

SPEECH BY MR Tan Boon Kean, Editor/Regional Managing Director, The Edge, at The Edge-Lipper Singapore Funds Awards 2004, The Tower Club, Singapore. February 24, 2005.

Ladies and Gentlemen
Mr. Robin Thurston, and our friends at Lipper
Members of the media

On behalf of the organizers, welcome to The Edge-Lipper Singapore Funds Awards 2004. For those of you who are new to the event, this is the second year Lipper and The Edge is organizing the awards in Singapore. While Robin from Lipper will brief you on the fund outlook situation, permit me to share a bit about The Edge Singapore.

Since we last met, The Edge Singapore has continued to grow exponentially. We now have an average audited circulation of about 27,000 copies per issue, making it the largest circulating business publication weekly and especially so on the weekend, which is when most of our business and corporate readers set time aside to read our in-depth analyses and independent insights.

Every week, our Personal Wealth section continues to carry the latest interviews, analyses, and data on investment funds. Many of you are already familiar with the 'Ben and Kelvin' show, namely the two journalists – Benjamin Paul and Kelvin Tan - who have made this section the indispensable read for investment professionals and their clients. The Edge Singapore has also grown its average pagination since late last year and while economic growth is slower this year, the readership interest and strong growth is encouraging us to ramp up our content further. Our readers expect us to speak our minds and bring out the issues and we will continue to do so, in a fair and balanced manner.

Ladies and gentlemen, The Edge Singapore is your friend and intermediary in helping to bring independent, well-written, and timely news and analyses on investing to the public. Please also give us your feedback at all times to further improve this event as well as our investing coverage.

Finally, on behalf of The Edge, I wish to congratulate all the fund winners of 2004. May your record be unbroken.

I also wish to thank our partners for making this event a memorable one: Lipper, our long term partner, and our new partner and venue host, The Tower Club, Singapore, who have spared no expense to cater to our last minute demands. I have no hesitation in recommending this venue for you to consider if you are hosting an event.

Ladies and gentlemen, thank you very much.

February 24, 2005