




**Media Chinese International Limited
FY2014/15 Interim Results Presentation**

November 2014

Agenda

- 
- **Overview**
 - Performance Review
 - Market Highlights
 - Financial Performance
 - Strategic Update
 - Outlook

Geographic Diversity

Media Chinese (Dual Primary Listed)

Greater China

- MP Daily News (HK)
- Yazhou Zhoukan
- Over 10 magazines
- Contract Publishing
- Books Publication
- Educational Publications
- Outdoor Media
- Video Media
- Travel Business

Southeast Asia

- Sin Chew Daily
- China Press
- Guang Ming Daily
- Nanyang Siang Pau
- Indonesia Sin Chew
- Cambodia Sin Chew
- New Life Post (tabloid)
- 4 Student Publications
- 19 magazines

North America

- Toronto Ming Pao
- Vancouver Ming Pao
- Toronto Canadian Chinese Express
- Vancouver Canadian Chinese Express
- New York Ming Pao Free Daily
- Travel Business

Digital Media

- Websites
- Mobile Applications
 - Pocketimes **New!**
- ByRead
- Hihoku
- e-Papers
- e-Magazines
- Strategic Partnerships
- E-commerce **New!**

星洲日報
SIN CHEW DAILY

南洋商報
NANYANG SIANG PAU

明報

中國報
CHINA PRESS

光明日報
GuangMing Daily

Publishing – 5 Daily Newspapers in 11 editions, 3 Free Newspapers and over 30 magazines

星洲日報
SIN CHEW DAILY

南洋商報
NANYANG SIANG PAU

明報

中國報
CHINA PRESS

光明日報
Guang Ming DAILY

亞洲週刊
YAZHOU ZHOUKAN

明報 月刊

明報 周刊
MING PAO WEEKLY

TopGear

MINGWATCH 明錶

港澳台
自由行 專輯

优游香港
Hong Kong Voyage

TopGear
汽车测试报告

明表 MINGWATCH
New!

100毛

壹 報

DU SHANG 渡赏

小星星
BINTANG SIN CHEW

学海

大家健康
LONG LIFE

南洋学生
Mingguan Pelajar Nanyang

號外周報
SPECIAL WEEKLY

星星 周刊
SINARAN SIN CHEW

少年月刊
Bulanan Pelajar

NEWiCON
for him 时尚男人

NEWTIDE 新潮
www.newtide.com.my

釣魚 月刊
Rod & Line

PANCING
Bulletin Pekan Mengali Profesional

甲洞報
KEPONG PRES New!

Rod & Line

新生活報

囍 My Wedding

PETS
宠物报

Let's travel 吃風

都会佳人
CITIA Bella

sweet HOME

城市网络
CityNET

Jinak

美味 風采
Oriental Cuisine

風采 feminine

Mommy Baby
妈咪宝贝

Online Media (Southeast Asia)




Mobile Media

The collage displays a variety of mobile media logos and interfaces, including:

- SMS (Short Message Service)
- MMS (Multimedia Messaging Service)
- 世華 (Shi Hua)
- 光明 (Guang Ming)
- 明報 (Ming Pao)
- 明周叢書 (Ming Zhou Cong Shu)
- MING WATCH
- Partyline
- SOBA
- JUMP
- 百格視 (Bai Ge Shi)
- 南洋 (Nanyang)
- 中國報 (China Daily)
- life (Life Magazine)
- TopGear
- JUMP

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Market Share in Malaysia and Hong Kong

Peninsular Malaysia

Period from 1 July 2013 to 30 June 2014

Chinese Newspapers

Readership **Ranking in Malaysia**

Sin Chew

- Sin Chew Daily
- Guang Ming Daily

1,092,000 **No. 1**

418,000 **No. 3**

Nanyang

- China Press
- Nanyang Siang Pau

1,076,000 **No. 2**

83,000 **with PMEB focus**

SCMC & NPH SUB TOTAL

2,669,000

Source: (Q214 Nielsen Consumer & Media View)

HONG KONG

Period from 1 Jan 2013 to 31 Dec 2013

Chinese Newspapers

Readership

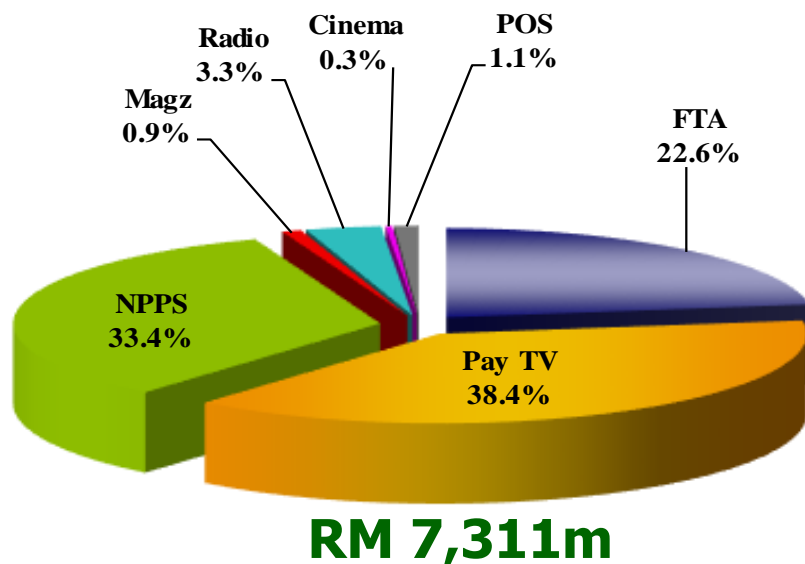
Ming Pao Daily News

330,000 **Highly recognized as a
reputable and credible
Chinese newspaper**

Source: (Nielsen HK Media Index 2013 Year-end Report)

Adex for April to September 2014 in Malaysia

YTD Adex (Apr to Sept 2014)



Total Adex (Apr to Sep 2013) : RM 6,833m

Total Adex (RM)

NPPS : 2,443m
Magazines : 63m } ↑ **4.2%**

TV (FTA) : 1,655m
Pay TV : 2,807m
Radio : 243m
POS : 78m
Cinema : 22m } ↑ **8.5%**

NPPS : +4.5%
Magazines : -4.5%

TV (FTA) : +5.6%
Pay TV : +10.4%
Radio : +2.1%
POS : +23.4%
Cinema : +17.3%

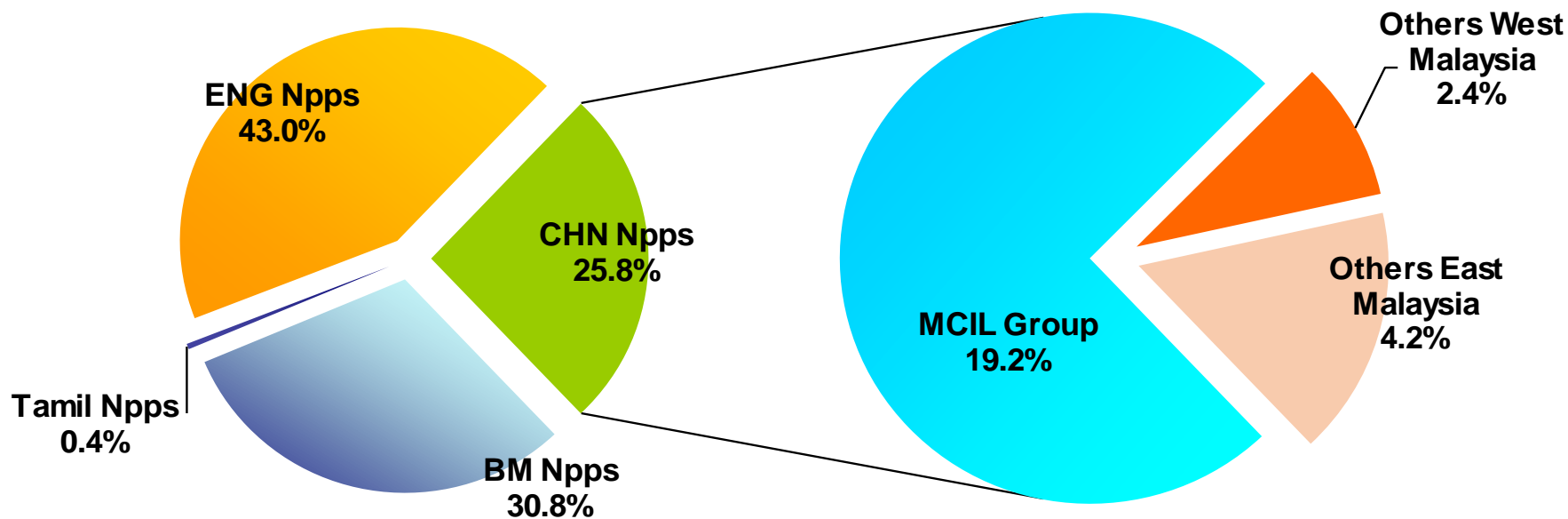
Adex for Total Newspapers in Malaysia

	Apr – Sep '14 RM' million	Apr – Sep '13 RM' million	Variance RM' million	Variance %
English	1,050.4	928.1	122.3	13.2%
Malay	751.6	748.3	3.3	0.4%
Chinese	631.1	650.9	(19.8)	-3.0%
Tamil	10.2	10.9	(0.7)	-6.5%
TOTAL	2,443.3	2,338.3	105.0	4.5%

Source: *AdQuest Millennium*

Share Of Chinese Newspapers Advertising Expenditure In Malaysia For Apr to Sep 2014

NEWSPAPERS ADEX



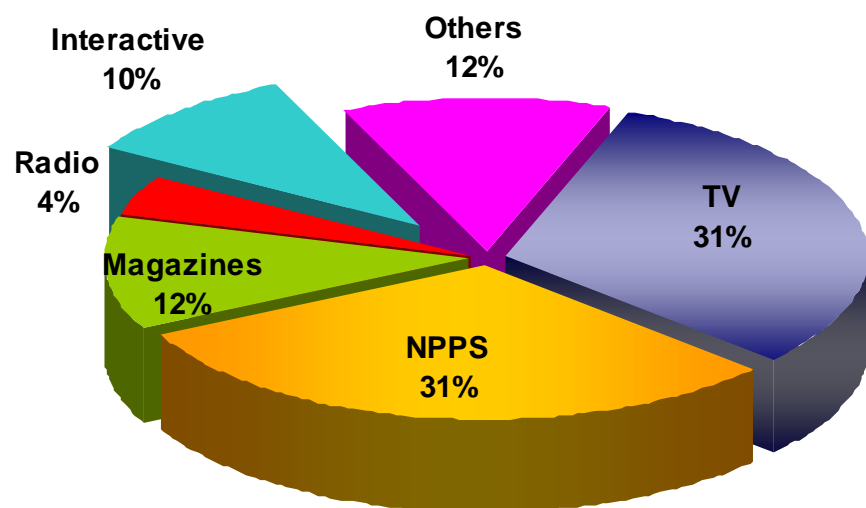
Adex for Total Newspapers : RM 2,443 million

Chinese Newspapers in West Malaysia: RM 2,206 million

Chinese Newspapers in East Malaysia : RM 237 million

Adex for April to September 2014 in Hong Kong

Total Adex (Apr to Sep 2014)



HKD57,187m

↑ 4.4%

Total Adex (Apr to Sep 2013): HKD54,789m

Total Adex (HKD)

Newspapers : 17,779m
Magazines : 6,832m } **↑ 0.4%**

TV : 17,812m
 Radio : 1,995m
 Interactive : 5,724m
 Others : 7,045m } **↑ 7.6%**

Newspapers : +3.0%
Magazines : -5.6%

TV : -4.8%
 Radio : +10.0%
 Interactive : +19.9%
 Others : +4.6%

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Group Results Summary (Unaudited)

For the period ended 30 September

(US\$ million)	2014	2013	% Variance
Turnover	237.1	251.8	-5.8%
Profit before income tax	26.3	35.7	-26.3%
Profit attributable to owners of the Company	18.3	25.4	-28.0%
EBITDA	34.7	44.9	-22.7%
EBITDA margin (%)	14.6%	17.8%	-3.2%
Net margin (%)	7.7%	10.0%	-2.3%
EPS (US cents)	1.09	1.51	-27.8%

Segment Results (Unaudited)

Turnover (US\$ million)

For the period ended 30 September	2014	2013	% Variance
Malaysia & other SEA countries	132.2	145.2	-9.0%
Hong Kong, PRC & North America	46.5	47.2	-1.5%
Travel and travel related services	58.4	59.4	-1.7%
Total Turnover	237.1	251.8	-5.8%

PBT (US\$ million)

For the period ended 30 September	2014	2013	% Variance
Malaysia & other SEA countries	24.7	34.0	-27.4%
Hong Kong, PRC & North America	1.9	1.9	---
Travel and travel related services	3.5	4.7	-25.5%
Profit before income tax *	30.1	40.7	-26.0%

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

Financial Position (Unaudited)

(US\$ million)	As at 30 Sept 2014	As At 30 Sept 2013	% Variance
Total assets	470.1	474.3	-0.9%
Net assets	230.6	214.5	+7.5%
Cash and cash equivalents	108.8	104.1	+4.5%
Owners' equity	223.6	207.6	+7.7%
Net assets per share (US cents)	13.25	12.31	+7.6%
Net gearing ratio (%)	17.1%	27.8%	+10.7%
Return on owners' equity (%)	8.3%	12.5%	-4.2%

Dividends (exclude Special Dividend)

	As at 30 Sept 2014	As At 30 Sept 2013
PATMI (US\$ million)	18.3	25.4
Dividend per share (US cents)	0.430	0.750
Dividend pay-out ratio (as a % of PATMI)	40%	50%

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Strategic Update – Hong Kong

1) Education Publications



“Life & Society”

printed and e-textbooks
for junior secondary schools



Done



Liberal Studies --- “Today Hong Kong”

printed textbooks
for senior secondary schools



Done

1) Logon



MCIL Multimedia launched its online marketplace i.e. "Logon" on 26.11.2014.

"Logon" is a bi-lingual platform specifically designed to help SME/SMI leverage the power of the Internet to establish an online presence and conduct commerce with consumers and businesses.

We operate "Logon" as a platform for third parties, and will not engage in direct sales, compete with our merchants or hold inventory.

2) Pocketimes



“*Pocketimes*” has commenced operation on 21.7.2014. It is a new mobile video content platform targeting at the younger and mobile users while utilizing the Group’s existing news content.

Besides broadcasting morning news, financial and business news every day; it also provides breaking news and live broadcast. We have approximately 1.5 million video views for the past three months.

3) Goods and services tax (GST)

The Malaysian government has included the newspaper that is published on a daily basis in the zero-rated GST supplies list in Budget 2015. This applies to both print and digital version.

Publishers are eligible to claim input tax credit in acquiring supplies, and charge GST at zero rate for its circulation sales

GST for advertising sales remains at 6%.

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- Business environment is expected to be challenging.
- Malaysia is facing a soft advertising environment. Advertisers and consumers remain cautious due to economic uncertainties and impending implementation of the GST.
- Both Hong Kong and China advertisers are slashing advertising budget on luxury products on the back of stringent China government's policy.
- Travel business will remain competitive due to intense market competition and concerns over Ebola virus.
- Newsprint price is expected to remain low for the coming quarters.

Thank you

Looking Forward 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.