

GROUP PROFILE

SCMP Group Limited is the holding company of South China Morning Post Publishers Limited, Hong Kong's leading publisher of English language newspapers (*South China Morning Post* and *Sunday Morning Post*), and, through other Group companies, is involved in the publication of magazines, retailing, video and film post-production and property investments.

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 government officials, business people, professionals and academics globally. It is also the market leader for display and recruitment advertising in Hong Kong. Through its subscription-based online service, *SCMP.com*, news and information are also delivered to an international audience through multiple online channels.

SCMP Group has joint ventures with Haymarket Publishing Limited and Hearst Magazines International to publish popular Chinese language magazine titles such as *AUTOMOBILE*, *AUTOCAR*, *STUFF*, *COSMOPOLITAN*, *CosmoGIRL!* and *HARPER'S BAZAAR*, and *CEI Asia Pacific*, a monthly English title focusing on the conference, exhibition and incentive industry.

Through subsidiaries, SCMP Group operates a chain of 83 *Daily Stop* convenience outlets and 18 *Health Plus* shops, which are strategically located in the MTR and KCR stations, major shopping malls and housing estates.

SCMP Group's shares are listed on The Stock Exchange of Hong Kong Limited.

| | Year ended 31 December 2002 | (Restated) 12-month period ended 31 December 2001 |
|-----------------------------------------------|-----------------------------------|---------------------------------------------------------------|
| | HK\$ | HK\$ |
| Turnover ('000) | 1,364,925 | 1,693,653 |
| Operating profit ('000) | 135,470 | 233,620 |
| Profit before tax ('000) | 134,798 | 228,232 |
| Profit attributable to shareholders ('000) | 102,547 | 165,677 |
| Basic earnings per share (cents) | 6.02 | 9.55 |
| Dividends per share (cents) | 8.0 | 8.0 |
| Shareholders' funds ('000) | 1,537,245 | 2,150,075 |
| Total assets ('000) | 2,125,872 | 2,431,422 |
| Bank borrowings ('000) | 310,000 | – |
| Finance charges ('000) | 1,097 | 597 |
| Net cash ('000) | 138,992 | 283,675 |
| Financial ratios | | |
| Operating profit margin | 9.9% | 13.8% |
| EBITDA margin | 18.8% | 22.9% |
| Return on shareholders' funds | 6.7% | 7.7% |
| Interest cover | 124x | 383x |

Comparative Returns

