

For Immediate Release

SING TAO NEWS CORPORATION LIMITED

REPORTS INTERIM RESULTS 2017

(28th August, 2017, Hong Kong) In its Interim Results announced today for the six months ended 30th June, 2017 (the "Period"), Sing Tao News Corporation Limited (the "Company") reported consolidated revenue of approximately HK\$734.3 million, as compared with approximately HK\$798.8 million for the six months ended 30th June, 2016 ("Previous Period"), and consolidated profit for the Period of approximately HK\$20.5 million, as compared with approximately HK\$4.1 million for the Previous Period. Basic earnings per share increased from HK0.47 cents for the Previous Period to HK2.36 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).

Commenting on the results the Company's Chairman Mr. Ho Tsu Kwok, Charles said, "The Group's revenue for the Period was adversely affected by a decline in the local print advertising market, however the revenue drop has slowed down compared with the first half year or second half year of 2016, and overall profit performance of the Group has improved thanks to effective cost control and efficiency gains."

Headline Daily continued to be Hong Kong's number 1 free newspaper. With an average weekday circulation of over 821,000 copies¹, Headline Daily is the newspaper in Hong Kong with the highest circulation, and its readership of 1,236,000², which increased by 2%², also remained the highest among all newspapers. Readership growth was mainly in the white collar and senior executive segments. At the same time, Headline Daily continued to be the newspaper with the highest advertising revenue in the first half of 2017, according to admanGo. As the market leader, Headline Daily not only continued to provide high-quality content to its readers but also a cost-effective and high value-added marketing medium for advertisers.

Sing Tao Daily saw a notable improvement in its 2017 first half results, sustaining

relatively stable revenue and achieving enhanced profitability due to its efforts on cost control and efficiency optimisation. According to admanGo, in the first half of 2017, Sing Tao Daily continued to be the market leader in Property advertisements. Sing Tao Daily has not only been successful in both broadening and deepening its advertising revenue base despite the difficult industry environment, but has also been able to win the loyalty of its high quality readers. In addition, Smart Parents' readership continued to grow and recorded a 34% increase².

Performance of The Standard during the Period was steady, with improvements in results due to effective cost control measures. Readership of The Standard achieved a 13% increase², one of the best performing among all newspapers. According to admanGo, The Standard recorded a 5% increase in advertising revenue in the first half of 2017 on a year-on-year basis.

In the first half of 2017, the magazine advertising market in Hong Kong continued to suffer a decline. Performance of the Group's flagship magazine, East Week, was relatively better than its competitors with a smaller reduction in revenue than the market's average, and it achieved an 8% increase in readership². The Group's Magazine unit has continued to realign its cost structure, adjust its business model and consolidate its resources to increase competitiveness. As a result, the Magazine unit has seen stabilisation in its operating results for the Period. In addition, the Group's recruitment publications continued to lead in the recruitment print media market, with JobMarket having achieved a 26% increase in readership².

For the second half of 2017, Hong Kong's media market as a whole will still be fraught with challenges. As a leader in the print media market, the Group will continue to improve the competitiveness of its core businesses by increasing their operating efficiency, providing added value to advertisers and upholding its commitment to high quality content. At the same time, the Group continues to develop its digital media business, adopting an "offline to online" strategy to provide both readers and advertisers with a diversified cross-media platform of content and advertising solutions and services.



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

Incorporated in Bermuda with limited liability

3/F., Sing Tao News Corporation Building, 3 Tung Wong Road, Shau Kei Wan, Hong Kong

香港筲箕灣東旺道三號星島新聞集團大廈三樓

Telephone 電話 (852) 2798 2323 Facsimile 傳真 (852) 2115 9880

¹ Source: Hong Kong Audit Bureau of Circulations 2017Q1 report

² Source: Ipsos Media Atlas 2017Q1 report. Percentage changes refer to comparison with 2016Q4 report

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, New Media and other media-related businesses.

Media Enquiry:

Ms. Agnes Lai (Corporate Affairs)

Sing Tao News Corporation Limited

Tel: 3181 3990

Email: agnes.lai@singtaonewscorp.com