

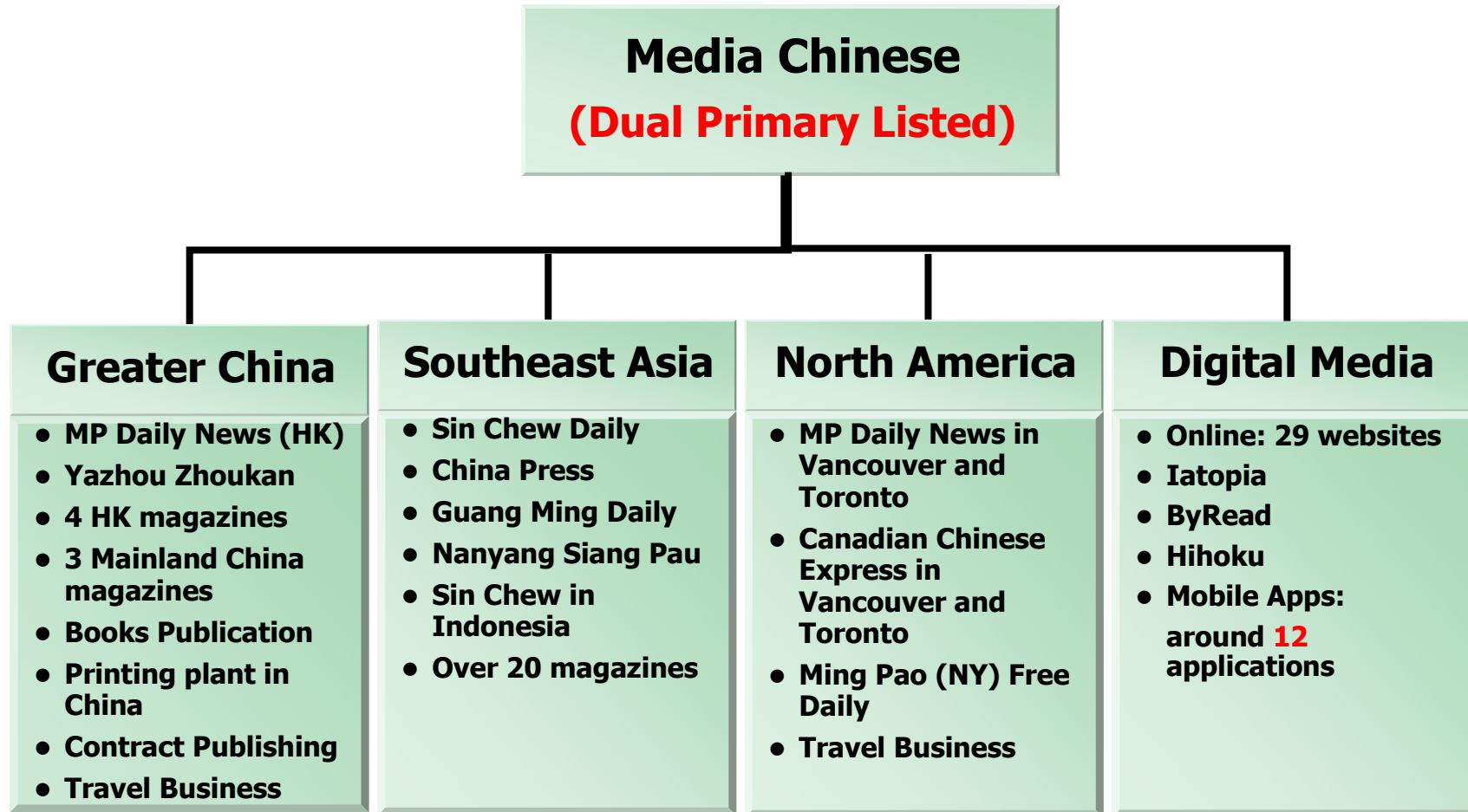


**Media Chinese International Limited  
2nd Quarter 2011/12 Results Presentation**

**November 2011**

- **Corporate Portfolio**
- 2011/12 Market Highlights
- Financial Performance (Unaudited)
- Digital Media Update
- The Months Ahead

# Corporate Portfolio – Background & Products



# Corporate Portfolio – Printed Product Brands



# Corporate Portfolio – Digital Media Brands

## Online Media (Southeast Asia)



## Online Media (Hong Kong)



## Online Media (Mainland)



## Online Media (Canada)



## Mobile Media



29 Websites & numerous mobile Services

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# Market Share in Malaysia and Hong Kong

## PENINSULAR MALAYSIA

Period from 1 Jul 09 to 31 Dec 10

### Chinese Newspapers

#### Sin Chew

-Sin Chew Daily	404,424
-Guang Ming Daily	118,382

#### Nanyang

-China Press	238,334
-Nanyang Siang Pau (figure for the period 1.7.06 to 30.6.07)	114,049

#### SCMC & NPH SUB TOTAL

**875,189**

Ranking in Malaysia

**No. 1**

**No. 3**

**No. 2**

**No. 4**

Source: (Audit Bureau of Circulations)

## HONG KONG

Period from 1 Jan 10 to 31 Dec 10

### Chinese Newspapers

### Readership

#### Ming Pao Daily News

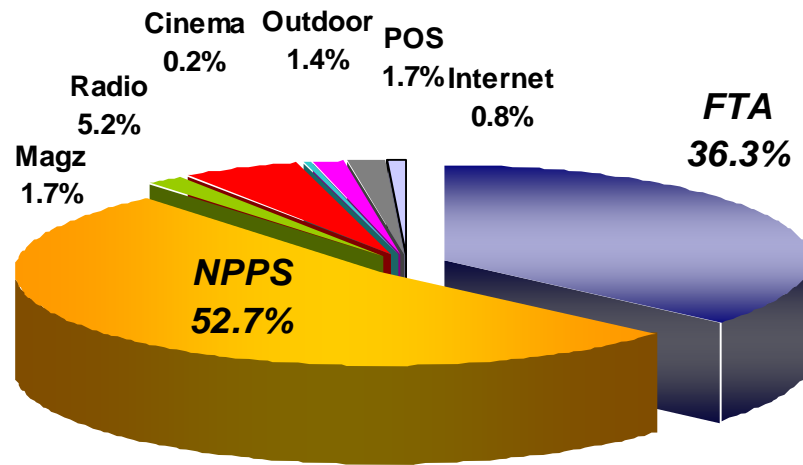
**444,000**

The most credible Chinese newspaper

Source: (ACN media index 2010)

# YTD Adex for September 2011 in Malaysia

## YTD Adex for September 2011



**RM 6,112m**

**↑ 10.4%**

YTD Adex in Sep 2010: RM 5,536m

## Total Adex (RM)

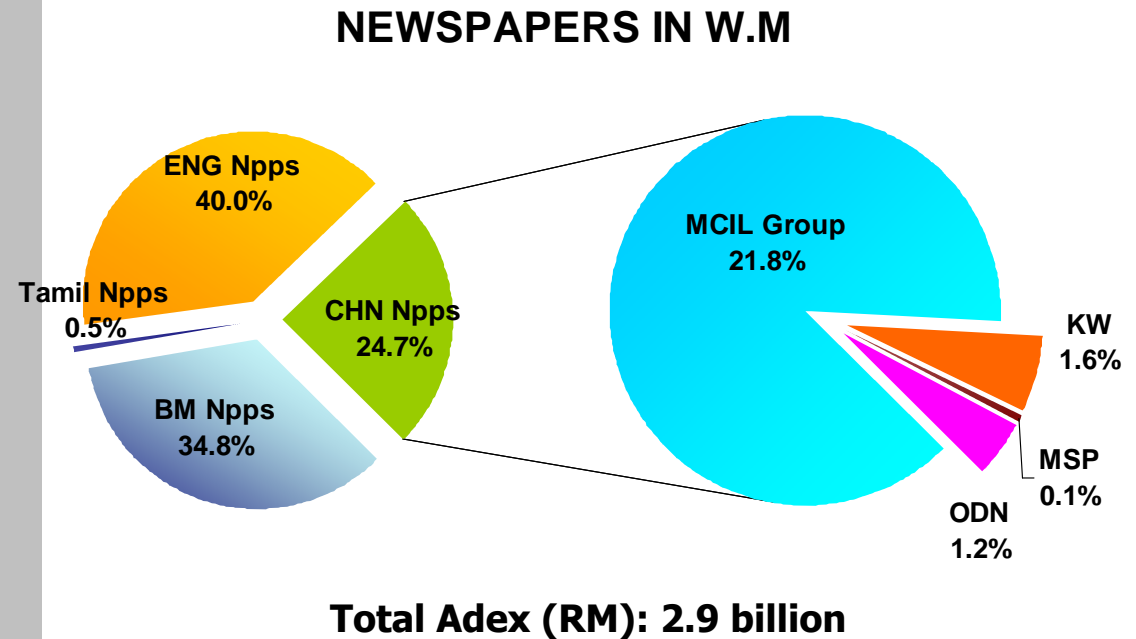
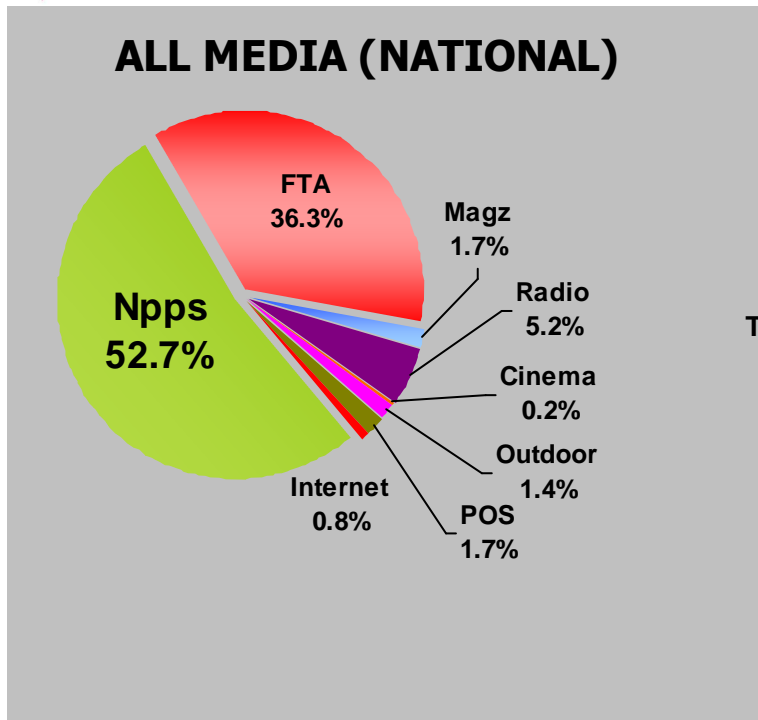
**NPPS : 3,220m** ↑ **12.4%**  
**Magazines: 103m**

FTA : 2,218m  
 Radio : 315m  
 Outdoor : 87m  
 POS : 104m  
 Internet : 49m  
 Cinema : 15m

**↑ 8.1%**



# Share Of Advertising Expenditure In Malaysia Media YTD September 2011



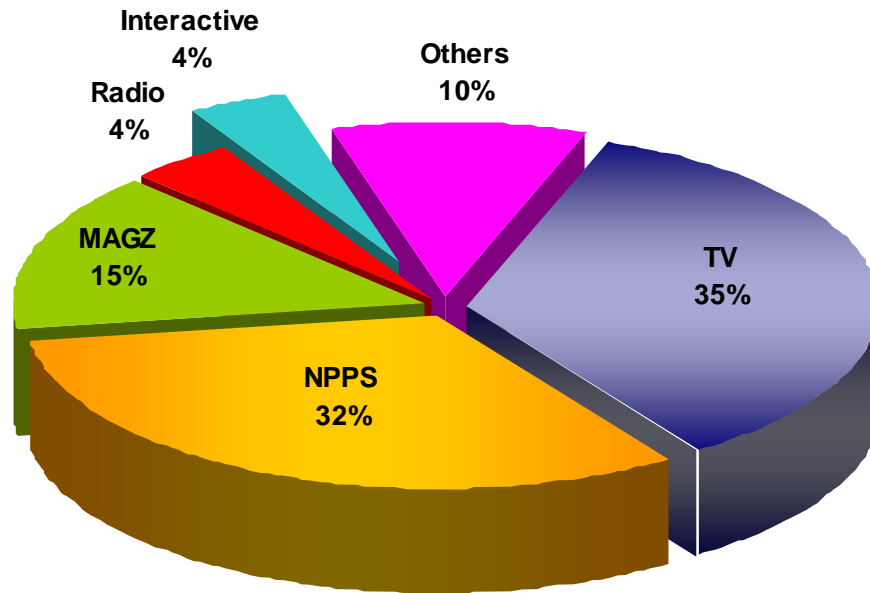
Adex for Total Newspapers : RM 3.2 billion

Newspapers in West Malaysia: RM 2.9 billion

Newspapers in East Malaysia : RM 0.3 billion

# Total Adex for 2010 in Hong Kong

## Total Adex 2010



**HKD 79,868m**

**↑ 18.6%**

Total Adex in 2009: HKD 67,370m

## Total Adex (HKD)

**NPPS : 25,658m ↑ 19.4%**  
**Magazines: 12,224m**

TV : 27,836m  
 Radio : 3,334m ↑ 17.8%  
 Interactive : 3,158m  
 Others : 7,658m

Source: Admango.com Mar 18, 2011

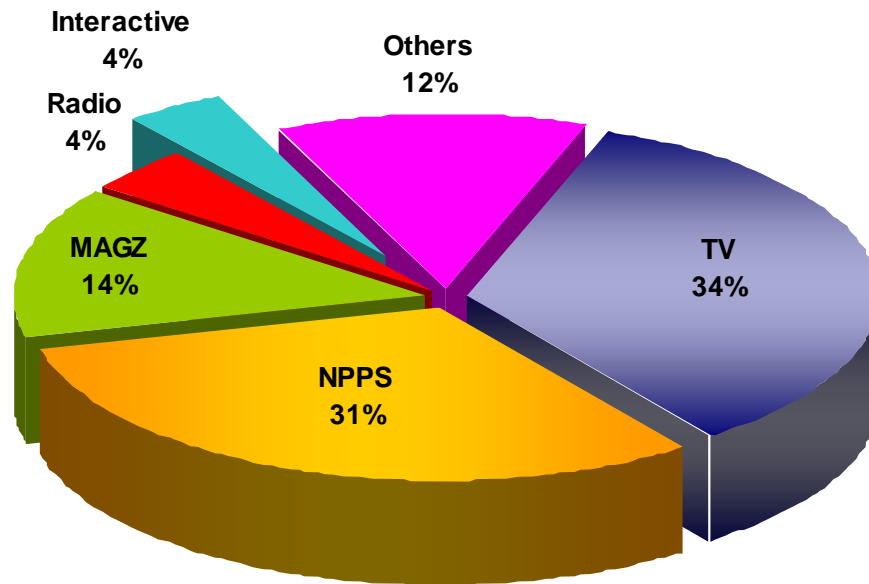
\*Include regional titles

Note 1: Others: Other OOH includes Airport, Bus Shelter, First Vision, In-Store Promotion, MTR, MTR [KCRC], Newline Express, RoadShow, Tram Shelter, Video Wall & Billboard. Cinema is not included.

Note 2: The above figures are based on rate card costs and in gross amount without taking into consideration of any discount.

# Total Adex for YTD Sept 2011 in Hong Kong

## Total Adex Jan-Sept 2011



**HKD66,282m**

**↑ 15.8%**

Total Adex Jan-Sept 2010: HKD57,251m

## Total Adex (HKD)

**NPPS : 20,844m ↑ 12.7%**  
**Magazines: 9,536m**

TV : 22,764m  
 Radio : 2,550m  
 Interactive : 2,921m **↑ 18.5%**  
 Others : 7,667m

Source: Admango.com Oct 18, 2011

\*Include regional titles

Note 1: Others: Other OOH includes Airport, Bus Shelter, First Vision, In-Store Promotion, MTR, MTR [KCRC], Newline Express, RoadShow, Tram Shelter, Video Wall & Billboard. Cinema is not included.

Note 2: The above figures are based on rate card costs and in gross amount without taking into consideration of any discount

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## Financial Performance Highlights (Unaudited)

### Interim Financial Performance - Turnover

Half Year Results (US\$ million)	2011/12 Q2	2010/11 Q2
Malaysia & other SEA countries	145.7	131.9
Hong Kong, PRC & North America	52.0	50.1
Travel and travel related services	48.0	39.6
<b>Total Turnover</b>	<b>245.7</b> ↑ 11%	<b>221.6</b>

### Interim Financial Performance – PBT

Half Year Results (US\$ million)	2011/12 Q2	2010/11 Q2
Malaysia & other SEA countries	33.8	32.5
Hong Kong, PRC & North America	3.8	3.6
Travel and travel related services	1.8	1.9
<b>Profit before tax*</b>	<b>38.7</b> ↑ 2.4%	<b>37.8</b>

\*Before net unallocated expenses and share of loss of an associate and gain in dilution of interest in an associate

# Financial Performance Highlights (Unaudited)

As of 30 Sept 2011

(US\$ million)	30 Sept 2011	30 Sept 2010	% Variance
Shareholders' equity	380.00	373.00	1.9% ↑
Earnings per share (US cents)	1.70	1.62	4.9% ↑
Dividend per share (US cents)	0.80*	0.80	--
Net assets per share (US cents)	22.50	22.16	1.6% ↑
Return on shareholders' equity (%)	7.3%	7.8%	0.4% ↓

\*Including US 0.4 cents special dividend & US0.80 cents first interim dividend

## Dividends

	PATMI (USD)	Dividends (USD)	Dividend pay out ratio
30 Sept 2010	27,328,000	13,471,000	<b>49.3%</b>
06 Oct 2011	13,575,000	6,749,000	<b>49.7%</b>
30 Sept 2011	28,611,000	13,498,000	<b>47.2%</b>

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# Digital Media- e-Learning

To encourage e-Reading, "MCI Reading & Culture Platform" was launched in Dec 2010. This platform targets teachers and students which integrates the contents from different publications and utilizes the state-of-the-art technology, cloud technology, to provide credible services to schools.



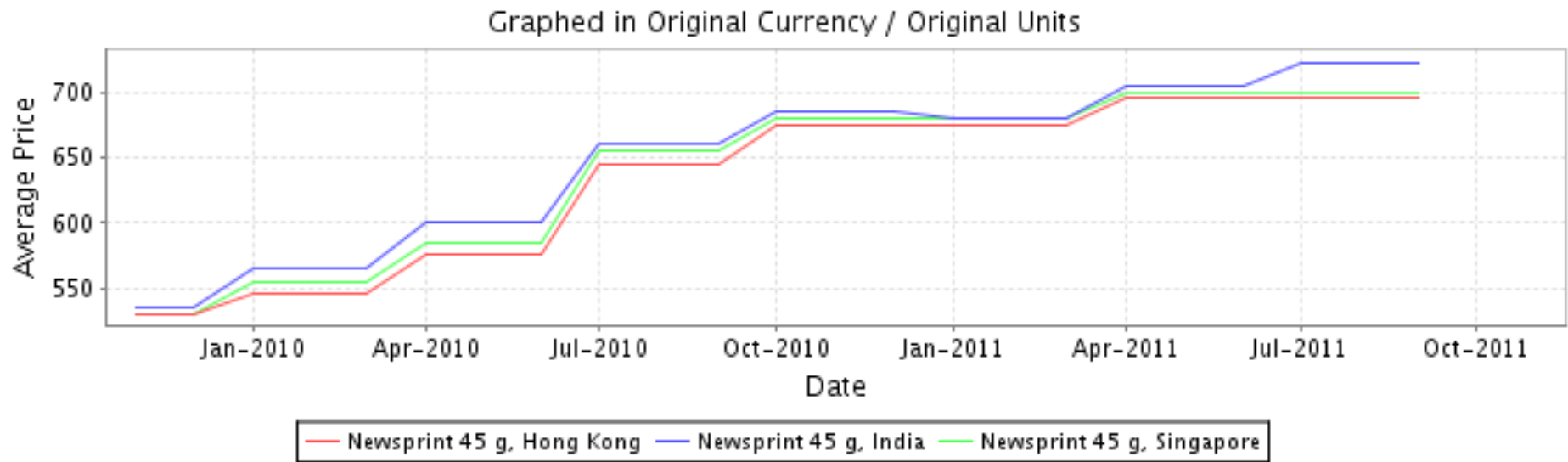
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## The Month's Ahead ....

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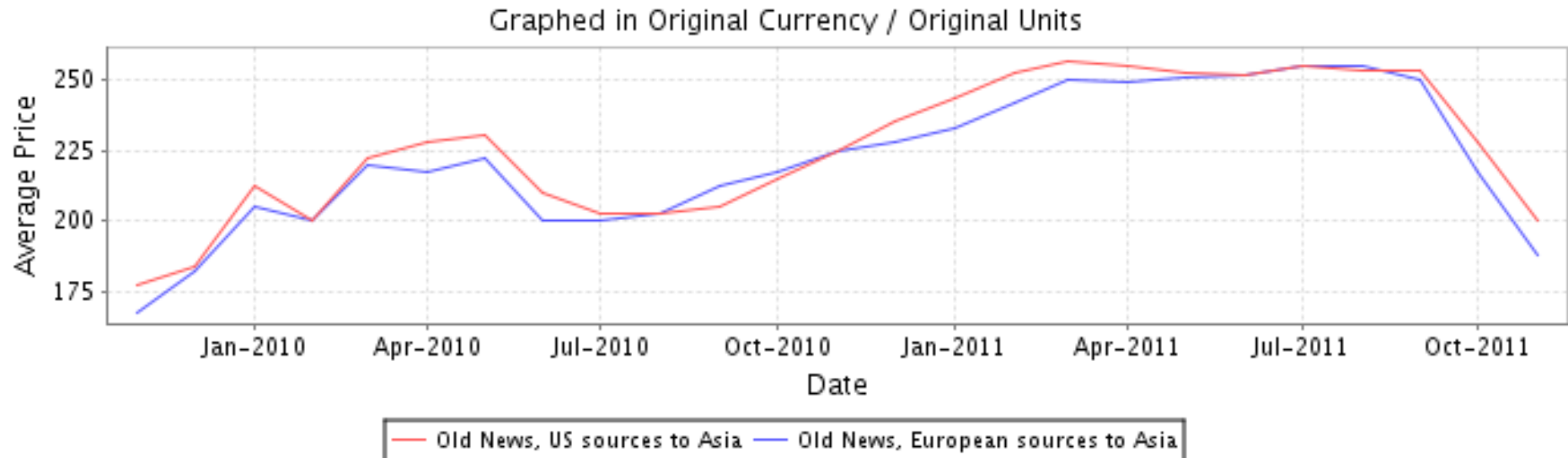
- Cost pressures – labour, newsprint
- Volatile economic conditions – impact from euro and us debt crisis
- Newsprint/ ONP Trends
- Impact of additional free newspapers in Hong Kong

# Newsprint Trends



Source: RISI

# ONP Trends



Source: RISI

**Thank you**

## Looking Forward Statements

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This presentation includes certain forward-looking statements. All statements, other than statements of historical facts, that address activities, events or developments that Media Chinese International Ltd expects or anticipates will or may occur in the future are forward-looking statements. Media Chinese International Ltd's actual results or developments may differ materially from those indicated by these forward-looking statements as a result of various factors and uncertainties, including but not limited to price fluctuations, actual demand, exchange rate fluctuations, market shares, competition, environmental risks, changes in legal, financial and regulatory frameworks, international economic and financial market conditions, political risks, project delay, project approval, cost estimates and other risks and factors beyond the control of Media Chinese International Ltd. In addition, Media Chinese International Ltd makes the forward-looking statements referred to in this presentation as of today and undertakes no obligation to update these statements.