

company profile

Building success in Hong Kong and Taiwan

Since it launched *Next Magazine* in 1990 and *Apple Daily* in 1995, Next Media Limited and its subsidiaries have become Hong Kong's largest Chinese-language print media publishing group.

Readers know they can rely on Next Media publications for comprehensive, forthright and factual coverage of issues that have an impact on their lives. The journalists who work for the Group deliver the facts – without fear or favour, without prejudice, and without pandering to advertisers.

The Group's Hong Kong portfolio of publications has also grown to include three other weekly magazines, plus a website. Their combined readerships, circulations and advertising revenues dominate the local media scene.

Next Media is committed to constantly seeking new ways to add value for its shareholders. In 2001, it launched *Taiwan Next Magazine*, followed by *Taiwan Apple Daily* in 2003. Using the same direct and informative journalistic style and lively layouts as their Hong Kong counterparts, but with 100 percent local content, the two titles have seized leading positions in the island's weekly magazine and daily newspaper markets.