

(For Immediate Release)



## Next Media 2006/07 Annual Results

**Leading position in Hong Kong remained unchallenged  
Taiwan operations recorded first full year of profit**

### Financial Summary:

<b>For the year ended 31 March /As at 31 March</b>	<b>2007 HK\$ million</b>	<b>2006 HK\$ million</b>
<b>Revenue</b>	<b>3,245.2</b>	3,322.0
<b>Earnings before interest, taxes, depreciation and amortization and before impairment loss in respect of intangible assets</b>	<b>583.4</b>	720.3
<b>Profit for the year</b>	<b>342.4</b>	440.8
<b>Basic earnings per share</b>	<b>HK18 cents</b>	HK28 cents
<b>Diluted earnings per share</b>	<b>HK14 cents</b>	HK18 cents
<b>Total equity</b>	<b>3,356.8</b>	3,399.6
<b>Current ratio</b>	<b>259.5</b>	260.6
<b>Quick ratio</b>	<b>227.6</b>	223.0
<b>Gearing ratio</b>	<b>9.0</b>	5.8

(18 June 2007 – Hong Kong) Next Media Limited ("Next Media" or the "Group"; stock code: 282) today announced its annual results for the year ended 31 March 2007.

For the year under review, the Group's turnover amounted to HK\$3,245.2 million, a slight decrease of 2.3% from HK\$3,322.0 million in the previous year. Profit for the year amounted to HK\$342.4 million for the year, representing a 22.3% decrease from the previous corresponding period. EBITDA decreased by 19.0% from the previous year to HK\$583.4 million. Basic and diluted earnings per share were HK18 cents and 14 cents respectively and the Directors proposed the payment of a final dividend of HK8.5 cents and a special dividend of HK9 cents per ordinary share.

The Group's Newspaper Publication and Printing Division once more generated the largest share of its turnover in the year under review. Turnover rose 0.1 % to HK\$2,277.7 million from HK\$2,275.0 million in the previous financial year.

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*Taiwan Apple Daily* reinforced its leadership position in the island with a significant growth of readership to achieve an average daily readership of 2,574,000 readers a day in 2006, according to data from AC Nielsen Taiwan. This steady rise in readership was also reflected in the growth of *Taiwan Apple Daily's* advertising income. Despite the total advertising spending in Taiwan decreased slightly in 2006, *Taiwan Apple Daily's* advertising income grew from HK\$700.3 million to HK\$738.3 million, outperforming the market with a modest increase of 5.4%.

During the reporting year, *Taiwan Apple Daily's* performance continued to strengthen, and it recorded a full-year profit of HK\$69.4 million for the year ended 31 March 2007, compared to a profit of HK\$1.2 million for the previous financial year. This encouraging performance underlines the Group's belief that *Taiwan Apple Daily* will become a major profit driver in the coming years.

To enhance the presence in Taiwan market, the Group launched the free *Sharp Daily* in October 2006 within the Taipei metropolitan area in order to capture younger readers and small, local advertisers and bolstering the brand in the market.

As for Hong Kong, *Apple Daily* continued to be the second most widely read newspaper in Hong Kong. During the year under review, *Apple Daily's* turnover was HK\$1,047.3 million, a decrease of 9.8% from HK\$1,161.1 million last year. The circulation sales income of the paper accounted for HK\$395.8 million, a decrease of 6.4% compared to HK\$422.7 million in the previous year.

Regarding the Books and Magazines Publication Division, the Group attained steady performance amidst intense market competition. Its turnover was HK\$833.0 million for the year ended 31 March 2007, compared with HK\$902.1 million in 2006.

Advertising income for *Taiwan Next Magazine* for the year under review, amounted to HK\$158.5 million, almost the same as the previous year's figure of HK\$155.4 million.

*Next Magazine* continues to retain its status as the second most-widely read weekly publication in the Hong Kong. According to the 2006 Nielsen Report, the average weekly readership of *Next Magazine* among 12 to 64-year olds increased 3.2% to 544,000.

Commenting on the results for the year, Mr. Stephen Ting, Chief Executive Officer of the Group, stated, "Despite fierce competition and the challenge of online media formats, the Group's portfolio in Hong Kong has retained a leading position in their respective markets. We believe these titles will be steady drivers of income in the coming years. Meanwhile, we maintain high confidence in the success of our Taiwan operations, which are predicted to contribute an increasingly larger percentage of revenue to our future income as both *Taiwan Next Magazine* and *Taiwan Apple Daily* continue to build their leadership status in the island's print media industry."

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#### **Company Profile**

Next Media Limited is the largest listed Chinese print media group in Hong Kong with business spanning across Hong Kong and Taiwan. The Group publishes one newspaper and five magazines in Hong Kong, namely *Apple Daily*, *Next Magazine*, *Easy Finder* (name changed to "FACE" since May 2007), *Sudden Weekly*, *Eat & Travel Weekly* and *ME!*. The Group also started publishing *Taiwan Next Magazine* in Taiwan in May 2001 and launched *Taiwan Apple Daily* on 2 May 2003. It further launched a free daily, *Sharp Daily*, within the Taipei metropolitan areas since October 2006. Besides publishing, the Group is also engaged in printing and Internet business. The printing business mainly serves the Group's magazines and newspaper. The Internet business mainly provides fee-based content that is adapted from the Group's magazines and newspaper.

For further information, please contact:

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