


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 】
**SECOND QUARTER AND INTERIM FINANCIAL RESULTS
FOR THE PERIOD ENDED 30 SEPTEMBER 2016**
Unaudited Financial Highlights

	For the three months ended 30 September 2016		For the three months ended 30 September 2015	
	US\$'000		US\$'000	Change %
Turnover	85,465		97,306	-12.2%
Profit before income tax	7,104		10,971	-35.2%
EBITDA	10,077		14,207	-29.1%

	For the six months ended 30 September 2016		For the six months ended 30 September 2015	
	US\$'000		US\$'000	Change %
Turnover	168,251		197,280	-14.7%
Profit before income tax	14,543		23,571	-38.3%
EBITDA	20,519		30,453	-32.6%

(30 November 2016) - **Media Chinese International Limited** (“**Media Chinese**” which together with its subsidiaries, the “**Group**”, HKSE Stock Code: 685, KUL Stock Code: 5090) today announced the unaudited results for the second quarter and six months ended 30 September 2016.

The overall operating environment in the Group’s major markets continued to be challenging during the current quarter amid weak consumer sentiments and soft advertising spending which affected all the Group’s business segments.

For the second quarter ended 30 September 2016, the Group's turnover amounted to US\$85,465,000, reflecting a decrease of 12.2% or US\$11,841,000 compared to the US\$97,306,000 reported in the corresponding quarter last year.

Profit before income tax for the current quarter was US\$7,104,000, 35.2% or US\$3,867,000 below last year's US\$10,971,000.

EBITDA for the second quarter was US\$10,077,000, a decrease of 29.1% from US\$14,207,000 in the year-ago quarter.

The Group's publishing and printing segment reported a turnover of US\$59,876,000 and a profit before income tax of US\$6,936,000 for the current quarter, reflecting year-on-year decreases of 8.6% and 21%, respectively.

The Group's Malaysian segment recorded quarterly revenue of US\$41,647,000, down 8.4% from US\$45,473,000 in the year-earlier quarter. Segment profit before income tax fell 23.3% to US\$7,199,000 as compared with US\$9,385,000 reported in the same quarter last year. The Group's operations in Malaysia have been affected by the local decelerating economy and weak consumer sentiments which continued to negatively impact the advertising market during the quarter.

Turnover for the Group's Hong Kong, Taiwan and Mainland China publishing and printing operations amounted to US\$13,857,000, down 10.5% or US\$1,634,000 from the prior year quarter. With effective cost control measures in place and the improvement in the Group's educational products business, the segment reported an increase in profit before income tax of 826.1% or US\$190,000 to US\$213,000 from US\$23,000 in the second quarter of last year despite the decline in turnover.

The Group's publishing and printing operations in North America registered a segment turnover of US\$4,372,000, reflecting a decrease of 3.4% or US\$153,000 from US\$4,525,000 reported in the year-ago quarter. Segment loss was reduced to US\$476,000 from US\$626,000 in the same quarter last year, mainly attributable to stringent cost saving measures.

Revenue for the tour segment amounted to US\$25,589,000 in the second quarter, reflecting a decrease of 19.6% or US\$6,228,000 when compared with the prior year quarter. Segment profit before income tax fell 58.6% to US\$1,502,000 from US\$3,625,000 in the corresponding quarter last year. The weak consumer market and decline in tourists going to Europe, which is one of the segment's major tour destinations, have continued to affect the tour segment's performance.

For the first half of 2016/2017, the Group's turnover and profit before income tax were US\$168,251,000 and US\$14,543,000, representing decreases of 14.7% and 38.3% respectively from the same period last year. Turnover declined as a result of continued market weakness across all the Group's business segments, which effect was partially mitigated by savings from cost control measures.

The currency impact for the second quarter of 2016/2017 was not significant. Whereas for the six months ended 30 September 2016, the Group experienced negative currency impacts of approximately US\$4,493,000 and US\$799,000 on its revenue and profit before income tax, respectively.

Basic earnings per share for the six months ended 30 September 2016 was US0.60 cents, a decrease of US0.38 cents or 38.8% from US0.98 cents in the corresponding period last year. As at 30 September 2016, the Group's cash and cash equivalents amounted to US\$135,708,000, a decrease of 3.7% since 31 March 2016; and the Group's net gearing ratio was nil, same as at 31 March 2016.

Looking ahead to the outlook of the remaining quarters, **Media Chinese's Group Chief Executive Officer, Mr. Francis TIONG** said, "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 print advertising expenditures. Moreover, weak consumer sentiments as well as safety concerns and cut-throat competition will continue to affect the Group's travel business in the quarters ahead. "

He added "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."

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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 11 editions and 3 free newspapers, 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).

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