

**SPEECH BY CHAIRMAN DR TONY TAN
AT SINGAPORE PRESS HOLDINGS
25th ANNIVERSARY CELEBRATIONS AND LAUNCH OF NEW LOGO
ON 30 MARCH 2009, AT 12.00PM, AT SPH NEWS CENTRE**

President S R Nathan

Dr Lee Boon Yang, Minister for Information, Communications and the Arts

RADM (NS) Lui Tuck Yew, Senior Minister of State, for Information, Communications and the Arts and Education

Distinguished Guests

Ladies and Gentlemen

1 Welcome to the launch of SPH's 25th anniversary celebrations and the unveiling of SPH's new corporate logo today.

2 We are very honoured to have President Nathan grace our event today. President Nathan's presence is especially significant as he played an integral part in the establishment of the SPH Group 25 years ago.

3 Singapore Press Holdings Ltd was formed on 4 August 1984 through a merger of three organisations - the Straits Times Press group, the Singapore News and Publications Limited and Times Publishing Berhad. The merger brought together under one roof the flagship newspapers in the different languages. Today we have a rich heritage of more than 160 years of The Straits Times and 85 years of Lianhe Zaobao, in addition to 50 years of Berita Harian and 70 years of Tamil Murasu.

4 President Nathan, who was the Executive Chairman of Straits Times Press at the time, recognised that with a much larger capital and talent base, the merger would better consolidate our strengths and draw greater synergies for higher

efficiency. In addition, it would enable the group to seize new business opportunities while improving the quality of our publications.

5 President Nathan's expectations have been realized in SPH's growth and expansion over the last 25 years. Over the 25 years, SPH has grown into a media conglomerate with diverse business interests. Today, we publish 17 newspaper titles to cater to the different needs and interests of our population, and over 100 magazine titles in the Asian region, including China and the Middle East. Besides print, we have ventured into online, mobile, outdoor and broadcast media, and even non-media businesses like properties, directory searches and events management.

6 The media industry has changed dramatically over the past decade. I'm pleased that SPH has been quick to respond to these changes in the industry and has invested in new ventures that give us potential for growth. With our diversified portfolio and dynamic workforce, SPH is today Southeast Asia's leading media organisation. We also have a new tagline that captures the essence of our brand – "Engaging minds and enriching lives". This is what we strive to do every day, across multiple languages and platforms.

7 I would like to thank all our directors and staff in SPH for your commitment and valuable contributions. Many of you have been with us for the past 25 years. Without your hard work and commitment, SPH would not be what it is today. I would also like to express my gratitude to our readers, shareholders, business partners and advertisers for their support. With your support, SPH is poised to meet the challenges ahead and will continue to play a vital role in the community and the media industry.

8 To mark our 25th year, we are today launching our new corporate logo. The existing SPH logo, launched at the time of our merger, is the stylised initials of SPH put together to form a graphic of the web and rollers of a newspaper printing press. With SPH moving beyond print, it is time to rebrand ourselves to better represent our current portfolio and future direction. While print remains our core business, we also have a wide spectrum of other businesses to complement each other and serve everyone. The new logo's design portrays SPH's initiative in engaging and connecting with all our stakeholders. Its colours and typeface

reinforces SPH's stature as a leading media organisation – confident, authoritative, yet approachable.

9 Before I end, may I take this opportunity on behalf of SPH, to express our appreciation to Dr Lee Boon Yang who is relinquishing tomorrow his appointment as Minister for Information, Communications and the Arts. Under Dr Lee's watch, the media scene in Singapore has broadened and diversified, offering more opportunities for companies and individuals and a richer diet of media offerings to viewers and readers. As a leading media company, SPH has benefitted from this vibrant media environment and we would like to thank Dr Lee for his guidance and support, and also for gracing our functions on many occasions. We wish him good health and every best wish for the future. We would also like to welcome his successor, Rear Admiral Lui Tuck Yew who will be taking over from Dr Lee from April 1st. We look forward to working with Rear Admiral Lui to further deepen and enhance the media scene here for the benefit of Singaporeans and Singapore.

10 It now gives me great pleasure to invite President Nathan to address us on the occasion of our 25th anniversary.
