

*For Immediate Release*

**SING TAO NEWS CORPORATION LIMITED**  
**REPORTS 2014 FINANCIAL RESULTS**

(25<sup>th</sup> March, 2015, Hong Kong) In its annual results announced today for the 12 months ended 31<sup>st</sup> December, 2014 (the "Year"), Sing Tao News Corporation Limited (the "Company") reported consolidated revenue of approximately HK\$1,986.7 million. Consolidated profit attributable to shareholders increased by 8.0% to approximately HK\$114.2 million and basic earnings per share increased to HK13.62 cents (2013: HK12.61 cents). The Company continued to maintain a high dividend pay-out ratio and has declared a final dividend of HK4.0 cents per share for a full year dividend of HK6.0 cents per share (2013: HK6.0 cents).

The Group's core Media operations remained solid despite a slower local advertising market in 2014. Segment revenue decreased marginally by 0.5%, from approximately HK\$1,984.2 million in 2013 to approximately HK\$1,973.7 million in 2014. On the other hand, the Media segment's profit for the Year increased by 15.4% from approximately HK\$120.0 million to approximately HK\$138.5 million, thanks to the Group's efforts on restructuring less profitable businesses and to a drop in the cost of newsprint.

Commenting on the Group's results, the Company's Chairman Mr. Ho Tsu Kwok, Charles said, "The Group achieved robust results with our core Media businesses outperforming their peers. The competitive situation in the newspaper industry has moderated and our key newspaper products have remained dominant in the market".

Headline Daily continued to be the number 1 free newspaper in Hong Kong, widening the gap against its competitors in terms of circulation, readership and advertising. It is the only free newspaper that recorded an increase in readership in 2014<sup>1</sup>, and continued to command the highest advertising revenue among all newspapers in Hong Kong<sup>2</sup>. With a printing capacity that is unrivalled in the industry, Headline Daily increased its circulation

to 1 million copies on two occasions in December to cater to the needs of advertisers during the consumption peak period.

Positioned as a quality newspaper, Sing Tao Daily differentiated itself by offering factual, accurate and in-depth content for discerning readers. It maintained a stable performance in 2014 and was one of the few paid newspapers which recorded an increase in advertising revenue for the year<sup>2</sup>. In addition, its readership in 2014, which has increased by 16% from the previous year, was the highest since the data became available by Ipsos Media Atlas in 2006<sup>1</sup>.

The Standard further improved its financial performance in 2014. It introduced the art paper weekly features "Weekend Glitz" in February and "Money Glitz" in August, which helped to open up new advertising revenue sources. The school papers "Student Standard", "Junior Standard" and "Goodies" saw an increase in subscription volume and revenue.

In 2014, the Group became the number 1 recruitment print media in Hong Kong with the largest share of advertising spending<sup>2</sup>. The products include JobMarket, with the exclusive distribution right at MTR main line stations; Headline Hot Jobs, now published in Headline Daily on Monday, Wednesday and Saturday; and The StandardJobs, launched in June and published in The Standard. Together, these publications reached a working population of close to 1.2 million per week in 2014<sup>1</sup>.

In terms of prospects, Mr. Ho commented, "With our core Media operations in a relatively strong and healthy state, we are well positioned, financially and operationally, to further develop the Group's digital media business to capture additional revenue and profit prospects. Management will devote more resources, time and energy to explore opportunities and we have started to invest, by organic growth and acquisitions, in digital media areas that are complementary to our traditional core business."

<sup>1</sup> Source: Ipsos Media Atlas

<sup>2</sup> Source: admanGo



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*Incorporated in Bermuda with limited liability*

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### **About Sing Tao News Corporation Limited**

Sing Tao News Corporation Limited is a media corporation listed on the main board of Hong Kong Stock Exchange (Stock Code:1105). Its principal activities comprise Media and Media-related operations including Newspapers, Magazines and other media businesses.

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