

Media Release
FOR IMMEDIATE RELEASE

Singapore, 26 May 2008

2008 Enterprise 50 Awards: Looking to the future

Nominations are now open for the 2008 Enterprise 50 Awards

The annual Enterprise 50 Awards will take on a different hue this year with a change in emphasis in the qualifying criteria, and a new co-organiser.

Professional services firm, KPMG in Singapore, will be collaborating with The Business Times as co-organiser from this year. This new collaboration comes with a fresh approach which will see the adjudicators take a more holistic view, with the judging criteria placing greater emphasis on qualitative aspects, rather than historical financial records.

Participants are evaluated both on quantitative and qualitative criteria, with the former taking into consideration financial performance indicators such as operating profit before tax, turnover and profit growth, among others. Qualitative aspects include business model and innovations, management ideals and governance.

Other than the organisers, the Awards, now entering its fourteenth year, are also supported by International Enterprise Singapore, SPRING Singapore and the Infocomm Development Authority of Singapore, and sponsored by OCBC Bank.

Mr Danny Teoh, Managing Partner of KPMG, said: "KPMG is proud to be associated with the Enterprise 50 Awards. This award recognises the achievements and contributions of Singapore's high performing enterprises, and encourages them to play an even greater role in the global economy."

Benefits of participation

Some of the benefits of being an Enterprise 50 award winner as cited by past recipients include enhancements in their business image, greater recognition by suppliers and customers, development of strategic business relationships, and a boost in staff morale.

A large number of past Enterprise 50 companies have used the ranking as a platform for public listing. To date more than 100 companies who have received the award have successfully listed themselves on the Singapore Stock Exchange.

According to **Mr Alvin Tay**, Editor of The Business Times: "The Business Times is privileged to welcome KPMG as the co-organiser of this year's Enterprise 50 Awards. We are excited to be collaborating with KPMG and together we will continue to identify Singapore's most promising enterprises and give them the recognition for their commitment and enterprising spirit. At the same time, I would like to thank Accenture for their past support of the E50 Award as co-organiser, and through it, the SME community in Singapore."

Nominations close at 5.00pm on 15 July, 2008.
The 2008 Enterprise 50 list will be published in November 2008.
More information is included in the accompanying pack.

Page 1 of 3

Co-organised by:

THE BUSINESS TIMES



Sponsored by:



Supported by:



Note to editors:

About the Enterprise 50 Awards

The Enterprise 50 Awards, now in its fourteenth year, was created in 1995 to identify, support, recognise and reward enterprising privately-owned, local companies across all sectors. It has since become the definitive list of the fifty most enterprising, privately-held local companies in Singapore.

It is jointly organised by The Business Times and KPMG in Singapore, and supported by International Enterprise Singapore, SPRING Singapore and the Infocomm Development Authority of Singapore.

Enterprise 50 nomination forms are available from the Enterprise 50 Secretariat
c/o KPMG

16 Raffles Quay #22-00

Hong Leong Building

Singapore 048581

E50 Hotline: +65 6507 1555

e-Mail: enterprise50@kpmg.com.sg

For more information, please visit www.enterprise50.org.

About The Business Times

The Business Times (BT), a member of the Singapore Press Holdings group, is South-east Asia's leading business daily. It is Singapore's only financial daily and provides a complete guide on the local, regional and international business scene.

BT brings to its readers each day a comprehensive and concise package of corporate, financial, economic and political news, analysis and commentary. BT also carries features and the latest lifestyle trends in food, entertainment, shopping, arts, health, travel and design. In June 1995, BT became the first English-language newspaper in Asia to go on the World Wide Web. Since January 2000, BT Online started to be available from 4am Singapore time (GMT +0800) and to offer news updates throughout the day.

BT Online: <http://business-times.asia1.com.sg>

About KPMG in Singapore

KPMG in Singapore is part of a global network of professional services firms providing Audit, Tax and Advisory services. The independent member firms of the KPMG network operate in 145 countries and have more than 123,000 professionals worldwide. KPMG's website is located at kpmg.com.sg.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$180 billion and a network of over 460 branches and representative offices in 15 countries and territories including Singapore, Malaysia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 350 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.

For further information please contact:

Jeremy Kong

Executive, Marketing & Communications, KPMG in Singapore

Tel: +65 6507 1541 (direct)

e-Mail: jeremykong@kpmg.com.sg

Dawn Westerhout

Director, Marketing & Communications, KPMG in Singapore

Tel: +65 6507 1538 (direct) / 8118 9920 (mobile)

e-Mail: dwesterhout@kpmg.com.sg

Yeo Siew Chi

Assistant Manager, Corporate Communications, Singapore Press Holdings Limited

Tel: +65 6319 1586 (direct) / 9749 5105 (mobile)

e-Mail: yeosc@sph.com.sg
