

# Hong Kong





Since its launch in 1995, Apple Daily has transformed Hong Kong's Chinese print media market with its signature features of openness, liberalism, vibrancy and the quest for truth. With its mass appeal to the middle class and popularity to a diverse range of advertisers, the second most popular newspaper in Hong Kong continues to be the biggest profit generator to the Group.

Hong Kong...



# Taiwan



## launch of Taiwan Apple Daily...

Following its success in Hong Kong, the Group penetrated into the enormous Taiwan market with Next Magazine in May 2001 and Apple Daily in May 2003. Within merely two years, Taiwan Next Magazine has already achieved break-even, while Taiwan Apple Daily is also expected to attract wide market acceptance and targets to become one of the top three newspapers.

Taiwan...





There will always be challenges and difficulties, whether it is to enter a new market or to introduce a new product. Next Media distinguishes its products with their concise writing style, vibrant illustrations and clear brand positioning to achieve enviable results. As evidenced by its robust development in Taiwan, Next Media is another step closer to realizing its goal of establishing a media empire.

# Production





Next Media takes pride of its high calibre staff and high quality production capabilities to produce its leading newspapers and magazines. To cater for the expected enormous demand of Taiwan Apple Daily, the Group allocated much efforts and resources into its operations in Taiwan, in particular, the purchase of various printing machines and other auxiliary equipment to ensure the highest professional standards and production quality.