

**P.T. SWA MEDIA INVESTINDO
COMMUNICATION ON PROGRESS 2007-2008**

Company Name	PT SWA MEDIA INVESTINDO	Date	Februari 19th, 2009
Unit (if applicable)			
Address			
Jl. Tanah Abang III No. 23		Membership date	April, 2007
Jakarta Pusat 10160			
Country	Indonesia	Number of employees	180 persons (Total Group)
Contact name		Kemal Effendi Gani	
Contact Position	Pemimpin Umum / Pemimpin Redaksi	Sector	Holding Company of SWA Media Group
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Brief description of nature of business
<p><u>SWA</u></p> <p><i>Dimana bisnis bergerak</i></p> <p><i>“... well known as the most reputable business magazine ...”</i></p> <p>1</p> <p>Contributing on more than 23 years of innovations, with more than 51.219 copies of nationwide circulation & read by major Indonesian executives, professionals and decision makers, SWA well known as the most reputable business magazine in Indonesia.</p> <p>We helps local or global businesses people and corporate communities through its leading articles with great and reliable success story to communicate your good image, excellent product or service commitment to your potential market.</p> <p>And as its parts to be the total communications solutions for your business, SWA completed its business units services with SWAnetwork & Mix Interactive (<i>event organizer</i>), SPOT (<i>creative communication</i>), Business Digest (<i>research consultants</i>), SWAPublishing (<i>publishing services</i>), SWAMediajaringan (<i>distribution channeling</i>), and also publish MIX Magazines and Platinum Society as its media prints groups.</p>

Statement of continuing support

“PT. SWA Media Investindo (SMI) feels so proud to be the member of the United Nations Global Compact. We are also committed to the Global Compact initiatives and uphold its ten principles pertaining to human rights, labor rights, protection of the environment and corporate governance. We believe too that by adhering to this core set of universal values which are fundamental in meeting the socio economic needs of the world, we would be able to foster sustainable growth.”

Kemal Effendi Gani
Editor in Chief
PT. SWA Media Investindo

The implementation of The Ten UN Global Compact Principles is reflected a part of company’s philosophy, values, policies and code of business conducts. It’s covering the roles of management and employees as well as the advancement opportunity, competitive compensation and benefits, work environments and obligation to the community we operate -- including Corporate Social Responsibility Program.

PRINCIPLE 1	BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS
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Status of implementation:

1 •

The company policy and code of business conduct is in place and implemented across all our group’s business operations. The policy document is updated regularly and serve as a guideline for the management and employees in conducting the business. Responsible for the enforcement and implementation of business activities throughout the Group of company’s units.

All activities are:

- ✓ Update the Policy as required.
- ✓ Written policy is in place and implemented across all of internal business process.
- ✓ Covering rights of limited workers life facilities including medical, transportation allowances, health assistance, subsidy/assistance & emergency loan, safety and security procedures so the employees can have a favorable working condition and support their well-being.

PRINCIPLE 2	BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES
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Status of implementation:

1

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Policy is in place in line with the principle and implemented across business unit in the Group. All employees should be able to work in an environment that is free from harassment and discrimination including that of race, ethnic, color, religion, national origin, disability, marital status, age, sexual orientation, or gender. Company provides comprehensive wellness facilities.

PRINCIPLE 3	BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING
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Status of implementation:

1

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The company policy allowing dialog with employees to understand their aspirations. The formation of association or union is stipulated in the policy manual. Employee can form the organization so long it adheres to the company policy and code of business conduct.

PRINCIPLE 4	BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR
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Status of implementation: N/A

PRINCIPLE 5	BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR
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Status of implementation: N/A

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PRINCIPLE 6	BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION
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Status of implementation:

1

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Promotion is fully based on individual performance and potentials, evaluated by immediate superior, and approved by superior's superior and Board of Directors.

PRINCIPLE 7	BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES
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Status of implementation: N/A

PRINCIPLE 8	BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY
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Status of implementation:

The company and its business units with SWAID have initiated some programs related to the environment protection or aiming natural disasters in Indonesia regions -- including Aceh or Central Java. SWAID successfully in tactical support in term of collected more product or other victim's need of more national natural disaster.

PRINCIPLE 9	BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES
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Status of implementation:

Our top Management Level is guided by strong commitment towards protection and conservation of the environment cares. The company is now in the process to apply sound green paper based development. The company also has become a member of the collective partners for promoting green campaign in Indonesia.

PRINCIPLE 10	BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY
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Status of implementation:

2 •

The adoption of universal corporate governance is embedded in our Core Values which are the guiding principles of our operations. Providing guidelines for employees in conducting business within and outside the Group. This includes: compliance with laws, regulations and company's policies; fair dealing; conflicts of interest: outside engagements, integrity of financial records, crisis management, establishment of authorities, group asset and confidential information protection. Responsible for the enforcement and implementation of Business Conducts and Practices throughout the Group. Update the Policy as required and handle any allegations of misconduct. Our business group is also the active member of Indonesian Business Link, Indonesia (IBL), a not-for-profit foundation aims to contribute towards the creation of sound and ethical business practices in the country and active participation in the National Corporate Social Responsibility National Program support.