

Chairman's Statement

I am pleased to report a strong set of operating results for 2006. The Group produced an operating profit from principal activities of HK\$377.6 million, an improvement of 31% over 2005. This improvement came about mainly due to the strong growth in notices and display advertising as well as efforts by management to control costs.

During the year, the Editorial Division scored many successes, receiving over 30 awards and citations in recognition of their initiatives. Our congratulations and thanks go to all of them for their excellent work.

Circulation and subscription figures for both print and online products remain stable and the quality of our readership demographic remains very strong.

The results of our Classified and Display Advertising teams' effort can be seen in the daily newspaper as well as in the financial performance. We have engaged with our clients and they have responded positively.

During the year, *SCMP* sponsored 18 major events to strengthen the *SCMP* brand and broaden our coverage and exposure across the community. As one example, this year's Operation Santa Claus fund raising campaign organised with RTHK raised over \$16 million for 27 charities.

Our Magazine Division had a good year with particularly strong performance from the *Cosmopolitan* and *Harper's Bazaar* titles, published in conjunction with Hearst Corporation.

A Look Ahead

In 2007, we will continue to build our online capabilities without compromising or weakening our focus on print products. We will look for the right opportunities to dispose of non-core assets and activities as well as search for any investment opportunity that can strengthen or leverage our core publishing business.

The Group does not foresee any large funding requirement in the short-term and will continue to return cash to shareholders on a regular basis from profits and through the sale of non-core assets.

2007 will be a challenging year for the Group, but will bring opportunities which I am confident the SCMP management and staff will be ready to explore.

A Show of Appreciation

Mr. Robert Ng Chee Siong has decided not to seek re-election as a Non-executive Director at the forthcoming shareholders annual meeting. I would like to extend my thanks to him for his valuable contributions and support during his tenure with SCMP.

I would also like to take this opportunity to thank my fellow Board members for their support and counsel as well as the management and staff of the Group for their hard work and excellent achievements.

Kuok Khoon Ean Executive Chairman