

SOPA MEDIA INSIDERS SERIES:

"Merger & Acquisition Trends in Media"

Luncheon Talk, Thursday, April 17, 2008
Foreign Correspondents' Club (No.2, Lower Albert Road, Central)

Hear from multi-billion deal-makers on the M & A trends in Media



BHUPESH GUPTA
*Senior Managing Director & Chief Risk officer,
GE Commercial Finance, Asia Pacific*



MICHELLE GUTHRIE
*Managing Director,
Providence Equity Asia Ltd*



SANDER HAMERSMA
*Executive Director & Co-Head of
TMT Asia Pacific, ABN AMRO*



Moderated by:
JIM ERICKSON
*Senior Editor, Business & Technology,
TIME Asia*

Who Should Attend: CEO, Publisher, CFO, Biz Dev., Strategy, Circulation, Legal & Sales Professionals

Please fill in the registration form below and email to mail@sopasia.com or fax to (852) 2882 4673. Call (852) 28822555 for more details. **Book before April 15.**

Date: April 17, 2008 (Thursday)

Time: 12:30pm – 1:00pm Networking
1:00pm – 2:00pm Presentation, Q & A

Venue: Foreign Correspondents' Club (No. 2, Lower Albert Road, Central, Hong Kong)

Fees: SOPA Members: \$375 per person

Non-SOPA Members: \$ 450 per person. (Lunch is included)

Bhupesh Gupta

Bhupesh is Senior Managing Director and Chief Credit Officer Asia Pacific for Corporate Financial Services, GE Commercial Finance. In this role he has responsibility for leading the regional risk function for corporate and leveraged finance, asset backed lending, media communications and entertainment financing, private equity and non-performing loan portfolio investment businesses in the region.

Until Dec 2007 he was Managing Director, Asia Pacific for Media, Communications Entertainment, GE Commercial Finance, a leading provider of financial services to the media, telecom and entertainment sectors with a portfolio of over \$8 billion. In this role he was responsible for leading GE's telecom, cable, media and entertainment financing business in the Asia Pacific region since 2004.

He has worked in the media and telecom debt and equity financing roles for over 12 years. Previously he headed underwriting and portfolio management teams for telecom and media in the US and in Europe. He has led numerous debt and equity transactions for GE in wire line, mobile, towers, television, cable, content and other media, communication and entertainment segments in Asia, Europe and the USA. He has represented GE on the Boards of several investee companies. Prior to that he led several debt and equity transactions in the energy and infrastructure sectors.

Before joining GE in 1994, he worked with Corporate Finance at Bank of America in India. Previously, he ran accounting, tax, audit and management consulting practise. Bhupesh is a Fellow of the Institute of Chartered Accountants of India, Bachelor of Law (LLB) and Bachelor of Commerce (Hon's) from the Delhi University.

Michelle Guthrie

Michelle Guthrie is a Managing Director of Providence Equity Partners based in its Hong Kong Office. Providence Equity Partners is the world's leading private equity firm focused on media, entertainment, communications and information investments. The firm manages funds with approximately \$21 billion in equity commitments and has invested in more than 100 companies globally since its inception in 1989.

Before joining Providence in 2007, Ms Guthrie was the Chief Executive Officer of STAR, a leading media and entertainment company in Asia wholly owned by News Corporation. Ms Guthrie began her career at STAR in 2000 and advanced through a series of management posts, including senior vice president, business development; before her promotion to CEO. With more than ten years of experience in the pay-TV industry, Ms Guthrie previously served FOXTEL in Australia and BSkyB in the U.K. Earlier in her career; she was a lawyer at Allen, Allen & Hemsley in Sydney and Singapore. She was named a Young Global Leader by the World Economic Forum and the *Veue Clicquot* Hong Kong Businesswoman of the Year in 2005.

Sander Hamersma

Sander Hamersma has been based in Hong Kong since 1997 dedicated to ABN AMRO's mergers and acquisitions, debt and equity capital market activities across the region.

He has been Co-Head of Telecoms, Media and Technology Banking for Asia Pacific since 2005, leading a number landmark transactions such as Mingly Consortium's acquisition of ATV, Hong Kong's second

largest broadcaster (advisory role and principal investor); Suntech Power's US\$500m Convertible Bond (Joint Bookrunner); Investor Consortium's acquisition of a 40% stake in CJ CableNet, one of Korea's largest CATV MSO's (advisory role and principal investor); The US\$414m leveraged financing transaction for EMC, Taiwan's leading CATV operator (voted High Yield Deal of the Year by IFR Asia and Asiamoney); The US\$125m High Yield Loan for ABS-CBN, the leading broadcaster in the Philippines (Deal of the Year, FinanceAsia); Bht1bn IPO of Calcomp Electronics in Thailand (Joint Bookrunner); and The sale of a strategic interest in IN Cable, one of India's largest MSO's, to Intel Capital.

Sander graduated as MSc in Finance from the University of Amsterdam in 1995.

Jim Erickson

Jim Erickson, a senior editor at TIME Asia, has for more than 20 years covered business, politics and technology at newspapers and magazines in the U.S. and Asia. Prior to joining TIME six years ago, he was assistant managing editor at Asiaweek and was responsible for the newsweekly's technology coverage. Before moving to Hong Kong in 1997, he was an award-winning business reporter for the morning newspaper in Seattle, Washington, where he covered corporations including Boeing, Nintendo of America, Starbucks, Amazon.com and Microsoft. Winner of a prestigious Gerald Loeb award for economics reporting, Mr. Erickson in 1992 co-authored a best-selling book, "Hard Drive: Bill Gates and the Making of the Microsoft Empire," the first biography of Microsoft's famous chairman.



REGISTRATION FORM

**SOPA MEDIA INSIDERS SERIES:
“Merger & Acquisition Trends in Media”
April 17, 2008 (Thursday)
12:30 pm – 2:00pm**

To: SOPA Secretariat

We would like to reserve _____ seats

@ SOPA Member HK\$375

@ Non Member HK\$450

Total: HK\$ _____

Name of Company :

Contact Person :

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Name of Guests

Job Titles

***Cheque should be made payable to “The Society of Publishers In Asia Ltd.” and must reach SOPA Secretariat no later than 15th April, 2008.**

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For Enquiry: Please contact SOPA Secretariat at TEL: (852) 2882 2555, FAX: (852) 2882 4673

