

## SIGNIFICANT EVENTS

**18 September 2009**

### **SPH launched high-end lifestyle publication, ZbBz**

ZbBz, a monthly news magazine for bilingual elites, was launched. It has since won several awards, including Best in Special Coverage (Magazine Special Issue) in the WAN-IFRA 9<sup>th</sup> Asia Media Awards 2010.

**30 October 2009**

### **SPH celebrated 25<sup>th</sup> Anniversary with Gala Concert and Charity Giving**

SPH celebrated its 25<sup>th</sup> Anniversary with a gala concert performed by the Singapore Chinese Orchestra. Together with SPH Foundation, SPH pledged a sum of \$500,000 to the Community Chest.



*25<sup>th</sup> Anniversary Gala Concert and Charity Giving*

**18 November 2009**

### **“Page 2 Primer” launched by The Straits Times and Straits Times Press**

The Straits Times and Straits Times Press jointly released “Page 2 Primer”, a book containing the best commentaries published in page 2 of The Straits Times. The commentaries in the book covered a wide range of issues - from politics, business and the economy to health and sports.

**23 November 2009**

### **The best of both worlds in all-new My Paper**

My Paper, Singapore’s only free bilingual newspaper unveiled its new masthead, design and content. The revamped My Paper comes with a new tagline, “The Best of Both Worlds”. This tagline encapsulates not just the best of both English and Chinese news coverage but also the best of both business and lifestyle content.

**December 2009**

### **Brand new classy look for HWM Singapore**

HardwareMAG Singapore (HWM), the leading consumer technology magazine by SPH Magazines, unveiled its new look in its December 2009 issue.

**December 2009**

### **Health No. 1 by SPH’s Chinese Newspapers Division**

Health No. 1, a new Chinese magazine, is a collection of health-related articles written by journalists from SPH’s Chinese Newspapers Division.

**3 December 2009**

### **SPH MediaBoxOffice’s first in-mall video wall at 313@Somerset**

SPH MediaBoxOffice (SPHMBO) started offering new Digital Out-of-Home advertising solutions at 313@Somerset. This included a large facade LED screen and an in-mall video wall, the very first in SPHMBO’s inventory of digital screens and one of the largest in a shopping mall here.



*SPHMBO’s video wall at 313@Somerset*

**27 January 2010**

### **The Business Times launched new bi-monthly magazine for SMEs**

The Business Times launched a bi-monthly magazine, The SME Magazine, in partnership with SPRING Singapore and IE Singapore to help SMEs operate more effectively and explore new markets.

**31 January 2010**

### **Men’s Health Urbanathlon in Singapore**

Men’s Health took endurance racing to a whole new level with the inaugural Men’s Health Urbanathlon. The competition consisted of a series of innovative urban obstacles and structures as part of its 12.5km-long course.

**1 February 2010**

**SPH's AsiaOne Network extended to include regional newspaper websites**

Advertisers and marketers can now reach a regional audience with the new ANN TVC Network. The ANN TVC Network is a digital advertising platform which allows advertisers to place video commercials on websites owned by Asia News Network members.

**8 February 2010**

**Berita Harian introduced two weekly supplements for students**

Two weekly supplements for primary and secondary school students were launched by Berita Harian. They are Gen G for primary school students and i<sup>3</sup> for secondary school students.



*Launch of Gen G and i<sup>3</sup>*

**19 March 2010**

**Revamped Herworld.com with new interactive features, fresh content and daily story updates**

Her World revamped its website, Herworld.com, on its 50<sup>th</sup> anniversary this year. The revamped website sports highly interactive features and fresh, daily story updates.

**9 April 2010**

**New luxury magazine on the best in gourmet and travel**

Luxury publication The Peak launched The Peak Selections: Gourmet & Travel, its third and latest brand extension. The new magazine aims to bring more of the finer things in life to readers, this time in the realm of fine dining and gourmet travel.

**13 April 2010**

**SPH upgraded its printing assets**

Chairman Dr Tony Tan launched the Upgrading and Renewal Project at the SPH Print Centre in Jurong. The exercise included the replacement of the press control systems, upgrading of the colour capacity of the presses, as well as

converting the current film-based plate-making system to a digitised computer-to-plate system.



*Upgrading project at Print Centre*

**23 April 2010**

**Her World celebrated 50 fabulous years and honoured the first female Minister and Singapore Women's Everest Team at Gala Dinner**

Her World celebrated its 50<sup>th</sup> anniversary with a black-tie gala dinner and presented the prestigious Her World Woman of the Year and Young Woman Achiever awards at the event.



*Her World's 50<sup>th</sup> Anniversary*

**8 May 2010**

**Malaysia GEMS 2010 offered Singaporeans investment insights into Malaysia listed companies**

ShareInvestor collaborated with The Business Times and Bursa Malaysia to organise Malaysia GEMS 2010. The inaugural seminar was the first cross-border investor roadshow in Singapore in 2010 that showcased the investment merits of Malaysia listed companies.

**12 May 2010**

**The Straits Times in 3-D**

In an unprecedented move to engage its 1.4 million readers, The Straits Times went 3-D with some of its news stories, graphics, photographs and advertisements. It was the first English newspaper in the region to do this on such a big scale. The 3-D effects were done in-house by the creative talents in SPH.

## SIGNIFICANT EVENTS



Sky@eleven

### **May 2010** **TOP for SPH's condominium development, Sky@eleven**

Sky@eleven, a freehold condominium development by Times Development Pte Ltd, a wholly-owned subsidiary of SPH, obtained Temporary Occupation Permit (TOP) in May.

### **21 June 2010** **Zaobao.com and Shanda Literature Singapore launched literary website**

Zaobao.com, the online version of Lianhe Zaobao, signed a Strategic Collaboration Agreement with Shanda Literature Singapore to launch the literary site, books.zaobao.com. The literary site will allow readers of zaobao.com to have free access into a world of online Chinese literature.

### **23 June 2010** **ICON WEDDINGS – extended success of ICON brand**

The inaugural edition of ICON WEDDINGS, Singapore's first-ever Chinese luxury wedding annual for the bilingual elites in Singapore and Malaysia, hit the newsstands and bookstores. ICON also celebrated its 5<sup>th</sup> anniversary this year.

### **5 July 2010** **New improved ST701 Jobs site**

In line with SPH's commitment to develop its multi-platform media products, the revamped ST701 Jobs site has been designed to handle a larger volume of traffic and information at a faster speed.

### **6 July 2010** **Tamil Murasu marked 75<sup>th</sup> Anniversary with free bumper issue**

Tamil Murasu, Singapore's national Tamil language daily, turned 75 on 6 July, making it one of the oldest Tamil newspapers in the world. A bumper issue of Tamil Murasu was distributed free. Tamil Murasu also unveiled its new look at its anniversary concert in September.



Tamil Murasu's 75<sup>th</sup> Anniversary

### **9 July 2010** **School Pocket Money Fund turned 10 with new fund-raising initiative**

The Straits Times School Pocket Money Fund marked its 10<sup>th</sup> anniversary with the launch of 50,000 Help-A-Kid Coin Banks which were sold at \$5 each. Donors can give part or all of the money in the coin banks to charity. SPH staff were also given a coin bank each in aid of the Fund.

### **18 July 2010** **Eventful day for 20,000 participants of The New Paper Big Walk @ Marina Bay**

Prime Minister Lee Hsien Loong flagged off some 20,000 participants for The New Paper Big Walk @ Marina Bay. The participants were among the first visitors to the iconic attractions at the Marina Bay Waterfront Promenade area which was officially opened by the Prime Minister.



The New Paper Big Walk

### **20 July 2010** **New corporate website for SPH Magazines**

SPH Magazines launched its revamped corporate website at [www.sphmagazines.com.sg](http://www.sphmagazines.com.sg) to foster better communication with its advertisers, partners, licensees and staff. The new website is more robust, has more content and includes a new blog section featuring postings on the latest events and activities.

### **23 July 2010** **ShareInvestor's revamped financial portal**

ShareInvestor launched its revamped financial portal [www.shareinvestor.com](http://www.shareinvestor.com) at a public briefing for more than 120 guests comprising brokers, analysts, fund managers, advertisers and members of the retail investment community.

**25 July 2010**

**Record of 10,000 women runners at Shape Run 2010**

Shape Run 2010 concluded successfully at Nicoll Highway with a record of 10,000 women runners. The event, organised by Shape Singapore, was flagged off by Mr Teo Ser Luck, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports & Ministry of Transport.



*Shape Run*

**28 – 30 July 2010**

**New SPH subsidiary hosted 11<sup>th</sup> premier trade event for gifts and premiums industry**

SPH hosted this year's Singapore Gifts & Premiums Fair, the signature trade event for the gifts and premiums industry through its newly-acquired subsidiary, BizLink Exhibition Services Pte Ltd.

**4 August 2010**

**SPH and SPH Foundation donated \$400,000 at annual charity event**

SPH and SPH Foundation donated a total of \$400,000 to 20 charities serving the elderly and children and youth at the annual charity giving event. The beneficiaries were treated to 60s' inspired food and performances.



*SPH and SPH Foundation Charity Giving*

**7 August 2010**

**SPH sportsmen turned YOG Torch Bearers**

The Youth Olympic flame passed through the SPH News Centre. Representing SPH as torch bearers were sports veterans Hamkah Afik and Chia Chong Boon. Both had won many medals at international sports events including the SEA Games.



*Youth Olympic Flame Torch Relay*

**8 August 2010**

**The New Paper Sports Bar**

St James Power Station's Peppermint Park Sports Bar was rebranded as The New Paper Sports Bar. The move provided a venue for the newspaper to connect with its readers, as well as provide perks for subscribers who joined the TNP Club.

**19 August 2010**

**A brand new look for Simply Her**

Simply Her unveiled its new look with its September issue. It is now 25 per cent thicker and features a refreshed cover with a new masthead and a new layout which allows time-strapped readers easier access to stories chock-full of smart and useful solutions for every aspect of their lives.

**20 August 2010**

**Corporate leaders and financial experts at inaugural INVEST Fair 2010 Conference**

Some of the region's leading corporate leaders and experts in the financial market convened at the inaugural INVEST Fair 2010 Conference. It was jointly organised by The Business Times and ShareInvestor in conjunction with the two-day INVEST Fair Exhibition. Mrs Lim Hwee Hua, Minister, Prime Minister's Office and Second Minister for Finance and Transport, was the Guest-of-Honour.