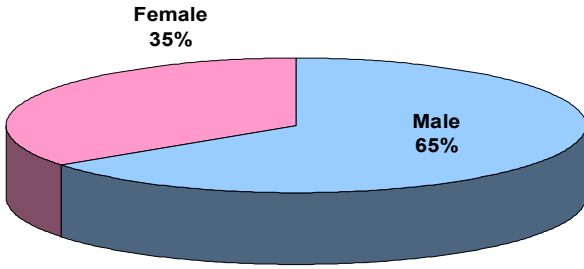
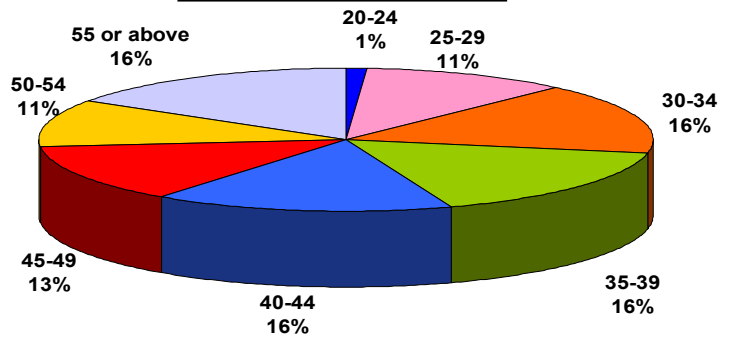


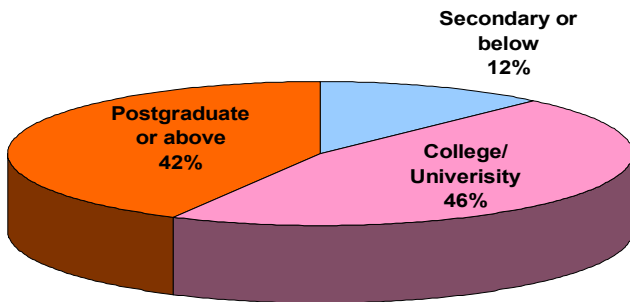
Sex



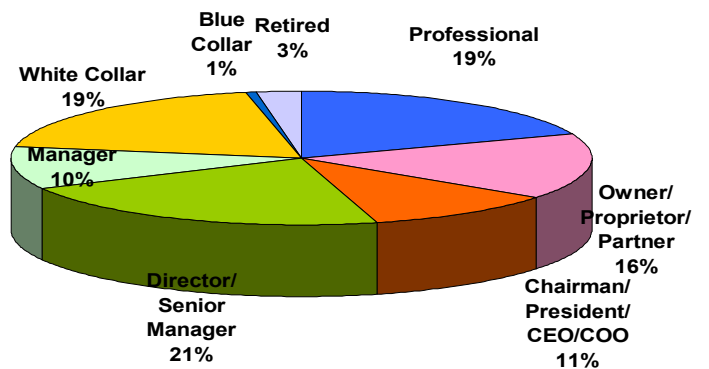
Age



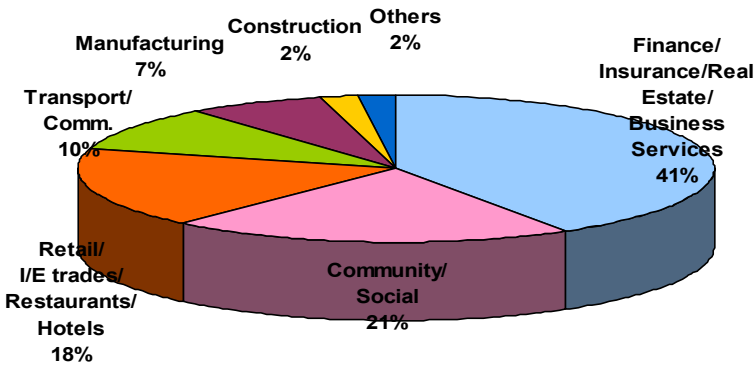
Education:
Nearly 90% are tertiary/university educated



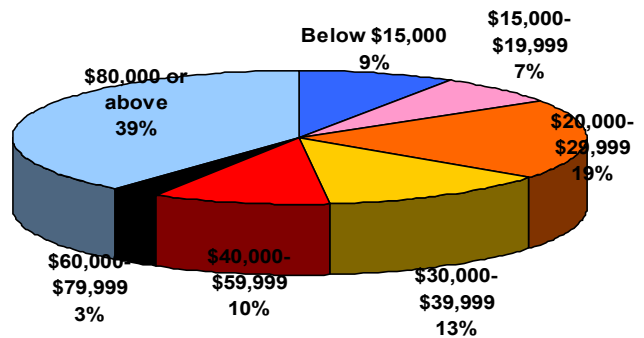
Occupation:
78% are Professional/Manager/Executive /Trader/Proprietor



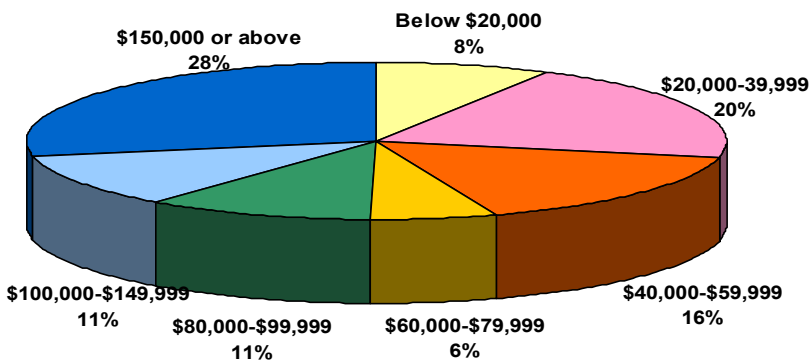
Industry:
41% are working in Finance/Insurance/Real Estate/Business Services



Monthly Personal Income:
39% earn \$80,000 or more monthly personal income

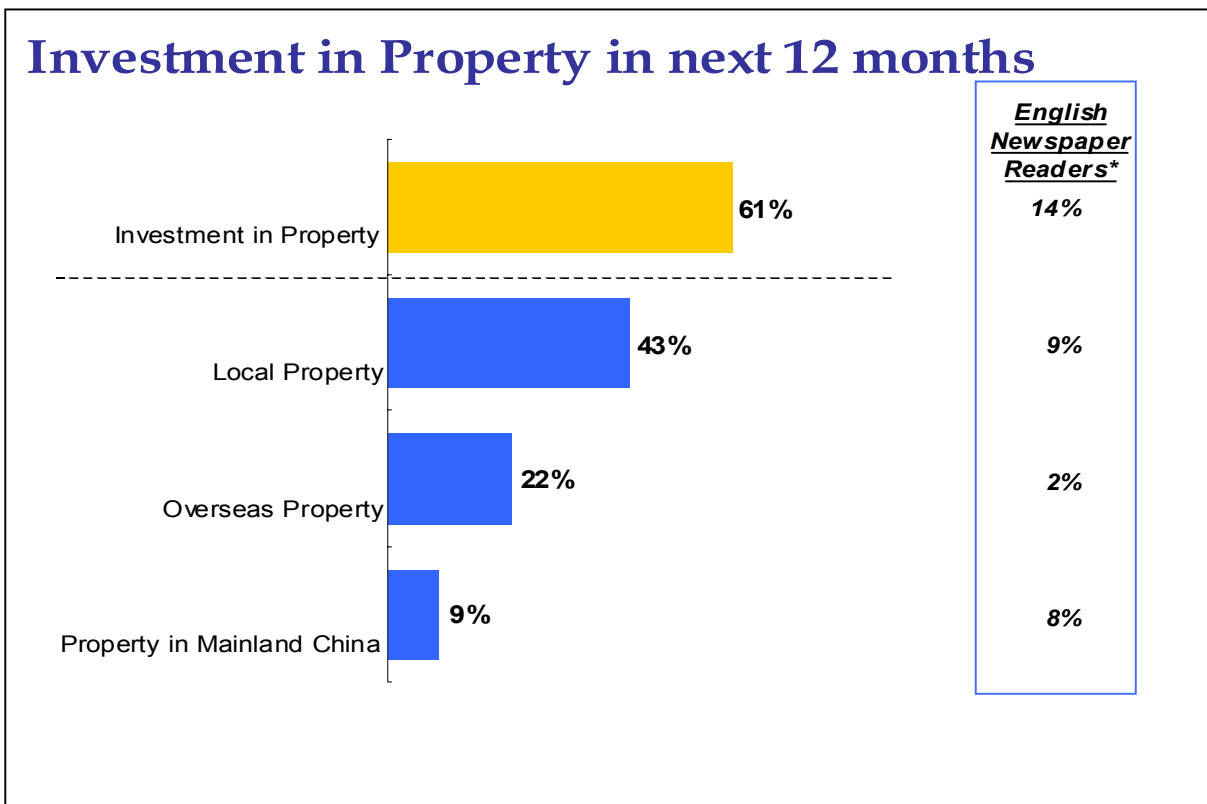
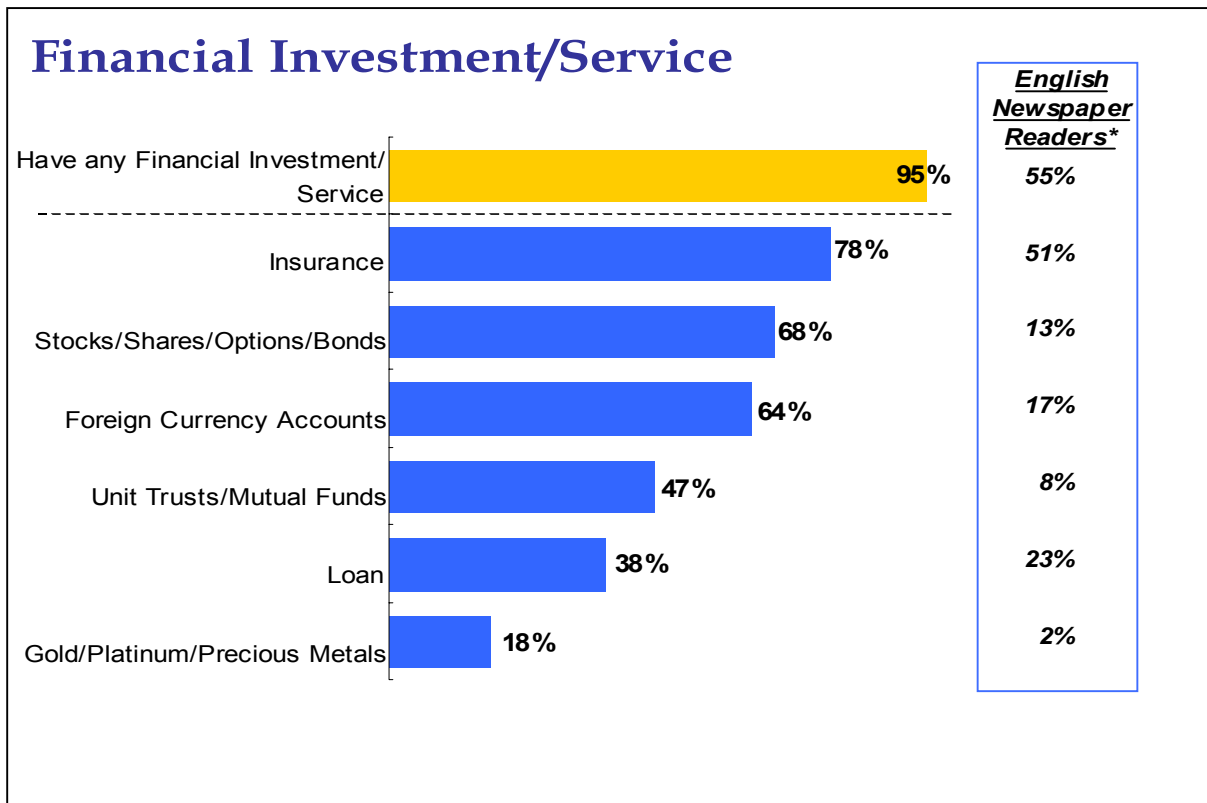


Monthly Household Income:
39% have \$100,000 or more monthly household income



Source: The Standard Readership Survey Jun 2005

Prepared by Research Team of Sing Tao News Corporation Ltd.
D:\T05007\Reader Profile(revised) Jul 20, 2005



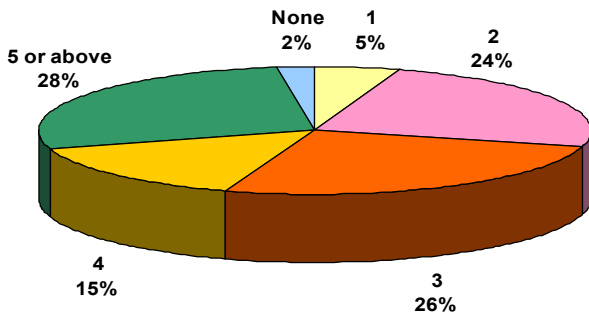
Remark: Percentage of English Newspaper Readers is from Nielsen Media Index (Jan-Dec 04)

Source: The Standard Readership Survey Jun 2005

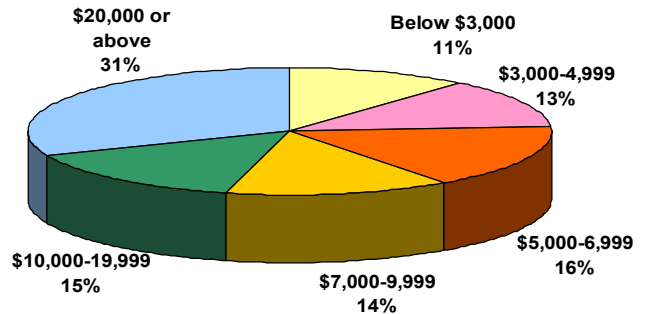
Prepared by Research Team of Sing Tao News Corporation Ltd.
D:\T05007\Investment Pattern(revised) Jul 20, 2005

Number of Credit Card Owned and Average Monthly Expenditure

69% own 3 or more credit cards

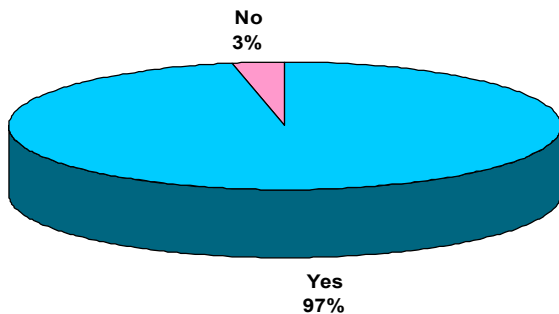


46% have over \$10,000 monthly credit card expenditure

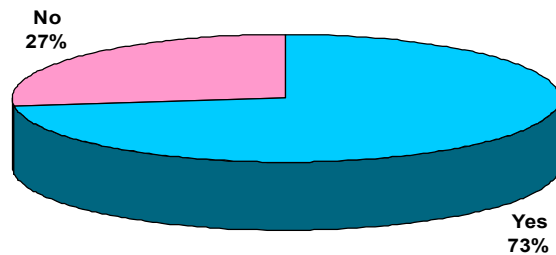


Number of Air Trips in Past 12 Months

Air Trips (Business or Pleasure):
97% made their air trips (business or pleasure) in past 12 months

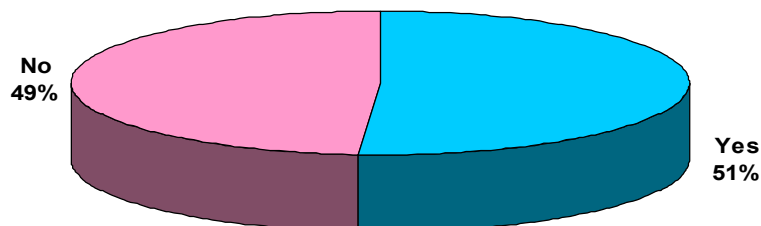


Business Air Trips:
73% had business air trips in past 12 months



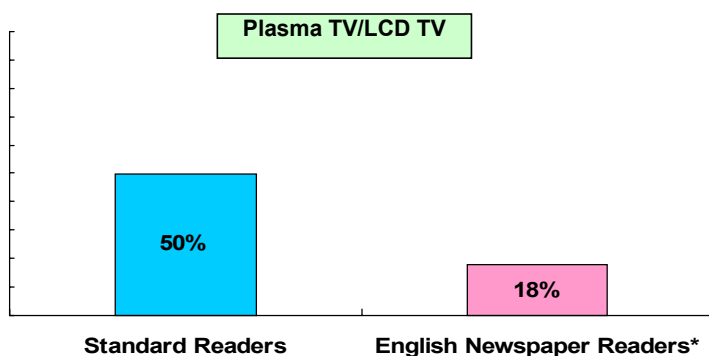
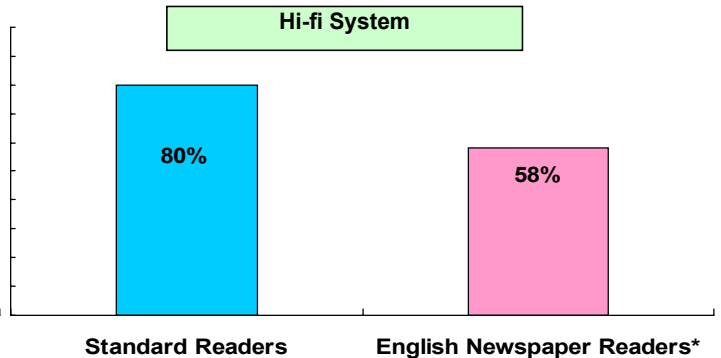
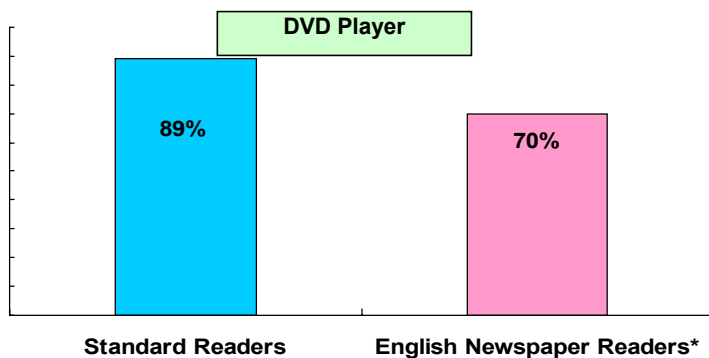
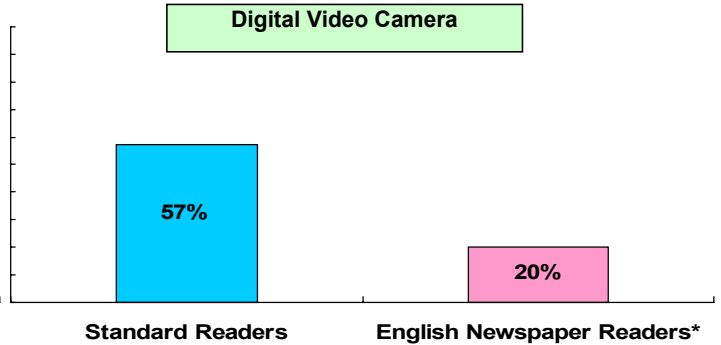
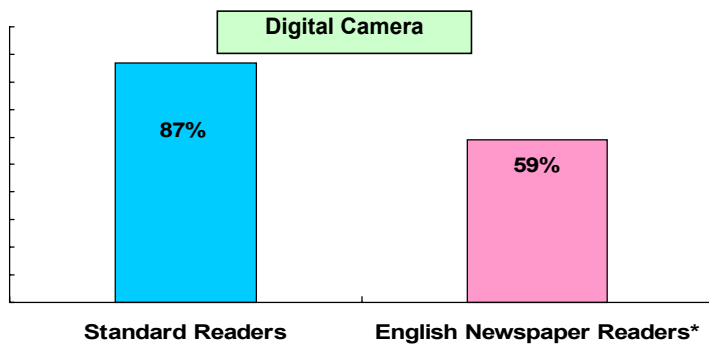
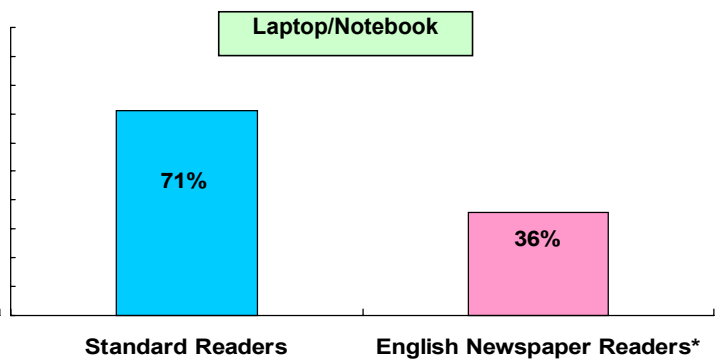
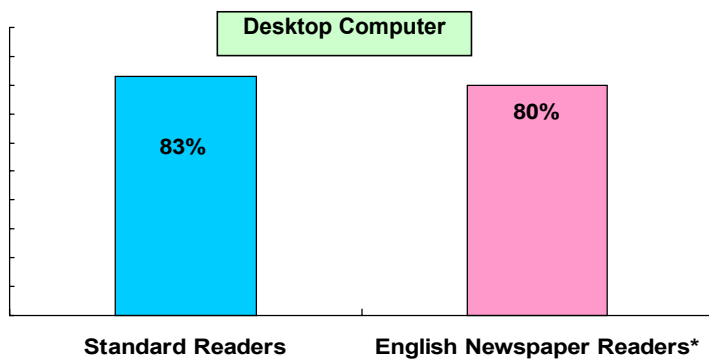
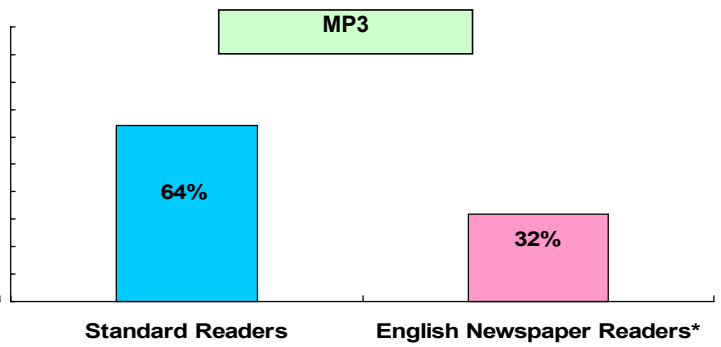
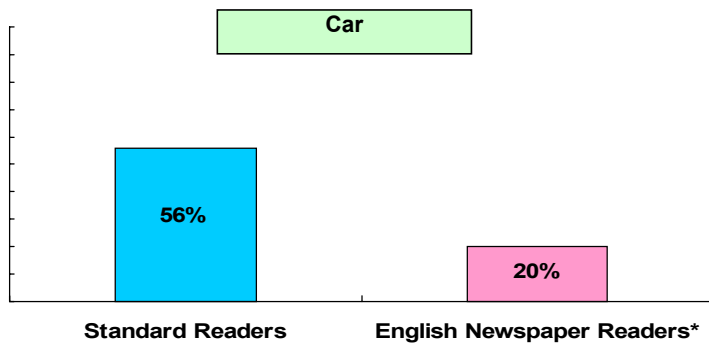
Attended Business-related Talks/Seminar in Past 12 Months

51% attended business-related talks/seminar in past 12 months



The Standard

Product Ownership of Standard Readers



Remark: Percentage of English Newspaper Readers is from Nielsen Media Index (Jan-Dec 04)

Source: The Standard Readership Survey Jun 2005

Prepared by Research Team of Sing Tao News Corporation Ltd.

D:\T05007\Product Ownership(revised) Jul 20, 2005