

## STAR PUBLICATIONS (MALAYSIA) BERHAD

Company no. 10894-D (Incorporated in Malaysia)

## INTERIM FINANCIAL REPORT FOR THE SECOND QUARTER ENDED 30 JUNE 2010

## **Unaudited Condensed Consolidated Income Statement**

	3 month 30.06.2010 RM'000	s ended 30.06.2009* RM'000	Financial pe 30.06.2010 RM'000	eriod ended 30.06.2009* RM'000
Revenue	295,741	234,223	526,327	415,569
Operating expenses	(226,850)	(191,228)	(408,982)	(352,186)
Other operating income	6,586	9,135	16,230	18,643
Profit from operations	75,477	52,130	133,575	82,026
Finance cost	(1,765)	(3,790)	(4,867)	(7,581)
-	73,712	48,340	128,708	74,445
Share of loss in associate company	(372)	-	(687)	-
Share of loss in jointly controlled entities	(1,074)	(1,053)	(2,253)	(1,705)
Profit before taxation	72,266	47,287	125,768	72,740
Taxation	(20,234)	(12,231)	(35,396)	(20,092)
Profit for the financial period	52,032	35,056	90,372	52,648
Attributable to: Equity holders of the parent Minority interest	50,084 1,948 <b>52,032</b>	32,861 2,195 <b>35,056</b>	87,909 2,463 <b>90,372</b>	51,125 1,523 <b>52,648</b>
Basic earnings per ordinary share (sen)	6.78	4.45	11.90	6.92
Diluted earnings per ordinary share (sen)	6.78	4.45	11.90	6.92

<sup>\*</sup> The Group has applied FRS 139 prospectively for financial year beginning 1 January 2010 onwards, as the Standard does not permit retrospective application.

(The unaudited Condensed Consolidated Income Statement should be read in conjunction with the Annual Financial Statements for the year ended 31<sup>st</sup> December 2009)

Notes on Operating Expenses:				
Included in the Operating Expenses				
are depreciation expenses and	(11,989)	(11,715)	(24,115)	(23,605)
amortisation of leasehold land :				

# **Unaudited Condensed Statement of Other Comprehensive Income For the period ended 30 June 2010**

	3 month	s ended	Financial period ended		
	30.06.2010 RM'000	30.06.2009* RM'000	30.06.2010 RM'000	30.06.2009* RM'000	
Profit for the financial period	52,032	35,056	90,372	52,648	
Other comprehensive income - exchange differences on translating foreign operations	(9,348)	13,322	(13,158)	17,598	
- fair value adjustment for available- for-sale financial assets	131	-	240	<u>-</u>	
Total comprehensive income for the financial period	42,815	48,378	77,454	70,246	
Attributable to: Equity holders of the parent Minority interest	41,111 1,704	46,183 2,195	76,320 1,134	68,723 1,523	
- -	42,815	48,378	77,454	70,246	

<sup>\*</sup> The Group has applied FRS 139 prospectively for financial year beginning 1 January 2010 onwards, as the Standard does not permit retrospective application.

(The unaudited Condensed Consolidated Income Statement should be read in conjunction with the Annual Financial Statements for the year ended 31<sup>st</sup> December 2009)

# **Unaudited Condensed Consolidated Statement of Financial Position As at 30 June 2010**

	30 June 2010	31 December 2009*
		(Restated)
	RM'000	RM'000
Non-current assets		
Property, plant and equipment	612,672	622,787
Investment properties	19,935	20,093
Intangible assets	54,992	52,331
Investment in associate company	11,224	11,911
Investment in jointly-controlled entities	13,707	15,960
Other investments	-	47,352
Held-to-maturity investments	15,000	-
Financial assets at fair value through		
profit or loss	27,294	-
Available-for-sale investment	5,823	-
Deferred tax assets	622	632
Other non-current assets	-	1,825
	761,269	772,891
Current assets		
Inventories	118,303	85,514
Trade and other receivables	201,423	197,332
Tax recoverable	564	1,386
Short term deposits	508,010	672,084
Cash and bank balances	90,872	101,145
Cash and barm balances	919,172	1,057,461
	313,172	1,007,401
TOTAL ASSETS	1,680,441	1,830,352

## Unaudited Condensed Consolidated Statement of Financial Position As at 30 June 2010 (cont'd)

	30 June 2010	31 December 2009* (Restated)
	RM'000	` RM'000
EQUITY AND LIABILITIES		
Share capital	738,564	738,564
Treasury shares	(225)	(225)
Reserves	528,660	515,767
Equity attributable to equity holders of the parent Company	1,266,999	1,254,106
Minority interest	25,342	28,778
Total equity	1,292,341	1,282,884
Non-current liabilities		
Borrowings	42,430	45,555
Deferred tax liabilities	82,237	81,140
	124,667	126,695
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Current liabilities		
Trade and other payables	133,415	157,135
Derivative financial liabilities	224	-
Borrowings	105,385	253,410
Taxation	24,409	10,228
	263,433	420,773
		<u> </u>
Total Liabilities	388,100	547,468
TOTAL EQUITY AND LIABILITIES	1,680,441	1,830,352
		·
Mat accete you ahous attributable to audinors:		
Net assets per share attributable to ordinary	4 70	4 70
equity holders of the parent company (RM)	1.72	1.70

The restatement of the 2009 Statement of Financial Position reflects the change in the Group's accounting policy for classification of prepaid lease payments for land required by FRS 117: Leases, as explained in Note A1(b).

(The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the Annual Financial Statements for the year ended 31<sup>st</sup> December 2009)

# Unaudited Condensed Consolidated Statements of Changes in Equity For the period ended 30 June 2010

	[							]		
	Share capital RM'000	Foreign exchange translation reserves RM'000	Capital reserves RM'000	Available- for-sale reserve RM'000	Treasury shares RM'000	Retained earnings RM'000	Total RM'000	Minority interest RM'000	Total Equity RM'000	
Balance as at 1 January 2010	738,564	24,771	149	-	(225)	490,847	1,254,106	28,778	1,282,884	
Effect of adopting FRS 139 As at 1 January 2010, restated	738,564	24,771	149	-	(225)	141 <b>490,988</b>	141 <b>1,254,247</b>	28,778	141 1,283,025	
Total comprehensive income for the period	-	(11,829)	-	240	-	87,909	76,320	1,134	77,454	
Transactions with owners ESOS by subsidiary company to minority shareholders	-	-	127	-	-	-	127	92	219	
Additional investment in existing subsidiary	-	-	-	-	-	-	-	(3,296)	(3,296)	
Dividend										
First Interim Dividend and Special Dividend for the financial year ended 31 December 2009, paid on 16 April 2010	-	-	-	-	-	(63,695)	(63,695)	-	(63,695)	
Dividends to minority shareholders of subsidiary	-	-	-	-	-	-	-	(1,366)	(1,366)	
Balance as at 30 June 2010	738,564	12,942	276	240	(225)	515,202	1,266,999	25,342	1,292,341	

## Unaudited Condensed Consolidated Statements of Changes in Equity For the period ended 30 June 2010

	[ Attributa [Non-distributable] Reserves		[Distribu		e Parent Com	pany	]
	Share capital RM'000	Foreign exchange translation reserves RM'000	Treasury shares RM'000	Retained earnings RM'000	Total RM'000	Minority interest RM'000	Total Equity RM'000
Balance as at 1 January 2009	738,564	(1,226)	-	473,532	1,210,870	23,117	1,233,987
Total comprehensive income for the period	-	17,598	-	51,125	68,723	1,523	70,246
Transactions with owners							
Repurchase of shares	-	-	(225)	-	(225)	-	(225)
ESOS by subsidiary to minority shareholders	-	-	-	-	-	60	60
Dividend							
Second Interim Dividend and Special Dividend for the financial year ended 31 December 2008, paid on 18 April 2009	-	-	-	(63,701)	(63,701)	-	(63,701)
Dividend paid to minority shareholders of subsidiary	-	-	-	-	-	(810)	(810)
Balance as at 30 June 2009	738,564	16,372	(225)	460,956	1,215,667	23,890	1,239,557

(The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Annual Financial Statements for the year ended 31<sup>st</sup> December 2009)

# **Unaudited Condensed Consolidated Statement of Cash Flow For the period ended 30 June 2010**

	30 June 2010 RM'000	30 June 2009 RM'000
Profit before taxation	125,768	72,740
Adjustments for non-cash flow items:-		
Share of loss in associate company	687	
Share of loss in jointly controlled entities	2,253	1,705
Non-cash items Non-operating items	25,542 (6,298)	26,218 (2,874)
Operating profit before working capital changes	147,952	97,789
Changes in working capital		
Net change in current assets	(23,754)	53,122
Net change in current liabilities	(32,355)	4,399
	(56,109)	57,521
Cash generated from operations	91,843	155,310
Net tax paid	(18,998)	(30,172)
Retirement benefit paid	-	(500)
Net cash from operating activities	72,845	124,638
Investing Activities		
Proceeds from disposal of property, plant and equipment	136 (14,179)	530
Purchases of property, plant and equipment Additions to investment properties	(14,179)	(6,960)
Repurchase of shares	(1.10)	(225)
Investment in associate company	-	(12,185)
Additional investment in existing subsidiary	(6,318)	-
Acquisition of subsidiaries	(26)	(20,000)
Investment in financial products Interest received	7,339	(20,000) 7,510
Investment income received	1,342	1,579
Net cash used in investing activities	(11,849)	(29,751)
Financing Activities		
Interest paid	(6,975)	(7,656)
Repayment of hire purchase	(76)	(99)
Net drawdown of term loan	1,155 (207)	2,366
Repayment of finance lease Repayment of MTN	(397) (150,000)	-
Dividends paid	(63,695)	(63,701)
Dividends paid to minority shareholders of subsidiary	(1,366)	(810)
Net cash used in financing activities	(221,354)	(69,900)
Net (Decrease)/ Increase in Cash & Cash Equivalents	(160,358)	24,987
Effect of exchange rates fluctuations on cash held	(13,989)	17,918
Cash & Cash Equivalents at beginning of period	773,229	621,556
Cash & Cash Equivalents at end of the period	598,882	664,461

(The unaudited Condensed Consolidated Statement of Cash Flow should be read in conjunction with the Annual Financial Report for the year ended 31<sup>st</sup> December 2009).

## A1. Basis of Preparation

The interim financial statements are unaudited and have been prepared in accordance with the requirements of Financial Reporting Standard (FRS) 134, Interim Financial Reporting issued by the Malaysian Accounting Standards Board (MASB) and paragraph 9.22 and Appendix 9B of the Listing Requirements of Bursa Malaysia Securities Berhad.

The interim financial statements should be read in conjunction with the audited financial statements of the Group for the year ended 31 December 2009.

The accounting policies and methods of computation adopted by the Group in these quarterly financial statements are consistent with those adopted in the most recent annual audited financial statements for the year ended 31 December 2009 except that the Group has adopted the Malaysian Financial Reporting Standards (FRSs) and other interpretations that are effective for the financial statements commencing 1 January 2010. The FRSs which are effective commencing 1 January 2010 and have significant impact on the financial statements of the Group are:

a) FRS 101 : Presentation of Financial Statements
Changes in financial statements presentation have been adopted by the Group.

### b) FRS 117: Leases

The amendments requires entity with existing leases of land and building to reassess the classification of land as finance or operating lease. Following the amendments, the Group has reclassified the existing leasehold land to property, plant and equipment, with no effect on reported profit or equity. However, as a result of the adoption of the amendments, comparative balances as at 31 December 2009 has been restated as follows:

	As previously reported RM'000	Effects of adopting amendments to FRS 117 RM'000	As restated RM'000
Property, plant and equipment	579,986	42,801	622,787
Prepaid lease payments for land	42,801	(42,801)	

c) FRS 139: Financial Instruments: Recognition and Measurement Held-to-maturity investments are initially recognised at fair value and subsequently measured at amortised cost. Financial assets at fair value through profit and loss are measured at fair value and fair value changes are recognised directly in profit or loss. Available-for-sale financial assets are measured at fair value and changes in the fair value are recognised directly in equity as "available-for-sale reserve" except for impairment losses which are recognised in profit or loss.

## A1. Basis of Preparation (cont'd)

c) FRS 139: Financial Instruments: Recognition and Measurement (cont'd)

Financial liabilities are initially measured at fair value and subsequently measured at amortised cost.

Derivatives are initially recognised at fair value on the trade date and subsequently remeasured at fair value. Fair value changes are recognised directly in profit or loss.

## Impact on opening balance

In accordance with the transitional provisions of FRS139, the above changes are applied prospectively and the comparative as at 31 December 2009 are not restated. Instead, the changes have been accounted for by restating the following opening balances in the Statement of Financial Position as at 1 January 2010.

	Previously stated	Effect of FRS 139	As restated
Assets	RM'000	RM'000	RM'000
Other investments	47,352	(47,352)	-
Held-to-maturity investments Financial assets at fair value	-	15,000	15,000
through profit or loss	-	26,312	26,312
Available-for-sale investment	-	6,181	6,181
Equity			
Retained earnings	490,847	141	490,988

### d) FRS 4: Insurance contract

The Group has adopted FRS 4 in relation to financial guarantee contracts.

## A2. Seasonal or cyclical factors

The operations of our major business segment are generally affected by the major festive seasons.

## A3. Unusual items

There were no unusual items affecting assets, liabilities, equity, net income, or cash flows during the financial period ended 30 June 2010.

## A4. Changes in estimates

There were no changes in estimates of amounts reported in prior financial years that have a material effect on the current quarter.

## A5. Debt and equity securities

There were no other issuances and repayment of debts and equity securities, share cancellations and resale of treasury shares during the financial period ended 30 June 2010 except for a repayment of RM150 million for Medium Term Notes ("MTN") which matured on 26 February 2010.

## A6. Dividend paid

In respect of the financial year ended 31 December 2008	2010 RM'000	2009 RM'000	
Second interim dividend of 7.5 sen per ordinary share, less tax and special tax exempt dividend of 3.0 sen per ordinary share, paid on 18 April 2009  In respect of the financial year ended 31 December 2009	-	63,701	
in respect of the infancial year ended 51 December 2005			
Second interim dividend of 7.5 sen per ordinary share, less tax and special tax exempt dividend of 3.0 sen per ordinary share, paid on 16 April 2010	63,695	-	
	63,695	63,701	-

## A7. Segment Reporting

**Business Segment** 

6 months ended 30 June 2010

	Financial period ended 30 June 2010			
	Assets RM'000	Revenue RM'000	Segment results RM'000	
Print and electronic media	1,388,151	415,336	121,745	
Event, exhibition, interior and thematic	170,580	109,628	5,071	
Others	121,710	1,363	1,892	
-	1,680,441	526,327	128,708	
Share of results in associate company			(687)	
Share of results in jointly controlled entities			(2,253)	
Profit before tax		- -	125,768	

## A8. Events subsequent to the balance sheet date

On 9 July 2010, Cityneon announced the incorporation of a wholly-beneficially-owned subsidiary in Indonesia, PT.Wonderful World Marketing Services Indonesia ("WWMSI"). WWMSI is 90% held by Cityneon and 10% held by a Director of Cityneon who acts as a nominee of Cityneon. This is to comply with Indonesian statutory requirement of at least 2 shareholders in an Indonesian company. WWMSI has an issued share capital of 2,500 ordinary shares of USD100 each. The principal activities of WWMSI is provision of management consultancy, consultancy services on thematic, interior and project management and consultancy services on tourism.

### A9. Changes in composition of the Group

- On 15 March 2010, the Company announced that it has acquired 2 ordinary shares
  of RM1.00 each fully paid, representing 100% of the issued and paid up share capital
  of Acacia Forecast (M) Sdn Bhd, a dormant shelf company incorporated in Malaysia,
  for a cash consideration of RM2.00.
- On 15 March 2010, Laviani Pte Ltd ("Laviani"), a wholly-owned subsidiary of the Company increased its share capital from SGD1 to SGD11,750,412. The new allotment of SGD11,750,411 were fully subscribed by the Company by converting the amount owing by Laviani to equity. There are no changes in the stakeholding of the Company subsequent to this allotment and Laviani remains a wholly-owned subsidiary of the Company.

#### A9. Changes in composition of the Group (cont'd)

- On 9 April 2010, Cityneon Holdings Limited ("Cityneon"), a subsidiary incorporated in Singapore announced that it has acquired the remaining 49% interest comprising 12,250 ordinary shares, fully paid in the capital of Cityneon-World Project Pte Ltd ("CWP"), thereby increasing the Company's interest in CWP from 51% to 100%. The consideration of SGD10,000 is based on willing-buyer willing-seller basis and are internally funded. CWP is incorporated in Singapore and its principal activities involve provision of design and build services for museums and visitor galleries, interior architecture and shop fit-outs.
- On 22 April 2010, Cityneon-World Projects Pte Ltd, a wholly-owned subsidiary of Cityneon, changed its name to Wonderful World Pte Ltd.
- On 10 May 2010, Laviani, a wholly owned subsidiary of the Company increased its equity interest in Cityneon from 59.08% to 64.08% by the acquisition of additional 4,426,270 shares of Cityneon for a total consideration of SGD2,700,025.
- On 28 June 2010, an indirect wholly-owned subsidiary of the Company, StarProperty Sdn. Bhd. [formerly known as Star Rediffusion Sdn. Bhd.] ("StarProperty") increased its authorised share capital from RM1.000,000 to RM5.000,000 by the creation of 4,900,000 ordinary shares of RM1.00 each. StarProperty also increased its paid up share capital from RM2 to RM1,000,000 by the allotment of 999,998 shares at RM1.00 each. The new shares allotted were fully subscribed by StarProperty's immediate holding company, Star MediaWorks Sdn. Bhd. (SMWSB"), a wholly-owned subsidiary of the Company.

#### A10. Changes in contingent liabilities

The contingent liabilities of the Group, arising from a subsidiary company, are as follow:

	RM′000
Project related bonds/ Guarantee	16,428
Rental guarantee	1,301
	17,729
	=====

### A11. (

Capital commitments	RM'000
Authorised capital expenditure not provided for in the financial statements	HIVI UUU
- contracted - not contracted	15,935 15,420
	31,355

Included in the contracted capital commitments is an amount of RM10,000,000 relating to balance subscription for the investment in a jointly controlled entity of the Company. The amount was supposed to be paid on or before 16 May 2010, but it has been deferred indefinitely pending review by the Company and joint venture partner.

## B1. Review of performance

		Preceding Year
	Current Year	Corresponding
	Quarter	Quarter
	30.06.2010	30.06.2009
	RM'000	RM'000
Revenue	295,741	234,223
Consolidated Profit before taxation	72,266	47,287
Consolidated Profit after taxation	52,032	35,056

For the current financial quarter under review, the Group's revenue was higher at RM295.74 million as compared to RM234.22 million in the same guarter last year.

The Group's profit before tax for the current quarter was higher at RM72.27 million due to higher revenue compared to that of 2009's corresponding results of RM47.29 million.

The higher Group's profit after tax for the current quarter was in line with the increase in the Group's profit before tax.

## B2. Variation of results against preceding quarter

	Current	Preceding
	Quarter 30.06.2010	Quarter 31.03.2010
	RM'000	RM'000
Revenue	295,741	230,586
Consolidated Profit before taxation	72,266	53,502

The Group's revenue for the current quarter was higher at RM295.74 million as compared to RM230.59 million in the preceding quarter. The Group's profit before tax for the current quarter was higher at RM72.27 million as compared to RM53.50 million in the preceding quarter mainly due to higher revenue in the current quarter.

### B3. Current year prospects

Malaysian Institute of Economic Research ("MIER") raised GDP growth forecast upwards to +6.5% yoy and forecasted that economic growth would reach +5.2% yoy in 2011. This is supported by MIER's Consumer Sentiments Index (CSI) and MIER's Business Conditions Index (BCI) of 110.4 points and 119.6 points respectively in 2Q 2010.

Adex also grew by 22% (source: Nielsen Media Research) in second guarter of 2010.

The Board of Directors expects the performance for the year ending 31 December 2010 to be satisfactory.

## B4. Profit forecast

The Group has not provided any profit forecast in a public document.

## **B5.** Taxation

Taxation comprises the following: -

Taxadon comprisce the follow	9.			
	3 months ended		Financial period ended	
	30.06.2010	30.06.2009	30.06.2010	30.06.2009
	RM'000	RM'000	RM'000	RM'000
Current period tax expense based on profit for the financial year				
Malaysian taxation	18,352	11,688	32,871	19,344
<ol><li>Foreign taxation</li></ol>	752	502	1,395	707
<ol><li>Deferred taxation</li></ol>	1,130	41	1,130	41
	20,234	12,231	35,396	20,092

The effective tax rate on the Group's profit for the financial period under review is higher than the statutory tax rate due to the tax impact of non-deductible expenses.

## B6. Unquoted investments and properties

There were no sales of unquoted investments and properties for the financial period to date.

## B7. Quoted investments

- (a) There were no purchases or disposals of quoted securities for the financial period to date.
- (b) There were no investments in quoted securities as at the end of the financial period under review.

## B8. Status of corporate proposal announced

There were no corporate proposals announced but not completed as at the date of this report.

## B9. Borrowings and debt securities

The Group's borrowings and debt securities as at the end of the second quarter are as follows:

	As at 30.06.2010 RM'000	As at 30.06.2009 RM'000
Short Term Borrowings		
Unsecured 5-years MTN 2005/2010 with a coupon rate of 5.70% per annum, maturing on 27 August 2010	100,000	_
Hire purchase	161	170
Finance lease	804	-
	100,965	170
Secured Term loan	4,420	35,690
	105,385	35,860
Long Term Borrowings		
Unsecured 5-years MTN 2005/2010 with a coupon rate of 5.50% per annum, maturing on 26 February 2010	-	150,000
5-years MTN 2005/2010 with a coupon rate of 5.70% per annum, maturing on 27 August 2010		100,000 250,000
Lline wayshees	-	,
Hire purchase	969	1,173
Finance lease	7,670	-
	8,639	251,173
Secured Term loan	33,791	1,165
	42,430	252,338

Except for the secured term loan and hire purchase of RM748,000 which are denominated in Singapore Dollar, other borrowings are in Ringgit Malaysia.

## **B10.** Derivatives

## **Forward Foreign Exchange Contracts**

As at 30 June 2010, the Group entered into forward foreign exchange contract to buy Euro. The foreign currency contract entered into by the Group is as follow:

Forward foreign exchange contract	Notional value RM'000	Fair value RM'000
Euro/ USD Foreign Exchange Forward		
Contract		
- Less than 1 year	804	224

### Credit risk

There is minimal credit risk as the contract was entered with a reputable financial institution.

## **Cash requirements**

The Group will fund the cash requirements of the derivative from its net cash flow from operating activities when the payments fall due.

## B11. Changes in material litigation

There are several libel suits which involve claims against the Company of which the outcome and probable compensation, if any, cannot be determined at this juncture.

## B12. <u>Dividend</u>

The Board of Directors is pleased to declare an interim dividend of 7.5 sen per ordinary share less tax, (2009: interim dividend of 7.5 sen per ordinary share, less tax) and a special tax exempt dividend of 3.0 sen per ordinary share (2009: special tax exempt dividend of 3.0 sen per ordinary share) to be payable to the shareholders on 18 October 2010. The entitlement date for the said dividend shall be 30 September 2010.

A Depositor shall qualify for entitlement to the Dividend only in respect of:-

- (a) Securities transferred into the Depositor's Securities Account before 4.00pm on 30 September 2010 in respect of transfer;
- (b) Securities bought on Bursa Malaysia on a cum entitlement basis according to the rules of Bursa Malaysia.

## B13. Basic earnings per share

The basic earnings per share has been calculated based on the Group's profit after taxation attributable to equity holders of the parent divided by the weighted average number of ordinary shares outstanding during the financial period.

	3 months ended		Financial period ended	
	30.06.2010	30.06.2009	30.06.2010	30.06.2009
Group's profit after taxation attributable to equity holders of the parent (RM'000)	50,084	32,861	87,909	51,125
Number of shares at the beginning of the year ('000) Effect of Share Buy Back during the	738,493	738,531	738,493	738,564
year ('000)		(16)	-	(49)
Weighted average number of ordinary shares outstanding ('000)	738,493	738,515	738,493	738,515
Basic earnings per share (sen)	6.78	4.45	11.90	6.92

## Diluted earnings per share

The Group does not have in issue any financial instrument or other contract that may entitle its holder to ordinary shares and therefore, dilutive to its basic earnings per share.

By Order of the Board

Ong Wei Lymn

Company Secretary 17 August 2010 Petaling Jaya, Selangor Darul Ehsan