



Media Release

APPOINTMENT OF NEW CHIEF MARKETING OFFICER

Singapore, 11 April 2018 – Singapore Press Holdings (SPH) today announced the appointment of Mr. Ignatius Low (刘意庆) as its Chief Marketing Officer, in charge of advertisement solutions across the print, digital, radio and outdoor platforms, as well as content marketing. He takes over from Ms. Elsie Chua (蔡国玲), who has decided to retire from the company after 20 years of distinguished service.

The announcement was made this afternoon at a townhall meeting of SPH's Media Group. Ignatius's appointment as CMO is effective immediately, with Elsie staying on till June 2018 to ensure a smooth transition for SPH's key advertising clients and partners. Ignatius is not new to SPH's Integrated Marketing Division, having joined in September 2016 as Head of Media Solutions, reporting to Elsie. He will commence his onboarding immediately with Elsie and fully take over her responsibilities on Elsie's last day of service.

Mr. Anthony Tan, Deputy CEO of SPH, said: "I would like to thank Elsie for her dedicated service to SPH over the years, especially for her stewardship over the past few years as we transitioned to offering multi-platform advertising solutions to meet the changing demands of the market. She is a media industry veteran who has helmed everything from print display and classified sales to outdoor advertising and content marketing. I am sure that Ignatius will continue to build a strong value proposition for our advertising partners, and accelerate our growth in a digital-first environment."

Issued by Singapore Press Holdings Ltd

Co. Registration. No. 198402868E

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About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia's

leading mediaorganisation, engaging minds and enriching lives across multiple languages and platforms.

SPH's core business is publishing of newspapers, magazines and books in both print and digital editions. It also owns other digital products, online classifieds, radio stations and outdoor media.

On the property front, SPH owns 70% in a real estate investment trust called SPH REIT which 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 also owns and operates The Seletar Mall. It is developing a new commercial cum residential site at Woodleigh. It also has a stake in Chinatown Point.

It is in the aged care sector and owns Orange Valley, Singapore's largest private nursing home operator.

SPH runs a regional events arm and a chain of Buzz retail outlets. It also invested in the education business.

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