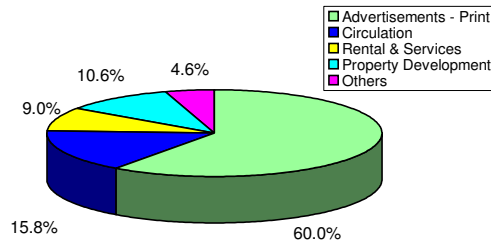
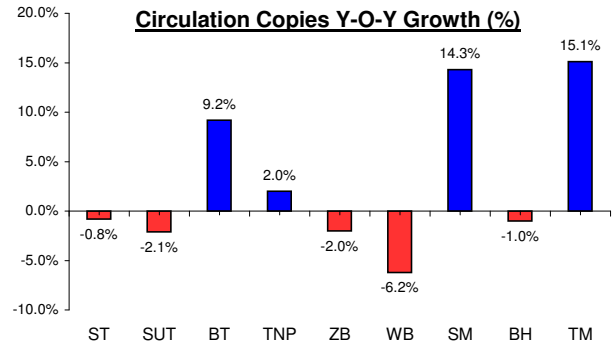


Key Revenue Drivers

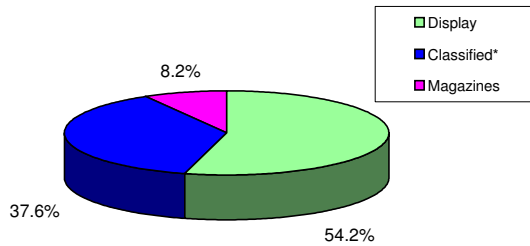
Operating Revenue Composition (\$1.3b)



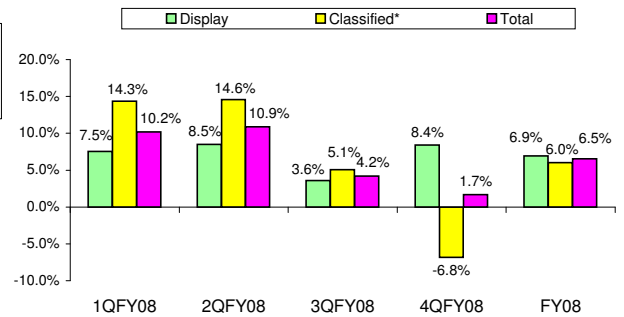
Circulation Copies Y-O-Y Growth (%)



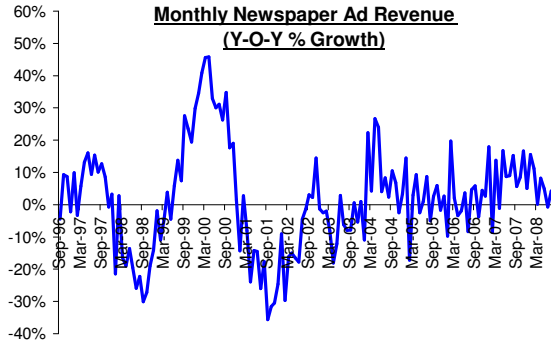
Print Advertisement Revenue Composition (\$780.1m)



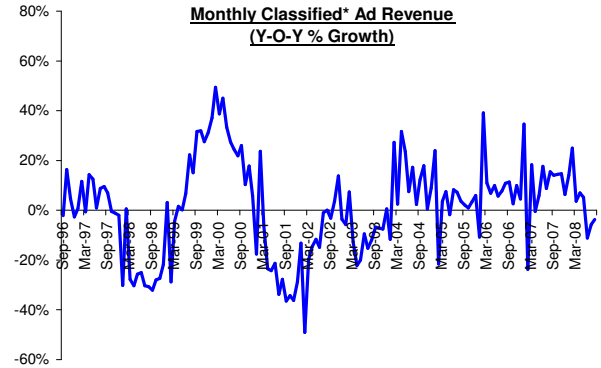
Newspaper Ad Revenue Y-O-Y Growth (%)



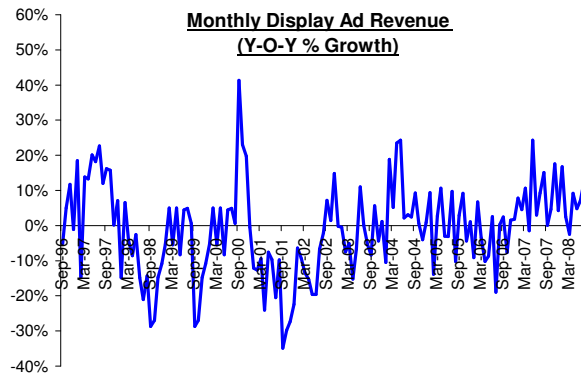
Monthly Newspaper Ad Revenue (Y-O-Y % Growth)



Monthly Classified* Ad Revenue (Y-O-Y % Growth)



Monthly Display Ad Revenue (Y-O-Y % Growth)



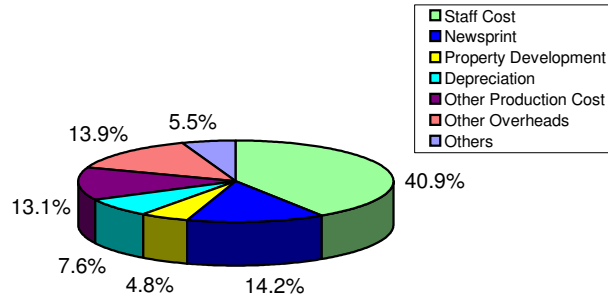
* Classified includes Recruitment and Notices

Singapore Press Holdings Limited
Reg. No. 198402868E
FY 2008 (Fact Sheet 2)



Key Cost Drivers

Cost Composition (\$814.5m)



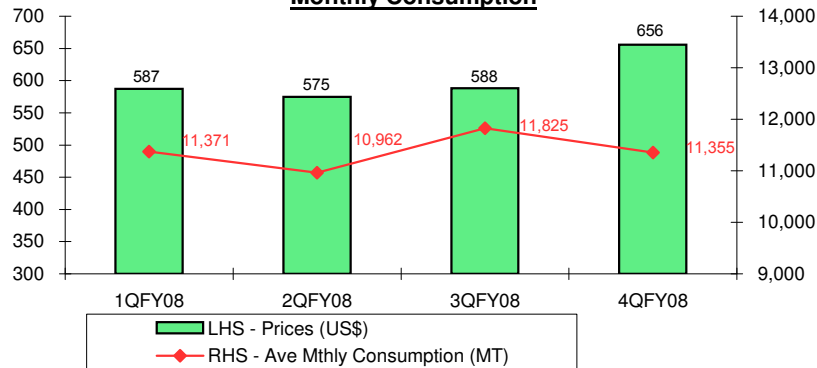
Staff Cost

	FY08	FY07	Change
Total Staff Cost (\$'000)	333,098	301,620	10.4%
Average Headcount	3,872	3,757	3.1%
Headcount as at end Aug	3,918	3,735	4.9%

Newsprint Cost

	FY08	FY07	Change
Newsprint Cost (\$'000)	116,017	119,889	-3.2%
Ave Monthly Consumption (MT)	11,378	10,829	5.1%
Ave Charge-out Price (US\$)	601	604	-0.5%

Average Newsprint Charge-Out Price & Monthly Consumption



Group Investible Fund (\$1.1b)

