

For Immediate Release

SING TAO NEWS CORPORATION LIMITED

REPORTS 2018 FINANCIAL RESULTS

(28th March, 2019, Hong Kong) In its annual results announced today for the 12 months ended 31st December, 2018 (the "Year"), Sing Tao News Corporation Limited (the "Company") reported consolidated revenue of approximately HK\$1,431.7 million as compared with approximately HK\$1,511.9 million for the 12 months ended 31st December, 2017 (the "Previous Year"), profit attributable to owners of the Company of approximately HK\$24.2 million as compared with approximately HK\$41.3 million for the Previous Year, and basic earnings per share of HK 2.80 cents as compared with HK 4.77 cents for the Previous Year. The Board of the Company has declared a final dividend of HK 2.0 cents per share; in view of the Group's strong cash position and the expected positive operating cash flow going forward, the Board is adopting a generous dividend policy in the best interest of shareholders and has resolved to declare a special dividend of HK\$0.10 per share for the Year. Together with the interim dividend of HK 2.0 cents per share, the total dividend will amount to HK\$0.14 per share for the Year (Previous Year: HK\$0.10 per share).

Commenting on the Group's results, the Company's Chairman Mr. Ho Tsu Kwok, Charles said, "The market conditions for the Group's traditional print media business continued to be challenging, with local economic growth slowed by external uncertainties and advertising demand turned hesitant. The high newsprint prices during the year also put pressure on the Group's financial results, especially in the first half of 2018. However, the Group's profit performance improved in the second half as a result of a range of measures implemented to mitigate the negative impact." Mr. Ho added that the distribution of the special dividend is meant to reward shareholders and to reflect the value of the Company.

Headline Daily remained as the distinct number 1 free newspaper in Hong Kong, with the highest circulation¹ and readership² among all newspapers. Its average readership of 1,102,000 was almost double that of the next free newspaper competitor and 19% more

than the net total of the other three Chinese free newspapers combined². As the only print media in Hong Kong with daily readership of over one million, *Headline Daily* also continued to command the largest share of total newspaper advertising revenue in Hong Kong in 2018³.

Sing Tao Daily was able to maintain relative stability in both readership² and advertising revenue³ despite the challenging industry environment, by remaining committed to producing a high-quality newspaper for readers and advertisers. 2018 marked the 80th anniversary of *Sing Tao Daily*, which has developed alongside Hong Kong over the years, steadfastly serving its readers and advertisers. In the "Hong Kong News Awards 2018" organised by The Newspaper Society of Hong Kong, *Sing Tao Daily* gathered a total of 16 prizes including five champions, the best achievement among all newspapers. In addition, *Smart Parents* was again voted as the number 1 parenting magazine in Hong Kong by *Marketing Magazine* in 2018.

The Standard's performance in 2018 was relatively stable, having achieved an improvement in profitability due to effective measures on cost saving and productivity gains. The Group's magazine unit also recorded an improvement in financial performance for the Year, with *East Week* having strengthened its market position both in terms of readership² and advertising revenue³. The Group continued to occupy the leading position in Hong Kong's recruitment print media market in 2018, with *JobMarket* achieving a readership of 356,000² and continuing to be the recruitment publication with the largest share of advertising spending in 2018³.

The Group's new media business continued its development in 2018 and made progress in both revenue and profit generation. Under an "offline to online" strategy combining the print and digital platform of content and advertising, the Group's traditional and new media businesses complement each other to expand their presence and revenue potential.

Although the outlook for 2019 is challenging, the Group will maintain its focus on creating high-quality content and providing high added-value advertising services to remain competitive in its core media businesses, while continuing to improve its presence in the digital media domain. At the same time, the Group will continue to implement cost control and efficiency optimisation initiatives across all operating units in order to maximise its profitability.

¹ Source: Hong Kong Audit Bureau of Circulations July-September 2018 report

² Source: Ipsos Media Atlas 2018 Q4 report

³ Source: admanGo 2018 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