

Corporate Profile

- Profit Attributable to Shareholders of HK\$860 million
- Operating Profit of HK\$299 million
- EBITDA of HK\$354 million
- Revenue of HK\$2.6 billion

TOM Group Limited

TOM Group Limited (HKSE stock code: 2383) is listed on the Main Board of the Stock Exchange of Hong Kong. A leading Chinese-language media conglomerate in Greater China, TOM Group has diverse business interests in five key areas: Internet (TOM Online), Outdoor (TOM Outdoor Media Group), Publishing, Sports, Television and Entertainment across markets in Mainland China, Taiwan and Hong Kong. In each of the areas it operates, TOM Group has secured market leadership. Headquartered in Hong Kong, the Group has regional headquarters in Beijing and Taipei, and 3,400 employees in over 20 cities.

Internet

TOM Online Inc. (NASDAQ: TOMO, Hong Kong GEM Stock Code: 8282) is a leading wireless Internet company that offers an array of wireless Internet services and operates one of the most successful portals in Mainland China. As at the end of 2004, it was the only portal ranked in the top three of every wireless Internet service segment.

With a strong focus on the younger, trendy and technology-aware demographics in Mainland China, TOM Online counts more than 163 million registered users on its wireless and online services. Its tom.com portal attracts an average 220 million page views per day. More than 132 million users have signed up for its wireless Internet services including SMS, WAP and ringback tones. TOM Online is the number-one provider of wireless interactive voice response (IVR) services with a more than 50% share of the market.

Outdoor Media

TOM Outdoor now operates the largest billboard network spanning over 50 cities in Mainland China, with a total asset space of over 300,000 square metres and an average occupancy rate of over 80%. This uniquely diverse network offers the biggest portfolio of billboards and unipoles complemented by street furniture and transport advertising. TOM Outdoor has 14 subsidiaries in Beijing, Shanghai, Guangzhou and other major mainland cities, providing comprehensive nationwide advertising solutions.



Publishing

TOM unique consumer publishing platform is top-ranked in Taiwan and strongly established in Mainland China market. In Hong Kong, TOM publication for young business executives, "CUP magazine", spans topics from business to lifestyle. TOM is now the largest publishing group across Greater China.

Magazines

- Over 60 titles, over 20 million annual circulation, 8 new magazines launched
- Flagship titles: "Popular Computer Week" and "VOYAGE" in Mainland China; "CUP Magazine", "AV Magazine" and "PARKnShop Magazine" in Hong Kong; "Yazhou Zhoukan" across Asia; and "PC Home", "Business Weekly", "Marie Claire" and "Citta Bella" in Taiwan

Books

- More than 40 imprints, over 1,800 new books published, over 10 million copies per year, back catalogue of over 15,000 titles

Sports

TOM is a leading domestic sports marketing operation in Mainland China with an expanding portfolio of commercial sporting rights into other Asian territories.

TOM is defining new standards in sports marketing in Mainland China, building on its team's experience of staging hundreds of quality sports events locally and internationally. The China Open in September 2004 undoubtedly marked the debut of the new tennis era in Mainland China. Beyond events, the Group's unmatched array of commercial rights to a variety of high-profile sports events and athletes – spanning across different sports types such as football, table tennis, volleyball, diving and golf – offers marketers compelling platforms to associate their brands with different consumer groups in Mainland China. Coupled with the integrated use of Group's media capabilities, TOM gives clients comprehensive reach to consumers through activities at events, online interaction and TV coverage.

TV and Entertainment

TOM has significant interests in television programme production. The company is the majority shareholder of CETV, a free-to-air 24-hour Putonghua entertainment channel in partnership with AOL Time Warner. The first foreign channel to be granted landing rights in Mainland China, CETV is distributed via Guangdong Provincial Cable Network, Guangzhou Cable and Shenzhen Cable Networks. The channel is also transmitted via the AsiaSat 3S Satellite and Mainland China's central satellite platform to 23 million households across Mainland China.

