

OPERATIONS REVIEW



June 2001: Launch party of *Jiu Jik*, a bilingual recruitment magazine
Ms. Pandora Ip (Director, Display Advertising),
Ms. Nancy Valiente (Director, Classified Advertising) and
Mr. Kuok Khoon Ean (Chairman)

NEWSPAPERS, MAGAZINES AND BOOKS

South China Morning Post Publishers Limited

Development of the *South China Morning Post* and the *Sunday Morning Post* has been accompanied by tight cost controls during the past year as both titles faced the difficult trading conditions common to all sections of Hong Kong's publishing industry. Within these constraints, significant achievements have been made in several important areas of the newspapers.

Our coverage of the horrific events of September 11 in the United States is a prime example of our authoritative, timely coverage of news, and which won the acclaim of our readers and peers. For over two weeks, the *South China Morning Post* published rolling editions throughout the day and night to give readers the most current account of these historic events.

The business section, *Business*, remains a central part of the editorial mix. To strengthen the section, *Business 2* was created to replace *Markets*. *Business 2* combines business features and market news, giving readers access to further analysis and commentary. Reader feedback has been positive, and, as the advertising market picks up, we expect favourable response from advertisers on the additional prime position advertising space.

Recognising the growing significance of education to the community and future of Hong Kong, the *South China Morning Post* extended its coverage of education by replacing *Campus Post* with *Education* in November 2000. A new section published every Saturday, *Education* covers all levels of schooling, tertiary education and continuing education. The section highlights events and issues in education both locally and around the world and fulfils a niche as the only such publication in Hong Kong. It attracts a wide range of readers with an interest in education and enjoys strong support from advertisers. *Education* has won significant support from government and academic circles for its in-depth reporting on this vital area.

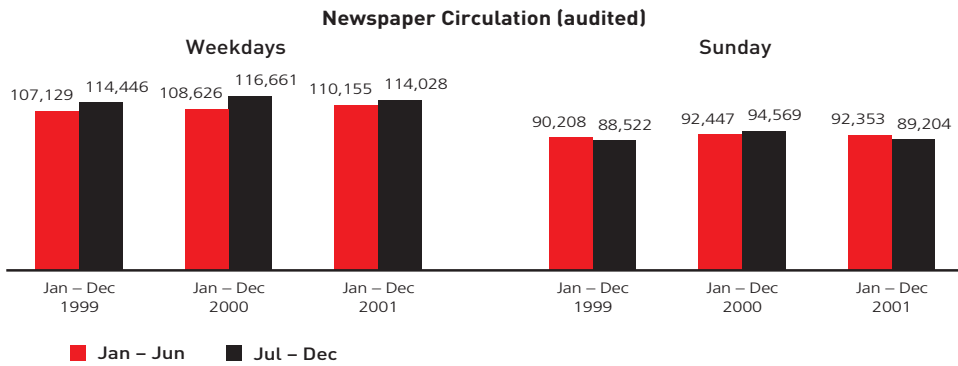
Young Post was re-launched in September 2001 with a more dynamic layout to become a brighter read for secondary school students. The launch was timed to coincide with the launch of a sharper online site. In addition to it being an English language-teaching tool for schools, *Young Post* carries new content that makes newspaper reading both educational and enjoyable for teenagers. In September 2000, *Young Post* lent its support to the Talk To Win English speaking competition, which was jointly organised by South China Morning Post, Radio Television Hong Kong and the British Council.

Amid the tough trading conditions two relatively small parts of the overall editorial product, *24/7* and *Premier Soccer* were closed.

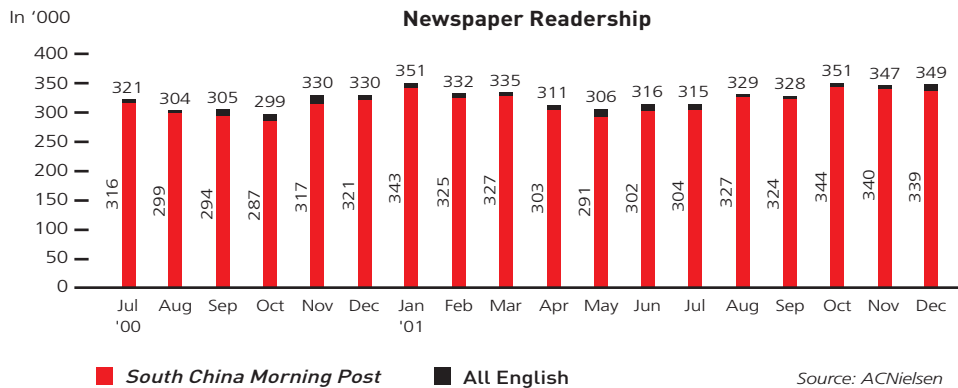
The *South China Morning Post's* editorial team continues to receive recognition for their excellent work, with our reporters and photographers winning several awards at the Human Rights Press Award 2000. Our travel editor won the PATA Gold Award, the region's top travel writing award, and our designers picked up awards at the Hong Kong Designers Association and from the Society of News Design. In production, we won the merit award in the newsprint category of the Hong Kong Print Awards in 2000 and 2001, and the award for technical excellence in a newspaper pre-print/supplement award from PANPA (Pacific Area Newspaper Publishers' Association) in 2001.

Circulation and Readership

For the 12-month period ended June 2001, the average circulation of the *South China Morning Post* and *Sunday Morning Post* showed a slight improvement from the previous year. However, for the six-month period, July to December 2001, the average circulation of the *South China Morning Post* and *Sunday Morning Post* was down 2.3% and 5.7%, respectively, compared with the same period last year, primarily due to the economic downturn and reduced copies to airlines and hotels after September 11.



We continue to maintain our leading position in English language newspaper readership in Hong Kong with a 97% market share (source: ACNielsen RARD Report).



Operations

The installation programme for the two new Geoman press units is scheduled for completion by early September 2002. The new press units will increase printing capacity with full colour capability from 8 to 24 broadsheet pages, offering more flexibility to advertisers and editorial.

A new editorial system to replace the existing J11, which is more than 15 years old, has been commissioned. The new system will incorporate the latest publishing and design software, allowing for the automation of many repetitive and manual tasks, and increase productivity and efficiency in the newsroom. It will allow a single editor to modify design and adjust the complete story package, be it text, headline, sub-heading, by-line, images, graphics or captions. Another important feature is its simultaneous production approach, which allows multiple users to work on the same page at the same time. We expect the new editorial system to be in place by the end of 2002.

We are also in the process of selecting a new advertising system. The new systems under consideration will have advanced billing and advertising booking features which will capture vital customer information, generate detailed sales and operations reports, and help streamline the operations workflow. It will also have a Client Relationship Management module. All these will be valuable tools for the advertising team to monitor sales and operations efficiently.

Advertising

As with most newspaper publishers round the world, advertising revenues have been severely affected by the downturn in the global economy and was exacerbated by the events of September 11. Clearly, as companies began to reduce costs and expenses, marketing and advertising expenses were the first to be affected, followed by reductions in headcount. Recruitment advertising has been most severely affected, with executive demand levels down by more than 50% in 2001 compared to 2000. At the end of January 2002, Hong Kong's unemployment rate was at an all-time high of 6.7%, surpassing unemployment levels during the Asian financial crisis.

Display Advertising - The slowdown in display advertising was further heightened following September 11, where, in particular, we saw immediate cancellation of bookings from the airline, hotel and travel related industries. Although we have seen some improvement and return since, advertisers are still cautious with their spending.

The Special Reports section has been strengthened. This included a re-design, and a restructuring of the editorial team with a change in sales strategy. With China's entry into the WTO, we see advertising potential on the Mainland, and ran two special reports in collaboration with Shanghai Daily in 2001. Such reports strengthened our brand presence in China and also attracted Mainland advertisers. The two reports were well received by advertisers and similar projects will be put forward in the coming year.

Classified Advertising - The year saw a marked slowdown in recruitment activity across all sectors. Despite a weak economy and a decline in classified advertising revenue, the Group continued to invest in product development and brand building activities to strengthen its leadership in the market.

Classified Post launched a new advertising campaign in early 2001 using a new "Heads Above the Rest" theme. The campaign is premised on the idea that people whose business it is to find the best talent (headhunters) go to *Classified Post* to find it. Therefore, the best place to look for the best jobs is *Classified Post*. This campaign was well received in the market and the theme was extended to the re-launch of *Classifiedpost.com*. *Classified Post* was also the main sponsor of the annual conference of the Hong Kong Institute of Human Resource Management.

Jiu Jik, a weekly bilingual recruitment magazine was launched in June 2001, with 90,000 copies distributed through *Daily Stop*, 7-Eleven, key MTR exits and KCR stations, career centres of universities and other educational institutions and continuing education centres. *Jiu Jik* targets the large pool of new graduates and young professionals and was introduced as part of our continuing effort to offer advertisers a set of media choices to meet their needs.

Careers.scmp.com was revamped and re-launched as *Classifiedpost.com* in June 2001 to extend the strong brand of *Classified Post* in print to online and to reflect the integration of print and online businesses throughout the Group. The Web site revamp involved an upgrade of the technical platform, improvements in design and navigation, new features and channels, including a Chinese channel, and enhanced tools for jobseekers and recruiters. The re-launch was supported by innovative and creative advertising and promotion campaigns that extended the Headhunter theme. Some of the campaigns included free CD-ROMs in the form of business cards containing proprietary software that sends job listings directly to a user's desktop and a contest to win career consultations with some of the leading search and selection firms in Hong Kong. The response to the re-launched site has been positive and usage is growing with over 6.5 million pageviews per month and some 65,000 users registered for e-mail job alerts.

All of the actions we have taken will serve us well when the economy improves. More than ever, the Group has reinforced its market leadership in classified recruitment advertising and increased value to its customers.

SCMP.com

During the period, the print and online editorial resources were successfully converged. Usage of the Web site has continued to grow, as at the end of 2001, *SCMP.com* has some 600,000 registered users with pageviews of some 30 million per month. Principal revenue sources for *SCMP.com* continue to be advertising, content sales and licensing, however, with the downturn in the economy, there was a significant drop in Internet advertising revenue. To expand its revenue sources, in February 2002, *SCMP.com* launched a paid subscription-based service, branded *SCMP.com Premium View*.

SCMP.com continues to win international recognition. It was voted one of the world's top three news web sites in the Editor and Publisher Awards for "Best Online Newspaper Site outside of the United States" in 2000 and 2001 and was the first runner up in the Society of Publishers in Asia Awards for "Excellence in Publishing" in 2000. It also

won the best corporate site award from Financial Intelligence Asia in 2001 and was a winner of the Revolution Awards 2001 for Best Media site. Its *Marketplace* Web site was voted one of the top three B2C sites in Asia at the Asian Internet Awards 2001.

SCMP Haymarket Publishing Limited

The Chinese language magazine titles published by the company during the period were *Amoeba*, *AUTOMOBILE*, *Champion Sports*, *PC Home*, *Autoworld*, *TechMag* and in the English business sector, *CEI Asia Pacific* and *Revolution*.

The magazine titles performed poorly; *AUTOMOBILE* being negatively affected by a weaker car sales market. During the period the company suspended the publication of *Champion Sports* and *Revolution* due to continued poor performance, and *PC Home* was suspended in February 2002.

The commercial arrangements with the Guangzhou publisher of *Autoworld* and *TechMag* were terminated in December 2001. This was replaced by a co-operation and licensing arrangement with a Shanghai publisher to publish and distribute Chinese editions of two major titles from the Haymarket portfolio: *AUTOCAR*, the leading car magazine in the UK, and *STUFF*, the UK's leading lifestyle technology magazine. *STUFF* and *AUTOCAR* were launched in January and February 2002, respectively.

SCMP Hearst Publications Limited

Our joint venture company with the Hearst Corporation publishes the Chinese editions of *COSMOPOLITAN*, *HARPER'S BAZAAR* and *CosmoGIRL!* for the Hong Kong market.

Both *COSMOPOLITAN* and *HARPER'S BAZAAR* performed satisfactorily with increased revenue and contributions. A new magazine title, *CosmoGIRL!*, was launched in September 2001 targeting the teenage market.

SCMP Book Publishing Limited

SCMP Book Publishing is one of the leading local publishers of Chinese language leisure books in Hong Kong with over 200 new titles published in 2000 and 170 in 2001. Since commencing operations in 1981, SCMP Book Publishing has accumulated a library of more than 2,000 Chinese titles.

Sales during this period was slightly below the prior period. The company is exploring the potential of E-books publishing and is currently reviewing its library for appropriate material to be digitised for sale.

The Post Publishing Public Company Limited

The Group has a 20.3% interest in The Post Publishing Public Company Limited, the publisher of the *Bangkok Post*. For the six-month period ended 31 December 2000, the company reported revenues of Baht 519 million and a net profit of Baht 79 million (1999: Baht 458 million and Baht 77 million, respectively). For the year ended 31 December 2001, the company reported revenues of Baht 969 million and a net profit of Baht 96 million (2000: Baht 971 million and Baht 150 million, respectively).

RETAIL

SCMP Retailing (HK) Limited

SCMP Retailing operates a chain of 72 *Daily Stop* outlets and 27 *Health Plus* shops, which are strategically located in the MTR and KCR stations, major shopping malls and housing estates.

The Group's strategy is to continue to grow its chain of *Daily Stop* outlets, which, because of the breadth of the network, provides good market intelligence and serves as an important platform for the distribution of its titles, and for launching new titles. With *Health Plus* shops, the strategy is to maintain the number of existing shops and look into closing those that are not profitable.

Daily Stop recorded higher sales, but profits declined slightly primarily due to price competition and higher rental review at the MTR outlets. While financial performance was slightly weaker than last year, overall operation efficiency has improved.

During the period, 16 *Daily Stop* outlets were opened, and six were closed. Currently there are 72 outlets with plans to open 19 new outlets in 2002.

Health Plus business continues to be difficult with keen price competition. Unprofitable shops were closed as their leases expired. There are currently 27 shops compared with 33 shops a year ago.

Dymocks Joint Venture

The Group has a 45% interest in a joint venture with Dymocks Franchise Systems (NSW) Pty Ltd of Australia. The joint venture's principal business is to franchise the Dymocks Bookstore chain in Hong Kong. The company has franchised six stores.

OTHER BUSINESSES

Video-Film Productions Limited

The Group has an 81.6% interest in Video-Film Productions Limited. The company has been in operation since 1974 and is one of the most established producers of commercials and special purpose videos in Hong Kong. The company also provides post-production services to other businesses such as advertising agencies. This period, several of the company's productions won awards in the 2000 New York Film Festival and Galaxy Award competitions.

Video-Film Productions' sales strategy is focused on business/corporate and educational video production. Its key clients have been the Hong Kong Government and government-related agencies. Thus, while the industry suffered from the global economic downturn, the impact on the company has been minimised due to its low reliance on the commercial sector.

Capital Artists Limited

Capital Artists suspended its operations in October 2001 in the face of difficult market conditions, continuing piracy and high guarantee fees required to retain popular artists. Capital Artists owns the publishing rights of over 1,050 songs and owns rights in the master recording of over 3,500 songs.

Sun Island English Kindergarten Limited

The Group has an 89% interest in Sun Island English Kindergarten Limited, which operates 19 branches and three child care centres throughout Hong Kong.

In March 2002, the Group completed the sale of its 89% interest in the company for a cash consideration of HK\$28.2 million.

Sport and Recreation Clubs

The Group completed the sale of its two sport and recreation clubs, *Spotlight Recreation Club* and *Telford Recreation Club*, in December 2001 for HK\$27.8 million in cash.

NIIT Joint Venture

In December 2001, the Group disposed of its 35% interest in the joint venture to its partner, National Institute of Information Technology of India, for HK\$3.5million in cash.

CORPORATE AFFAIRS

Our People

We place great importance in recruiting and retaining quality people and providing them with training, opportunities for growth, and competitive rewards. Salaries of employees are maintained at competitive levels while bonuses are granted on a discretionary basis. Other employee benefits include provident fund, insurance and medical cover, subsidised educational and training programmes and a share option scheme.

Share options provide compensation that is related to long-term corporate performance and maximises shareholder value in the longer term. During this period, the Board granted share options to 10 employees to subscribe for a total of 1,045,000 ordinary shares of the Company. As at 31 December 2001, share options have been granted to 136 employees to subscribe for a total of 11,880,500 ordinary shares of the Company. We expect that the past and future awards on a merit basis, will provide a significant element of incentive compensation for staff.

South China Morning Post offers a cadetship programme for aspiring journalists. Graduates are given the unique opportunity to spend a year as a trainee journalist (“cadet”) covering various news assignments in business, politics, features and general news. Cadets are provided training and hands-on experience with a chance to put them into practice quickly. Exceptional individuals may be offered appointments as staff reporters at the end of their cadetship.

Community Services

Donations

During the period, the Group made charitable donations amounting to HK\$666,898.

Reader Pledges

South China Morning Post also receives donations from readers, moved by articles in the newspaper for victims of tragedies and individuals experiencing hard times. Large and small contributions are received by the donations office which then distributes the money according to the readers’ wishes.

Braille Post

Braille Post is one of the world’s first daily newspapers for the blind, providing the visually impaired access to in-depth news coverage and information. Since the first edition in August 1990, *Braille Post* has developed from a paper featuring 15 stories to one with more than 100 braille pages comprising more than 50 stories. It also has a sister paper that averages 150 pages, in which business stories, stocks and forex prices are available. In November 1997, the *South China Morning Post* became the first newspaper to offer daily braille editions through the Internet as part of its long association with the Hong Kong Society for the Blind.

Corporate Calendar

July 2000 and 2001: RTHK/SCMP Short Story Competition

This popular annual competition organised and judged jointly by Radio Television Hong Kong (“RTHK”) and South China Morning Post, started 15 years ago to promote English language writing skills in Hong Kong. High quality entries are received every year from the large pool of local literary talents. It is judged in two categories: Senior, for 18 years and above, and, Junior, for 12 to 17 year olds.

July 2000 and 2001: SCMP/Henley MBA Awards

The annual SCMP/Henley MBA Awards, now in its eighth year, is offered by *Classified Post* and Henley Management College. The awards provide a career ladder for aspiring Hong Kong managers who aim to develop skills to move on to higher levels of management. The awards are for a distance-learning MBA. It covers tuition, course materials and workshop fees. Through its involvement with the MBA scheme, South China Morning Post hopes to make a modest contribution to the development of Hong Kong’s youth who are likely to be among its future leaders. The awards have so far helped 10 young managers.

July 2000 and 2001: SCMP Teachers’ Seminar for secondary schools

Since 1998, South China Morning Post has been holding an annual education forum for secondary English teachers to promote NIE (Newspaper in Education) teaching among professionals. The Group continually initiates projects to help cultivate newspaper-reading habits among youth. This annual function is well received by English teachers in secondary schools.

August 2000: SCMP.com re-registration exercise

SCMP.com launched a re-registration exercise in August 2000. All users are required to complete a simple one-page questionnaire. From this exercise, SCMP.com is able to know its users better and to better serve them.

August to October 2000: ACNielsen Internet survey

From the data provided at registration and the results of the survey conducted by ACNielsen, we know that our users are affluent and educated and the Internet is an integral part of their lifestyle. 66% of our users are male and 79% of SCMP.com users have a university or higher degree. The SCMP.com user spends an average of 7.1 hours per week on the Internet and has an average annual household income of more than US\$66,000. Over 60% of SCMP.com users have shopped online versus 7% of the general public in Hong Kong and they spend an average of HK\$1,490 a month online.

September 2000: RTHK/SCMP Talk to Win Competition

Talk To Win is an English speaking competition organised jointly by RTHK and South China Morning Post. It aims to enhance the communication skills and language proficiency of local students and their awareness of current affairs and cultural issues.

Highlights of the competition are aired on RTHK. Each broadcast begins with a song, then contestants from selected schools discuss freely the thoughts that a particular song has stimulated. Their creativity and English skills are assessed. Highlights of the discussions are also published in *Young Post*.

October 2000: SCMP Group corporate Web site

The SCMP Group corporate Web site, *scmpgroup.com*, was launched in October 2000. The site provides information on the Group and its current activities.

October 2000 and 2001: South China Morning Post Student of the Year Awards

Now in its 28th year, the South China Morning Post Student of the Year Awards are widely recognised in the education sector and deemed one of the school calendar's top events. Aiming to honour Hong Kong's brightest students, the prestigious awards focus not only on academic achievements, but also personal accomplishments and achievements in dance, music, sports, computing, languages and arts as well as their contributions to the school and the community. The awards are wide-ranging and comprehensive, with eight major categories: Student of the Year, Best Student Awards for Improvement, Dancer, Linguist, Musician, Computer Scientist, Sportsman and Visual Artist. All categories are open to Form Four to Form Seven students except for the Student of the Year Award, which is only open to Form Six and Form Seven students.

October 2000 and 2001: BSPU/SCMP Web Design Competition

South China Morning Post and the Business Services Promotions Unit (BSPU) of the Commerce and Industry Bureau successfully launched the competition in 1998 for Hong Kong students and youngsters aged 25 and below. The competition, now in its fourth year, is well recognised by the public as one of the major web design competitions for young people in Hong Kong.

November 2000: Business and Technology e-newsletters

Launch of e-newsletters on *Business* and *Technology* to deliver the day's headlines to readers' inboxes. The *Business* e-newsletter brings users updates on markets, deals and finance from China and the Asian region. The *Technology* e-newsletter brings users the latest technology news from Hong Kong, China and the Asian region.

November 2000: Marketplace Web site

Launched in November 2000, the *Marketplace* showcases an array of merchants offering various products and services. Situated on the home page, it is a prime location for merchants to reach a quality audience that matches the quality of their products.

November 2000: Education launched

Education, a weekly education section, was launched in November 2000. Published on Saturday, and available on SCMP.com, *Education* aims at providing practical advice and covers all aspects of education, from pre-primary to higher and continuing. *Education* highlights issues of special concern to parents such as the selection of schools, student learning difficulties and teaching innovations. It also hosts an open forum, a “what’s on” section and columns on how to incorporate books and technology into the lives and education of children. *Education* also provides a platform for parents and teachers to air their concerns.

November 2000 and 2001: Classified Post IHRM Annual Conference

Classified Post sponsored the Conference with the objective to promote its products and services related to human resource management. The Conference provides an ideal platform for *Classified Post* to reinforce its leadership positioning to over 1,000 delegates and visitors during the two-day conference period.

December 2000 and 2001: DHL/South China Morning Post Hong Kong Business Awards

Since their inception in 1990, the DHL/SCMP Hong Kong Business Awards, Hong Kong’s most prestigious business awards, have recognised outstanding contributions to the development of the SAR’s reputation as Asia’s leading financial centre. Six awards are presented - Businessman of the Year, Executive Award, Owner-Operator Award, International Award, Enterprise Award, and Young Entrepreneur Award. Notable past winners of the Businessman of the Year include Li Ka Shing, Gordon Wu, William Purves, Cheng Yu Tung, Lee Quo Wei, Victor Fung, Peter Sutch, Dickson Poon, Allan Wong, Richard Li, Patrick Wang and Vincent Lo.

December 2000 and 2001: Operation Santa Claus

Every December, individuals, community groups and corporations rally to lend their support to Operation Santa Claus to raise funds for a particular local children or youth charity. Since RTHK and South China Morning Post teamed up to start Operation Santa Claus in 1987, it has raised more than HK\$50 million for charities in Hong Kong and the Mainland, benefiting causes ranging from an orphanage fund to burns victims. In 2001, Operation Santa Claus raised over HK\$3.6 million for the KELY Support Group which is a youth-aid group that deals with issues such as drug and alcohol abuse and relationship problems.

February 2001: Fund Manager of the Year Awards

The South China Morning Post Fund Manager of the Year Awards acknowledge the top performing funds and their respective fund managers, covering different global markets and all asset classes. Now in its 10th year, the awards have become the fund industry’s most prestigious and coveted performance recognition benchmark.

February 2001: Education & Careers Expo

The annual Education & Careers Expo acts as a perfect platform for jobseekers and those who wish to pursue further studies to collect information on education, careers and training opportunities. As one of the exhibitors, *Classified Post* uses this opportunity to reach its readers and provide them with the latest recruitment information.

March 2001: Launch of totallyhk e-newsletter

Launch of a weekly *totallyhk* e-newsletter providing a weekly guide to Hong Kong living covering cinema, live entertainment, food, wine and music.

April 2001: SCMP Book Publishing celebrates its 20th Anniversary

2001 marked the 20th year of SCMP Book Publishing’s business in Hong Kong. We incorporated our 20th Anniversary tag line in our all print ads and marketing materials during the year. New books and e-books were published as part of the anniversary special.

June 2001: Business Post re-launch

Business Post was re-launched on 4 June 2001. The new-look *Business* incorporates daily coverage of information technology news and more features and financial markets news. A new section called *Business 2* is dedicated to more in-depth analytical coverage of the stories behind the news and the financial markets, and interviews with key figures driving change in the business community in Hong Kong, Greater China and the rest of Asia. These changes have allowed *Business* to explore the issues of the day and to expand the range and depth of coverage in a lively and reader-friendly format with more graphics and other images.

June 2001: Launch of Jiu Jik recruitment magazine

To further strengthen its leadership in the recruitment market and to complement *Classified Post*, a weekly bilingual recruitment magazine, *Jiu Jik*, was launched on 7 June 2001. With editorial content written mostly in Chinese, *Jiu Jik* is aimed at new graduates and young professionals aged 18 to 30. *Jiu Jik* features jobs from all sectors, with an emphasis on entry-level to middle management positions. It is distributed free every Friday.

June 2001: Classifiedpost.com re-launch

Classifiedpost.com was re-launched in June 2001 with improved search features, a Chinese channel, a bilingual e-newsletter and a candidate matching service. *Classifiedpost.com* receives some 6.5 million pageviews per month and sends out over 100,000 e-newsletters and 65,000 e-mail job alerts each week to opt-in subscribers. Hunting card, a propriety software that can be downloaded free from the site, delivers job opportunities directly to a jobseeker's desktop. This site compares favourably to any job web site globally.

June 2001: Hotel Reservations Site launched on SCMP.com

SCMP.com, in partnership with asia-hotels launched an online hotel reservations service on SCMP.com. The service, accessible at the co-branded site, *hotels.scmp.com*, offers users comprehensive hotel information and online reservations services for a wide range of popular hotels and resorts across Asia.

September 2001: Launch of CosmoGIRL!

The title launch of *CosmoGIRL!*, a magazine created for today's teenagers, offering advice on fashion and beauty, health and fitness, and dating and relationships.

October 2001: HARPER'S BAZAAR's 13th Anniversary

In celebration of *HARPER'S BAZAAR*'s 13th Anniversary, the magazine organised "The Most Stylish Personality Award". A cocktail reception was held at the Grand Hyatt Hotel on October 11 to celebrate the magazine's birthday as well as to present the awards to the winners.

November 2001: Daily Stop's 20th Anniversary promotion

A Scratch & Win Game with instant prizes and grand prizes was rolled out in November 2001 to celebrate the anniversary. Over 50,000 Scratch & Win Game Cards were distributed to customers.

November 2001: Health Plus's 9th Anniversary promotion

Marketing promotions offering storewide discounts were launched to celebrate the occasion.

November 2001: Classified Post "Job Search and Careers Transition Strategies" Seminar

Classified Post and Drake Beam Morin joined forces to sponsor the seminar to help readers and jobseekers prepare for a new career or manage a career in transition. The seminar focused on updating resumes, improving interview techniques and uncovering hidden job opportunities. The seminar aimed to help our readers to be heads above the rest.

December 2001: COSMOPOLITAN's 17th Anniversary

In celebration of *COSMOPOLITAN*'s 17th Anniversary, the magazine organised its first "Best of the Best" Beauty Awards. An exhibition displaying all the winning beauty products was held and a cocktail reception was hosted for our advertisers to celebrate the magazine's birthday.