

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

Company Name	PT SWA MEDIA INVESTINDO	Date	Februari 19 th , 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>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

United Nations Global Compact

A progress report on SWA's performance

The year we have left behind us was, for SWA Media Group, a year of unswerving concentration on the operational management of the Group, aimed at re-balancing costs and revenues plus reinforcing the generation of earnings. This management effort took much energy and required great discipline in the use of resources. However, this did not push our commitment to all the stakeholders into second place. On the contrary, this was further strengthened by its closer integration with the activities of the business, and by the establishment of the firm with regard to socially-purposive interventions.

PT. SWA Media Investindo (SMI) feels so proud to be the member of the United Nations Global Compact. SWA is proud to have been able to contribute to this success through its position as a member of the Advisory Council which guided the early development of the Global Compact. SWA interpreted the original ten principles of the Global Compact into a series of commitments that guide our actions and inform our strategy on priorities for improvement. These commitments have been reflected in our Code of Conduct which set out our business principles and standards of behaviour including our response to the 10th principle on tackling corruption.

SWA continues to support the Global Compact principles. We are 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 have entrusted to it the task of reinforcing our commitment to the community, supporting ideas and projects in the fields of education, culture and society, targeted at improving people's quality of life and also contributing, in this way, to the promotion of innovation and modernization within the country, which is an objective of the whole company.



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.

Global Compact Principle	SWA Commitments	<i>Operations & Implementations</i>
<p>Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence</p> <p>Principle 2: make sure that they are not complicit in human rights abuses.</p> <p>Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining</p> <p>Principle 4: the elimination of all forms of forced and compulsory labour</p> <p>Principle 7: Businesses should support a precautionary approach to environmental challenges</p> <p>Principle 8: undertake initiatives to promote greater environmental responsibility; and</p>	<p>SWA is committed to implementing policies aimed at meeting the needs of all stakeholders, especially in light of its commitment to promoting and implementing human rights and the 10 basic principles of the UN Global Compact.</p> <p>We comply with the relevant laws relating to employment and employment conditions.</p> <p>We recognise that labour standards and conditions.</p> <p>Our Environment Policy on our corporate Environmental Management System describes our main commitments.</p> <p>Our products help us educate,</p>	<p>We are committed to ensure that we are not complicit in human rights abuses and continue to monitor this. If we were to find ourselves inadvertently implicated in abuses of human rights, we would take immediate steps to rectify such a situation.</p> <p>Subject to relevant, we fully respect the right of our people to freedom of association and representation either through trades unions, works councils, or any other appropriate forum.</p> <p>We ensure that our people have satisfactory wages and working conditions, and that there is no exploitation of labour.</p> <p>Our Code of Conduct describes the standards that we set ourselves.</p> <p>We provides highlights of our progress relevant to implementing.</p>

<p>Principle 9: encourage the development and diffusion of environmentally friendly technologies</p> <p>Principle 10: Businesses should work against all forms of corruption, including extortion and bribery</p>	<p>entertain and inform.</p> <p>Our Annual Internal Report describes some of the ways that our businesses have met these principles</p>	<p>The values section summarises the framework that all SWA employees use in guiding how we behave.</p>
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As far as possible, SWA uses existing communication channels and management processes to review, improve and demonstrate our progress. 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.

Contact:

For further information, or if you have any questions or comments, please contact, Amri Husni on amri.husni@swa.com.