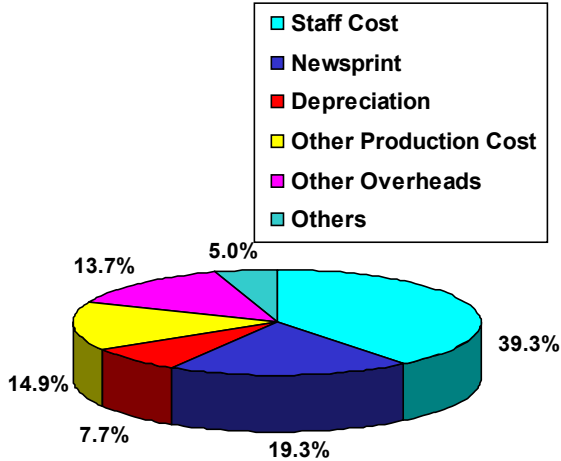
Industry Adex (Y-O-Y % Growth)-SPH Display Ads



Half Year - FY2002 (Fact Sheet 2)

Key Cost Drivers

Cost Composition (\$316.9m)

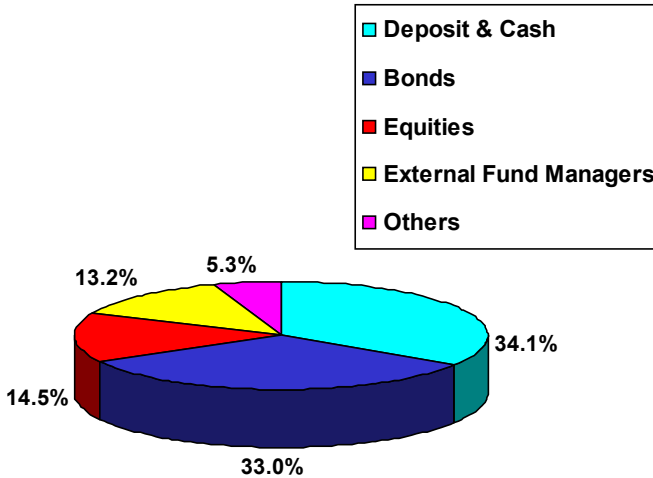


Newsprint Cost

	1HFY02	1HFY01	% change
Newsprint Cost	\$61.2m	\$87.0m	-29.8%
Average Monthly Consumption	10,419MT	14,973MT	-30.4%

- Our US\$ requirement for FY2002 has been hedged at 1.72
- Stock holdings as at end Feb 02 was about 2.3 months.

Group Investible Fund (At cost before provision as at 28 Feb 2002) (\$1.19bn)



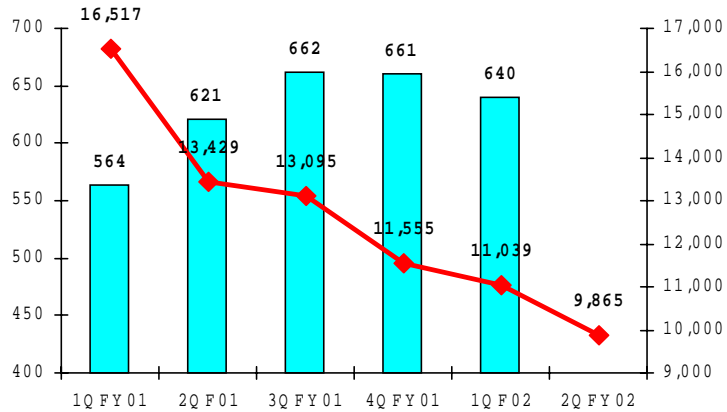
Staff Cost

	1HFY02	1HFY01	% change
Total Staff Cost	\$124.7m	\$134.8m	-7.5%
Average Headcount	4,172	4,081	2.2%
Head Count as at HY	3,979	4,328	-8.1%

Major Capex Items (As at 28 Feb 2002)

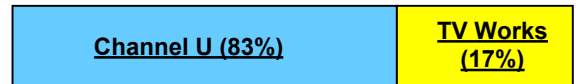
	Commitment	Amount Paid
New Presses & Building	S\$260m	\$147.9m
New HQ	S\$88m	\$69.4m

Average Newsprint Charge Out Price & Monthly Consumption

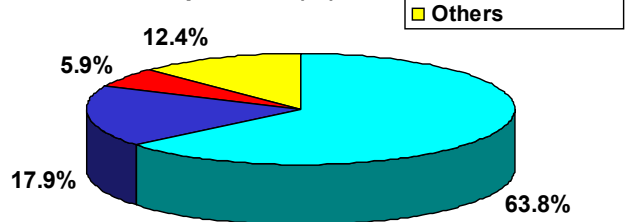


SPH MediaWorks (1HFY2002)

Revenue Share (%)

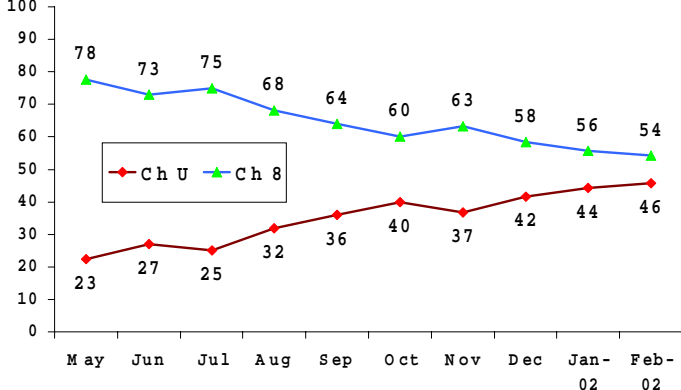


Cost Composition (%)



MediaWorks' Prime Time Audience Share Since Launch

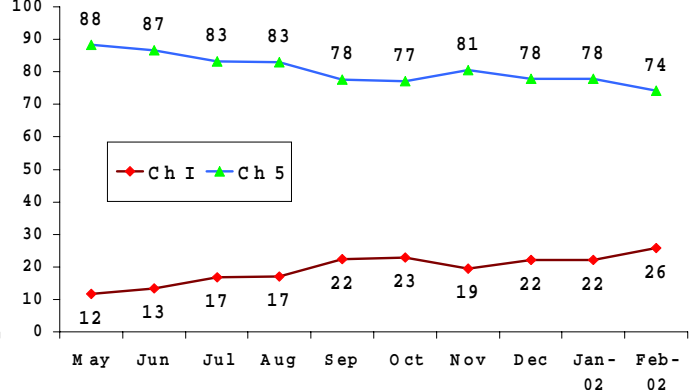
PT Audience Share (%)



Source : ACNielsen

Base : P15+ (3,025,000)

PT Audience Share (%)



Prime Time : 7pm - 12mn