



# From Local to Global

## The Sin Chew experience

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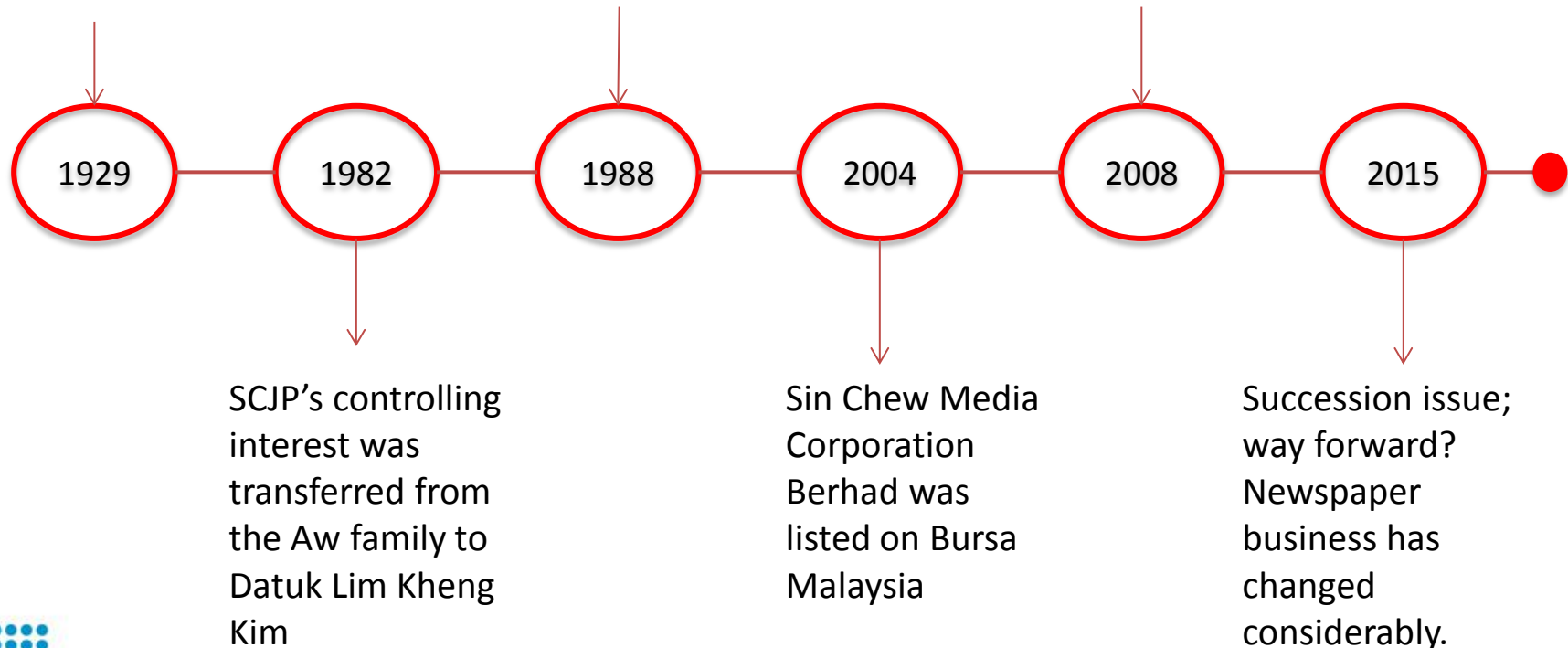
By Rita Sim,  
Director & Co-founder of CENSE  
29<sup>th</sup> June 2015  
UTAR Sg Long

# Sin Chew's History : 86 Years Old in 2015

Sin Chew Jit Poh (SCJP) was founded by the Aw brothers in Singapore

Datuk Tiong Hiew King took over the ailing SCJP from Datuk Lim Kheng Kim

Media Chinese International Limited (MCIL) became the 1<sup>st</sup> Malaysian company to be dual primary listed on both Bursa and HK Stock Exchanges



**“Sin Chew Media Corporation is not a typical founder-owner business but an Asian company which had a transfer of ownership from a founder family to another family”**



## Unique Features of Sin Chew Media Corporation Berhad

- Chinese Media is one of the 3 pillars of the Chinese community (Chinese media, Chinese schools & Chinese associations)
- Largest Chinese circulation newspaper outside of China and Taiwan
- The first Chinese Malaysian newspaper to go on line in October 1995
- The only newspaper company in Malaysia with a Culture & Education Department and a Media & Brand Department
- English language website, [www.mysinchew.com.my](http://www.mysinchew.com.my)



# Impact of Sin Chew Media Corporation's Bursa Listing in 2004

- ✓ Listing rules
- ✓ Governance & Compliance
- ✓ Setting up of an in-house legal & corporate department
- ✓ Distinct separation of Board & Management functions, duties and responsibilities
- ✓ Upgrading of discipline, skills and knowledge



## Chairman Tan Sri Tiong Hiew King's Vision

- **Transforming Sin Chew from a local to a global Chinese language content media company using print and digital multi media platforms**



# Media Chinese is...



星洲媒體集團  
SIN CHEW MEDIA CORPORATION BERHAD

明報  
MING PAO DAILY NEWS

南洋报业集团  
Nanyang Press Holdings Berhad



# Media Chinese is...



**The Global  
Chinese  
Language  
Media Platform**



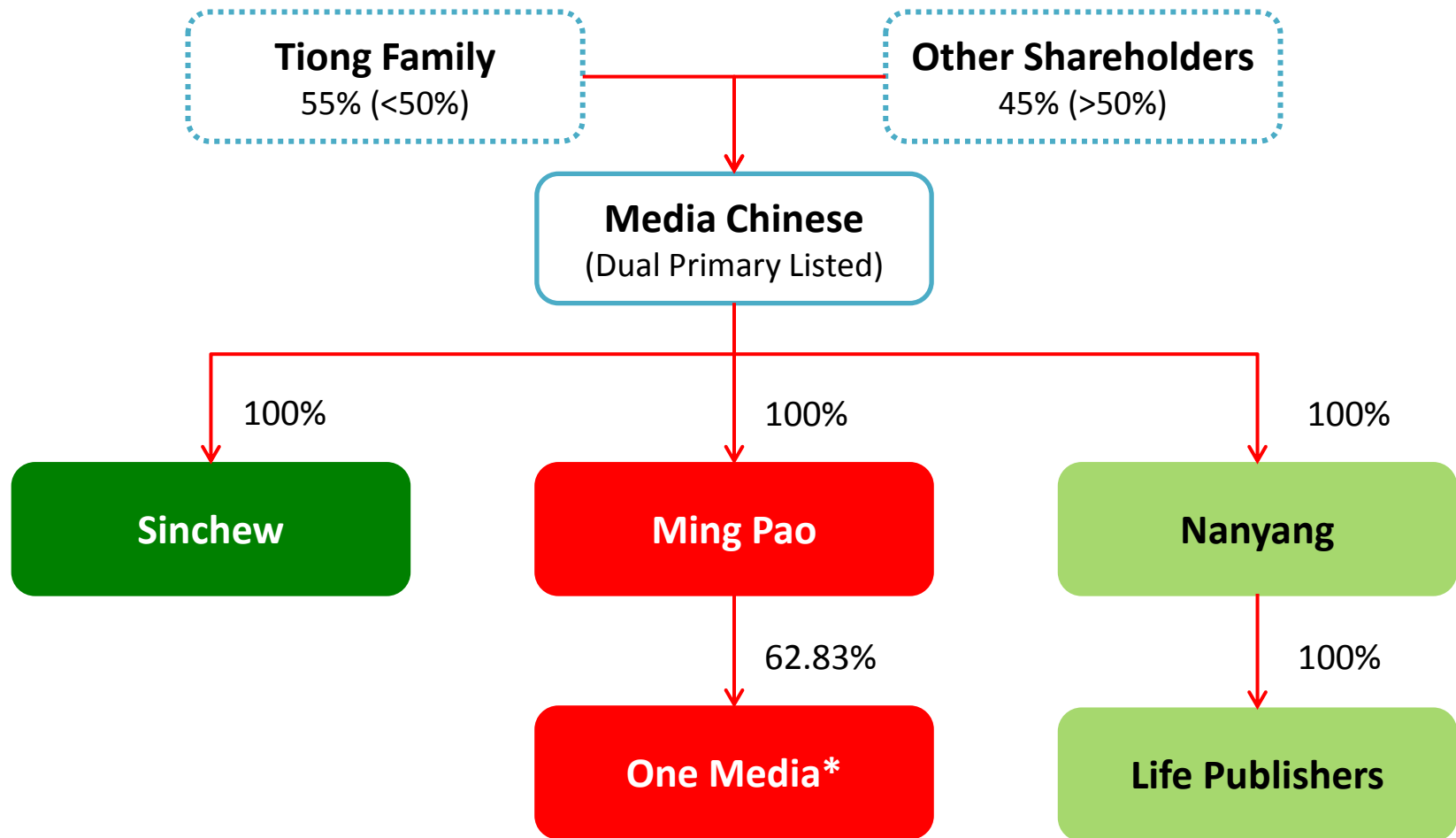


# A Landmark Transaction

- The 1<sup>st</sup> listed Global Chinese-language Media Platform with combined revenues of approximately **RM1,360 million (USD363 million)**
- The 1<sup>st</sup> Dual Primary Listed company listed on the mainboard of both Hong Kong and Malaysia with **full fungibility** of shares
- The 1<sup>st</sup> Bermuda incorporated company listed in Malaysia with an estimated market cap:
  - Based on share price as at 25 April 2008, of approximately RM1,720 million (USD459 million)
  - Based on conversion price, of approximately RM1,880 million (USD501 million)
  - Representing the second largest print media counter on Bursa Securities and the SEHK respectively

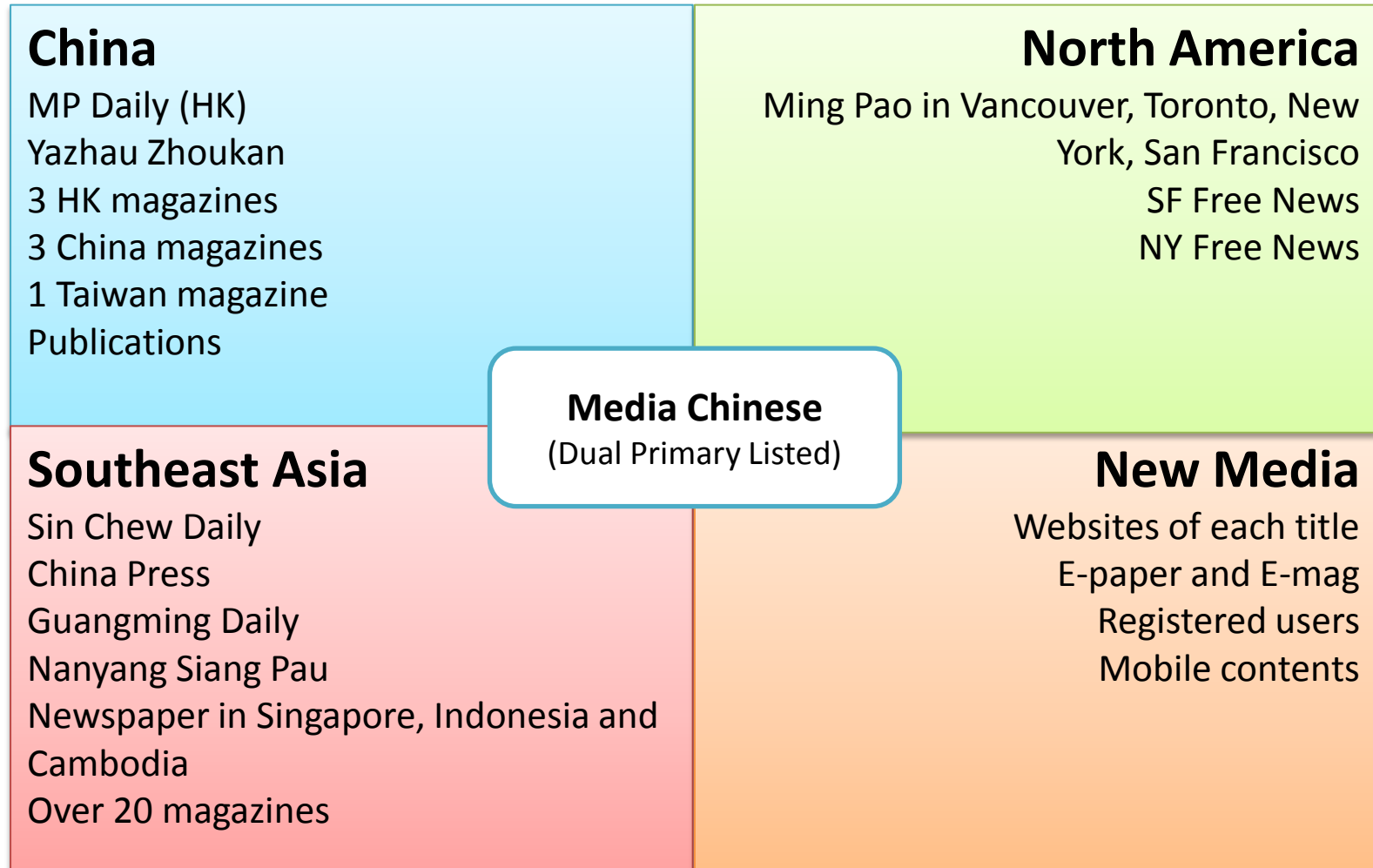


# Shareholder Structure



\*One Media Group Ltd is listed on the mainboard of the Stock Exchange of Hong Kong

# Business Profile by Area



# International Presence



2015 → future ?

## Issues Arising From Current Business Environment

- Social media on an upward trend
- Lower newspaper circulation
- Ad revenue for newspapers on a downward trend



# Q & A



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# THANK YOU



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