



Media Chinese International Limited
2nd Quarter FY2016/17 Results Presentation

December 2016

Agenda

(1) Overview

(2) Performance Review

- **Market Highlights**
- **Financial Performance**
- **Financial Performance (excluding currency impact)**

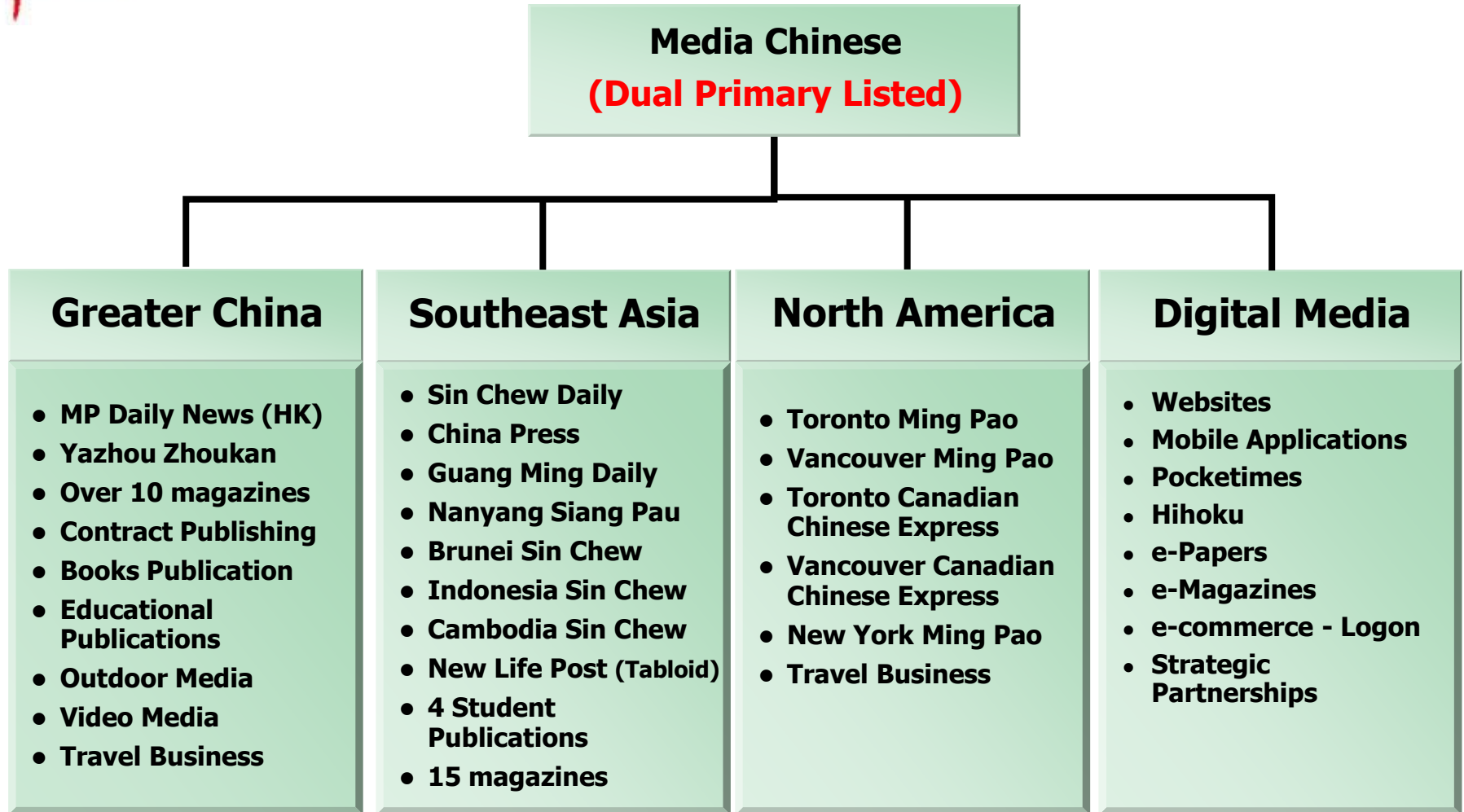
(3) Digital Media Update

(4) Outlook

(1) Overview



Geographic Diversity



Market Leading Brands with Long History



	Publishing since	In publication for
• Nanyang Siang Pau	1923	93 years
• Sin Chew Daily	1929	87 years
• China Press	1946	70 years
• Ming Pao Daily News (Hong Kong Edition)	1959	57 years
• Ming Pao Monthly	1966	50 years
• Ming Pao Weekly	1968	48 years
• Yazhou Zhoukan	1987	29 years
• Guang Ming Daily	1987	29 years
• Ming Pao Daily News (Toronto Edition)	1993	23 years
• Ming Pao Daily News (Vancouver Edition)	1993	23 years
• Ming Pao (New York)	1997	19 years

Publishing – Newspapers and magazines

星洲日報
SIN CHEW DAILY

中國報
CHINA PRESS

明報

南洋商報
NANYANG SIANG PAU

光明日報
Guang Ming Daily

亞洲週刊
YASHOU ZHOUKAN

明報 月刊

明周

Top Gear

100毛

MINGWATCH 明錶

明表 MINGWATCH

Top Gear

Top Gear
汽车测试报告

Top Gear New!

学海

星星 周刊
SINARAN SIN CHEW

小星星
BINTANG SIN CHEW

南洋学生
Mingguan Pelajar Nanyang

新生活報

風采 feminine

NEWTIDE

都会佳人 CITTA Bella

Mommy Baby
妈咪宝贝

美味 風采
Oriental Cuisine

My Wedding

sweet HOME

號外周報
SPECIAL WEEKLY

Let's 吃風
travel

大家健康
LONG LIFE

城市网络 CityNET

Rod & Line

釣魚 月刊
Rod & Line

PANCING

PETS
宠物報

Digital/New Media – e-Papers, e-Magazines, websites & mobile apps

Online Media (Southeast Asia)



Online Media (Hong Kong)



Online Media (Mainland China)



Online Media (Canada)



Mobile Media



(2) Performance Review

- Market Highlights

Market Share in Peninsular Malaysia and Hong Kong

Penisular Malaysia		Period from 1 July 2015 to 30 June 2016	
Chinese Newspapers		Readership	Ranking in Malaysia
Sin Chew			
- Sin Chew Daily		1,332,000	No. 1
- Guang Ming Daily		198,000	No. 3
Nanyang			
- China Press		964,000	No. 2
- Nanyang Siang Pau		75,000	with PMEB focus
SCMC & NPH SUB TOTAL		2,569,000	

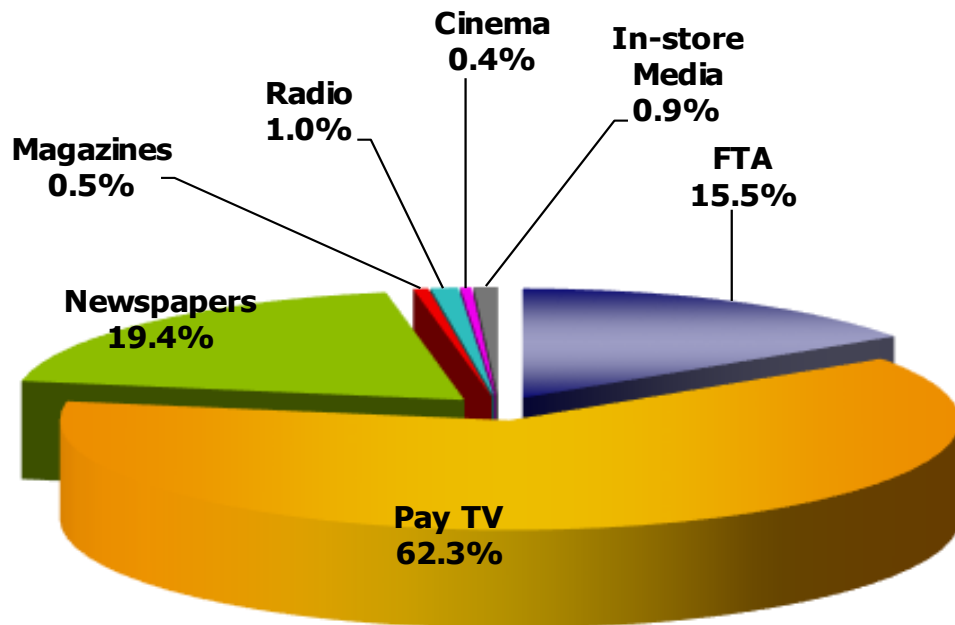
Source: (Q216 Nielsen Consumer & Media View – excluding market share in East Malaysia)

HONG KONG		Period from 1 Jan 2015 to 31 Dec 2015	
Chinese Newspapers		Readership	
Ming Pao Daily News (Print + Online)		296,000	Highly recognized as a reputable and credible Chinese newspaper

Source: (Nielsen HK Media Index 2015 Year-end Report)

Adex for Apr to Sep 2016 in Malaysia

YTD Adex (Apr to Sep 2016)



Total Adex (Apr to Sep 2016): RM 9,549m

↑ 21%

Total Adex (Apr to Sep 2015): RM 7,889m

Total Adex (RM)

Newspapers : 1,855m } ↓ 12.9%
Magazines : 51m }

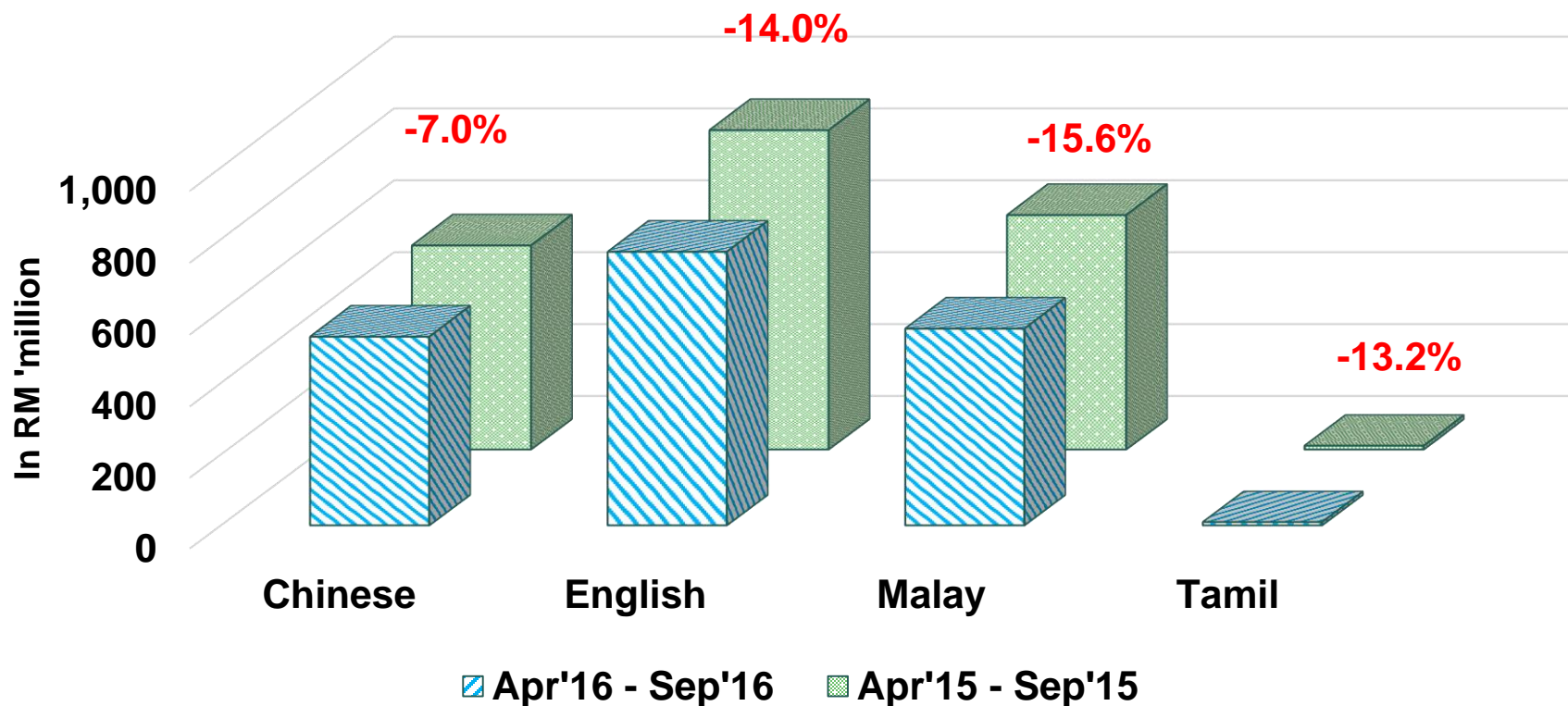
TV (FTV) : 1,480m } ↑ 34.0%
 Pay TV : 5,947m }
 Radio * : 95m }
 In-store media : 83m }
 Cinema : 38m }

Newspaper : -12.6%
Magazines : -21.0%

TV (FTA) : +4.2%
 Pay TV : +51.8%
 Radio * : -60.5%
 In-store media : -11.4%
 Cinema : +27.0%

* Excluded Astro radio

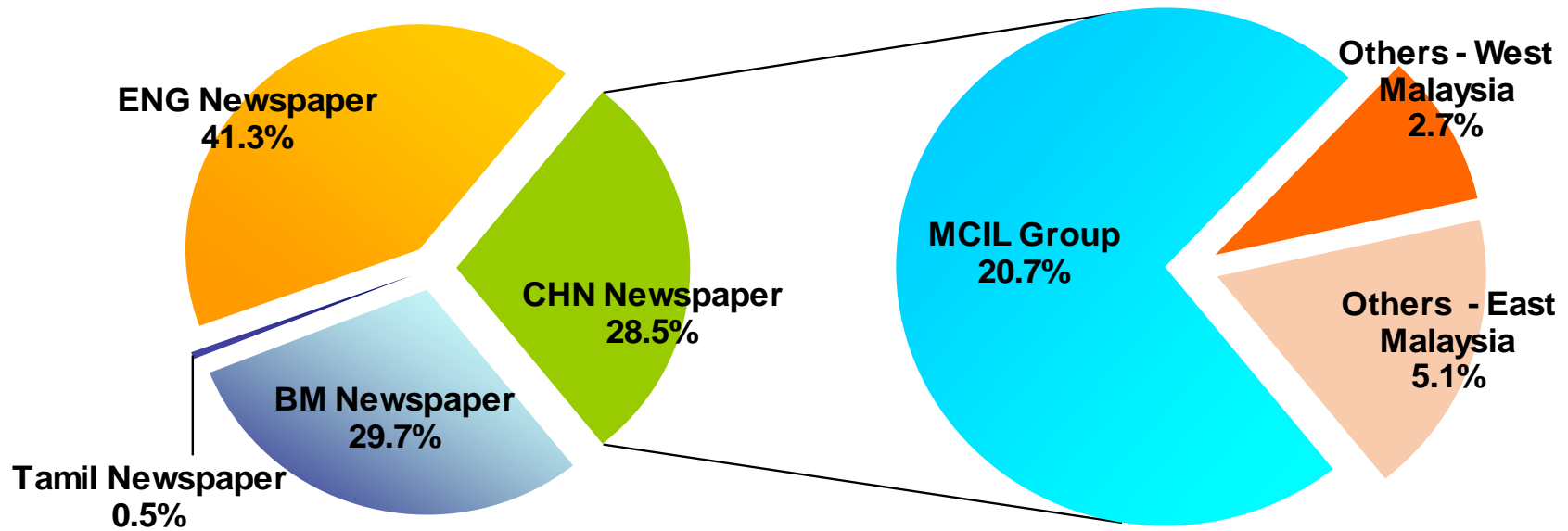
Adex for Total Newspapers in Malaysia



(In RM' million)	Chinese	English	Malay	Tamil	Total
Apr'16 - Sep'16	528.8	765.2	551.3	9.3	1,854.6
Apr'15 - Sep'15	568.6	889.6	653.3	10.8	2,122.3

Share Of Chinese Newspapers Advertising Expenditure In Malaysia For Apr to Sep 2016

NEWSPAPERS ADEX



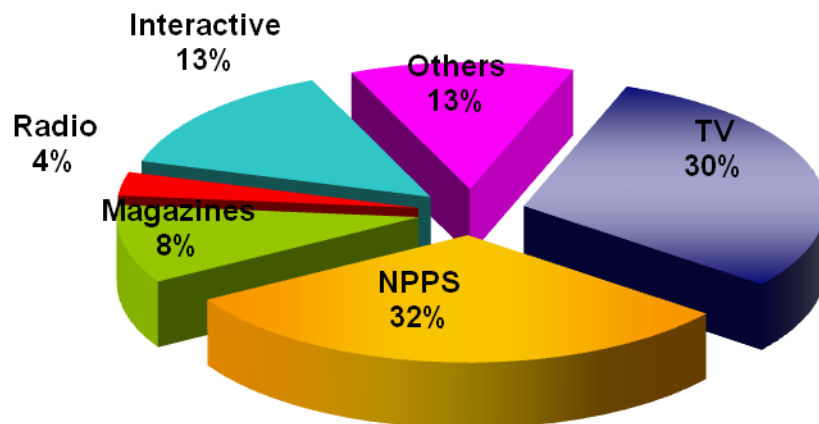
Adex for Total Newspapers : RM 1,855 million

Chinese Newspapers in West Malaysia: RM 391 million

Chinese Newspapers in East Malaysia : RM 138 million

Adex for Apr to Sep 2016 in Hong Kong

Adex (Apr to Sep 2016)



Adex (Apr to Sep 2016): **HKD49,594m**

↓ 15.4%

Adex (Apr to Sep 2015): HKD58,617m

Total Adex (HKD)

Newspapers	: 15,961m	} ↓ 15.9%
Magazines	: 3,995m	
TV	: 15,124m	} ↓ 15.0%
Radio	: 1,938m	
Interactive	: 6,298m	
Others	: 6,278m	
Newspapers	: -10.6%	
Magazines	: -32.0%	
TV	: -12.8%	
Radio	: -9.4%	
Interactive	: -19.1%	
Others	: -17.7%	

(2) Performance Review

- **Financial Performance**

Group Results Summary (unaudited)

For 6 months ended 30 September

(US\$ million)	2016	2015	% Variance
Turnover	168.3	197.3	-14.7%
Profit before income tax	14.5	23.6	-38.3%
Profit attributable to owners of the Company	10.2	16.5	-38.2%
EBITDA	20.5	30.5	-32.6%
EBITDA margin (%)	12.2%	15.5%	-3.3%
Net margin (%)	6.1%	8.4%	-2.3%
EPS (US cents)	0.60	0.98	-38.8%

Segment Results (unaudited)

Turnover (US\$ million)

For 6 months ended 30 September	2016	2015	% Variance
Malaysia & other SEA countries	85.8	98.0	-12.4%
Hong Kong, PRC, Taiwan & North America	36.3	40.9	-11.2%
Travel and travel related services	46.2	58.4	-20.9%
Total Turnover	168.3	197.3	-14.7%

PBT (US\$ million)

For 6 months ended 30 September	2016	2015	% Variance
Malaysia & other SEA countries	16.2	21.1	-23.2%
Hong Kong, PRC, Taiwan & North America	-1.8	-0.4	-350.0%
Travel and travel related services	2.8	6.0	-53.3%
Profit before income tax *	17.2	26.7	-35.6%

* Before unallocated interest expenses, other net unallocated expenses and share of profits of joint ventures and associates.

Financial Position (unaudited)

(US\$ million)	As at 30 Sept 2016	As At 30 Sept 2015	% Variance
Total assets	386.4	372.7	+3.7%
Net assets	209.4	199.1	+5.2%
Cash and cash equivalents	135.7	125.6	+8.0%
Owners' equity	204.1	193.0	+5.8%
Net assets per share (US cents)	12.09	11.44	+5.7%
Net gearing ratio (%)	Nil	Nil	NA
Return on owners' equity (%)	5.0%	8.0%	-3.0%

Dividends

	As at 30 Sept 2016	As At 30 Sept 2015
PATMI (US\$ million)	10.2	16.5
Dividend per share (US cents)	0.360	0.500
Dividend pay-out ratio (as a % of PATMI)	60%	51%
Share price as at 28 Nov 2016 / 24 Nov 2015	RM0.660	RM0.605
Dividend yield as at 28 Nov 2016 / 24 Nov 2015	4.39%	7.02%

(2) Performance Review

- **Financial Performance
(excluding currency impact)**

Group Results Summary (unaudited)

US\$ 'million	YTD FY2016/17 (Apr-Sep'16)	YTD FY2015/16 (Apr-Sep'15)	+/(-)	+/(-)%	Excluding currency impact +/(-)%
Revenues	168.3	197.3	(29.0)	-15%	-12%
Expenses	(158.4)	(177.7)	19.3	11%	9%
PBT	14.5	23.6	(9.1)	-38%	-35%
EBITDA	20.5	30.5	(10.0)	-33%	-29%
EPS (US cents)	0.60	0.98	(0.38)	-39%	-35%

Segment Profit Before Tax (unaudited)

US\$ 'million	YTD FY2016/17 (Apr-Sep'16)	YTD FY2015/16 (Apr-Sep'15)	+/(-)	+/(-)%	Excluding currency impact +/(-)%
Publishing & printing					
- Malaysia	16.2	21.1	(4.9)	-23%	-19%
- HK, PRC & Taiwan	(1.0)	0.3	(1.3)	-406%	-406%
- North America	(0.8)	(0.8)	(0.0)	-2%	-3%
Publishing & printing	14.4	20.7	(6.3)	-30%	-27%
Tour	2.8	6.0	(3.2)	-54%	-54%
Total segment PBT	17.2	26.7	(9.5)	-36%	-33%



(3) Digital Media Update

Digital Media – Malaysian Update

Sin Chew E-Paper



Achieved more than
121,000
e-subscriptions (for both
day and night edition)
since launched



Digital Media – Malaysian Update (cont'd)

MCIL Malaysian Operations, total



10.80m Unique Visitors per month

74.86m Pageviews per month

4.97m Facebook Followers

3.14m Video Views per month

Digital Media – Malaysian Update (cont'd)



Top 20 Web Domains Visited from Mobile Devices in Malaysia

CHINAPRESS.COM.MY ranked as the **#7** web domain in June 2016
with **1,513,000** unique visitors
(source: comScore Mobile Metrix)

Mobile
Apps

Screen View

Jun-16 : 2.89 m

Sep-16 : 8.86 m

(source: Google Analytics)

206%



Digital Media – Hong Kong Update

Digital Performance (Ming Pao Daily News)

Online readership (2015 vs 2014)

+74%

(Source: Nielsen Media Index 2015 Year-end Report)

Facebook page for mingpao.com instant news (Oct 2016)

**reached 280,932 fans for mingpao.com instant news and all together
15 facebook pages under mingpao now have 518,139 fans and ranked
as 2nd most liked facebook page amongst Chinese newspapers in
Hong Kong**

(Source: Socialbakers)

Digital Media – Hong Kong Update (cont'd)

Digital Performance (Ming Pao Daily News)

Pageview (Jul - Sep 2016 vs Jul - Sep 2015)

+21% for mingpao.com as a whole including news, lifestyle and finance & self enhancement channels, amongst them followings are key engines for growth

➔ +34% for News platform

➔ +29% for OL platform

➔ +7% for Finance revamped site from which mobile platform grew for 51%

(Source: Google Analytics)

(4) Outlook



Outlook Statement

The Board expects that the Group's operating environment in the second half of 2016/2017 will remain difficult and challenging. The publishing and printing segment is expecting increased competitive pressures from other media along with declining advertising expenditures. Moreover, weak consumer sentiment as well as safety concerns and cut-throat competition will continue to affect the Group's travel business in the quarters ahead.

Newsprint prices are expected to remain stable in the second half of 2016/2017, and the Group will continue its stringent cost control measurements on newsprint consumption in light of the challenging business environment. On top of that, the Group will continue to drive for operational efficiency while focusing on revenue generation and profitability.



Thank you

Forward Looking Statements

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.