



Phoenix Satellite Television Holdings Limited

Held since 1999

Since its launch on 31 March 1996, Phoenix Satellite Television has been constantly providing quality Mandarin programming to global Chinese communities. Thanks to a vast global market and successful expansion strategies, Phoenix Satellite Television has developed itself into a multi-channel platform, with Phoenix Chinese Channel, Phoenix Movies Channel, Phoenix InfoNews Channel, Phoenix Chinese News and Entertainment Channel in Europe, and Phoenix North America Chinese Channel broadcasting to audience in Asia, Europe, America, Latin America and Africa, covering more than 150 countries and regions.

	FY ended 31 Dec		
Key figures (RMB'm)	2006	2005	
Revenue	1,058	1,035	
Net profit	211	183	
Market capitalization	6,524	4,593	
ROE (%)	19.7	19.5	
Gross Dividend Yield (%)	1.1	1.3	
Price/Earnings	30.7	25.3	

	1-year	2-year	3-year
TSR (%)	41.94	-1.59	17.99

Highlights:

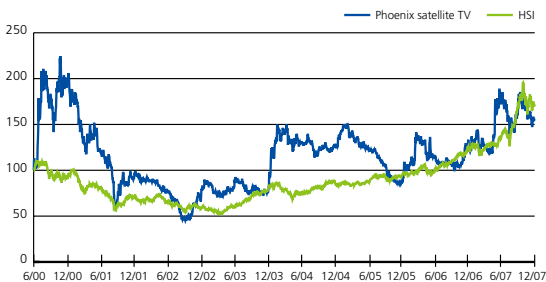
Phoenix Satellite Television's revenue for 2006 increased by 2.2% over that of 2005, which in fact consolidated the major turn-around the Group achieved after several loss-making years. As a result of the increase of revenue, net profit of Phoenix Satellite Television reached a record high, up 17.0% compared with that of 2005. While the Group's television business continued to generate profit, it has also been exploring ways to expand its access to the Chinese market. The Company entered into a strategic agreement with China Mobile Limited, the largest telecommunication operator in China, to jointly develop, promote and distribute wireless content, products, services and new media applications, generating new sources of profit growth.

Relative TSR since Jun 00:

Phoenix Satellite Television vs Hang Seng Index (HSI)

Index = 100 in Jun 00

Listing Date: 30 Jun 00



Chairman: Liu Changle

CEO: Liu Changle

Website: <http://www.ifeng.com>