

TOM Group Limited

TOM Group Limited (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), Publishing, Outdoor Media (TOM Outdoor Media Group), 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.

The Group was founded in October 1999 as a joint venture between Hutchison Whampoa Limited, Cheung Kong (Holdings) Limited, and other strategic investors. Headquartered in Hong Kong, the Group has regional headquarters in Beijing, Shanghai and Taipei with over 4,000 employees in more than 20 cities.

Internet

TOM Online Inc. (NASDAQ: TOMO, HK GEM: 8282) is a leading wireless Internet company that offers an array of wireless Internet services and operates one of the most trafficked web properties in Mainland China. As at the end of 2005, it was the only portal ranked in the top three of every wireless Internet service segment.

The Company has a strong focus on the younger, trendy and technology-savvy demographics in Mainland China. At the end of 2005, more than 150 million users have signed up for its wireless Internet services including SMS, MMS, WAP, IVR, ringtones and ringback tones. Its www.tom.com portal, which features over 50 content channels on topics such as entertainment, music and sports, attracts on average over 225 million page views per day.

In addition, through TOM-Skype, a joint venture with Skype, the Company offers next-generation peer-to-peer software that allows mainland Chinese users to communicate using IM, voice and video. At the end of 2005, TOM-Skype had 7.43 million registered users.



Publishing

TOM Group's publishing arm has developed into a unique publishing platform in Greater China. Through the formation of joint ventures, TOM Group is able to substantially increase its presence in the publishing market in Mainland China. In Taiwan, a total of 40 publishers are consolidated under Cité Publishing Group, the top-ranked magazines and books publishing group in the region. In Hong Kong, the CUP magazine is very popular among young business executives.

Magazines

- Over 60 titles with annual printing volume exceeding 29 million copies; a total of five new magazines on computer, digital related and lifestyle genres were launched.

Books

- More than 2,000 new titles; and the annual printing volume reached 19 million copies; a total catalogue of 14,000 titles of which 400 more were licensed for local production by publishers in Mainland China.



Outdoor Media

As the leading outdoor advertising expert in Mainland China, TOM Outdoor Media Group (OMG) operates the largest advertising billboard and unipole network with media asset space over 300,000 square metres covering nearly 60 cities. Capitalising on its innovative media and comprehensive network, OMG has 16 subsidiaries located in major cities including Beijing, Shanghai, Guangzhou, Shenzhen and Chengdu to provide clients with tailor-made services and one-stop shop solutions.

In the past, the Group successively won 247 national awards and 17 patents, making it the top award-winning outdoor media company on the Mainland. In 2005, OMG ranked third among hundred thousands more local advertising counterparts. Its reputation was further enhanced after being recognised as the top five advertising companies that had the greatest influence.

With the implementation of strategies of differentiation, synergistic integration and uplifting value-added services, OMG successfully realised resource integration, knowledge management and innovation.

Sports

TOM Group is the leading domestic sports marketing operation in Mainland China with profound sports marketing and event management experience. The Group's flagship tennis event – *China Open* was held for the second time in Beijing in 2005. Positioned as the world-class tennis event in China, *China Open* was a proven success marked by the brilliant action of world-class players plus the rising stars of Chinese women players, support from international brands and leading domestic corporations and extensive media coverage.

The Group is also specialised in providing various PR and marketing support in other sports events such as *HSBC Champions* – a top-notch golf event held in Mainland China sponsored by HSBC, and *National Women's Volleyball* sponsored by Vinda.



TV and Entertainment

TOM Group is the majority shareholder of CETV, a 24-hour Putonghua general entertainment channel providing the latest Asian and International entertainment programming, as well as bringing pioneering and innovative original productions to Mainland China audiences.

CETV was the first of the six foreign satellite television channels to be granted landing rights into the cable systems of Guangdong, and has also secured nationwide distribution via the Central Platform, covering hotels and foreign apartment compounds. In aggregate, with distribution via the AsiaSat 3S and Sinosat platforms, it is estimated that CETV now reaches approximately 21 million households throughout Mainland China.

Hit programming for the Channel include the renowned Korean dramas "*Jewel In The Palace*" and "*The Legendary Doctor – Hur Jun*", as well as original productions "*Super Search Warrant*" and "*Scent Of A Woman*". Original programming from CETV is now being syndicated to Hunan, Fujian, Henan and other local networks.