

SATS REVITALIZES BRAND IMAGE

Singapore, 15 November 2005 – Singapore Airport Terminal Services Limited (“SATS”) today launched its new brand image, consisting of a new corporate look and brand promise, as the premier ground handling and inflight catering service provider in the Asia-Pacific region.

The history of SATS can be traced back to the very beginning of commercial aviation in Singapore when ground handling was provided by a department within Malayan Airways in the late Forties. SATS was incorporated as a wholly-owned subsidiary company of SIA in December 1972 before being listed on the Mainboard of the Singapore Exchange in May 2000. Today, SATS, the market leader at Singapore Changi Airport, operates across a network of 25 airports in 8 countries, providing ground handling and inflight catering services to airlines. Profit contributions from overseas ventures have grown by a compounded rate of 23.6% over the past 6 years, and now comprise 21.5% of the SATS Group’s pre-tax profits.

Mr Ng Chin Hwee, President & CEO of SATS, said: “We have come a long way from operating purely in Singapore to our current network spanning the Asia-Pacific region. In our next phase of growth, we aim to continue setting new industry benchmarks through innovative products and service excellence. Our continuing expansion across the Asia-Pacific region has now made it timely for us to refresh our corporate look and to develop an even stronger recognition of the SATS brand both locally and overseas as a hallmark of top quality airport services.”

Over the past year, SATS has demonstrated its commitment to the airline industry. In July 2005, it announced a S\$23 million investment in new products and services such as the SpecialCare Lounge, Ethnic Specialty Kitchens and native language speakers. In September 2005, it launched a new group-wide “xfactor” training programme to enhance service levels among staff. SATS also continues to expand its presence overseas and in October 2005, announced its expansion into China through its interest in Tianjin Airport Cargo Services Co Ltd (TACS).

Elaborating on the new brand image, Mr Ng added: “The warm and vibrant colours of our new corporate look are symbolic of the energy and vitality within SATS, and of our strength and determination to advance our levels of service excellence to even higher standards. We are also introducing our new people-oriented ‘One With You’ brand promise, which aims at ‘being one within’, ‘being one with partners’ and ‘being one with customers’, representing the lasting affinity and relationships that SATS builds with staff, partners and customers alike.”



About Singapore Airport Terminal Services Limited (SATS)

The Singapore Airport Terminal Services (SATS) Group is the leading provider of integrated ground handling and airline catering services at Singapore Changi Airport. SATS' network of ground handling and airline catering operations spans 25 airports (including Singapore) in the Asia Pacific region. SATS' services include airfreight handling, airline catering, passenger services, baggage handling, ramp handling, aviation security and airline linen laundry. SATS, a subsidiary of Singapore Airlines Limited (SIA), has been listed on the Singapore Exchange since May 2000.

For more information on SATS, please visit www.sats.com.sg

For further information, please contact:

Mah Tze Chiang
Singapore Airport Terminal Services Limited (SATS)
Tel: (65) 6541 8150
Fax: (65) 6541 8154
Mobile: (65) 9047 7400
Email: tzechiang_mah@singaporeair.com.sg

Or

Ang Shih-Huei
Gavin Anderson & Company
Main: (65) 6339 9110
Direct: (65) 6424 6953
Fax: (65) 6339 9578
Mobile: (65) 9189 1039
Email: sang@gavinanderson.com.sg

INFORMATION SHEET

Page (i) of (ii)

SATS' brand promise is embodied in '**One With You**', which represents our commitment to make a difference in people's lives.

SATS is a people organization, built by people, for people. We see the larger purpose of our existence as creating affinity every single day. As stewards of our airline partners, we play a crucial role in strengthening their relationships with their passengers and customers. And through our daily interaction with thousands of passengers, we can and do make a difference to their flight experience. Beyond passenger check-in, baggage and cargo handling and the food served onboard, it is always the human warmth and thoughtful gestures that touch lives, making the service experience special.

'**One With You**' means

- **Being One Within:** As ambassadors of the SATS brand, each and everyone at SATS is empowered with the skills, self-belief and devotion to live the SATS' promise. Being One Within encompasses the individual and collective efforts of our people to think, act and speak as ONE, delivering exceptional service, building lasting affinity and enriching lives.
- **Being One with Partners:** As stewards of our airline partners and suppliers, we are driven by how much we can contribute to their success. Being One with Partners epitomizes the SATS spirit in nurturing a lasting relationship with our partners based on shared aspirations, friendship and unity in delivering an exceptional customer experience and forging customer loyalty.
- **Being One with Customers:** We treat our airline partners' passengers and cargo customers as our very own. Being One with Customers exemplifies our dedication to our customers' service experience. We serve them with sincerity, care and thoughtfulness, ensuring peace of mind and an enriching experience every time they interact with us.

SATS lives to create this difference every single day. The heart of SATS is our people, constantly harnessing the energy of self-empowerment, self-belief and devotion, to act as ONE, and to be ONE with our partners and customers, and in the process, forging enduring and fulfilling relationships. This aspiration underlines our vision of building *Lasting Affinity*.

The New SATS Logo

The new stylized logo embodies our people-focused belief, conveying a gracious, friendly and confident persona. Together with the new brand promise 'One With You', the new SATS image is all about fostering human affinity.

The primary radiant orange in the logo exemplifies the SATS brand as a service company that is energetic, vibrant and personable, whilst the secondary warm grey exudes service sophistication that is firmly embedded in a strong foundation.

With a customized font style that is fluid, contemporary and simplistic, the brand mark reflects SATS' people-oriented philosophy.

Above all else, the new stylized SATS logo epitomizes the overall brand spirit of oneness and human affinity.



The Secondary Expression: 'Ascent' Motif

The ascending strokes form secondary elements that express the synergy that we share with our customers, partners and staff, and our forward-thinking nature manifested in everything that we do.

