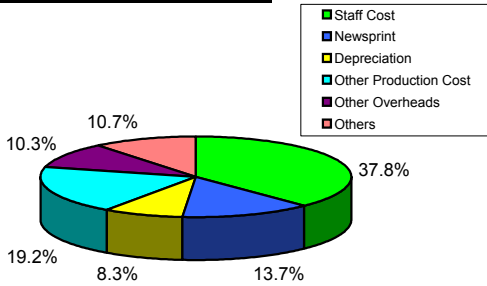


1st Half FY2003 (Fact Sheet 3)



Key Cost Drivers

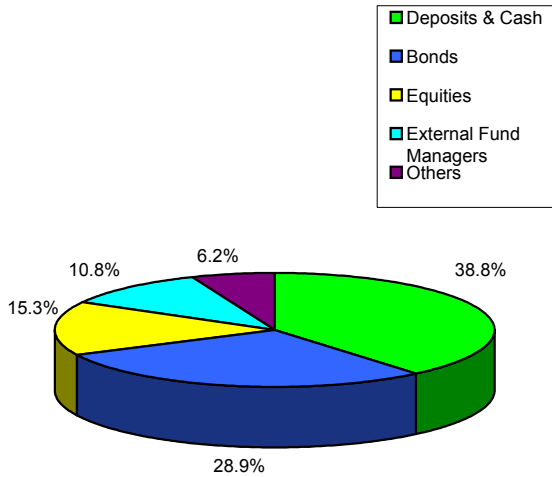
Cost Composition (\$327.5m)



Newsprint Cost

	FY03	FY02	% Change
Newsprint Cost (\$'000)	44,914	61,218	-26.6%
Ave Monthly Consumption (MT)	10,777	10,419	3.4%
Ave Charge-out Price (US\$)	404	605	-33.2%

Group Investible Fund (At cost before provision) (\$1.6b)



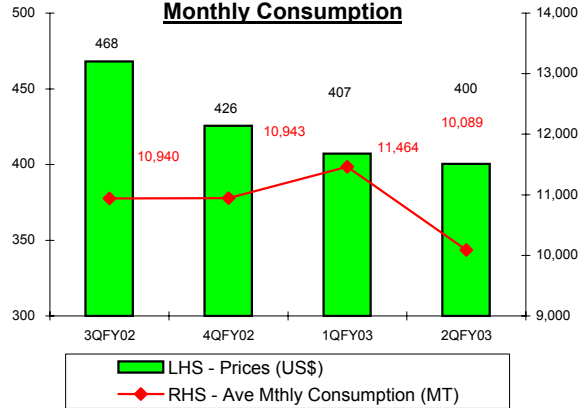
Staff Cost

	FY03	FY02	% Change
Total Staff Cost (\$'000)	123,904	124,703	-0.6%
Average Headcount	3,753	4,172	-10.0%
Head Count as at end Feb	3,725	3,979	-6.4%

Major Capex Items

	Commitment	Amount Paid
	\$'m	\$'m
New Presses & Building	260.0	217.8
New HQ	88.0	79.7

Average Newsprint Charge-Out Price & Monthly Consumption

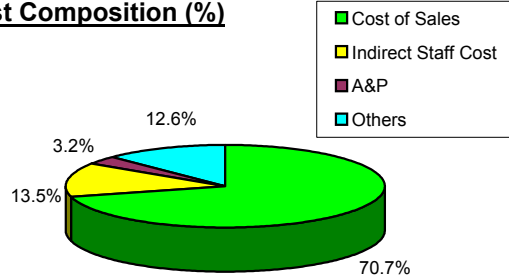


SPH MediaWorks (FY2003)

Revenue Share (%)

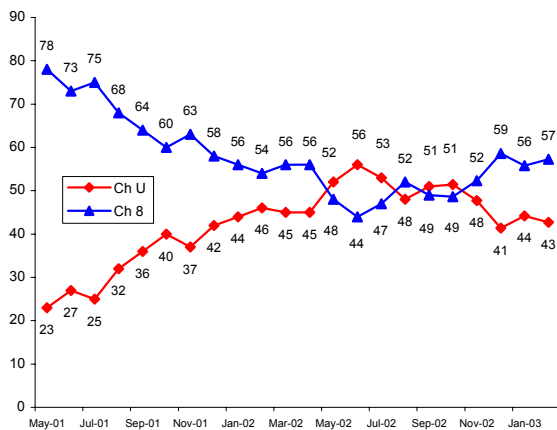


Cost Composition (%)



MediaWorks' Prime Time Audience Share Since Launch

PT Audience Share (%)



PT Audience Share (%)

