

# Shape The Future

| SINGAPORE PRESS HOLDINGS | ANNUAL REPORT 2002 |

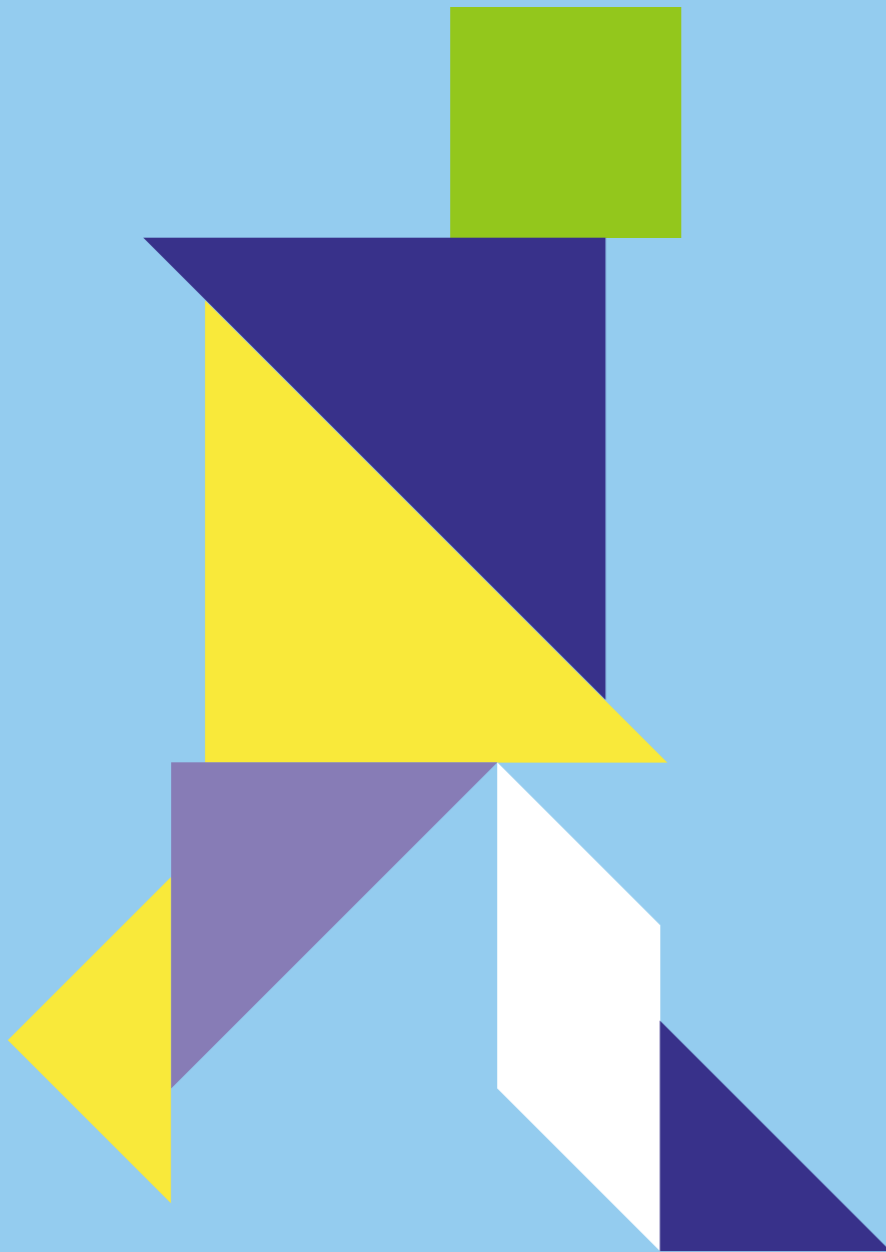


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The theme for the SPH Annual Report 2002 is "Shape the Future". A tangram is used to illustrate this theme throughout the report.

A tangram is a Chinese puzzle formed by seven basic shapes – five triangles, a square and a rhomboid (a parallelogram with unequal adjacent sides). These different pieces can be reconfigured to form various shapes.

Like a tangram, SPH is made out of different core components bound by a common vision. They come together in different ways, demonstrating creativity and flexibility to achieve greater synergy and maximum results and help shape the company's future.



## Moving Ahead

The figure in a forward-moving motion represents the SPH senior executives taking the lead in shaping the future of SPH.