

*For Immediate Release*

**SING TAO NEWS CORPORATION LIMITED**  
**REPORTS INTERIM RESULTS 2015**

(27<sup>th</sup> August, 2015, Hong Kong) In its Interim Results announced today for the six months ended 30<sup>th</sup> June, 2015 (the "Period"), Sing Tao News Corporation Limited (the "Company") reported consolidated profit attributable to owners of the Company of approximately HK\$32.7 million, a 7.8% increase as compared with the consolidated profit for the six months ended 30<sup>th</sup> June, 2014 (the "Previous Period"). Consolidated revenue for the Period was approximately HK\$920.1 million. Basic earnings per share increased from HK3.62 cents for the Previous Period to HK3.86 cents for the Period. The Board of the Company has declared an interim dividend of HK2.0 cents per share for the Period (Previous Period: HK2.0 cents per share).

The Group's core Media operations recorded segment revenue of approximately HK\$915.6 million for the Period, while Media segment profit was approximately HK\$50.1 million representing an increase of 4.8% from the Previous Period. Commenting on the results the Company's Chairman Mr. Ho Tsu Kwok, Charles said, "Despite the weak economic conditions and the challenging media industry environment, the Group's Media operations were resilient and on the whole performed stably; in particular the core newspapers in Hong Kong continued to achieve improvements in results and outperform their competitors."

Headline Daily, the number 1 free newspaper, continued to lead the market in terms of circulation, printing capacity, readership and advertising. According to admanGo, Headline Daily was the newspaper in Hong Kong with the largest amount of advertising revenue in the first half of 2015. Both its revenue and profit improved during the Period, once again demonstrating its strong business base and healthy growth trend.

Sing Tao Daily's first half results exceeded expectations, with steady growth in advertising revenue and profit, bucking the downward trend faced by paid newspapers in general. According to admanGo, Sing Tao Daily achieved the highest advertising growth among the top 10 paid newspapers in Hong Kong in the first half. This can be attributed to its high value-add content and objective reporting as well as to its recognized brand value and market standing.

The Standard's performance remained stable with consistent improvements in bottom line. This has been achieved through a well-defined market positioning, commitment to high quality journalism, resourceful sales efforts as well as prudence in operational management and cost control. The overseas operations of Sing Tao Daily faced increasing pressure from new media and changes in advertiser and reader behavior, and exercised stringent financial control and streamlined their operations for a sustainable cost structure.

Hong Kong's magazine market faced a difficult operating environment in the first half and has entered a phase of consolidation. In response, the Group's Magazine unit focused on increasing its competitiveness by strengthening its products and adjusting its operational structure. According to Nielsen Media Index 2015Q1, East Week has taken over its competitor to be the leading infotainment magazine in the market in terms of readership. In addition, the Group's recruitment publications continued to occupy the top position in the recruitment print media market, with a reach to the largest number of readers and the largest share of advertising spending.

In terms of outlook, Management is expecting a challenging second half of 2015 given the continued uncertainties in the global economy and signs of economic slowdown in Hong Kong. The Group will continue to reinforce the competitiveness of its core media businesses while building its digital capabilities and new business models at the same time, in order to strive for ongoing operating performance that surpasses the market.



**SING TAO NEWS CORPORATION LIMITED 星島新聞集團有限公司**

*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 operations including Newspapers, Magazines, Recruitment Media and other media-related businesses.

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