



**Media Chinese International Limited
2nd Quarter FY2012/13 Results Presentation**

November 2012

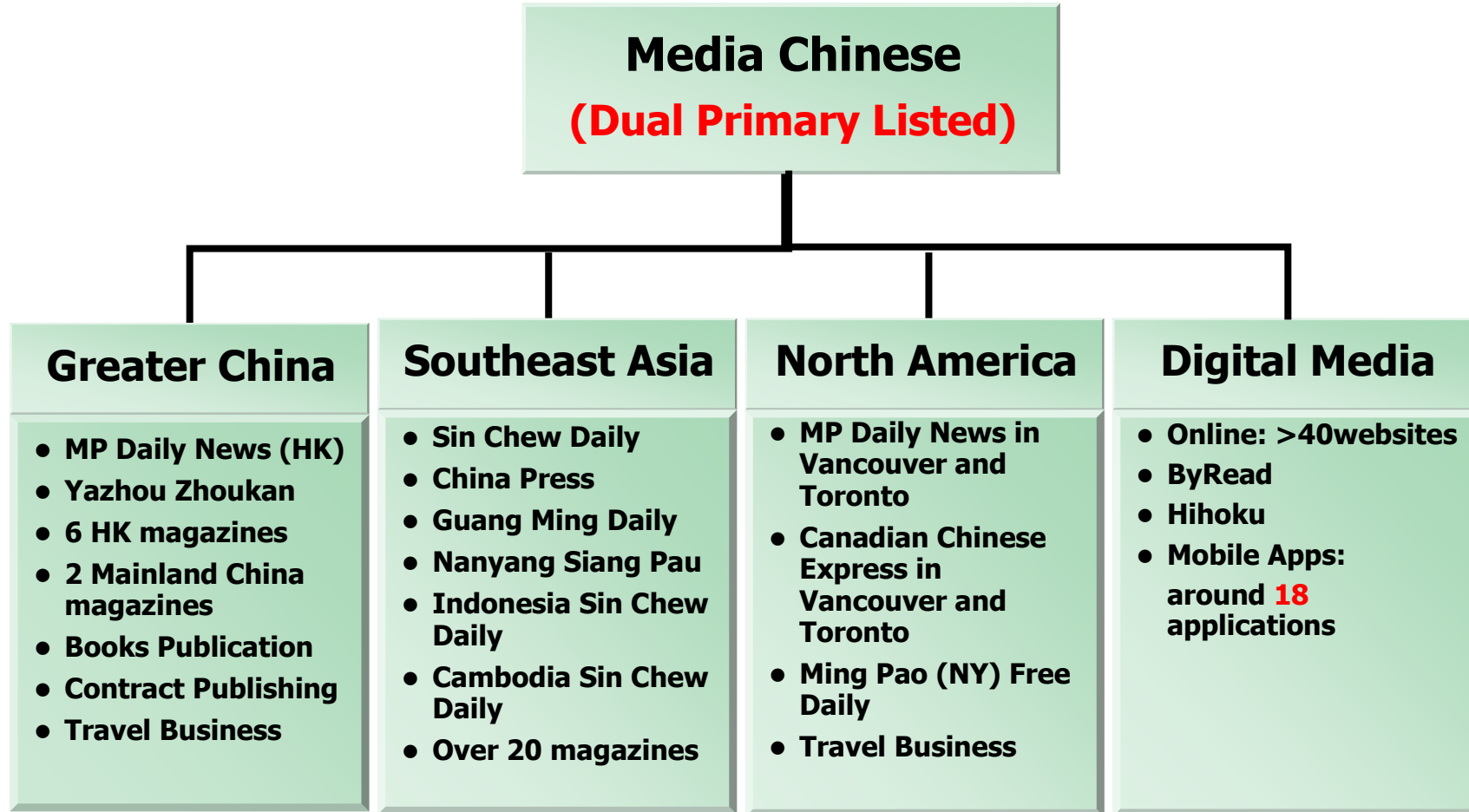
- **Corporate Portfolio**

- Market Highlights

- Financial Performance (Unaudited)

- Future Plans & Strategies

Corporate Portfolio – Background & Products





Corporate Portfolio – History of Products

	Publishing since	In publication for
• Nanyang Siang Pau	1923	89 years
• Sin Chew Daily	1924	88 years
• China Press	1946	66 years
• Ming Pao Daily News (Hong Kong Edition)	1959	53 years
• Ming Pao Monthly	1966	46 years
• Ming Pao Weekly	1968	44 years
• Yazhou Zhoukan	1987	25 years
• Guang Ming Daily	1987	25 years
• Ming Pao Daily News (Toronto Edition)	1993	19 years
• Ming Pao Daily News (Vancouver Edition)	1993	19 years
• Ming Pao (NY) Free Paper	2007	5 years

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Market Share in Malaysia and Hong Kong

MALAYSIA

Period from 1 July 11 to 31 Dec 11

Chinese Newspapers

Ranking in Malaysia

Sin Chew

-Sin Chew Daily	406,297	No. 1
-Guang Ming Daily	112,181	No. 3

Nanyang

-China Press	238,106	No. 2
-Nanyang Siang Pau (figure for the period 1.7.06 to 30.6.07)	114,049	No. 4

SCMC & NPH SUB TOTAL

877,951

Source: (Audit Bureau of Circulations)

Last Update: 21 February, 2012

HONG KONG

Period from 1 Jan 11 to 31 Dec 11

Chinese Newspapers

Readership

Ming Pao Daily News

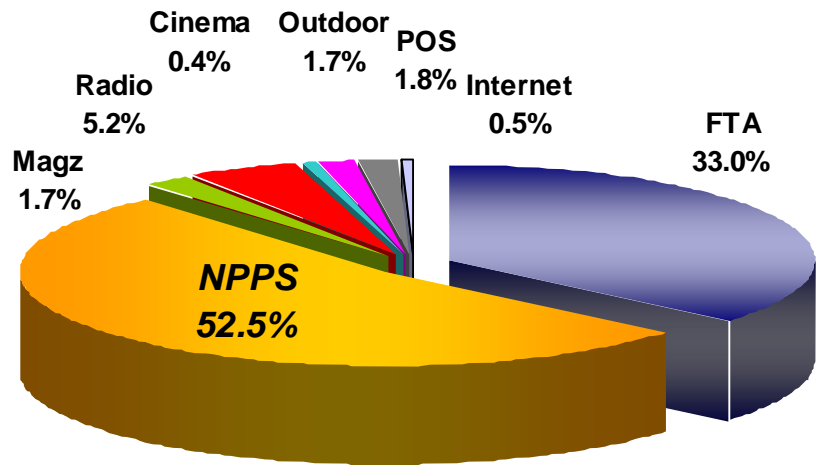
446,000

The most credible Chinese newspaper

Source: (ACN media index 2011)

Total Adex for YTD Sept 2012 in Malaysia

Total Adex for YTD Sept 2012



RM 6,102m

↓ -0.16%

Adex in YTD Sept 2011: RM 6,112m

Total Adex (RM)

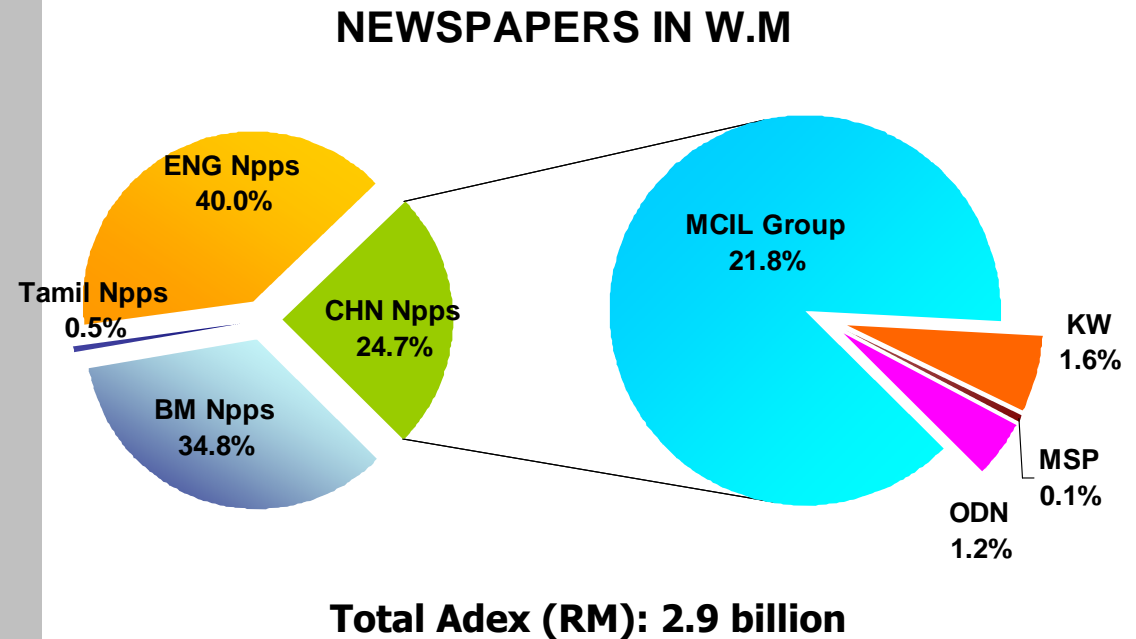
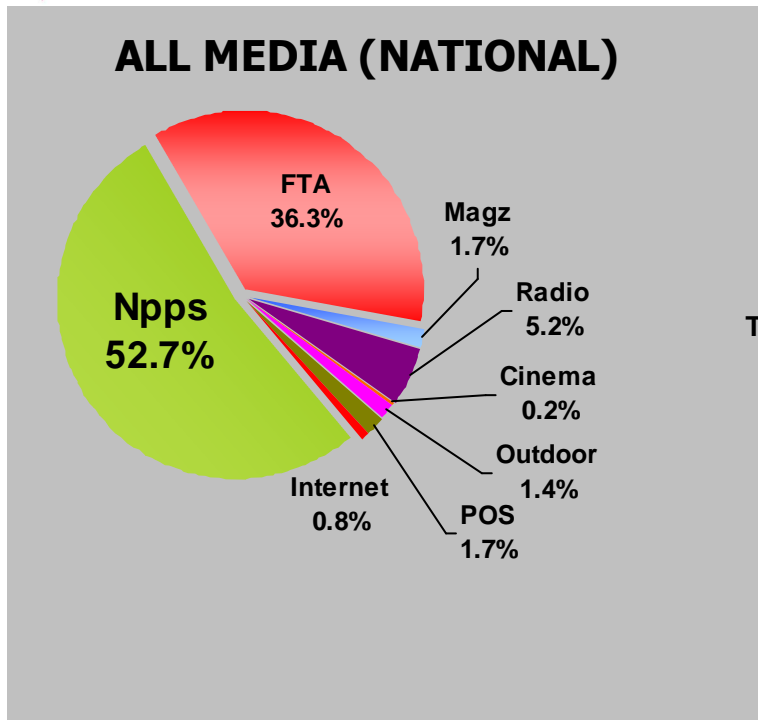
NPPS : 3.202m ↓ **-0.5%**
Magazines: 104m

FTA : 2,211m
 Radio : 318m
 Outdoor : 106m
 POS : 107m
 *Internet : 28m
 Cinema : 25m

↓ -0.4%

* As at June 2012

Share Of Advertising Expenditure In Malaysia Media YTD September 2012



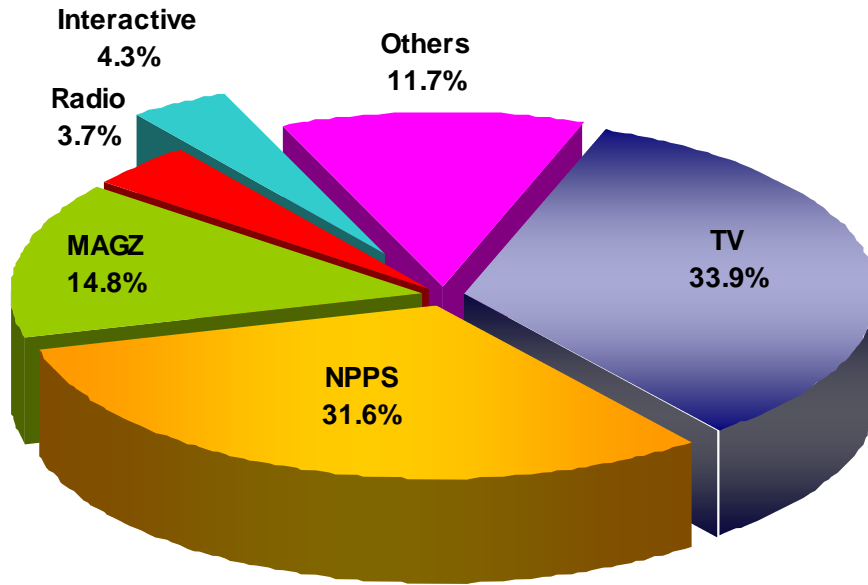
Adex for Total Newspapers : RM 3.2 billion

Newspapers in West Malaysia: RM 2.9 billion

Newspapers in East Malaysia : RM 0.3 billion

Total Adex for FY2011 in Hong Kong

Total Adex FY2011



HKD 92,569m

↑ 16%

Total Adex in 2010: HKD 79,868m

Total Adex (HKD)

NPPS : 29,269m ↑ 13.3%

Magazines: 13,661m

TV : 31,410m

Radio : 3,439m ↑ 18.2%

Interactive : 3,988m

Others : 10,802m

NPPS : ↑ 14.0%

Magazines: ↑ 11.8%

TV : ↑ 12.8%

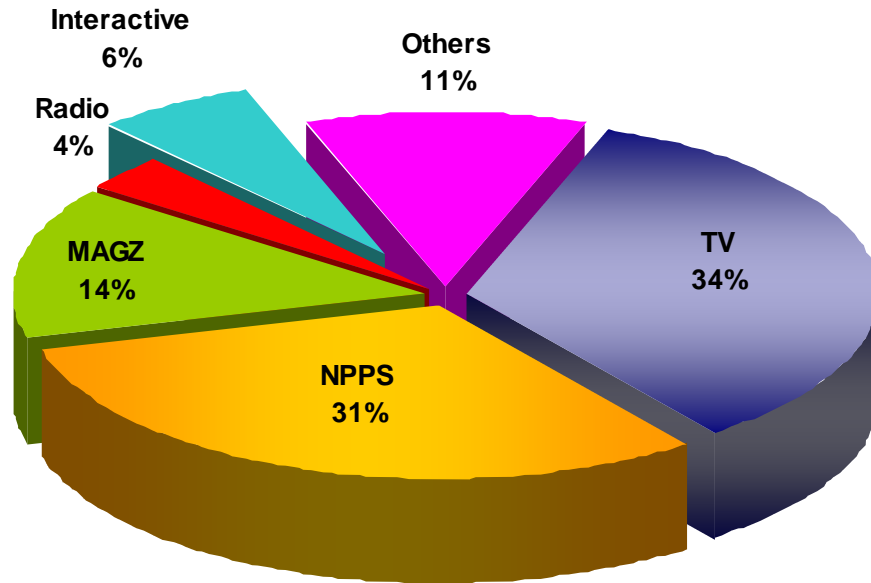
Radio : ↑ 3.1%

Interactive : ↑ 26.3%

Others : ↑ 41.1%

Total Adex for YTD Sept 2012 in Hong Kong

Total Adex Jan-Sept 2012



HKD 74,273m

↑ 12%

Total Adex in Jan-Sept 2011: HKD 66,282m

Total Adex (HKD)

NPPS : 23,092m ↑ 10.2%
Magazines : 10,386m
 TV : 24,982m
 Radio : 2,608m ↑ 13.6%
 Interactive : 4,733m
 Others : 8,472m

NPPS : ↑ 10.8%
Magazines : ↑ 8.9%
 TV : ↑ 9.7%
 Radio : ↑ 2.3%
 Interactive : ↑ 62.0%
 Others : ↑ 10.5%

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Financial Performance Highlights (Unaudited)

Interim Financial Performance - Turnover

Half Year Results (US\$ million)	2012/13 Q2	2011/12 Q2
Malaysia & other SEA countries	144.3	145.7
Hong Kong, PRC & North America	52.2	52.0
Travel and travel related services	48.2	48.0
Total Turnover	244.7	245.7

Interim Financial Performance – PBT

Half Year Results (US\$ million)	2012/13 Q2	2011/12 Q2
Malaysia & other SEA countries	31.2	33.8
Hong Kong, PRC & North America	4.3	3.8
Travel and travel related services	1.9	1.8
Profit before tax*	37.4	39.4

*Before net unallocated expenses and share of losses of associates and gain in dilution of interest in an associate

Financial Performance Highlights (Unaudited)

As of 30 Sept 2012

(US\$ million)	30 Sept 2012	30 Sept 2011	% Variance
Shareholders' equity	418.0	380.00	10.0 % ↑
Earnings per share (US cents)	1.68	1.70	1.2 % ↓
Dividend per share (US cents)	0.673	1.20*	43.9% ↓
Net assets per share (US cents)	24.77	22.50	10.1 % ↑
Return on shareholders' equity (%)	13.6%	15.1%#	1.5 % ↓

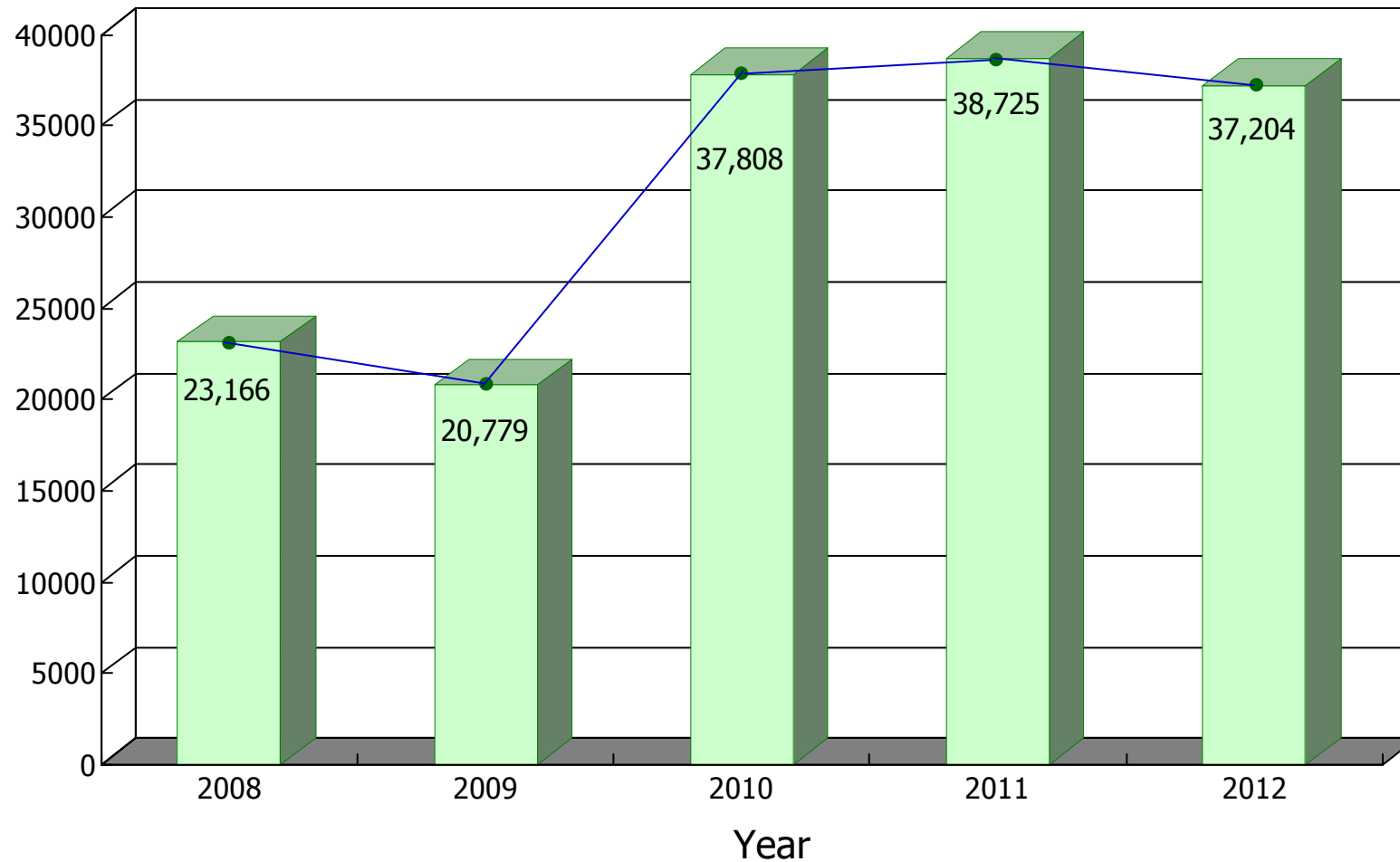
*Including US 0.4 cents special dividend & US0.80 cents first interim dividend

Annualized

Profit Before Tax (Six months ended 30 Sept)

US\$'000

■ PBT (Six months ended 30 Sep)



Dividends

	PATMI (USD)	Dividend per share (US cents)	Dividend pay out ratio
30 Sept 2012	28,372,000	0.673	40%
28 Nov 2012	N/A	13.0	N/A

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Future Plans & Strategies

Proposed Spin-off of MCIL Travel & Travel-related Businesses

Digital Media Business

- **Continuous Improvement**
- **Stable Contribution**

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.