

GROUP PROFILE



South China Morning Post, through the years 1903 - 2001

SCMP Group Limited is the holding company of South China Morning Post Publishers Limited, Hong Kong's leading publisher of English language newspapers, and, through other Group companies, is involved in the publication of magazines and Chinese books.

The *South China Morning Post* and the *Sunday Morning Post* are Asia's premier English language daily and Sunday newspapers with the highest circulation of any English language newspaper in Hong Kong. The *South China Morning Post* is the leading commentator on Greater China and is read widely by business people, professionals, academics and government officials globally. The *South China Morning Post* is the market leader for display and recruitment advertising. Through *SCMP.com*, established in 1996, news and information are also delivered to a global audience through multiple online channels.

The Group has joint ventures with Haymarket Publishing Limited of the UK and Hearst Magazines International of the US to publish popular Chinese language magazine titles such as *Amoeba*, *AUTOMOBILE*, *AUTOCAR*, *STUFF*, *COSMOPOLITAN*, *CosmoGIRL!* and *HARPER'S BAZAAR*, and *CEI Asia Pacific*, a regional English language title.

The Group is also involved in retailing, video and film post-production and property investments through its various subsidiaries.

The Company's shares are listed on The Stock Exchange of Hong Kong Limited with a market capitalisation of HK\$8.5 billion (US\$1.1 billion) as at 31 December 2001.

	18-month period ended 31 December 2001	12-month period ended 30 June 2000
	HK\$	HK\$
Turnover ('000)	2,745,083	1,912,913
Operating profit ('000)	613,830	657,853
Profit before tax ('000)	608,173	661,707
Profit attributable to shareholders ('000)	482,793	562,574
Basic earnings per share (cents)	27.9	32.5
Dividends per share (cents)	33.0	30.0
Shareholders' funds ('000)	2,107,720	2,524,395
Total assets ('000)	2,389,067	2,993,317
Bank borrowings ('000)	–	5,367
Finance charges ('000)	1,020	1,564
Net cash ('000)	283,675	477,423
Financial ratios		
Operating profit margin	22.4%	34.4%
EBITDA margin	28.6%	36.3%
Return on shareholders' funds	22.9%	22.3%
Interest cover	597x	424x

