

CORPORATE CALENDAR

1ST QUARTER



- *South China Morning Post* holds 12th annual Fund Manager of the Year Awards recognising top performing funds and their managers
- SCMP.com launches Greater China news digest summarising top stories from China and Hong Kong and offers news via new PDA platform
- *Classified Post* and *Jiu Jik* draw over 10,000 visitors at the Education and Career Expo, reinforcing leadership in the recruitment industry

2ND QUARTER

- *Sunday Morning Post* increases cover price from HK\$7 to HK\$8
- *South China Morning Post* with the support of Cathay Pacific and DuPont airlifts 1,000 barrierman outfits to Hong Kong for Sars medical workers



- *South China Morning Post* launches Project Shield to raise funds for the protection of front-line medical workers in the fight against Sars
- SCMP Group issues a profit warning on the back of a 30% year-on-year decline in advertising revenue for the period April 1 to May 11 and a significant drop in newspaper subscription sales to hotels and airlines due to the Sars outbreak
- SCMP Group announces a voluntary salary reduction programme in place for the rest of the year
- SCMP Group sells Health Plus, a small retail chain specialising in health products

3RD QUARTER



- *South China Morning Post* holds 29th annual Student of the Year Award with Permanent Secretary for Education and Manpower Fanny Law Chiu-fun as guest of honour
- SCMP Book Publishing achieves its biggest sales ever as a major exhibitor at the Hong Kong Book Fair
- SCMP Book Publishing publishes its first English language books, two business titles and a well-received fortune telling book translated from Chinese
- *South China Morning Post* offers readers a unique collection of 100 postcards featuring photographs from its archives to mark its upcoming centenary



- *Classified Post* and the American Chamber of Commerce organise premier human resources conference – Getting Serious About People: Capitalising on Talent in Greater China with Hon. Chief Secretary Donald Tsang as keynote speaker

4TH QUARTER



- *South China Morning Post* and the Hong Kong General Chamber of Commerce organise the second Pearl River Delta Conference attended by more than 300 business leaders and government officials from Hong Kong and the mainland

- *South China Morning Post* holds Centenary Exhibition, a travelling collection of some of the best photographs from its archives. Overwhelming public response leads to exhibition booked until mid-2004

- *South China Morning Post* publishes *Post Impressions*, a book featuring the best of Hong Kong's photography from 1903 to 2003, to commemorate its centenary



- SCMP Group sponsors the Centenary Race meeting in Happy Valley featuring The South China Morning Post Centenary Cup race

- Daily Stop rolls out a new point-of-sale system enabling all outlets to accept payments through Octopus smart card services

- Five new Daily Stop shops open in KCR stations along the new West Rail line

- AUTOMOBILE holds 13th Car of the Year awards. The associated car show attracts over 20,000 visitors in two days



- *South China Morning Post* and DHL hold Hong Kong Business Awards, the most prestigious business award recognising outstanding individuals and their contributions to making Hong Kong one of the best places for business enterprise



- Operation Santa Claus raises a record HK\$6.5 million for 12 local charities

