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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】**

FIRST QUARTER RESULTS
FOR THE PERIOD ENDED 30 JUNE 2013

Unaudited Financial Highlights

	For the three months ended 30 June 2013	For the three months ended 30 June 2012	**Change %**
	US$'000	US$'000	
Turnover	**126,302**	123,153	**+2.6%**
Profit before income tax	**18,877**	20,733	**-9.0%**
EBITDA	**23,529**	22,922	**+2.6%**

(28 August 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 first quarter ended 30 June 2013.

The Group's turnover for the quarter ended 30 June 2013 amounted to US$126,302,000, representing an increase of 2.6% as compared to the last corresponding quarter. The growth was mainly contributed by the increase in revenue from the Group's publishing business in Malaysia and the tour segment.

Profit before income tax for the current quarter was US$18,877,000 as against US$20,733,000 in the same quarter last year. The 9.0% or US$1,856,000 decrease in profit before income tax was mainly due to the increase in finance costs and the recognition of a gain on disposal of convertible notes of US$1,126,000 in last year.

Nevertheless, EBITDA for the quarter improved 2.6% to US$23,529,000 from US$22,922,000 in the same quarter last year.

The publishing & printing segment's revenue rose 1.7% or US$1,670,000 to US$100,490,000 from US$98,820,000. The segment's profit before income tax was US$19,409,000, a slight decline of 1.3% compared to the same quarter last year. The growth in revenue was attributable to the increase in advertising revenue from the Malaysian operations, driven by election-related advertisements in the run-up to the country's 13th General Election held in May 2013. On the other hand, decline in revenue was reported by the Group's publishing business in other regions. While Hong Kong operations were impacted by the downturn in the local property market and China's policy in clamping down on extravagant spending, the Group's operations in North America continued to be affected by the region's slow moving economic conditions.

The travel segment delivered a solid performance during the quarter with revenue rose 6.1% or US$1,479,000 from the year-ago quarter to US$25,812,000, while its profit before income tax surged 37.1% to US$1,907,000. The improvement was attributed primarily to the continuing popularity of the segment's Europe and other long-haul tour products among customers in Asia.

There was no significant currency impact on the Group's financial results for the quarter under review as the exchange rates of Malaysian Ringgit and Canadian dollar against US dollar remained fairly stable during the quarter.

Basic earnings per share for the three months ended 30 June 2013 was US0.79 cents, representing a 13.2% decrease from the corresponding period last year. Net assets per share attributable to equity holders of the Company was US11.83 cents. As at 30 June 2013, the Group had cash and cash equivalents of US$117,988,000, an increase of 15.9% since 31 March 2013, resulting in the net gearing ratio being reduced from 33% to 22%.

Looking ahead, **Group Chief Executive Officer of Media Chinese International Limited, Mr. Francis TIONG** said, "We expect the business environment to remain challenging in the coming quarters due to the slowing economy and increased competition in our core markets. Nevertheless, the Group will devote continuous efforts to maintaining our market share through enhancing our editorial contents, strengthening our relationships with customers and business partners."

He added, "Newsprint price is expected to remain stable in the coming quarters. However, if the strengthening of US dollar against Malaysian Ringgit is to continue, there may be impact on the Group's profitability. We will continue to maintain our strong focus on cost management in all business units."

"Barring any unforeseen circumstances, the Group expects its overall performance for the financial year 2013/2014 to be satisfactory." Mr. TIONG concluded.

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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

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