

Singapore Press Holdings Limited : Indulging for a cause - Chope supports Sweet Charity Month

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Singapore, 27 September 2013—Chope, Asia's premier online restaurant reservations provider, is proud to be an Official Partner of the Sweet Charity Month.

Chope allows diners to make reservations in over 250 restaurants in Hong Kong and Singapore via their websites and mobile apps. They recently received a \$3.2 million investment from three parties, including SPH Interactive, a wholly owned subsidiary of Singapore Press Holdings.

Into its third year, this year's Sweet Charity Month has a total of nine restaurants supporting its noble mission. From 1 to 31 October, the participating restaurants will donate a percentage of their dessert sales to the NUHkids Fund, part of the NUHS Fund Limited, which provides financial assistance for medical treatment and surgery to needy kids and youth of National University Hospital (NUH).

The nine participating restaurants are Bar Stories, Chopsuey Cafe, Extra Virgin Pizza, Olivia Cassivelaun Fancourt (OCF), OverEasy Bar & Diner, PS.Cafe, PS.Cafe Petit, Table Manners and The Crostini Bar.

Sweet Charity Month hopes to raise \$100,000 for charity through the following ways:

- **Opening Gala Night:** Sweet Charity Month kicks off with a cocktail gala night on 1 October at Olivia Cassivelaun Fancourt (OCF). Local actress and comedian, Pam Oei, will be the host for the evening, and promises guests a night of fun and laughter. Selected signature desserts from all participating restaurants will be showcased.
- **Donating a Dessert:** For every signature dessert ordered to dine-in at participating restaurants, \$5 of the proceeds will directly benefit NUHkids Fund.
- **Toothsome Takeaways:** 30% of proceeds from the takeaways of selected whole desserts will contribute directly to NUHkids Fund.
- **Fundraising Dinner:** A new addition this year, this inaugural formal dinner will be held on 31 October at OCF. Twelve year-old singing sensation Miguel Antonio and friends from the Timbre Group will serenade guests with a mix of familiar tunes and original songs.
- **Spreading the Sweetness:** The community is encouraged to spread the message of this sweet cause by sending postcards courtesy of ZoCard or take pictures with in-store collaterals at the participating restaurants and upload them on Facebook.

Mr Arrif Ziaudeen, founder and Chief Executive of Chope, said: "Chope has supported Sweet Charity Month since it first started. We believe that NUHkids Fund is doing a great job helping

needy children and youths who need medical care, and is an excellent charity for us to support. As a socially responsible corporation, we at Chope hope to do what we can to encourage the community to join in and help the children."

Chope supports Sweet Charity Month by creating and managing its website as well as providing marketing support to it.

Besides Chope, other Official Partners of Sweet Charity Month include Beam, Effen Vodka, Hello Stranger, Timbre and ZoCard.

Media Invitation

Your journalist and photographer/camera crew are invited to cover Opening Gala Night of Sweet Charity Month on 1 October.

Sweet Charity Month - Opening Gala Night

Date: Tuesday, 1 October 2013

Time: 7pm - 10pm

Venue: Olivia Cassivelaun Fancourt (OCF), The Arts House, 1 Old Parliament Lane, #02-02

Please confirm your attendance with Adrian Cheong at cheongcy@sph.com.sg by Monday, 30 September, 5pm.

For more information about Sweet Charity Month, please visit our www.sweetcharitymonth.com.

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About Chope

The Chope Group is Asia's premier online restaurant reservations provider. With two unique products to meet the varying needs of restaurateurs, Chope helps restaurants diversify their booking channels, improve restaurant yield, and keep better track of their clients' preferences. Our websites, www.chope.com.sg and www.chope.com.hk, help diners discover the best and most popular restaurants in Singapore and Hong Kong, all while able to make reservations 24 hours a day, 7 days a week, from anywhere in the world. With over 250 restaurants on the network and over a million diners seated, Chope is committed to making restaurant dining and discovery easier than ever before. For more information, please visit www.chope.com.sg

About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Southeast Asia's leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

Newspapers, Magazines and Book Publishing

SPH has 19 titles licensed under the Newspaper Printing and Presses Act, of which nine are daily newspapers across four languages. On an average day, 3.05 million individuals or 76 per cent of people above 15 years old, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles in Singapore and the region, covering a broad range of interests from lifestyle to information technology. SPH's subsidiaries, Straits Times Press and Focus Publishing, produce quality books and periodicals in English and Chinese.

Internet and Mobile

Beyond print, the Internet editions of SPH newspapers enjoy over 300 million page views with 20 million unique visitors every month. Apart from AsiaOne, SPH's online and new media initiatives include ST701, the leading online marketplace for jobs (STJobs), property (STProperty), cars (STCars) and general classifieds (STClassifieds); Stomp, omy.sg and The Straits Times RazorTV. SPH also launched The Straits Times' iPad and enhanced iPhone applications, an Android smartphone application and The Business Times' iPhone application. SPH's Chinese flagship newspaper Lianhe Zaobao has also launched its digital editions which include a web application, as well as online and PDF versions.

Broadcasting

In the radio business, SPH UnionWorks Pte Ltd operates entertainment stations UFM 100.3 in Mandarin, as well as Kiss92 and HOT FM91.3 in English. SPH 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.

Events and Out-of-Home Advertising

SPH's events arm Sphere Exhibits organises innovative consumer and trade events and exhibitions as well as large scale conferences in Singapore and the region. In addition, SPH has ventured into out-of-home (OOH) advertising through its digital out-of-home platform SPH MediaBoxOffice.

Properties

SPH REIT is a Singapore-based REIT established principally to invest, directly or indirectly, in a portfolio of income-producing real estate which is used primarily for retail purposes in Asia-Pacific, as well as real estate-related assets. SPH REIT is managed by SPH REIT Management Pte. Ltd., which is a wholly-owned subsidiary of Singapore Press Holdings Limited.

The initial portfolio of SPH REIT comprises the following two high quality and well located commercial properties in Singapore:

- Paragon, a premier upscale retail mall and medical suite/office property, well known for its upscale mall housing many luxury brands, located in the heart of Orchard Road; and
- The Clementi Mall, a mid-market suburban mall located in the centre of Clementi town, an established residential estate in the west of Singapore.

The Seletar Mall is SPH's latest retail development and is expected to open at the end of 2014. This property is a potential asset to be injected into SPH REIT. SPH's wholly-owned subsidiary, Times Development Pte Ltd, also developed a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

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