

Corporate Profile

TOM GROUP

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 Internet (TOM Online), Outdoor Media (TOM Outdoor Media Group), Publishing, 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, 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, Hong Kong 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 2006, 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. At the end of 2006, the Company had an active wireless user base of more than 75 million. Its www.tom.com portal features about 50 content channels on topics such as entertainment, music and sports.

The Company began to explore e-commerce opportunities in late 2006 through its TOM-EachNet joint venture with eBay. It also operates TOM-Skype, a leading online communications software, which it jointly develops with Skype for the Chinese market. The Company is an exclusive wireless partner of UMPay, the sole mobile payment gateway on China Mobile's platform.

PUBLISHING

TOM Group has a well established publishing platform in Greater China. Cite Publishing Group is the largest book and magazine publisher in Taiwan. The group is committed to ongoing efforts to increase its presence in Mainland China market. Magazines were launched in Mainland China with nationwide distribution. In Hong Kong, the flagship magazine *CUP* is popular among business executives.

Riding on its solid foundation in traditional publishing, the group continues to develop electronic publishing and distribution in Greater China.

Magazines

- Over 50 types of magazines of more than 60 titles were published; annual circulation exceeded 20 million copies.
- *DG Best*, *Global Business*, *International Wrist Watch*, *MOOK* were launched in Mainland China.

Books

- With a total catalogue of more than 15,000 titles and over 2,000 new books published, 19 million copies printed annually.

OUTDOOR MEDIA

TOM Outdoor Media Group is the leading outdoor advertising operator in China with the largest billboard and unipole network in the Mainland. Following the partnership agreement with Singapore Press Holdings Limited ("SPH"), TOM Group now owns 65% of the group whilst SPH owns 35%.

Headquartered in Shanghai, the group has over 345,000 square metres of media asset space and has an advertising presence in over 60 major cities in Mainland China. At the same time, the group has been actively expanding its asset portfolio to include different categories of outdoor assets in first tier cities, such as street furniture. Together with the 16 subsidiaries established in major cities including Beijing, Shanghai and Guangzhou, the group provides professional one-stop media solution nationwide to local and multinational corporations.

The group's leading position in outdoor advertising industry is well recognised by industry experts as among the top ten advertising media in Mainland China in 2006. It was also awarded as one of the most influential advertising companies in Mainland China in 2005.

TV & ENTERTAINMENT

China Entertainment Television ("CETV") is a leading 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 foreign satellite television channel granted landing rights in Guangdong's cable networks and has secured nationwide distribution via the Central Platform, covering hotels and foreign apartment compounds. In aggregate, through the AsiaSat and SinoSat Central Platform, the channel now reaches about 24 million households.

The channel is one of the leading Putonghua channels in the Guangdong Province, and received numerous awards and nominations, including an award from China's General Administration of Press and Publication as one of the top ten most influential TV brands in China in 2006.

CETV has continued to increase its original programming output and to expand its production capabilities. Its new media business grew as a result of increased development of interactive programming, and content downloads tied to original productions; and a significant increase in the syndication of CETV original programming through various online distribution channels.

SPORTS

TOM Group has repositioned YC, a subsidiary of Sports Group, as an integrated marketing communication expert. Drawing on the diversified media platform of TOM Group, YC will leverage on its excellent relationship with key media in Mainland China and its own all-round event management experience to develop integrated communication campaigns with influencing media. It will also provide value-added executions to clients by cross-selling relevant products of TOM's business groups. The client portfolio will be further expanded to include international advertising/PR agencies in China, and clients in industries with substantial expenditure in below-the-line activities.

China Open 2006 was held from 11 to 24 September 2006 in Beijing. In March 2007, the Group signed an agreement to dispose of an associated company, Beijing China Open Promotion Company Limited and the subsidiaries holding the memberships of ATP ("Association for Tennis Professionals") and WTA ("Women Tennis Association"). Upon completion of the disposal, the Group will exit the sport business and focus its resources on the other four business groups.