

PRESS RELEASE



MEDIA CHINESE INTERNATIONAL LIMITED

世界華文媒體有限公司

(Incorporated in Bermuda with limited liability)

(Malaysia Company No. 995098-A)

(Hong Kong Stock Code: 685)

(Malaysia Stock Code: 5090)

To: Business Editor

【For Immediate Release】

Unaudited Financial Highlights

	For the three months ended 31 December 2012	For the three months ended 31 December 2011	Change %
	US\$'000	US\$'000	
Turnover	123,058	122,797	+0.2%
Profit before income tax	21,877	26,711	-18.1%

	For the nine months ended 31 December 2012	For the nine months ended 31 December 2011	Change %
	US\$'000	US\$'000	
Turnover	367,760	368,457	-0.2%
Profit before income tax	59,081	65,436	-9.7%

(28 February 2013) – **Media Chinese International Limited** (“**Media Chinese**” or the “**Group**”, HKSE Stock Code: 685, KUL Stock Code: 5090) today announced its unaudited results for the third quarter ended 31 December 2012.

The Group’s turnover for the 3rd quarter ended 31 December 2012 totaled US\$123,058,000, compared to US\$122,797,000 in the year-earlier quarter. Profit before income tax was US\$21,877,000, 18.1% or US\$4,834,000 lower than the same quarter last year.

The Group’s performance for the quarter was impacted by rising operating expenses, which rose 4.2% mainly due to higher labour costs and finance charges.

During the current quarter, revenue from the Publishing and Printing segment was flat year-over-year at US\$106,333,000. The Malaysian operations reported a marginal growth in revenue, driven mainly by the increase in advertising sales. On the other hand, revenues from the operations in Hong Kong and North America were adversely affected by tightened government policies on the local property markets which led to advertisers cutting back on their spending.

Tour revenue was even with the prior-year quarter at US\$16,725,000. European tours and long haul deluxe tours remained this segment's most popular tour products. Meanwhile, the North American tour operations continued to benefit from strong demand from Asian markets.

The Group's turnover for the nine months ended 31 December 2012 was virtually flat at US\$367,760,000, compared to US\$368,457,000 a year ago. However, profit before income tax was down by 9.7% or US\$6,355,000 to US\$59,081,000 from US\$65,436,000 in the same period last year. The Group's current period performance was negatively impacted by hike in costs.

The appreciation of Ringgit Malaysia and the Canadian dollar during the quarter resulted in positive currency impact on the Group's turnover and profit before income tax of about US\$2,494,000 and US\$626,000 respectively. However, for the nine months period, the Group experienced negative currency impact on its turnover and profit before income tax of about US\$2,955,000 and US\$505,000 respectively.

Basic earnings per share for the nine months ended 31 December 2012 were US2.56 cents, representing a decrease of 9.5% from that of the corresponding period last year.

As at 31 December 2012, the Group's cash and cash equivalents and net assets per share amounted to US\$104,632,000 and US11.65 cents respectively.

Looking forward, **Media Chinese's** Group Chief Executive Officer, **Mr. Francis TIONG**, said, "The Board is of the view that the Group's performance in the last quarter of the financial year will be adversely affected by the current weak market sentiments."

"Nevertheless, the Group will continue to strengthen its business by implementing rigid discipline in cost containment and reinforcing operating efficiencies. Adding to this, the Group will continue to expand and refine its sales efforts to generate more revenues."

– End –

About Media Chinese International Limited (Stock Code: 685 HK)

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 and 3 free newspapers with a total daily circulation of about 1 million copies, as well as about 30 magazines. The Group has also expanded its business into digital media. 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

For further enquiries, please contact:

Media Chinese International Limited

Malaysia

Ms TONG Siew Kheng Tel: (603) 7965-8885
 Fax: (603) 7965-8689

Hong Kong

Corporate Communications Department

Ms Noel POON Tel: (852) 2595-3355
 Fax: (852) 2515-0294
 E-mail: corpcom@mediachinese.com

Aries Consulting Limited

Mr Mark LEE E-mail: marklee@ariesconsulting.com.hk
Ms Cara PANG E-mail: carapang@ariesconsulting.com.hk
Mr Benny YU E-mail: bennyyu@ariesconsulting.com.hk
 Tel: (852) 2610-0846
 Fax: (852) 2610-0842