

SUSTAINABILITY

report

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SPH has been reporting its economic performance in its Annual Report. For the first time, we are incorporating a sustainability report which includes the social and environment performance of the Group.

With the support of top management, a sustainability reporting committee with representatives from different divisions was formed. Together with the Corporate Communications Division, a materiality analysis was conducted, and the relevant information gathered.

MATERIALITY ANALYSIS

The Sustainability Report is based on economical, social and environmental issues that are material to our stakeholders and our business. This also helps us to prioritise issues that our overall sustainability strategy should address.

SPH has a diverse business portfolio which includes Newspapers, Magazines and Book Publishing, Internet and Mobile, Broadcasting, Events, Out-of-Home Advertising and Properties.

As the leading content provider in Singapore, providing accurate and timely news reports across multiple platforms is of utmost importance to our readers. We also offer a suite of cross-media solutions to support integrated marketing campaigns for our advertisers.

Behind every satisfied customer is a dedicated SPH staff. We understand the importance of implementing effective human

resource policies and practices that promote safe and healthy working conditions, fair employment practices, teamwork, learning and development, career growth and rewards to attract, retain and grow talent.

In the area of energy consumption, we strive to ensure energy conservation in our printing plant and offices. Cutting down on our energy usage not only helps to mitigate climate change, but also saves costs for the Group. Reduction in water consumption, as well as proper waste management, are the other key areas that help ensure environmental sustainability.

As a good corporate citizen, we have a wide spectrum of social and environmental projects to contribute to the well being and development of our community. We have won many accolades for our diverse corporate social responsibility efforts, but the biggest reward is knowing that we have supported and improved many lives.



STAKEHOLDER ENGAGEMENT

Stakeholders	Means and methods	What do they expect from us?	Our solutions
Employees	We engage our staff across News Centre, Media Centre, Print Centre and our malls via emails, intranet, staff broadcasts, internal staff publications, SPH Family Day, SPH Championship Games Day, lunchtime talks, movie screenings, CEO/Chairman visits and dialogues etc.	To work in a conducive and pleasant environment where there is self-development and productivity, and user-friendly means to apply for leave and courses.	We adopt good human resource policies and practices that promote fairness, safe working conditions, reward good performance, encourage teamwork, ensure career growth and provide work-life balance, e.g. through provision of nursing rooms and encouraging staff to take part in sports and leisure events such as SPH Championship Games Day and SPH Family Day.
Trade Unions	We continuously engage in two-way dialogue with the unions, and conduct regular reviews of human resource practices.	Access to employees to promote membership in the trade unions as well as engagement with all levels of management to ensure a two-way dialogue.	We have open communication channels with the unions and engage them on both official and non-official occasions.
Customers	<p>We use social media platforms (Facebook, Twitter, YouTube), surveys, advertisements, corporate hotline and email account.</p> <p>In addition, our malls also engage shoppers through promotions and events.</p> <p>Paragon uses press ads, in-mall posters, direct mailers, website/EDMs.</p> <p>Paragon has also launched an iPhone app while The Clementi Mall has a Facebook page.</p>	<p>On-time delivery of newspapers and up-to-date, reliable online news and content, anytime and anywhere.</p> <p>The malls provide good customer service and amenities and offer attractive shopping rewards and interesting activities to engage shoppers.</p>	<p>We ensure reliable newspaper delivery services, prompt handling of complaints and maintaining high levels of customer service for issues management.</p> <p>The malls provide quick response to feedback from shoppers and tenants.</p> <p>We provide timely information on upcoming promotions and events.</p>
Suppliers	Depending on the scale and costs of the projects and purchases, we seek requests for quotations, proposals and tenders, and engage in meetings, email correspondences and teleconferences for discussions.	To comply with terms and conditions of the company's existing purchasing policies and procedures.	We design fair-value and competitive-based policies and best practices that ensure a fair selection and procurement process that is ethical.
Distributors/ Retailers/Tenants	We conduct regular meetings, visits and emails correspondences.	To receive our goods and products in an orderly and timely manner, and deliver a memorable retail experience for shoppers.	We conduct regular sales planning and support, with frequent visits by account managers and offer a designated channel for prompt attention.
Business Partners	We conduct regular meetings, email correspondences, and teleconferencing.	Partnerships to explore and grow respective businesses.	By engaging suitable partners to pursue mutually beneficial business objectives to achieve growth and profitability.
Investors/ Shareholders	The Investor Relations and Corporate Communications teams carry out meetings, engage in email correspondences, participate in investor roadshows, and help organise the Annual General Meeting.	Accurate and timely information on company progress and profitability, with updates on company's future plans.	We strive to generate optimum returns on investment, good corporate governance, transparency and disclosure, as well as sustainable and long term growth of business.

STAKEHOLDER ENGAGEMENT

Stakeholders	Means and methods	What do they expect from us?	Our solutions
Local Communities	To engage our diverse community base through outreach programmes, corporate sponsorships and donations.	For company to be a responsible and caring corporate citizen.	By organising meaningful and impactful charitable events like the SPH Red Apple Day, SPH Gift of Music concerts and sponsoring environmental projects such as the Amazon Flooded Forest at the River Safari.
Media and Industry Partners	Media releases, advisories, invites, host visits for corporate and industry partners such as the Institute of Public Relations Singapore.	Access to latest company announcements, corporate developments and news.	By providing timely and accurate information on latest company developments and news on a regular basis.
Government and Regulators	Regular meetings with appropriate government agencies' officials e.g. organising visits.	Compliance with guiding policies and regulations and addressing pertinent issues.	By complying with existing laws and having policies and procedures to ensure adherence.
Trade Associations	Joining relevant trade associations.	Lend support and voice out various issues faced by the industry.	By contributing via active membership and participating in industry forums and dialogues
Advocacy Groups and Charitable and Welfare Organisations	Meetings, sponsorships and collaborating on events.	Responsible business practices, reducing impact on the environment and disclosing information pertaining to sustainability.	By working with advocacy groups e.g. on conservation projects that seek to reduce environmental impacts, and supporting charitable causes.

TRADE MEMBERSHIP

SPH has established strategic partnerships and linkages with a diverse range of corporate members and public bodies:

- AdAsia
- Adbase Users Group
- Advertising Standards Authority of Singapore
- ASEAN Newspaper Printers
- Association Of Media Owners (Singapore)
- Audit Bureau of Circulations
- AustCham
- Central Singapore Development Council
- Contact Centre Association of Singapore
- Digital Filipino
- FIPP (the worldwide magazine media association)
- Fire Safety Managers' Association Singapore
- GOSS Metro User
- Id-ecommerce
- Interactive Advertising Bureau SEA (Singapore Chapter)
- Institute of Advertising Singapore
- International Classified Media Association
- International Newsmedia Marketing Association
- Internet and Mobile Marketing Association of the Philippines
- Institute of Public Relations Singapore
- Institute of Policy Studies
- Institute of Technical Education
- Magazines Publishers Association Singapore
- Malaysia Digital Association
- Marketing Institute of Singapore
- Master Printing System Club
- National Safety and Security Watch Group
- Orchard Road Business Association
- Real Estate Developers' Association of Singapore
- RISI (Resource Information Systems Inc)
- Pacific Area Newspaper Publishers' Association Inc
- Security Industry Institute
- Singapore Association of the Institute of Chartered Secretaries & Administrators
- Singapore Business China
- Singapore Business Federation
- Singapore Chinese Chamber of Commerce and Industry
- Singapore Compact
- Singapore Human Resources Institute
- Singapore International Chamber of Commerce
- Singapore Institute of Management
- Singapore Institute of Safety Officers
- Singapore Law Academy
- Singapore National Employers Federation
- Singapore Retailers' Association
- Singapore Press Club
- Singapore Vehicle Traders Association
- Southeast Community Development Council
- The Association of Accredited Advertising Agents Singapore
- The Association of Shopping Centres (Singapore)
- The Society of News Design
- The Society of Publishers in Asia
- Workplace Safety and Health Council
- World Association of Newspapers and News