

*For Immediate Release*

## **SING TAO NEWS CORPORATION LIMITED**

### **REPORTS 2019 FINANCIAL RESULTS**

(30<sup>th</sup> March, 2020, Hong Kong) In its annual results announced today for the 12 months ended 31<sup>st</sup> December, 2019 (the “Year”), Sing Tao News Corporation Limited (the “Company”) reported consolidated revenue of approximately HK\$1,261.8 million, as compared with approximately HK\$1,431.7 million for the 12 months ended 31<sup>st</sup> December, 2018 (the “Previous Year”), and loss attributable to owners of the Company of approximately HK\$22.7 million, as compared with profit of approximately HK\$24.2 million for the Previous Year. The Board of the Company does not recommend the payment of any final or special dividend for the Year.

The Group’s results for the Year were adversely affected by the poor economic conditions in Hong Kong, especially in the second half as the repeated social incidents dealt a heavy blow to economic sentiment and activities. The total advertising market in Hong Kong dropped by 8% and all media categories including online (with the exception of social and mobile) experienced negative growth<sup>1</sup>.

During the Year, Headline Daily continued to be Hong Kong’s number 1 free newspaper. Its average daily readership of 1,066,000 was the highest among all newspapers; read by 78% of total Chinese free newspaper readers, Headline Daily commanded a readership that was 28% more than the net total of the other three Chinese free newspapers combined, and was the only newspaper in Hong Kong with a readership of over one million<sup>2</sup>. Headline Daily also continued to occupy the largest portion of the newspaper advertising market in 2019 and remained the market leader in a range of categories<sup>1</sup>. In addition, Headline Finance paper recorded a 4% growth in readership and continued to be the most widely-read finance newspaper in Hong Kong<sup>2</sup>.

Paid newspapers’ advertising revenue fell by 14% in 2019, with all major titles recording a decline and Sing Tao Daily was not exempted<sup>1</sup>. However, the circulation sales and revenue

of Sing Tao Daily increased in 2019, as it continued to enhance and diversify its content to satisfy readers' needs. Sing Tao Daily increased its readership by 8%, the highest growth out of all Hong Kong newspapers<sup>2</sup>. Its dedication as a high-quality newspaper offering reliable and objective content won the support and loyalty of readers, especially those who increasingly looked to trustworthy media to keep them abreast of the social events.

The Standard achieved satisfactory financial performance in 2019, with readership growth of 7%, one of the highest among all newspapers<sup>2</sup>. It was also one of very few daily newspapers that recorded growth in advertising revenue in 2019<sup>1</sup>. With efforts on broadening its income base, coupled with initiatives on cost saving, The Standard managed to improve its profitability in 2019. Despite the 23% decline in Hong Kong's magazine advertising market<sup>1</sup>, the Group's flagship magazine East Week maintained relatively stable financial results and achieved an increase of 4% in readership in 2019<sup>2</sup>.

The Group's new media business continued to grow in 2019 and increased its contribution to the Group's revenue, complementing the traditional media business to expand their combined presence in the media industry. The Group's newspaper websites achieved significant growth in traffic in 2019, attributable to the teams' active efforts on enriching the content and improving the sites' user experience, interest and engagement. The emergence of a number of prominent happenings during the year also attracted readers' attention and helped to boost traffic.

The 2020 outlook is now under threat especially from the spread of the novel coronavirus infection, in addition to uncertainty surrounding US-Mainland trade tensions, Brexit and geopolitical tensions in the Middle East. For the Hong Kong economy, already hard hit by months of social unrest, the outlook in 2020 will hinge critically on control of the coronavirus infection as well as development of the social incidents.

<sup>1</sup> Source: admanGo 2019 report

<sup>2</sup> Source: Ipsos Media Atlas 2019 Q3 report



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

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