

[For Immediate Release]



## MEDIA CHINESE INTERNATIONAL LIMITED

Media Chinese announces its unaudited first quarter results  
for the financial year 2011/12

| <i>Financial Highlights</i>   | For the three<br>months ended<br>30 June 2011<br>(unaudited) | For the three<br>months ended<br>30 June 2010<br>(unaudited) | Change<br>(%) |
|-------------------------------|--|--|---------------|
|                               | US\$'000   | US\$'000   |               |
| Turnover                      | 117,991  | 105,935  | +11.4%        |
| Profit before income tax      | 19,054   | 18,794   | +1.4%         |
| Earnings per share (US cents) | 0.81   | 0.79   | +2.5%         |

24 August 2011 — **Media Chinese International Limited** (“Media Chinese” or the “Group”; SEHK stock code: 685; KUL stock code: 5090; “世界華文媒體有限公司”) today announced its unaudited first quarter results for the financial year 2011/12.

The Group reported a growth in revenue of 11.4% to reach a total of US\$117,991,000 in the first quarter of 2011/12 when compared to the corresponding quarter last year. However, the increase in revenue was offset by the rise in operating expenses which resulted in marginal growth in profit. Profit before income tax for the current quarter was US\$19,054,000 which was 1.4% higher than US\$18,794,000 for the same quarter last year.

The Group’s turnover and profit before income tax benefited from the translation gains arising from the appreciation of the Ringgit Malaysia and the Canadian dollar against the US dollar during the quarter of about US\$5,645,000 and US\$2,531,000 respectively.

During the quarter, the Group has come under increasing pressure from rising inflation in all its major markets. Newsprint cost climbed by 13% from the year-ago quarter. Together with the increasing labour costs and other operating expenses, total expenses for the quarter were 14.2% higher than those of the corresponding period last year.

Revenue from the publishing and printing segment was US\$99,055,000 in the current quarter, representing a 9.9% increase over that of the last corresponding quarter. The improvement was driven by higher advertising revenues reported by all the Group's major publications, which is further enhanced by favourable currency impact.

The travel segment revenue grew by 19.6% or US\$3,102,000 over the year-ago quarter on the back of continuing rising demand for tours to Europe and China, as a result of the improving economy and consumer confidence.

Basic earnings per share for the quarter were US0.81 cents, up 2.5% from US0.79 cents in the corresponding quarter last year.

After reviewing its latest results and its funding needs, as a gesture of appreciation to its shareholders, the Board of Directors has declared a special dividend of US0.400 cents per ordinary share.

Commenting on the overall results for the first quarter, Media Chinese's Group Chief Executive Officer, Mr Francis TIONG, said, "Despite the current highly volatile and competitive business environment, the Group remained in a strong financial position to face the challenges ahead."

"The depreciation of the US dollar, the US national debt crisis, the escalating fiscal deficits in Europe and also the global rising inflation pressures are likely to affect the Group's operations in the quarters ahead. Hence, the management will continue to adopt an optimistic yet prudent approach in managing our businesses and to ensure sustainable cost efficiency and profitability in the remaining quarters of this financial year."

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## **About Media Chinese International Limited**

Media Chinese International Limited is a leading global Chinese-language media group dual-listed on The Stock Exchange of Hong Kong Limited (stock code: 685) and Bursa Malaysia Securities Berhad (stock code: 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 13 editions with a total daily circulation of over 1 million copies, 2 free newspapers and more than 30 magazines. Media Chinese is the proprietor of Life Magazines, the largest Chinese-language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on The Stock Exchange of Hong Kong Limited; stock code: 426).

For more information, please visit: [www.mediachinesegroup.com](http://www.mediachinesegroup.com).

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