

SIGNIFICANT EVENTS

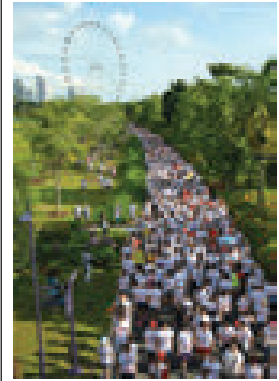
23-Sep-15
Celebrating 50 years of newsprint creativity



24-Oct-15
Her World Fashion Walk takes over Orchard Road



29-Nov-15
The New Paper SG50 Jubilee Big Walk



23-Sep-15
Celebrating 50 years of newsprint creativity

Featuring a collection of significant newspaper advertisements from the last 50 years, a week-long exhibition “For The Love of Newspaper Advertisements – 50 Years of Newsprint Creativity” was held at Paragon. The exhibition showcased a rich selection of iconic and nostalgic newspaper advertisements and different types of innovative creative buys.

21-Oct-15
SPH Plug and Play hosts first Demo Day

The SPH Plug and Play accelerator program showcased eight start-ups at its first Demo Day. The accelerator program is a joint venture between SPH, Silicon Valley’s Plug and Play, and Infocomm Investments, the venture capital subsidiary of Infocomm Development Authority of Singapore (IDA). The second batch of start-ups was unveiled in April 2016.

24-Oct-15
Her World Fashion Walk takes over Orchard Road

Her World wrapped up its year-long 55th anniversary celebrations with its first Fashion Walk along Orchard Road. Spanning from Dhoby Ghaut Green to ION Orchard, participants were entertained with performances, a fashion show and a party.

30-Oct-15
SPH’s Chinese Media Group sets up new digital unit

SPH’s Chinese Media Group (CMG) created a new digital unit, consolidating its digital resources to better meet the needs of readers and advertisers. The new digital unit aimed to create an integrated digital platform for CMG’s Chinese language newspapers – Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News.

05-Nov-15
SPH launches Wheel Deal to drive growth in car trade

Launched by SPH’s Marketing division, Wheel Deal simplifies the car selling process for private car sellers by mining the market for the best prices on their behalf.

29-Nov-15
The New Paper SG50 Jubilee Big Walk

The New Paper Jubilee Big Walk attracted 25,000 walkers, including Prime Minister Lee Hsien Loong. The 5km mass walk included part of a permanent 8km commemorative trail, known as the Jubilee Walk, which connects more than 20 historic and iconic locations within the Civic District and Marina Bay precinct.

04-Dec-15
ChildAid 2015 raises nearly \$2m for two childrens’ charities

Co-organised by The Straits Times and The Business Times, the 11th edition of ChildAid raised almost \$2 million for two charities – The Straits Times School Pocket Money Fund and The Business Times Budding Artists Fund. The concert featured 19 acts and 123 performers aged seven to 19.

02-Feb-16**The inaugural Straits Times' Singaporean of the Year 2015 award****13-Feb-16****Lianhe Zaobao and Singapore Business Federation sign MOU on "One Belt, One Road" portal****13-Mar-16****ONE FM 91.3 DJs compete in Men's Health Urbanathlon 2016****27-Jan-16****Sphere Conferences launches inaugural Hospitality Investment Conference Philippines 2016**

Sphere Conferences launched the inaugural Hospitality Investment Conference Philippines 2016 in Manila, Philippines. With the support of the Department of Tourism of the Republic of the Philippines, the conference addressed the opportunities and challenges facing the local burgeoning hospitality industry.

02-Feb-16**The inaugural Straits Times' Singaporean of the Year 2015 award**

Madam Noriza A. Mansor was presented with the inaugural Straits Times' Singaporean of the Year 2015 award by Prime Minister Lee Hsien Loong. The award honours extraordinary acts of goodwill, ingenuity or perseverance by Singaporeans who have made a positive impact on the lives of others.

13-Feb-16**Lianhe Zaobao and Singapore Business Federation sign MOU on "One Belt, One Road" portal**

Lianhe Zaobao and Singapore Business Federation signed a Memorandum of Understanding (MOU) to work closely on a broad range of areas, including developing a portal "One Belt, One Road" (OBOR) to drive a deep understanding of OBOR among Singapore enterprises and to offer Chinese readers a Singaporean perspective on OBOR. The portal was unveiled on 8 March 2016.

07-Mar-16**SPH and StarHub sign MOU**

SPH and StarHub signed a MOU to collaborate in areas of advertising sales, creation and carriage of content, data analytics and marketing. One such collaboration was that all existing and new StarHub Mobile Postpaid customers would enjoy free local data access to nine SPH news and radio mobile apps for one year, starting 15 July 2016.

13-Mar-16**ONE FM 91.3 DJs compete in Men's Health Urbanathlon 2016**

Six personalities from ONE FM 91.3 competed in the Men's Health Urbanathlon 2016, Singapore's first original urban obstacle race, alongside 3,500 runners. This year's race featured nine obstacles on a 14km course, including an all-new CrossFit-based obstacle, a first for any run in Singapore.

15-Mar-16**CMG launches "World of Colours – Sweet Memories" colouring book for senior citizens**

Together with People's Association, CMG launched a colouring book "World of Colours – Sweet Memories" to encourage senior citizens to stay actively engaged and improve their cognitive and motor skills through colouring activities.

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06-Apr-16
National Schools Xinyao Singing and Song Writing Competition 2016



08-Apr-16
ZBBZ refreshes look and sharpens content



18-Apr-16
Straits Times Press publishes books by veteran journalists



06-Apr-16
National Schools Xinyao Singing and Song Writing Competition 2016

Lianhe Zaobao, together with Jurong Junior College and TCR Music Station, jointly organised the National Schools Xinyao Singing and Song Writing Competition 2016 to discover more local musical talents. The competition was promoted across SPH's multiple media platforms including print, online and radio.

08-Apr-16
ZBBZ refreshes look and sharpens content

ZBBZ, Singapore's only bilingual luxury lifestyle "news-gazine" which combines the journalistic reporting of a newspaper and the lifestyle flavour of a magazine, introduced a fresh look, four new sections and a new logo.

18-Apr-16
Straits Times Press publishes books by veteran journalists

Straits Times Press launched two books by The Straits Times' veteran journalists Ravi Velloor and Han Fook Kwang in April and June respectively. Ravi Velloor's "India Rising" consisted of anecdotes and observations of an India in transition while Han Fook Kwang's "Singapore In Transition" provided provocative commentaries analysing the nation's politics, economy and society.

19-Apr-16
Adtile expands global reach with SPH partnership

SPH partnered Adtile Technologies, creators of the award-winning Motion Ads for smartphones and tablets, to offer advertisers the use of Adtile's Motion Ads in their mobile ad campaigns. SPH would also adopt Adtile's cloud-based creative platform, the Motion Store, to create high quality sensor-enabled mobile experiences.

22-Apr-16
SPHMBO increases out-of-home presence with largest billboard in Orchard Road

SPHMBO, the out-of-home media arm of SPH, collaborated with Paragon to increase its presence in the heart of Orchard Road with the largest billboard. Located prominently on the side facade of Paragon, the billboard's display area measures 266 square metres.

12-May-16
SPH introduces SPH Variable Print

Taking personalised marketing to a whole new level, SPH introduced the SPH Variable Print, a first in Southeast Asia. With this new technology, advertisers can now engage their audiences with interactive and multiple messages.

13-May-16
Kiss92 gives \$50,000 to lucky fan

As part of the Maddy, Jason and Arnold's \$50,000 Triple Play contest, Kiss92 gave away \$50,000 cash to a lucky Kiss92 fan. The listener was the ninth caller after hearing and successfully identifying three songs played back-to-back on air.

22-Apr-16
SPHMBO increases out-of-home presence with largest billboard in Orchard Road



4-Jun-16
Singapore Book Fair 2016 refreshed with new content and activities



19-Jun-16
Straits Times Press releases new book on local café culture



28-May-16
The Seletar Mall celebrates first anniversary

The Seletar Mall celebrated its first birthday with an array of activities and treats for shoppers. They also stood a chance to win up to \$18,000 worth of prizes in its first anniversary lucky draw.

31-May-16
The Business Times celebrates 40th anniversary

The Business Times (BT) marked its 40th anniversary with a series of events throughout the year – The Business Times Leaders Forum in May, The BT Salute Enterprise Gala Dinner in July and a commemorative concert in September, titled “Jazzy Business” featuring veteran musicians Jeremy Monteiro and Frances Yip. BT Weekend, the weekend edition of the paper, also underwent a revamp for an easier read.

01-Jun-16
Berita Harian embarks on talent search for creative writers

In partnership with the National Arts Council, Berita Harian embarked on a talent search for creative writers through its six-month programme, Mencari Kristal. The programme featured a series of workshops led by award-winning writers in the Malay literary scene and culminated in a short-story writing competition.

4-Jun-16
Singapore Book Fair 2016 refreshed with new content and activities

Organised by CMG, Singapore’s longest running book fair, Singapore Book Fair, returned for its 31st edition with new content and activities for visitors. Highlights included a brand new creative & lifestyle zone with lifestyle workshops and the launch of five new books by CMG.

07-Jun-16
SPHMBO expands outdoor digital advertising media with VivoCity

SPHMBO expanded its out-of-home advertising reach through a collaboration with VivoCity. New digital advertising screens were set up in VivoCity – the Mega Screen in the atrium, three other sizeable similar video walls on link bridges on the first level and a long video wall strategically located at Basement 2 of the entrance of the mall, which connects to the HarbourFront MRT station.

19-Jun-16
Straits Times Press releases new book on local café culture

Straits Times Press published a new book for café lovers, “café|sg: A Café Lover’s Guide to Singapore.” The book, which profiled 50 cafes across Singapore, was written by coffee-loving journalists from The Straits Times and edited by Fiona Chan, the newspaper’s Managing Editor.

12-Jul-16
Sphere Conferences launches inaugural Hospitality Investment Conference Vietnam 2016

Sphere Conferences launched the inaugural Hospitality Investment Conference Vietnam 2016 in Ho Chi Minh City, Vietnam. The discussion topics at the two-day event included Vietnam’s economic climate, development outlook as well as hospitality issues.

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30-Jul-16
ShareInvestor marks 10 years of INVEST Fair



24-Aug-16
Her World celebrates 25th anniversary of its iconic Woman of the Year award



30-Aug-16
Berita Harian celebrates inspiring Malay/Muslim individuals at annual awards



18-Jul-16
The New Paper a new partner of Miss Universe Singapore

For the first time, The New Paper co-organised Miss Universe Singapore alongside its partner Miss Universe Singapore Organisation. It was also the official media partner.

20-Jul-16
A new Lianhe Zaobao greets readers across multiple media platforms

The 93-year-old Lianhe Zaobao (ZB) unveiled a new look in both print and digital formats, offering a multi-platform experience to inform and engage readers. In conjunction with the revamp, ZB also introduced a specially commissioned song and held a mass readers' party in September.

21-Jul-16
SPH launches inaugural Singapore Food Masters 2016

SPH newspapers partnered Lam Soon Group and Union Gas to present the inaugural Singapore Food Masters 2016. Readers chose their favourite signature dishes whipped up by 124 dedicated hawkers and restaurant chefs from the North, Central, East and West zones of Singapore.

30-Jul-16
ShareInvestor marks 10 years of INVEST Fair

ShareInvestor celebrated its 10th anniversary of INVEST Fair with 10 exciting highlights at the two-day event. The fair included prominent experts who spoke on various investment topics and a walk-through gallery which looked back at the event's milestones.

04-Aug-16
The Straits Times partners Singtel to launch new Straits Times All-Digital subscription package with free local data access

Singtel's postpaid mobile users can now access The Straits Times (ST) All-Digital subscription package without having to incur local data charges through the Singtel Newsstand service. The package provides Singtel postpaid mobile customers unlimited access to news articles, 7-day news archives and the e-paper version via an upgraded ST app for smartphone, tablet and online users.

19-Aug-16
SPH Razor celebrates eighth birthday with enhanced website

SPH Razor, SPH's premium video network, celebrated its eighth birthday with a revamped website. Viewers to the enhanced SPH Razor website can watch the latest original content from Razor as well as those produced by The Straits Times, The Business Times, The New Paper, AsiaOne, Stomp and other content partners. With this, SPH Razor is primed as the top one-stop destination for news, lifestyle, entertainment and viral videos in Singapore.

23-Aug-16
SPH and SPH Foundation donate \$350,000 to Community Chest

SPH and SPH Foundation donated a total of \$350,000 to Community Chest in support of its beneficiaries at the annual charity cheque presentation. The donation aids 20 charities serving the elderly, disadvantaged families, underprivileged children and the disabled, and the Special Education Financial Assistance Scheme which serves more than 1,000 disabled and special needs students from low income families.

01-Sep-16
Nuyou celebrates
40th anniversary



03-Sep-16
Tamil Murasu honours
inspiring Tamil teachers



04-Sep-16
SPH's Chinese Media Group raises
\$203,000 for President's Challenge 2016



24-Aug-16
CMG launches "Gamsia365"
campaign

CMG kickstarted a corporate social responsibility initiative as part of the revamped zaobao.sg. Known as "Gamsia365", it aims to embrace the spirit of showing appreciation to people who make one's day through small gestures.

24-Aug-16
Her World celebrates 25th
anniversary of its Iconic Woman of
the Year award

Her World, the first local magazine to pioneer an award for inspiring women, celebrated the 25th anniversary of its Her World Woman of the Year award. One of the magazine's signature annual events, Her World has presented the Her World Woman of the Year award and Her World Young Woman Achiever award since 1991 and 1999 respectively.

26-Aug-16
SPH acquires Pacom Media to
grow SPH Golf

SPH acquired the business assets of Pacom Media Pte Ltd, a Singapore-based media company with a niche focus on golf, which is now part of SPH's wholly-owned subsidiary, SPH Pacom Pte Ltd. With the acquisition, SPH Pacom owns the Golf Vacations magazine and franchises for the magazine in countries including China, Hong Kong, Malaysia and Thailand. Besides publishing, SPH Pacom is one of the leading golf events organisers in Singapore.

30-Aug-16
Berita Harian celebrates inspiring
Malay/Muslim individuals at
annual awards

The Berita Harian Achiever of the Year award was presented to Malay Heritage Foundation Chairperson and Senior Assistant Commissioner of Police Madam Zuraidah Abdullah, while the Berita Harian Young Achiever Award winner was Mr Sheik Farhan Sheik Alau'ddin, the 18-year-old silat world champion who won Singapore's only gold medal in the Pencak Silat World Championships in Phuket.

01-Sep-16
Nuyou celebrates 40th anniversary

Nuyou, the number one women's Chinese fashion & beauty magazine, celebrated its 40th birthday with a variety of treats for readers, including a limited edition jewellery collection in collaboration with RISIS and a 40 per cent discount for print or digital subscriptions.

03-Sep-16
Tamil Murasu honours inspiring
Tamil teachers

Tamil Murasu's Most Inspiring Tamil Teachers Awards gave out three awards to retired teachers, two awards to outstanding trainee teachers and six awards to inspirational teachers in the primary and secondary school categories.

04-Sep-16
CMG raises \$203,000 for
President's Challenge 2016

CMG raised \$203,000 for President's Challenge 2016 from donations made by donors and from a fund-raising event titled "A Colourful Evening @ Gardens by the Bay". SPH also supported the President's Challenge with sponsorship of print and digital advertisements.