

Commitments

Corporate Governance

Frequently Asked Questions

# LOOK

**clarity in reporting about ourselves  
as well as reporting the news**



## Commitments

As Hong Kong's premier Chinese language print media conglomerate, Next Media remains very conscious of its responsibilities to the communities which it serves. Publishing best selling newspapers and magazines is just one of many ways in which the Group ensures that its obligations in Hong Kong and Taiwan are met.

### A Firm Believer In Transparent Investor Relations

As a listed company, Next Media is determined to nurture a close and open relationship with its investors and the financial communities in both Hong Kong and Taiwan. To this end, the Group is doing everything within its power to enhance transparency and maximize value for shareholders.

During the year under review, the Group delivered on this promise by actively involving its senior management in frequent meetings. This included briefings, meetings and the organization of site visits with interested parties, such as research analysts and institutional investors.

Next Media has, and will continue to, do everything within its capabilities to ensure that its investment information is available to anyone who requires it. The issuance of a Profit Warning announcement on 16 February 2004 was one example of this policy in action. This announcement, together with a full archive of interim and annual reports, public announcements and press releases, is all easily obtainable via the <http://www.nextmedia.com> website.

### People Are Our Most Precious Asset

Publishing the public's favourite daily newspapers or weekly magazines is a massive undertaking that requires the skill, sweat and dedication of thousands of people. For every front line journalist and photographer, there are literally dozens of backroom staff without whose efforts papers and magazines would never make it to the newsstands.

Next Media is an equal opportunity employer. We have a mutual respect for all employees and insist on high ethical and professional conduct at all times. Our employment policy is non-discriminatory and based purely on each applicant's skill and experience.

## Commitments

Next Media's website makes the Group's financial records easily accessible for all.



Chairman Jimmy Lai answers questions from the floor during a meeting with staff.

The Company is fully committed to the concept of open management. For this reason, certain staff members from all business divisions and supporting departments are encouraged to attend a series of regular meetings at which they may address questions and bring issues directly to the attention of the Chairman, Mr. Jimmy Lai.

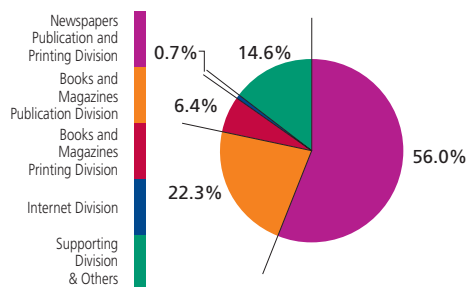
As at 31 March 2004, The Group employed a total of 3,193 employees in Hong Kong, Taiwan and Canada. Each and every one of our employees plays a vital role in bringing readers the eye-catching pictures and thought-provoking stories which are a cornerstone of the Group's success.

Next Media values its team members very highly and regularly reviews its remuneration packages to attract and retain the best and brightest individuals in the publishing business. Specific benchmarks used during these reviews include individual contribution levels, business performance, market practice, internal relativities and competitive market pressures.

All members of the Next Media family are rewarded with a special year-end bonus and profit-sharing schemes on a performance-related basis. Team members who wish to obtain professional or career related qualifications are provided with subsidies to cover the cost of their studies, while newlyweds and new parents are given "red packets" to help them celebrate these landmark events in their lives.

The Company offers its employees other benefits including retirement and mandatory provident fund schemes, life insurance, medical coverage, and maternity and paternity leave for female and male staff respectively. The Group and certain of its subsidiaries also operate discretionary share option schemes to motivate employee performance in enhancing value for shareholders. Total staff-related costs, including retirement benefits, for the year ended 31 March 2004 were approximately HK\$907.1 million, a 24.3% increase over the approximate HK\$729.6 million recorded during the previous financial year.

Number of Staff as at  
31 March 2004



Next Media understands that a pleasant yet professional working environment means productive and profitable staff. The Company is a firm believer in “going the extra mile” for its people and augments its basic facilities with a range of leisure amenities that are the envy of the publishing industry. The many “fringe benefits” staff enjoy as a result include a cafeteria, an open-air BBQ area and a superbly equipped fitness center with swimming pool and multi-function athletic court. Such a high level of care and attention have proved to be invaluable in both fostering team spirit and building physical and mental health among staff members.

During the year, the Group had organized the following activities to help enhance its team members’ health awareness, social life and physical development:

- Free daily fruit for all employees
- Sales bazaars during festive seasons
- Health talks and cuisine classes
- Complimentary box of mooncakes for all staff during the Mid-Autumn Festival
- Family days at the swimming pool and top club every weekend during the summer holidays
- Community projects such as blood donations and Apple tours
- Health check programs such as cholesterol and body health tests
- Educational activities, including Putonghua courses and legal seminars

## A Company That Contributes To The Communities It Serves

The core responsibility of any publisher is to inform, educate and entertain. Next Media has built its business as a result of its uncompromising insistence on uncovering truths that directly affect its readers’ daily lives. As a good corporate citizen, the Company is doing everything possible to try and make a significant and lasting contribution to the communities of which it is a part.

Apple Daily Limited rises to this challenge by offering administrative support and donating funds to Apple Daily Charitable Foundation (the “Foundation”).

The Foundation, which was set up in 1995, has two committees, namely the Charitable Fund committee and the Educational Fund committee.

## Commitments



The Apple Daily Charitable Foundation is one of the many ways Next Media contributes to the community.

The primary objective of the Foundation is to help less privileged members of society through either direct financial assistance or the sponsorship of various much needed social services projects. The lengthy list of beneficiaries includes the elderly, single parent families and both the physically and mentally challenged. In the year ended 31 March 2004, the Foundation distributed around HK\$20.5 million to numerous named recipients, social services programs and needy students.

In addition to running a regular editorial appeal donation column in *Apple Daily*, Apple Daily Limited donates fully 1% of its profits to the Foundation on a monthly basis. The newspaper also frequently devotes space on its pages to publicizing the community's commitment to society by promoting the charitable activities organized by the Foundation.

Next Media is highly flexible and pro-active in its responses to crises. In April 2003, the Group donated HK\$1 per copy sold for one issue of its newspaper and HK\$0.5 per copy sold in two consecutive issues of its weekly magazines in Hong Kong to benefit those directly affected by the SARS pandemic. The sum raised by this initiative was further swollen by the addition of a 50% "top up" donation from the Foundation. In all, these efforts succeeded in raising some HK\$1.2 million for SARS workers and sufferers.

Next Media's concern for its readership and larger communities is a sincere and unstinting one. The years ahead will see the Group continue its tradition of doing all it can to support the less fortunate in both Hong Kong and Taiwan.