



GLOBAL CHINA GROUP HOLDINGS LIMITED 泛華集團控股有限公司

Incorporated in Bermuda with limited liability

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For Immediate Release

GLOBAL CHINA GROUP HOLDINGS LIMITED REPORTS INTERIM RESULTS 2004

(27th September, 2004, Hong Kong) In its Interim Results announced today for the six months ended 30th June, 2004 ("Period"), Global China Group Holdings Limited ("Global China" or the "Company") reported profitability in its core media operations, registering a 24.7% increase in turnover to HK\$536.4 million. The Human Capital Management business also achieved profitable results, delivering a 50.3% growth in turnover to HK\$24.4 million.

The consolidated turnover of the Company and its subsidiaries (together the "Group") for the Period increased by 20.1% to HK\$678.2 million, as compared with HK\$564.8 million for the six months ended 30th June, 2003 ("Previous Period"), against a background of recovery in the Hong Kong economy. The Group continued to make investments in and diversify its media businesses which, together with higher newsprint cost and usage, resulted in a loss from operating activities of HK\$7.0 million for the Period.

Commenting on the overall performance of Global China, the Group's Chairman Mr. Ho Tsu Kwok, Charles said, "The favourable market environment in the first half has seen broad-based revenue increases in our core businesses and increased our confidence in our strategic direction. We have a strong cash position and have used some of that cash to fund continuing investments, particularly in our magazine and overseas newspapers businesses where, we believe, the market represents long term growth potential."

"It is also encouraging to see that progress has been made on improving operational efficiency to keep costs under control, which is especially important in the current environment of escalating newsprint prices."

The newspaper operations in Hong Kong, comprising Sing Tao Daily and The Standard, staged a healthy recovery in both advertising and circulation revenue during the Period. With its continuing efforts on editorial improvements, Sing Tao Daily has seen a

consistent increase in circulation, and is one of only two newspapers in Hong Kong, according to the Nielsen Media Index, that has recorded a growth in average issue readership during the Period. At the same time, at The Standard, a new management and editorial team was appointed in January with a mission to develop the newspaper into the definitive source of English-language business, financial and economic news about Hong Kong and the PRC.

In its overseas markets, Sing Tao Daily reinforced its leading position and expanded into new markets through both organic growth and acquisitions and alliances. Resources have been allocated to increase the overseas operations' circulation and readership base, enhance the editorial content, and improve the production facilities. To further gain market share, the San Francisco-based Chinese Times was acquired and a new office was opened in Amsterdam.

The Magazine unit made progress in strengthening its titles in three core topics, namely current affairs and entertainment, lifestyle and IT news and trends. In particular, under a new management team and with investments made to improve the editorial and sales efforts, Eastweek was re-launched in May 2004 with a new logo and a total new look, and has achieved steady and satisfactory growth in both circulation and advertising revenue.

The Group's Human Capital Management business in Hong Kong, represented by JobMarket, had an outstanding first half, registering a turnaround in operating profit. In the PRC, the Group's joint venture subsidiaries in Media Services, Corporate Training and Broadband Content and Distribution all progressed as planned, achieving growth in revenue whilst narrowing losses.

Looking forward, Global China will continue to adopt a prudent approach, combining a strategy of investing selectively in new products and markets for long term growth, and exercising discipline in cost control and productivity gains to ensure improved profit performance.

About Global China Group Holdings Limited

Global China Group is a media corporation, listed on the main board of Hong Kong Stock Exchange (Stock Code: 1105), founded by Mr. Ho Tsu Kwok, Charles in year 2000. The principal activities of the Group comprise Media Ownership and Services, Human Capital Management, Broadband Content and Distribution, and Trading.

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