

**OPENING REMARKS BY CHAIRMAN, DR TONY TAN KENG YAM,  
AT MEDIA CONFERENCE ON SPH'S FULL-YEAR RESULTS ON  
TUESDAY, 12 OCTOBER 2010**

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Good Evening

I trust you have had the chance to go through the media release and Announcement of our full-year results for the financial year ended 31 August 2010.

I am pleased to report that SPH performed very well in the past financial year.

This was made possible by a rebound in our newspaper advertising revenues as well as profits from our property project, Sky@eleven.

A record total revenue of \$1.38 billion was achieved for FY2010, an increase of 6 per cent against the previous year.

Our revenues from the newspaper and magazine segment improved by \$82 million to \$974 million.

The Group's property segment delivered revenue of \$356 million with the last contributions from Sky@eleven and sturdy rental income from Paragon.

As a result, the Group achieved a record operating profit of \$539 million. Overall, net profit of \$498 million was 18 per cent higher than that of FY 2009.

This would not have been possible without the unfailing support of all our stakeholders.

Over the past year, SPH continued to enhance our core print business with new products and innovations, including a 3-D version of The Straits Times launched in May.

This was the first time for an English daily in the region, and was followed subsequently by a similar launch in The New Paper.

The project showcased SPH's ability to leverage on the latest technology for our products, and helped us deliver the maximum impact and value for our consumers and advertisers.

SPH also introduced several new publications, including ZbBz, a monthly news magazine for the bilingual elites, and Berita Harian's two weekly supplements for primary and secondary school students, called Gen G and i3 respectively.

Our new magazines included The Peak Selections: Gourmet & Travel, ICON WEDDINGS and The SME Magazine.

Several of our existing products were revamped and rejuvenated.

My Paper changed its look and content.

So did Tamil Murasu, which celebrated its 75th anniversary this year.

SPH's magazines like HardwareMAG Singapore and Simply Her also underwent revamps.

To demonstrate our commitment to our core print business, we launched a project to upgrade and rejuvenate our printing assets in April this year.

In September, we introduced a new software system for our Classifieds business to raise productivity and serve our advertisers better.

Beyond our core print business, we have continued to embrace new media and synergise it with our existing media products.

We have launched new iPhone applications for several of our products, from Straits Times, SoShiok.com, Omy.sg and HWZ.com to The New Paper and Paragon.

Similar versions have been adopted for the iPad.

StraitsTimes.com is also found on android applications.

Our portals had been quick to initiate and spearhead new media trends to stay ahead of the game. AsiaOne, Straits Times RazorTV and STOMP brought online games to our users.

Zaobao.com launched a literacy website with Shanda Literature, allowing readers free access into a world of online Chinese literature.

To serve users better, ST701 improved its job and spree sites, while Shareinvestor revamped its financial portal.

The SPH Magazines' corporate website and HerWorld.com re-launched to promote greater interactivity with their audiences.

To strengthen its online offerings, SPH Magazines has also acquired a stake in Antarctica Interactive Private Limited, the holding company of the Luxury Insider Group which owns online publications like Luxury-Insider.com and Inluxe.cn, as well the luxury print magazine Baccarat Magazine in Hong Kong.

Our property segment had a successful year.

Our condominium project development, Sky@eleven, obtained its Temporary Occupation Permit in May.

The project has enabled the Group to record a total profit of \$475million over the past four years.

Paragon, which completed its renovation works, has an elegant facade and new retail stores now.

We have added another mall to our portfolio - The Clementi Mall will be operational next year.

SPH also aims to be a key player in the events and exhibitions sector with our subsidiary, Sphere Exhibits.

After a string of successful consumer shows, Sphere will make its foray into trade events next year.

We also acquired BizLink Services Pte Ltd, and hosted its signature event, the Singapore Gifts and Premiums Fair, in July.

Our overall performance this year has been a big improvement over that of the previous year.

I wish to express my heartfelt gratitude to our management, staff and unions for staying united and committed to the company.

They have made a lot of sacrifices, including taking a pay cut when times were bad.

We will continue to share the fruits of our labour with our staff through bonuses and increments.

Looking ahead, SPH will continue to invest in the best talent and infrastructure to enhance our core business, and leverage on the synergies among our various products to deliver value to all our stakeholders.

To reward our loyal shareholders, the Board has recommended a final dividend of 20 cents per share, comprising a normal dividend of 9 cents and a special dividend of 11 cents.

Including the interim dividend of 7 cents, the total dividend payout for the year will be 27 cents per share.

Thank you.

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