

For Immediate Release



Media Release

Singapore Press Holdings Invests S\$6.8m in Brand New Media Singapore

Singapore, 24 March 2016 - Singapore Press Holdings Limited (SPH) today announced a S\$6.8m investment into Brand New Media Singapore (BNMS). Established in Singapore in 2010, BNMS is a wholly-owned subsidiary of Brand New Media Pty Ltd (BNM), a leading video content marketing company based in Australia.

BNMS is a pioneer in Singapore's content marketing space and counts NTUC Fairprice, Media Development Authority (MDA), Citibank and Health Promotion Board (HPB) amongst its clients. It also has collaborations with many media and advertising agencies in Singapore. Some of its past productions have won accolades such as the Asian Television Awards.

By specialising in video-led content marketing and responsive advertising, it offers clients an end-to-end content creation and distribution solution. BNM's channelPLAY technology platform has the ability to create, manage, distribute and monetise content to new and existing audiences. In addition, BNMS also operates a network of lifestyle video channels which can be found at www.tv4me.sg, and includes Food for Life TV, Healthy Me TV, M Style, Clozette TV, History Plus, Outdoor Channel and Escape TV. It possesses a unique data-centric ecosystem and provides valuable insights to help deliver an enhanced viewing experience.

This investment will combine SPH's network of media assets and customer reach with BNMS's proven ability in video content marketing. By offering advertisers effective video solutions for their integrated marketing campaigns across multiple touch points, they will be able to enjoy a stronger holistic solution for content creation and targeted distribution across Print, Digital and Radio.

BNMS' world class content marketing services will also have the opportunity to be augmented and leveraged through SPH's trusted relationship with clients, strong editorial capabilities, a wide audience reach through its many media properties, and also access to deep consumer data and insights. Not only will this deliver good results and strong ROI for clients, the investment also allows SPH to grow within the online video space.

Mr Julian Tan, Head, SPH Digital Division, said: "In recent years, consumption of online videos has seen a steady rise in Singapore. This highlights the relevance of videos not

just to consumers but also as a key marketing tool for brands and advertisers. SPH's strategic investment into BNMS comes at an opportune time as we strive to complement and enhance our video storytelling capabilities."

Mr Damien Bray, CEO - Asia, Brand New Media, said: "We are extremely excited about the opportunities presented by the SPH's investment into BNMS. The SPH and BNM partnership brings together the market leading content marketing services of BNM with the many strengths of SPH - Trusted and credible editorial mastheads with award winning content creators, large scale audiences, influencers and deep data, to enable delivery of best practice content marketing for brand partners. BNM looks forward to working with SPH to bring a whole new level of innovation to the media market in Singapore."

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About Brand New Media

Brand New Media (BNM) is a global leader in content marketing services, enabling brands to transform their marketing and communication strategies to drive positive customer action. With consumers now having more screens and touch points in their daily media habits, content marketing has become the fastest growing marketing activity worldwide to deliver consumer engagement and commercial returns. Content marketing involves brands curating and amplifying content which engages consumer interests whilst aligning with brand communication objectives and driving revenue.

BNM has been a pioneer in the content marketing space in Singapore since 2010. Our products, services and strategy have enabled brands to drive strong consumer engagement and response through

multimedia content delivered through transmedia touch points. Brand New Media's holistic model has delivered strong results in brand transformation, enabling brands such as NTUC FairPrice to develop content marketing capabilities and powerful owned media assets such as reality TV series Family Cook Off and online channel Food For Life TV.

The BNM model includes development of a strategic business plan to empower brand investment into content marketing which is then delivered through services in content curation, production and distribution, audience amplification as well as performance optimisation. BNM Singapore has built and an award-winning team of content marketing professionals including strategists and planners, content producers, amplification and outreach experts, content publishers and analytics and performance managers.

About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms, ranging from print, digital, radio and out-of-home media.

SPH owns award-winning newspapers, magazines and best-selling books in both print and digital editions, as well as online classified businesses in the region. In addition, SPH has two English radio stations and one Chinese radio station, an out-of-home digital advertising unit, a regional events and conferences arm, and runs a chain of modern retail convenience stores. SPH also has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall. SPH's latest retail development is The Seletar Mall located in Sengkang.

For more information, please visit www.sph.com.sg