

FINANCIAL REVIEW

Group Simplified Financial Position

	2010 S\$'000	2009* S\$'000	2008* S\$'000	2007** S\$'000	2006** S\$'000
Assets					
Property, plant and equipment	427,783	462,534	490,297	488,912	491,152
Investment properties	1,730,069	1,174,465	1,140,180	1,100,620	1,095,572
Investments	1,269,900	756,531	979,092	1,215,444	1,144,391
Cash and cash equivalents	460,995	299,253	211,024	122,160	81,387
Trade and other receivables	259,267	453,328	246,692	169,710	117,486
Inventories	26,974	29,370	36,281	19,341	34,579
Other assets	59,014	59,877	47,139	22,170	28,925
Total	4,234,002	3,235,358	3,150,705	3,138,357	2,993,492
Shareholders' interests					
Capital and reserves	2,226,282	2,055,176	2,088,899	2,123,124	1,996,934
Non-controlling interests	79,744	9,486	12,378	3,260	2,342
Liabilities					
Borrowings					
Current	570,800	870	800	1,000	667
Non-current	860,114	723,393	573,616	573,745	610,778
Trade and other payables					
Current	286,861	254,838	272,260	238,533	202,389
Non-current	21,438	22,858	21,924	20,144	-
Taxation					
Current	120,213	71,584	92,173	99,638	104,932
Deferred	54,161	80,232	75,461	74,465	75,450
Other liabilities	14,389	16,921	13,194	4,448	-
Total	4,234,002	3,235,358	3,150,705	3,138,357	2,993,492

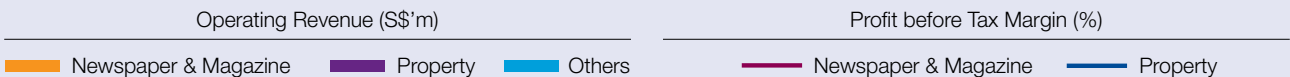
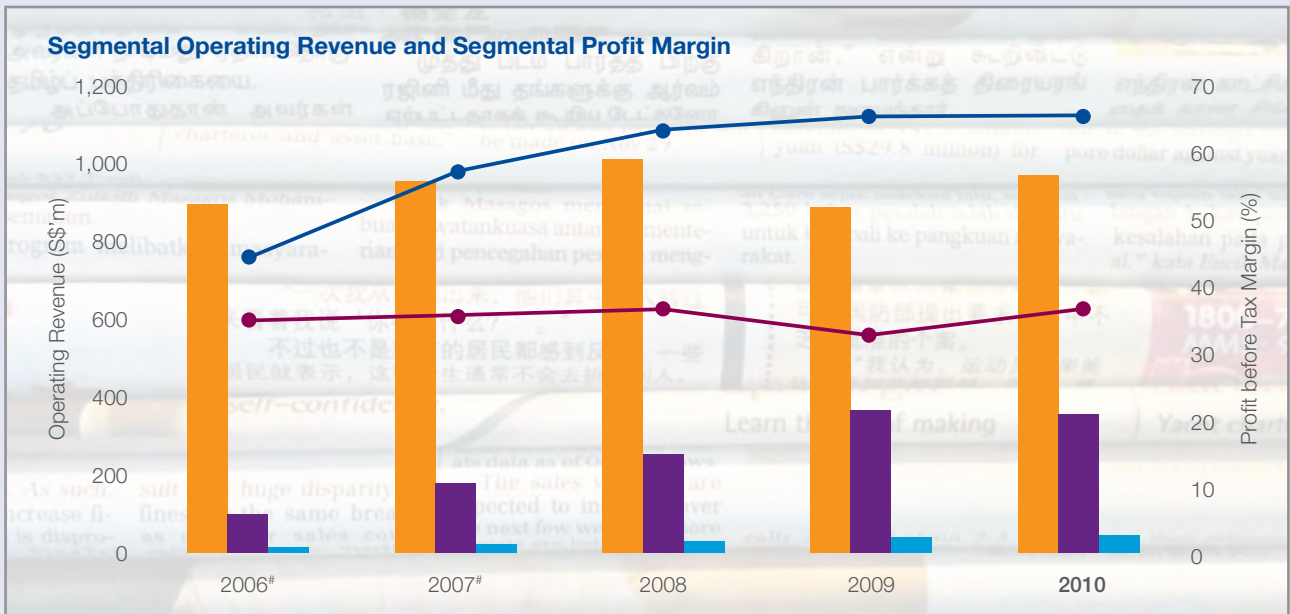
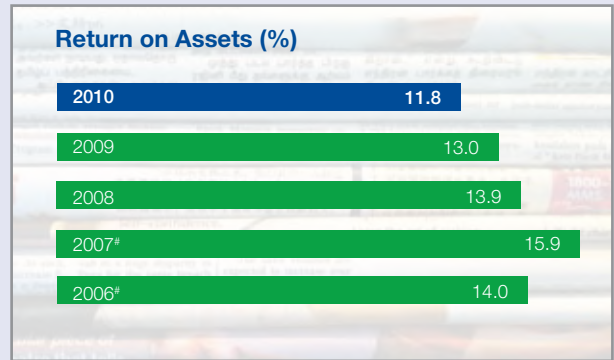
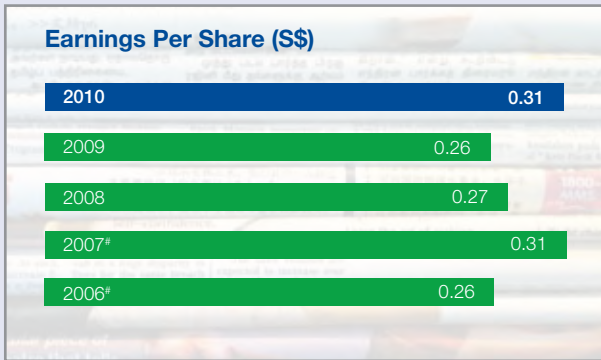
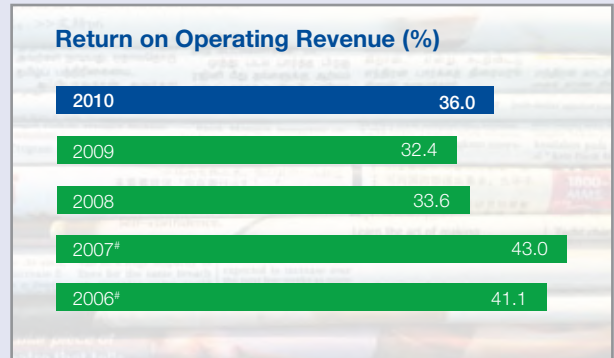
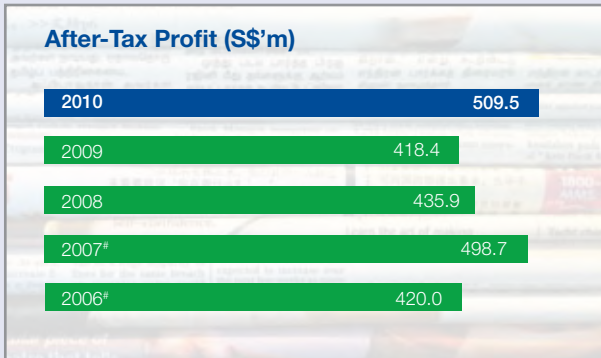
Restated to take into account the retrospective adjustments relating to FRS 40 - Investment Property.

* Certain figures have been reclassified to conform with current year's presentation.

Group Quarterly Results

	2010					2009				
	1st Qtr S\$'000	2nd Qtr S\$'000	3rd Qtr S\$'000	4th Qtr S\$'000	Full Year S\$'000	1st Qtr S\$'000	2nd Qtr S\$'000	3rd Qtr S\$'000	4th Qtr S\$'000	Full Year S\$'000
Operating revenue	353,959	318,711	414,976	293,425	1,381,071	340,212	287,199	327,063	346,893	1,301,367
Operating profit	159,353	127,477	176,832	75,441	539,103	127,825	93,845	131,301	143,988	496,959
Profit before taxation	169,248	131,371	189,225	100,048	589,892	92,416	89,573	147,280	152,937	482,206
Profit attributable to shareholders	144,701	113,333	164,557	75,283	497,874	73,007	87,048	126,725	135,101	421,881
Earnings per share (S\$)	0.09	0.07	0.10	0.05	0.31	0.05	0.05	0.08	0.08	0.26

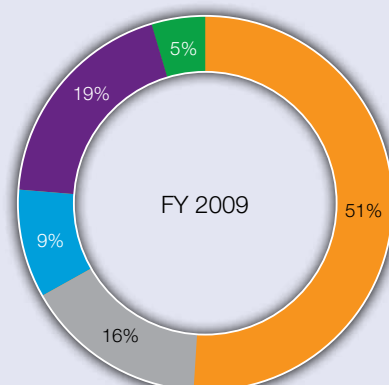
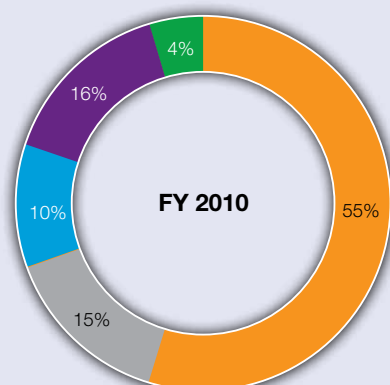
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* Restated to take into account the retrospective adjustments relating to FRS 40 - Investment Property.

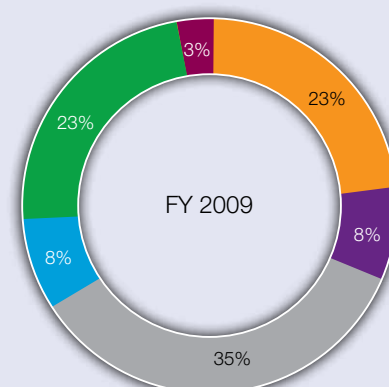
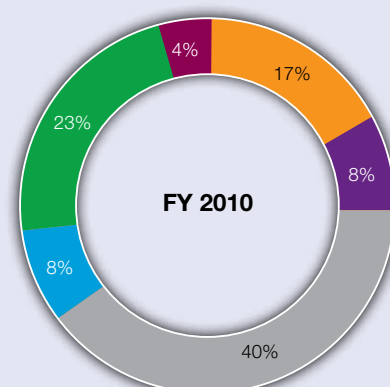
Operating Revenue Composition

- Advertisements
- Circulation
- Rental & Services
- Property Development
- Others



Cost Composition

- Materials, Consumables & Broadcasting Costs
- Property Development Costs
- Staff Costs
- Depreciation
- Other Operating Expenses
- Finance Costs



Underpinned by a strong and broad-based economic recovery in 2010, the Group benefited from a sturdy rebound in advertisement sales. The improved performance of the newspaper business and profits from our property project, Sky@eleven, boosted the Group's recurring earnings to a record high.

The Group achieved record operating revenue of S\$1,381.1 million in FY 2010. This was a S\$79.7 million (6.1%) increase compared to FY 2009. Boosted by the rebound in advertisement sales, revenue for the Newspaper and Magazine segment grew strongly by S\$81.7 million (9.2%) year-on-year to S\$974.1 million. Print advertisement revenue surged by S\$84.8 million (13.1%) to S\$733.1 million driven by increases in Display and Recruitment advertisements. Circulation revenue decreased by S\$5.1 million (2.4%) due to lower copies sold.

Revenue from the Property segment decreased by S\$9.5 million (2.6%) to S\$356.1 million. Rental income increased by S\$11.3 million (9.2%) mainly from Paragon but this was negated by lower year-on-year contribution from Sky@eleven which obtained its Temporary Occupation Permit (TOP) in May 2010.

Operating revenue from the Group's other businesses rose by S\$7.5 million (17.3%) to S\$50.9 million with the increase coming from the internet and events management businesses.

Materials, consumables and broadcasting costs declined by S\$35.1 million (19.0%), as a result of lower newsprint costs of S\$36.9 million (29.1%).

Staff costs increased by S\$53.6 million (18.7%) mainly as a result of higher variable bonus provision in line with the improved performance of the newspaper business.

Other operating expenses rose by S\$12.6 million (6.7%) mainly attributable to higher donations and sponsorships, premises costs and other overheads.

Consequently, the Group delivered record high recurring earnings of S\$539.1 million for FY 2010. This was S\$42.1 million (8.5%) higher compared to S\$497.0 million for FY 2009. Net profit attributable to shareholders was S\$497.9 million, 18.0% higher compared to S\$421.9 million for FY 2009.