

**SPEECH BY DR TONY TAN KENG YAM, CHAIRMAN, SINGAPORE
PRESS HOLDINGS AT THE LAUNCH OF UPGRADING AND
RENEWAL PROJECT @ PRINT CENTRE ON TUESDAY, 13 APRIL
2010 AT 9.30AM AT THE SPH PRINT CENTRE**

**Mr Jochen Meissner
Chief Executive Officer
GOSS International**

**Mr James Foo
President & Country Manager
ABB Pte Ltd**

**Mr Stefaan Vanhooren
President
Agfa Graphics**

**Mr Roy Ashman
Chairman and Chief Executive
Harland Simon**

Distinguished Guests

Ladies and Gentlemen

A very good morning to all.

**I am pleased to be here this morning to officiate the launch of the
Upgrading and Renewal Project@Print Centre.**

**This building where we are now is also home to our very first
automated printing presses known as the GOSS Colorliner.**

In 1996, to meet the growing demands for increased pagination and colour from advertisers and readers, we installed four lines of 10-unit Colorliner presses.

In 2002, another four all-colour presses, the KBA Commander presses were installed.

In 2008, I commissioned our latest pressline in SPH Media Centre, which also happens to be the longest UNISSET in the world. In total, SPH now has 9 presslines, with 84 printing units, in both print sites.

Besides printing our 17 newspaper titles, our current installations support established third-party titles such as International Herald Tribune, Financial Times, Asahi Shimbun and Nikkei.

Although we are now the biggest printing site in Southeast Asia, we are not resting on our laurels. Our current focus is on rejuvenating our printing assets.

Our first computerised printing presses, the GOSS Colorliner, are today 14 years old. The lifespan of a typical press is about 30 years. However, computers have a much shorter lifespan.

Technological obsolescence is making it mandatory for us to replace the control systems, which will allow us to operate the machinery for another 15 years.

As we replace the press controls, we will also be upgrading the colour capacity to meet the demands of our sophisticated readers and advertisers. The upgraded colour capacity will cater to products such as Lianhe Zaobao, The Business Times and The New Paper which are being printed on the GOSS Colorliner presses.

In addition, we will be doing away with the film-based plate-making process and making a total switch to the Computer-To-Plate system or CtP, for short.

We introduced the CtP system in our UNISSET press at Media Centre in 2008 as a pilot project and we are now ready to go full conversion in Print Centre.

The new CtP system will provide us with significantly greater degree of automation and higher productivity.

As a multi-media company, SPH's business goes beyond print. In recent years, SPH has been venturing into new media, and introducing a host of innovative products and services to engage new market segments.

These include SPH AsiaOne portal, online marketplace ST701, local search and directory engine rednano.sg, citizen journalism website Stomp, bilingual news and interactive portal omy.sg, and The Straits Times RazorTV.

But while we continue to venture into other arenas, our core business is in print, and our newspapers and magazines still bring in the bulk of our revenue and profits.

This is why we have been, and will continue improving our print products and facilities.

This project, when completed in the 2nd half of next year, will bring our print facilities to a new level of excellence, enabling SPH to deliver value to our readers and be the marketplace of choice for all advertisers.

I would also like to thank our project partners for their commitment and support for this project and for taking valuable time off to travel to Singapore to be with us at this momentous event.

I am pleased to now launch the Upgrading and Renewal Project @ Print Centre.

Thank you.
