

The initial public offering of the shares of S\$0.05 each in the capital of Yellow Pages (Singapore) Limited was sponsored by UBS AG, acting through its business group, UBS Investment Bank, and DBS Bank Ltd

Yellow Pages (Singapore) Limited

Results For Financial Year Ended 31 March 2005

25 May 2005

Company registration number: 200304719G



Yellow Pages
Singapore

Disclaimer

This presentation contains certain forward looking statements with respect to the financial condition, results of operations and business of Yellow Pages (Singapore) Limited (“YPS”) and certain of the plans and objectives of the management of YPS. Such forward looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results or performance of YPS to be materially different from any future results or performance expressed or implied by such forward looking statements. Such forward looking statements were based on numerous assumptions regarding YPS’s present and future business strategies and the political and economic environment in which YPS will operate in the future.

FY 2005 Financial Summary

(S\$ million)	FY 2004	FY 2005	Change
Operating revenue	54.5	61.3	↑ 12.5%
Other operating income	0.6	0.9	↑ 45.8%
Operating expenses	(30.8)	(33.5)	↑ 8.6%
Profit from operations	24.3	28.7	↑ 18.3%
Finance income	-	1.2	N.M.
Finance expense	(11.3)	(16.2)	↑ 43.8%
Share of results of assoc. companies before tax	1.0	(0.9)	N.M.
Profit before tax	14.0	12.8	↓ 8.7%
Net Profit after tax	11.1	10.3	↓ 7.4%
Earnings per share (cents)	11.11	8.72	↓ 21.5%

3 months revenue for FY2004 were recognised by SingTel prior to the business acquisition

Lower printing & material costs and staff costs for FY 2004 proportionate to lower SPD revenue recognised

One-time, non-cash amortisation charge of deferred financing costs on early repayment of bank term loan

Timing difference in revenue recognition

FY 2005 Financial Summary

(S\$ million)	Proforma FY 2004	Actual FY 2005	Change
Operating revenue	71.8	61.3	↓ 14.6%
Other operating income	0.9	0.9	↓ 4.2%
Operating expenses	(40.8)	(33.5)	↓ 17.9%
Profit from operations	31.9	28.7	↓ 10.1%
Finance income	0.2	1.2	N.M.
Finance expense	(11.3)	(16.2)	↑ 43.8%
Share of results of assoc. companies before tax	1.1	(0.9)	N.M.
Profit before tax	21.9	12.8	↓ 41.6%
Net Profit after tax	17.1	10.3	↓ 39.8%
Earnings per share (cents)	17.07	8.72	↓ 48.9%

Post-SARS adverse impact on advertising revenue of SPD

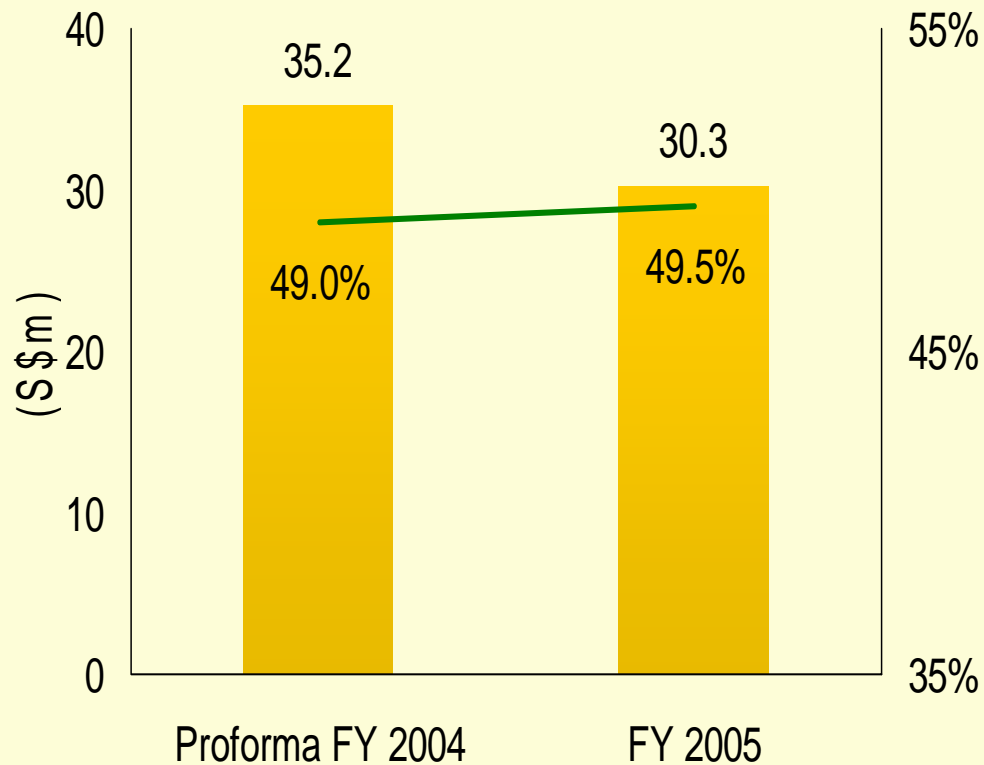
Lower printing & material costs and staff costs proportionate to lower SPD revenue and lower doubtful debts provision

One-time, non-cash amortisation charge of deferred financing costs on early repayment of bank term loan

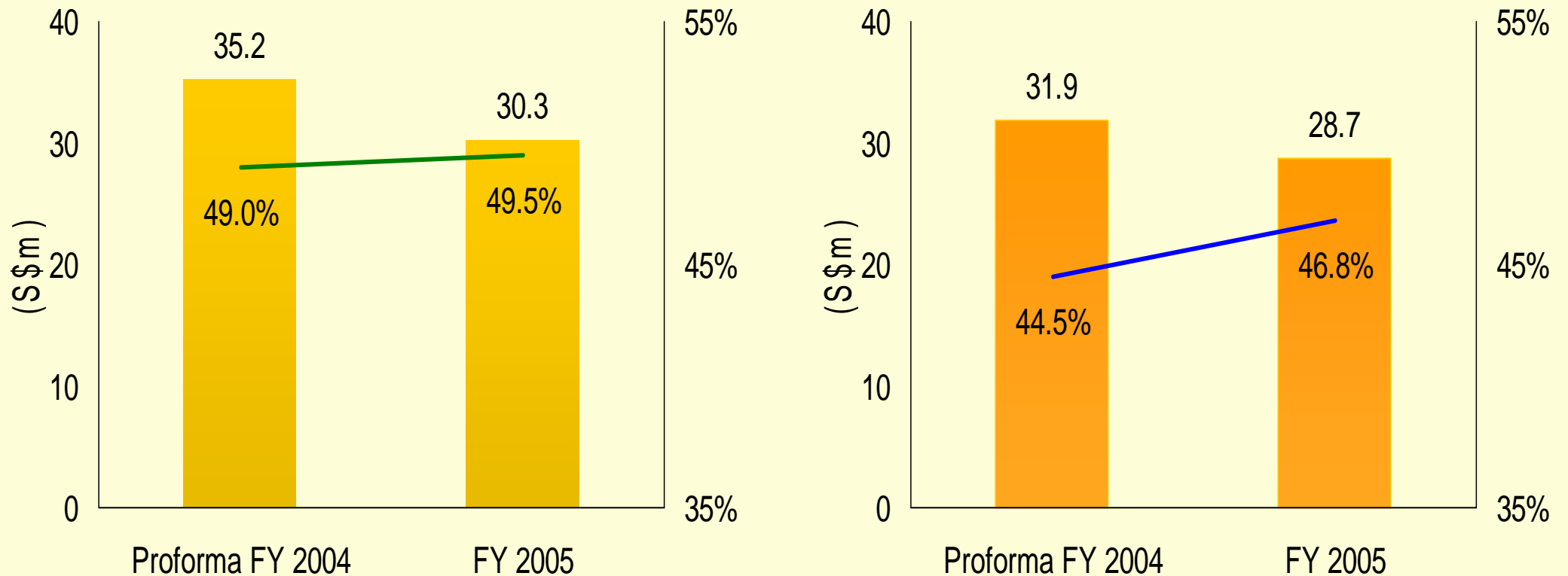
Timing difference in revenue recognition

Financial Performance

EBITDA



Operating Profits



■ EBITDA — EBITDA margin

■ OP — OP margin

Operating Expenses

(S\$ million)	Proforma FY 2004	Actual FY 2005	Change
Printing and material costs	9.9	9.0	↓ 8.8%
Staff costs	16.5	15.1	↓ 8.2%
Depreciation	1.9	1.7	↓ 11.0%
Amortisation	0.2	0.8	↑ 295.9%
Selling and administrative expenses	9.6	4.8	↓ 49.5%
Other operating expenses	2.7	2.1	↓ 25.7%
Total operating expenses	40.8	33.5	↓ 17.9%
Operating expenses to revenue	56.8%	54.7%	↓ 2.1%

Lower advertising revenue

Lower doubtful debts provision
and professional fees

Balance Sheet Highlights

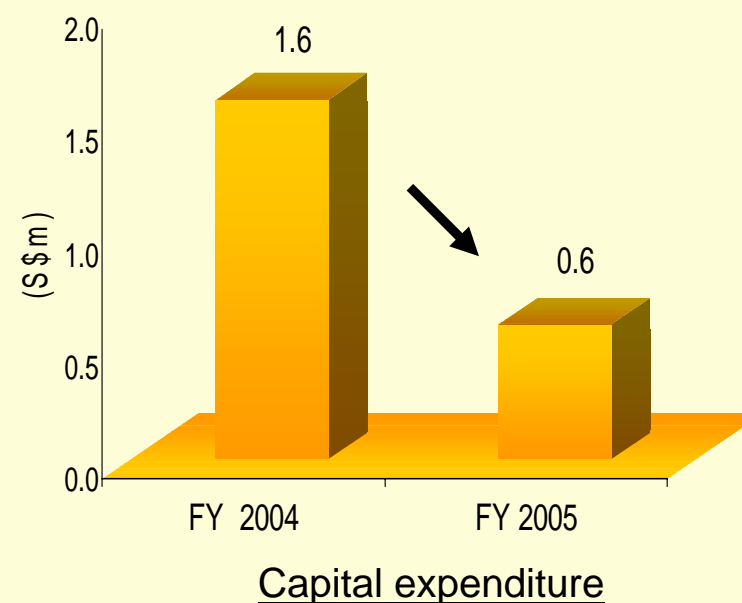
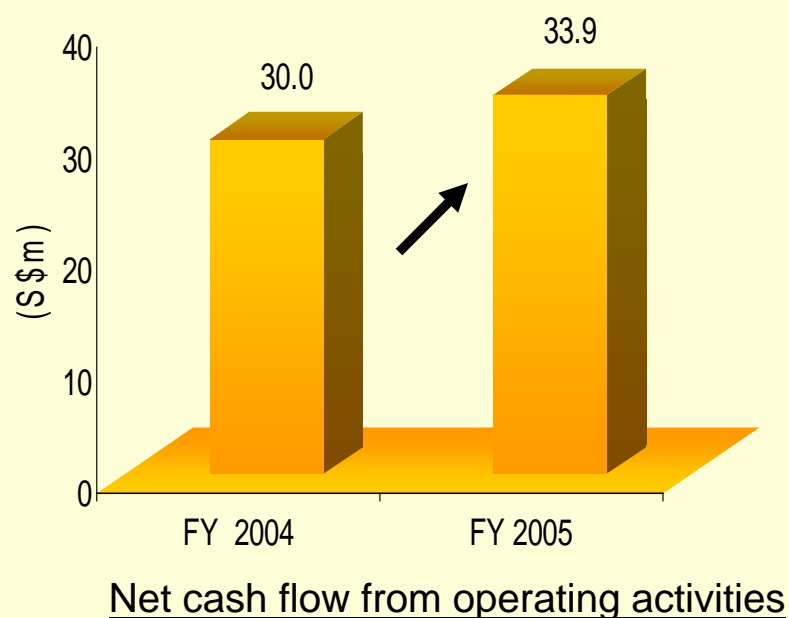
(S\$ million)	31 Mar 2004	31 Mar 2005	Change
Current Assets	42.6	62.9	↑ 47.6%
Non-Current Assets	200.1	198.7	↓ 0.7%
Total Assets	242.7	261.6	↑ 7.8%
Current Liabilities	31.5	14.3	↓ 54.6%
Non-Current Liabilities	195.1	129.2	↓ 33.8%
Total Liabilities	226.6	143.5	↓ 36.7%
Net Assets	16.1	118.1	↑ 633.0%
EBITDA / Interest Expense	6.1x	6.0x	↓ 1.6%
Debt / Equity	1.3x	1.1x	↓ 15.4%

Higher cash and cash equivalents from collections

Repayment of shareholders' loan

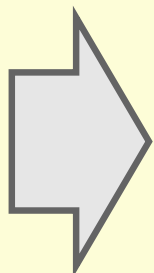
Operating Cash flows and Capex

(S\$ million)	FY 2004	FY 2005	Change
Net cash flow from operating activities	30.0	33.9	↑ 13.0%
Capital expenditure	1.6	0.6	↓ 61.7%
Free cash flow	28.4	33.3	↑ 17.2%



Dividends

Proposed
payout for
FY 2005



- ◆ Final dividend of 6.5 cents per ordinary share
- ◆ Special dividend of 5.3 cents per ordinary share
- ◆ **Total dividend of 11.8 cents per ordinary share**

Dividend
Policy

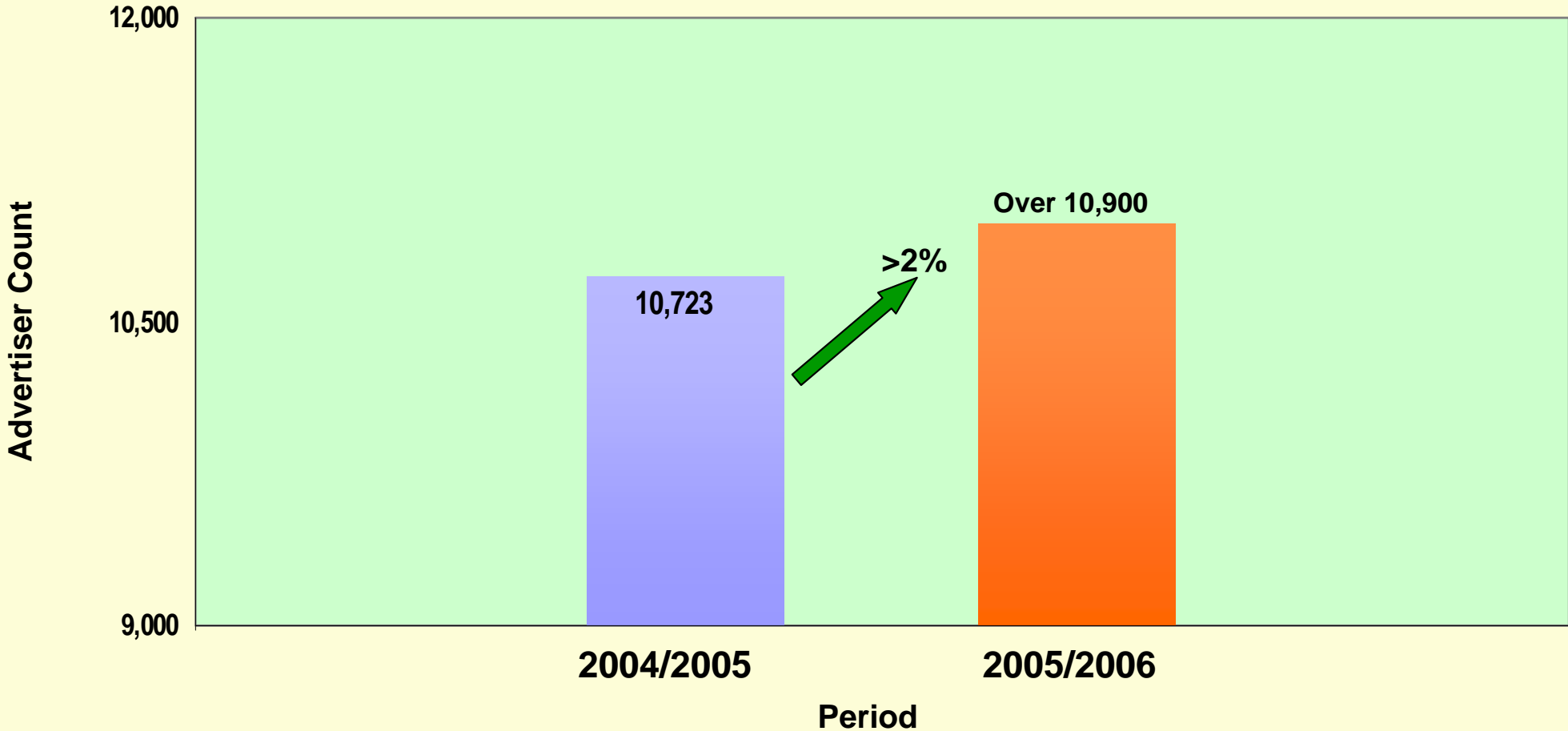


- ◆ Board remains committed to maximising shareholder value
- ◆ Desire to maintain payout ratio of approx. 100% of net profit

**Indication Of
Singapore Phone Directory
2005/2006
Performance**



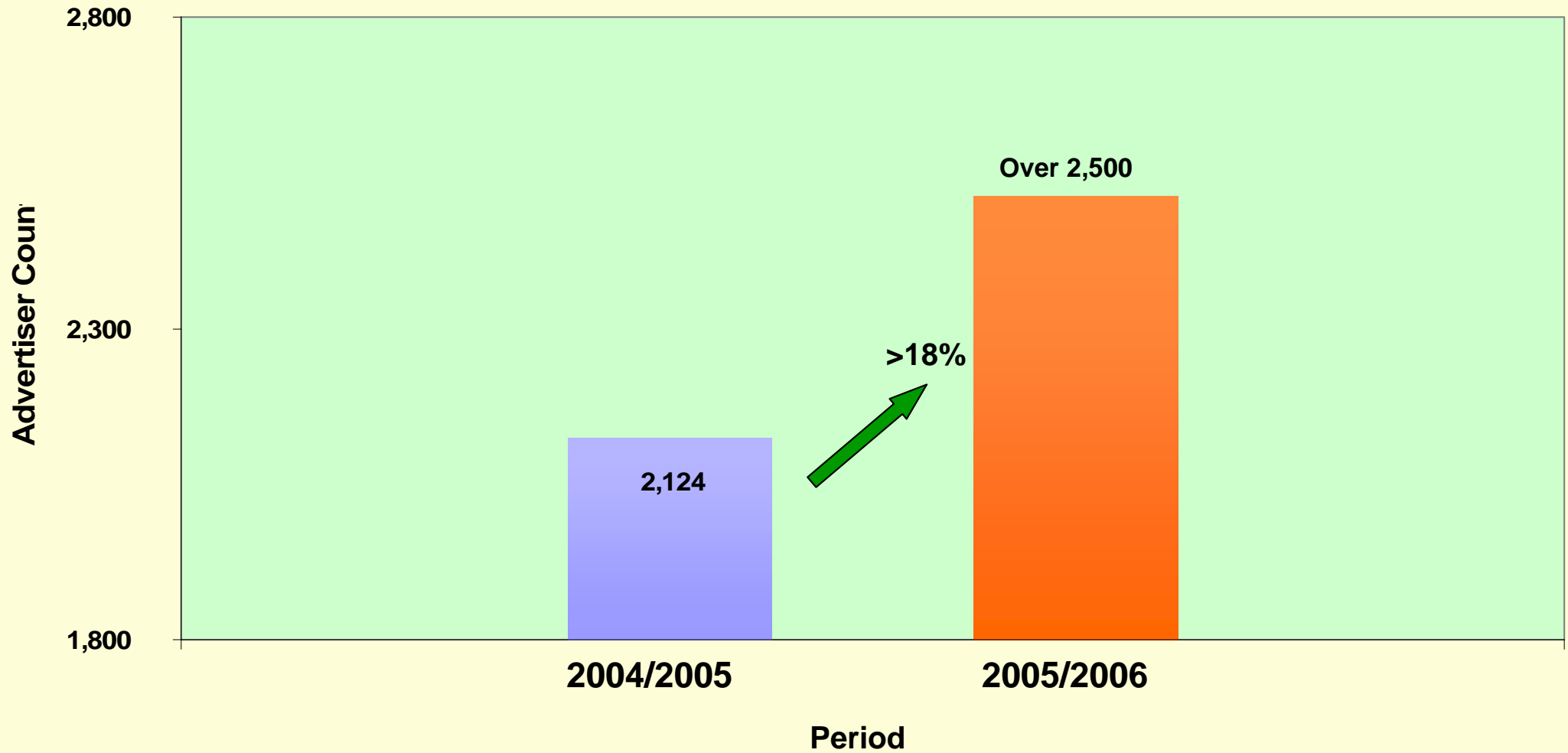
Advertiser Count



- This increase has reversed the downtrend since 1997/1998 edition of SPD.

Note : Data for Singapore market only.

Acquisition of New Advertisers



- The highest number of new advertisers acquired since 1997/1998 edition of SPD.

Note : Data for Singapore market only.

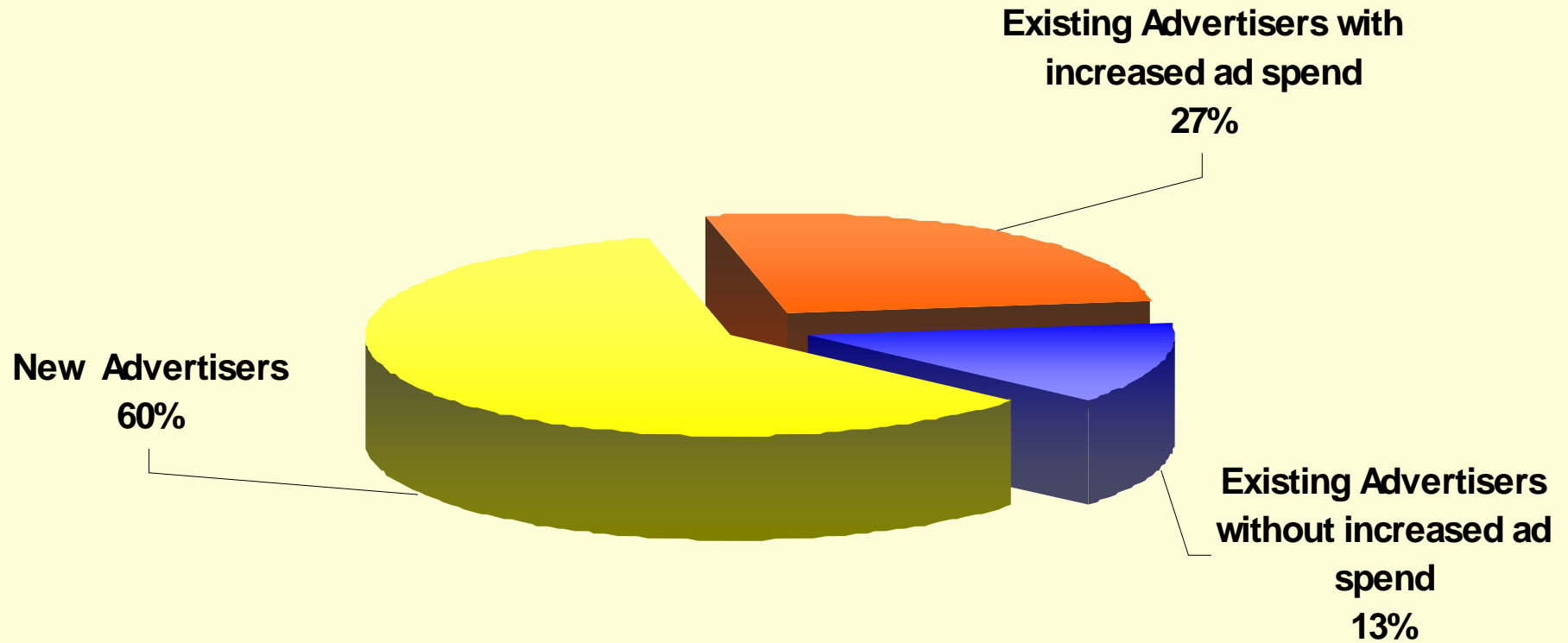
Retention of Existing Advertisers



- The highest account retention rate since the 1997/1998 SPD.

Note : Data for Singapore market only.

Performance of New Vertical Guides



Note : Data for Singapore market only.

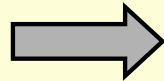
Performance of Marketing Programs

New Advertisers



- **2-Year Program (Try It Out)**
 - 27% of new advertisers took up the program
- **Value Ad Program**
 - 15% of new advertisers took up the program

Existing Advertisers



- 20% of Existing Advertisers increased ad spend
- Approximately half of these advertisers took up the **Upgrade Program and Multi-Ad Program**

Door to Door Delivery commences in August 2005

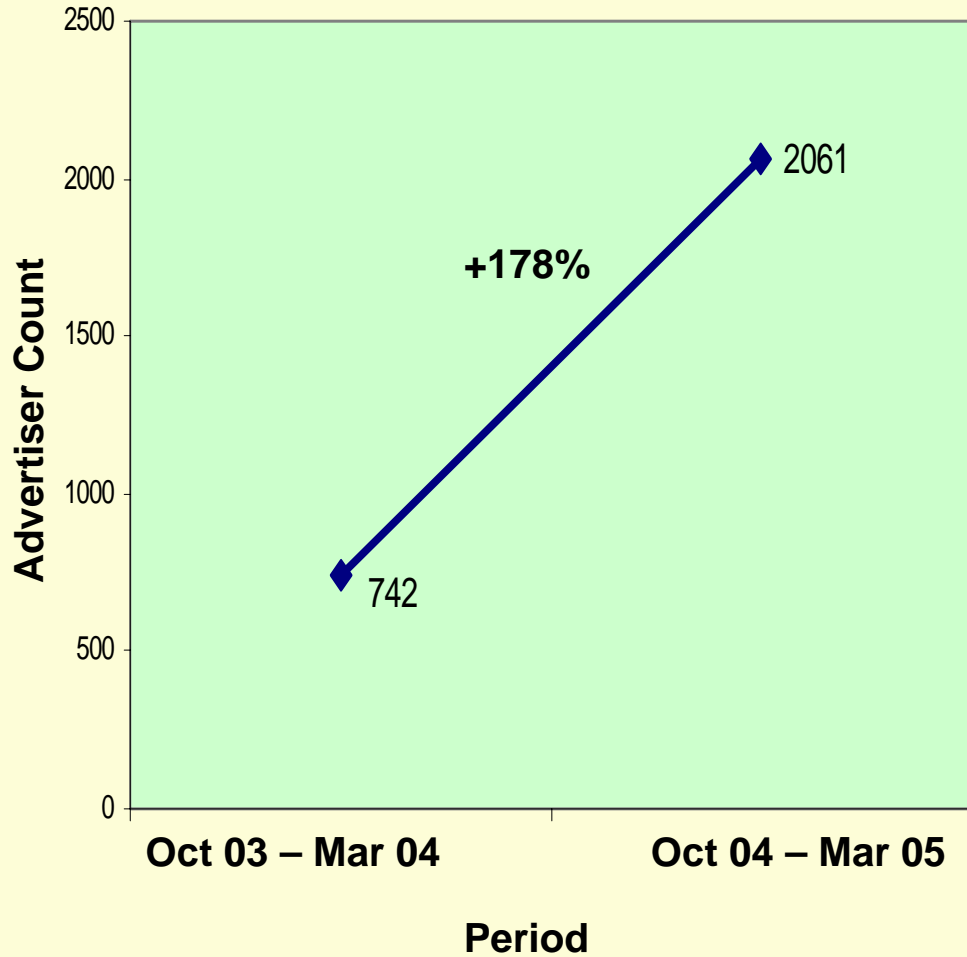
- Maximize effective reach to users
- Increased usage of our directories
- Maximize value to advertisers
- Brand enhancement

Review of Internet Yellow Pages

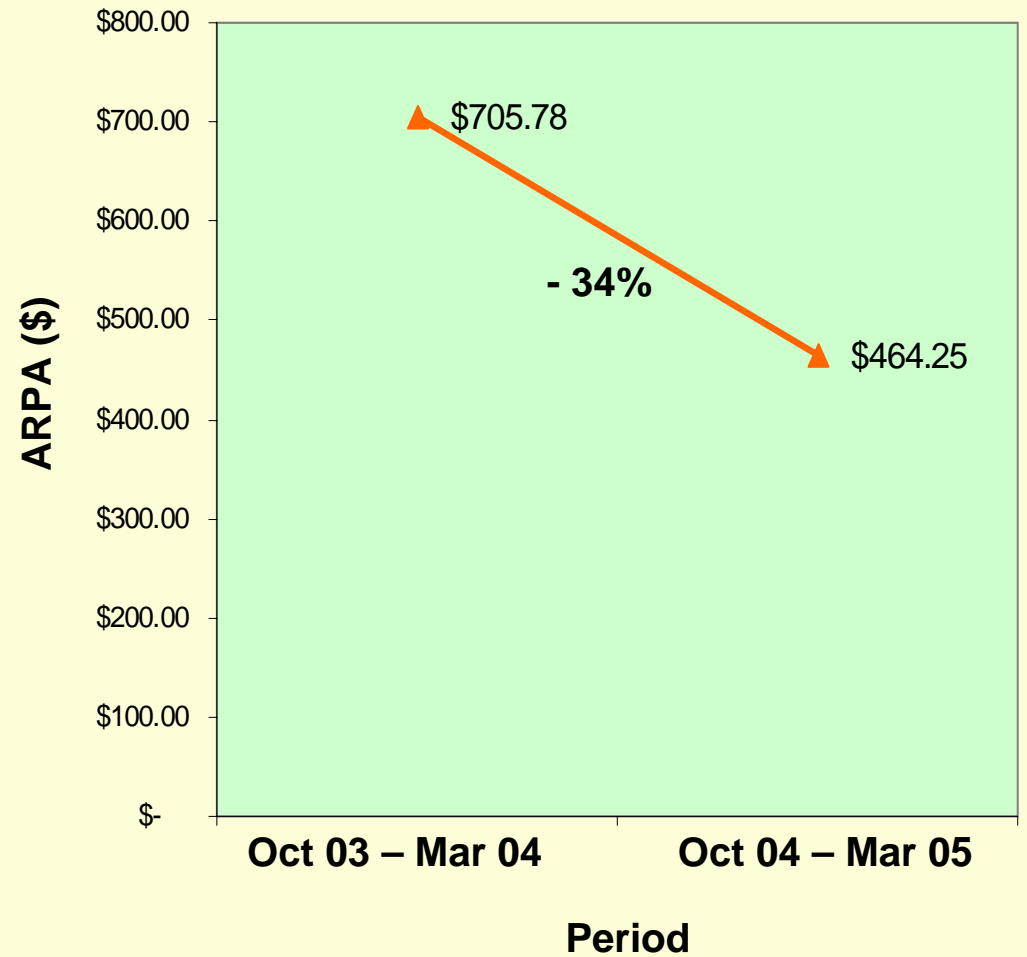


Advertiser Count and ARPA For Internet Yellow Pages

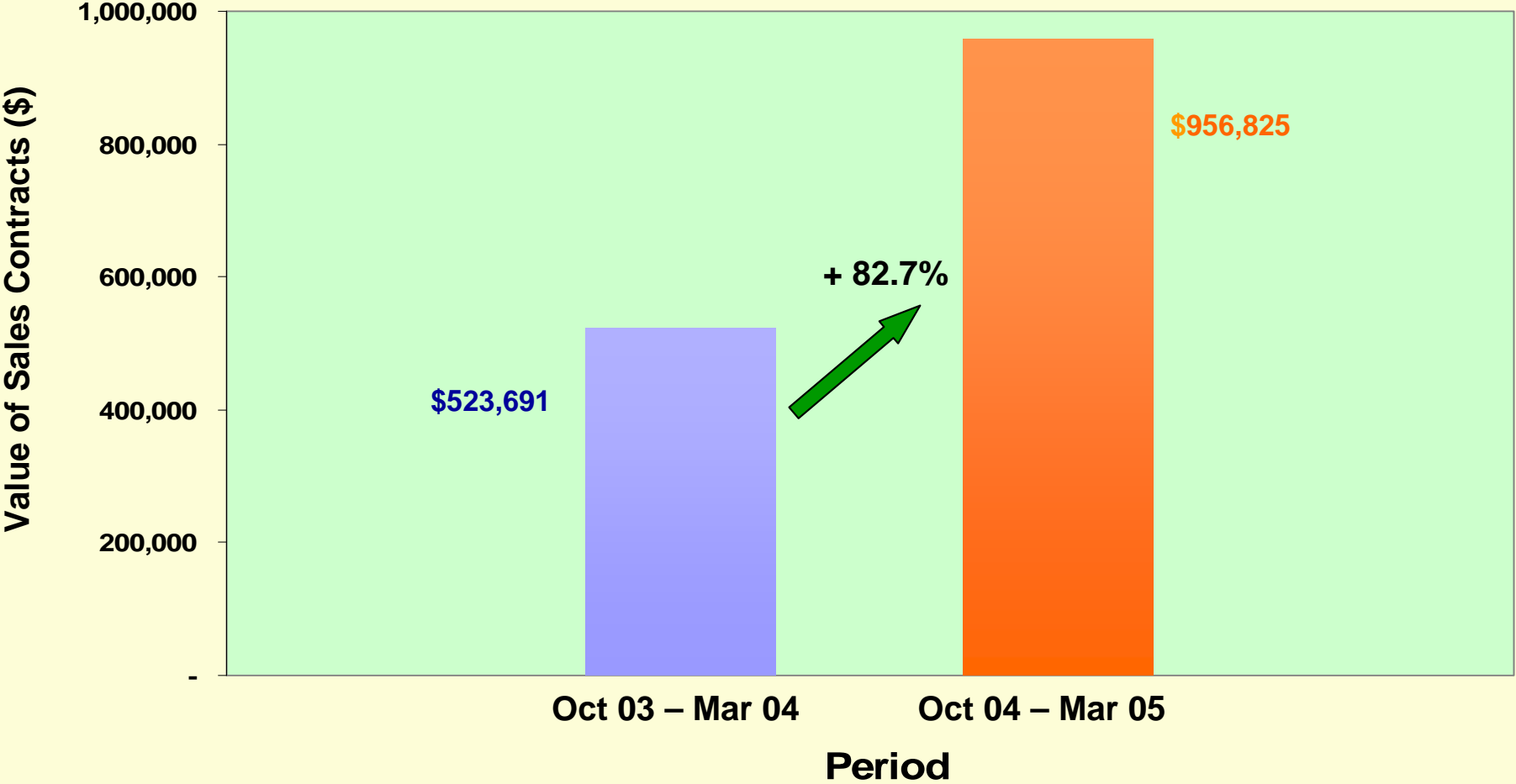
No. of Advertisers



ARPA

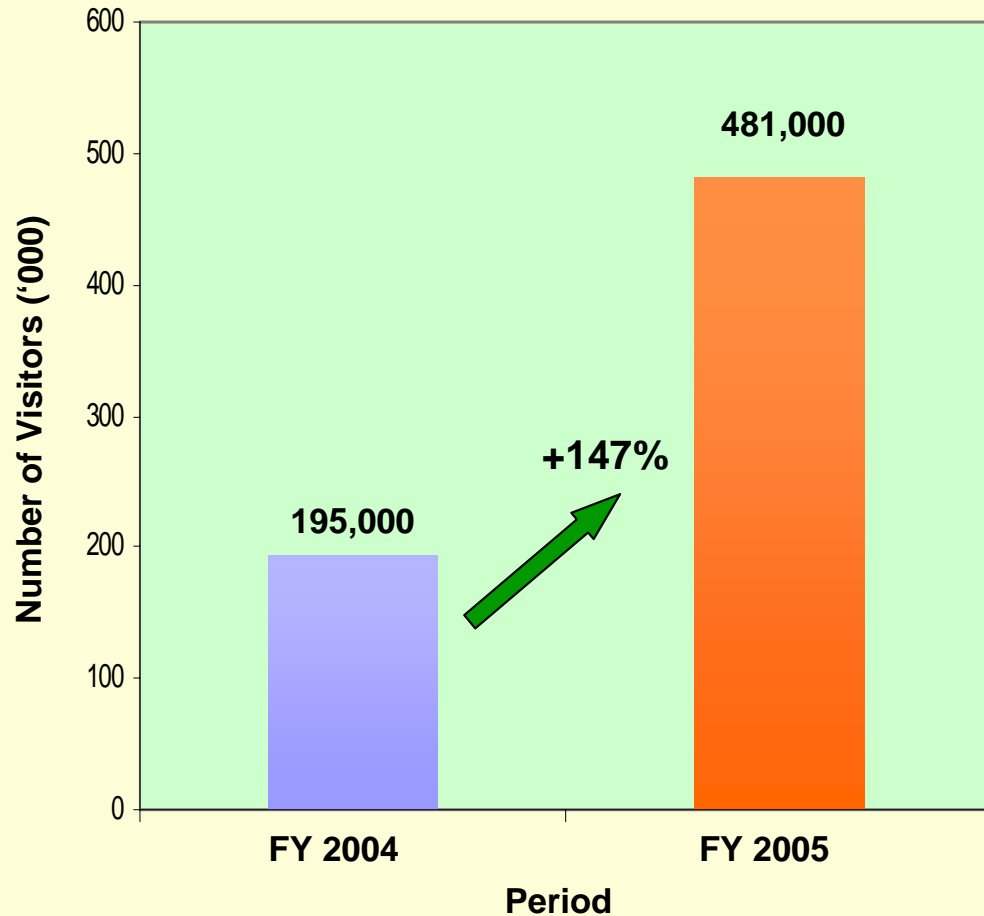


Sales Contracts Secured For Internet Yellow Pages

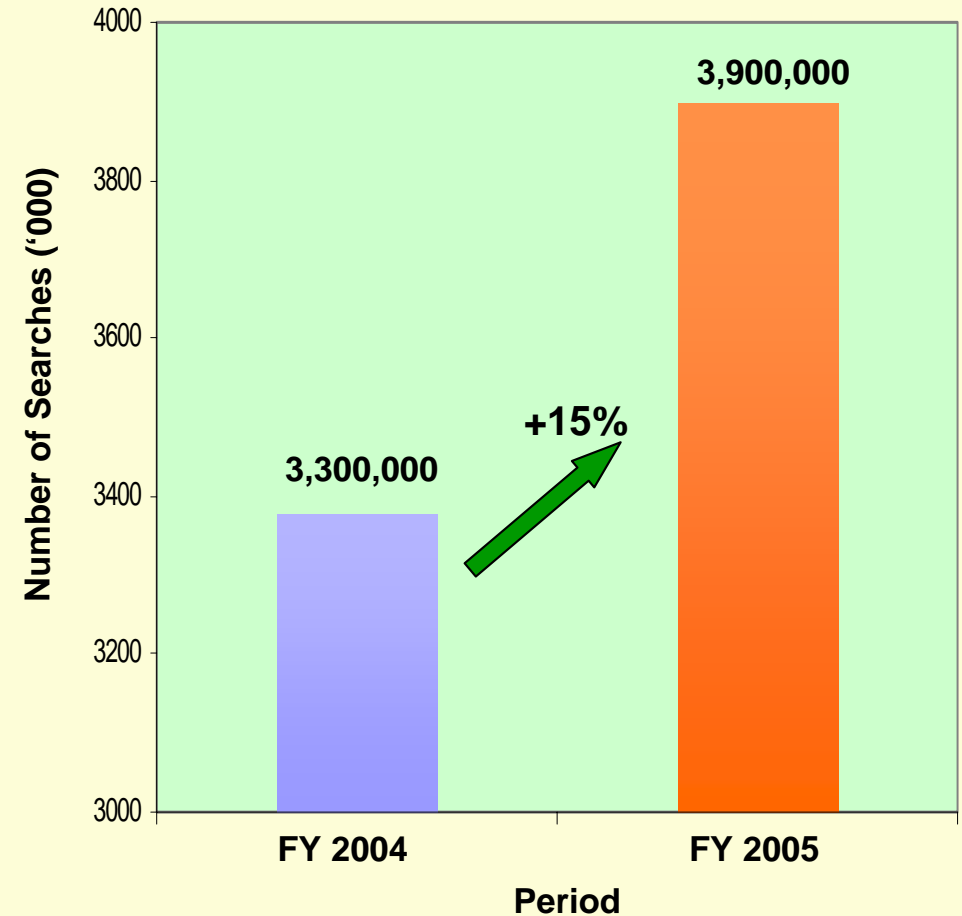


Portal Performance For Internet Yellow Pages

Monthly Average
- Unique Visitors



Monthly Average
- Number of Searches



Sales Contracts Secured for SPD 2005/2006

- SPD 2005/2006 canvass has not realized the full potential of the products
- We expect the value of sales contracts secured for SPD 2005/2006 to end up lower than last year's by approximately 10%

Potential for Internet Yellow Pages

We believe the IYP business can be further improved by the following:

Business:

- Develop a stronger and bigger dedicated IYP sales force
- More innovative and integrated advertising solutions

Portal:

- Upgrade and improve on backend servers and search engines
- Further enhancement of our current bilingual directory search portal
- A&P campaign to encourage more users and higher usage

More Stringent Cost Management

Upsides for SPD 2006/2007

Highlights:

- Implementation of Door-to-Door delivery initiative
- Strengthen the New Vertical Guides to increase SPD value proposition and usage
- A&P Campaign to create greater awareness

The End



Yellow Pages
Singapore