

# Milestones

## 1990

the launch of *Next Magazine*



## 1995

**June**

the launch of *Apple Daily*; day 1 recorded both a print run and sales of 220,000 copies



## 1991

the launch of *Easy Finder* as a supplement to *Next Magazine*



## 1992

*Easy Finder* sold as a separate publication



**August**

the launch of *Sudden Weekly*



# 12 years we have come

# 1997

the launch of *Eat & Travel Weekly*, the first of its kind, dining and traveling related weekly magazine



# 1999

Next Media acquired *Easy Finder* and Next Media Interactive Limited, which included the domain names of the websites for the online versions of *Next Magazine*, *Sudden Weekly* and *Easy Finder*, from Next Media International Holdings Limited



# 2000

**February**  
changed name from "Paramount Publishing Group Limited" to "Next Media Limited"

**July**  
Next Media successfully acquired Apple Daily Online Limited that operated various websites related to *Apple Daily*

# 2001

**May**  
*Taiwan Next Magazine* was officially launched and already it has become the market leader by readership



**October**  
Next Media's successful acquisition of the entire issued share capital of Database Gateway Limited, the investment holding company of *Apple Daily*, *Next Magazine*, *Sudden Weekly* and *Eat & Travel Weekly*, was completed to become a true Chinese print media group

# 2002

**January**  
*Sudden Weekly* and *Eat & Travel Weekly* sold as a bundle to become the No.1 selling magazine in Hong Kong

**April**  
establishment of the Taiwan headquarters

and we are still going