



**Media Chinese International Limited  
FY2013/14 Interim Results Presentation**

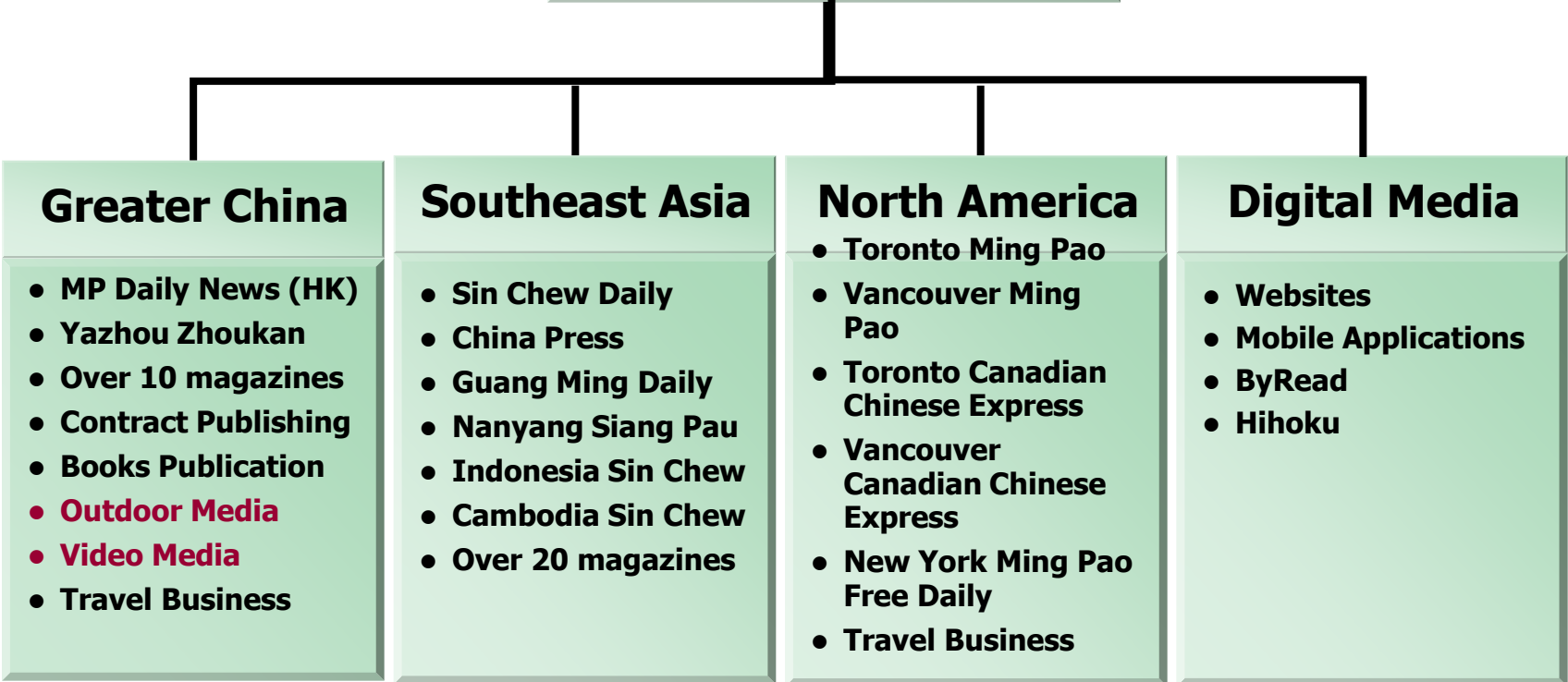
**November 2013**

- **Corporate Portfolio**
- Market Highlights
- Financial Performance (Unaudited)
- Future Plans & Strategies



# Corporate Portfolio – Background & Products

## Media Chinese (Dual Primary Listed)



# Corporate Portfolio – History of Products

	<b>Publishing since</b>	<b>In publication for</b>
• Nanyang Siang Pau	1923	90 years
• Sin Chew Daily	1929	84 years
• China Press	1946	67 years
• Ming Pao Daily News (Hong Kong Edition)	1959	54 years
• Ming Pao Monthly	1966	47 years
• Ming Pao Weekly	1968	45 years
• Yazhou Zhoukan	1987	26 years
• Guang Ming Daily	1987	26 years
• Ming Pao Daily News (Toronto Edition)	1993	20 years
• Ming Pao Daily News (Vancouver Edition)	1993	20 years
• Ming Pao (NY) Free Paper	2007	6 years

# Corporate Portfolio- Printed Product Brands

星洲日報  
SIN CHEW DAILY

南洋商報  
NANTANG 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

Top Gear

MINGWATCH 明錶

港澳台  
自由行

优游香港  
Hong Kong Voyage

DU SHANG 渡賞

100毛

壹 報

Top Gear  
汽车测试报告

科技新时代  
POPULAR SCIENCE

小星星  
BINTANG SIN CHEW

学海

大家健康  
LONG LIFE

南洋学生  
Mingguan Pelajar Nanyang

號外週報  
SPECIAL WEEKLY

星星 周刊  
SINARAN SIN CHEW

少年月刊  
Bulanan Pelajar

NEW CON 时尚男人  
for him

NEW TIDE 新潮  
www.newtide.com.my

釣魚 月刊  
Rod & Line

PANGING  
Buletin Sukai Mengali Profesional

Rod & Line

新生活報

囍 My Wedding

PETS 宠物报

Let's travel 吃風

都会佳人  
CITTA Bella

SWEET HOME

城市网络  
CityNET

Jinak

美味 風采  
Oriental Cuisine

風采 feminine

Mommy Baby  
妈咪宝贝



## Corporate Portfolio – Digital Media Brands

### Online Media (Southeast Asia)



### Online Media (Hong Kong)



### Mobile Media

### Online Media (Mainland China)



### Online Media (Canada)



More than 40 Websites & numerous Mobile Services

- 
- Corporate Portfolio
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# Market Share in Malaysia and Hong Kong

## MALAYSIA

Period from 1 July 2012 to 30 Jun 2013

### Chinese Newspapers

Readership **Ranking in Malaysia**

#### Sin Chew

-Sin Chew Daily

1,225,000 **No. 1**

-Guang Ming Daily

368,000 **No. 3**

#### Nanyang

-China Press

1,026,000 **No. 2**

-Nanyang Siang Pau

89,000

#### SCMC & NPH SUB TOTAL

**2,708,000**

Source: (Q2 2013 Nielsen Consumer & Media View)

Last Update: 18 November, 2013

## HONG KONG

Period from 1 Jan 2012 to 31 Dec 2012

### Chinese Newspapers

Readership

#### Ming Pao Daily News

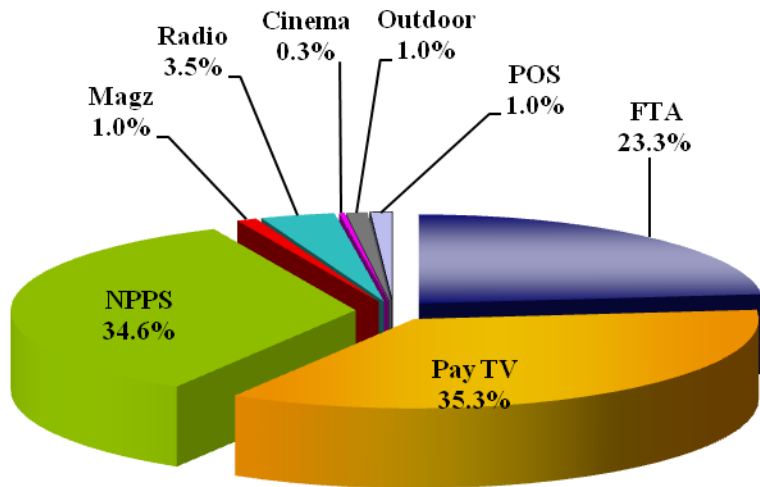
**412,000** **The most credible Chinese newspaper**

Source: (Nielsen HK Media Index 2012 Year-end Report)



# YTD Adex for YTD September 2013 in Malaysia

## YTD Adex (Jan – Sep 2013)



**RM 9,607m**

**↑ 19.8%**

Adex in YTD Sep 2012: RM 8,019m

## Total Adex (RM)

<b>NPPS</b>	: 3,323m	} ↑ <b>3.2%</b>
<b>Magazines</b>	: 92m	
TV (FTA)	: 2,242m	} ↑ <b>31.4%</b>
Pay TV	: 3,394m	
Radio	: 337m	
Outdoor	: 96m	
POS	: 99m	
Cinema	: 25m	
<b>NPPS</b>	: ↑ <b>3.7%</b>	
<b>Magazines</b>	: ↓ <b>12.1%</b>	
TV (FTA)	: ↑ <b>1.4%</b>	
Pay TV	: ↑ <b>74.5%</b>	
Radio	: ↑ <b>5.9%</b>	
Outdoor	: ↓ <b>9.5%</b>	
POS	: ↓ <b>7.1%</b>	
Cinema	: ↑ <b>0.5%</b>	

# Adex for Total Newspapers in Malaysia

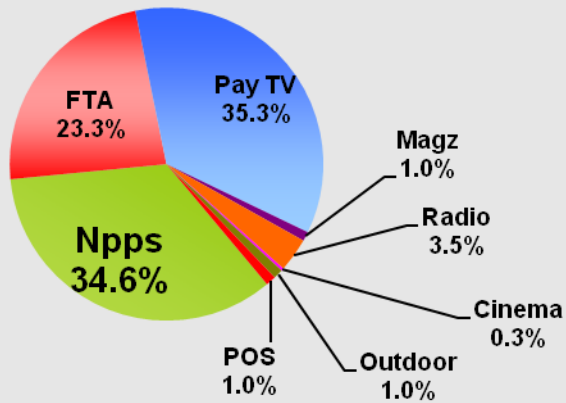
Adex for total Newspapers for YTD Sep'13 VS YTD Sep'12

	YTD Sep'13 RM' million	YTD Sep'12 RM' million	Variance RM' million	Variance %
English	<b>1,300.7</b>	1,216.0	84.7	7%
Malay	<b>1,026.7</b>	1,045.7	(19.0)	(2%)
Chinese	<b>978.7</b>	925.4	53.3	6%
Tamil	<b>16.5</b>	15.5	1.0	6%
<b>TOTAL</b>	<b>3,322.6</b>	3,202.6	120.0	4%

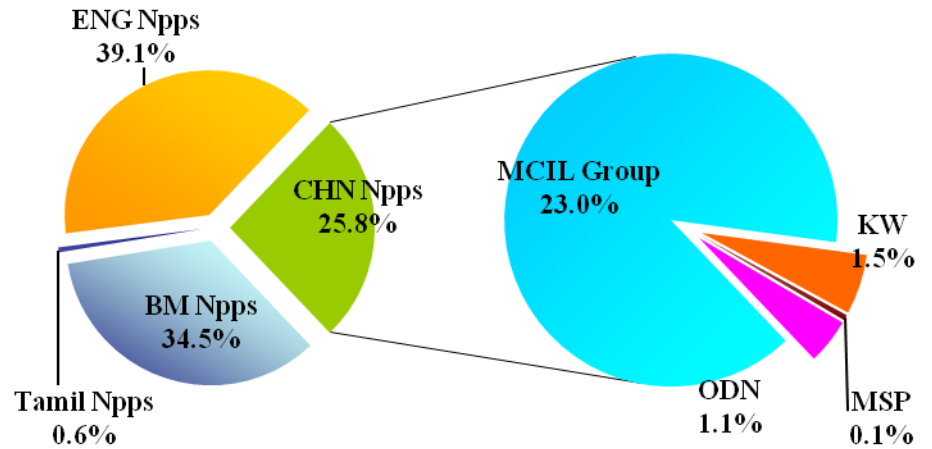
Source: NMR Adex Report

# Share Of Advertising Expenditure In Malaysia Media YTD September 2013

**ALL MEDIA (NATIONAL)**



**NEWSPAPERS IN W.M**



**Total Adex (RM): 2,974.0 million**

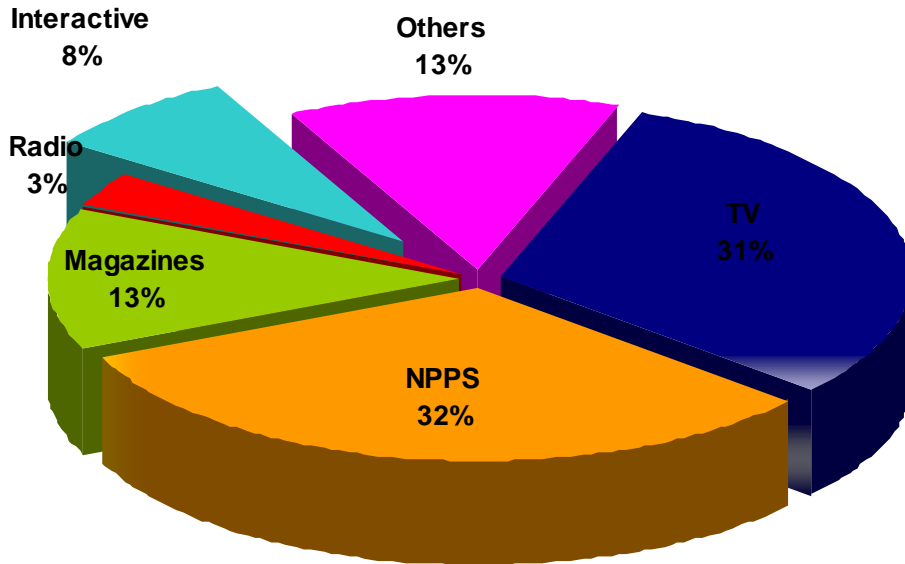
Adex for Total Newspapers : RM 3,322.6 million

Newspapers in West Malaysia: RM 2,974.0 million

Newspapers in East Malaysia : RM 348.6 million

# Total Adex for Jan-Sept 2013 in Hong Kong

## Total Adex Jan-Sept 2013



**HKD 78,127m**

**↑ 6.5%**

Total Adex in Jan-Sept 2012: HKD 73,373m

## Total Adex (HKD)

<b>NPPS</b>	: 24,896 m	} ↑ 5%
<b>Magazines</b>	: 10,262 m	
TV	: 24,063 m	} ↑ 7.7%
Radio	: 2,683 m	
Interactive & Mobile	: 6,357 m	
Others	: 9,865 m	

<b>NPPS</b>	: ↑ 7.8%
<b>Magazines</b>	: ↓ -1.3%
TV	: ↑ 1.0%
Radio	: ↑ 2.9%
Interactive & Mobile	: ↑ 35.1%
Others	: ↑ 12.7%

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- Corporate Portfolio
  - Market Highlights
  - **Financial Performance (Unaudited)**
  - Future Plans & Strategies

# Financial Performance Highlights (Unaudited)

## Interim Financial Performance - Turnover

Half Year Results (US\$ million)	2013/14	2012/13
Malaysia & other SEA countries	145.2	144.3
Hong Kong, PRC & North America	47.2	52.2
Travel and travel related services	59.4	48.2
<b>Total Turnover</b>	<b>251.8</b>	<b>244.7</b>

## Interim Financial Performance – PBT

Half Year Results (US\$ million)	2013/14	2012/13 (Restated)
Malaysia & other SEA countries	34.0	31.2
Hong Kong, PRC & North America	1.9	4.2
Travel and travel related services	4.7	1.9
<b>Profit before tax*</b>	<b>40.7</b>	<b>37.3</b>

\*Before net unallocated expenses and share of losses of associates and unallocated interest expense



# Financial Performance Highlights (Unaudited)

## Interim Financial Performance - EBITDA

Half Year Results (US\$ million)	2013/14	2012/13 (Restated)
Malaysia & other SEA countries	37.6	34.5
Hong Kong, PRC & North America	2.6	5.2
Travel and travel related services	4.7	1.9
<b>EBITDA</b>	<b>44.9</b>	<b>41.6</b>

# Financial Performance Highlights (Unaudited)

(US\$ million)	30 Sept 2013	30 Sept 2012 (Restated)	% Variance
Shareholders' equity*	207.6	418.0	-50.3%
Earnings per share (US cents)	1.51	1.67	-9.6%
Dividend per share (US cents)**	0.750	0.673	+11.4%
Net assets per share (US cents)***	12.31	24.77	-50.3%
Return on shareholders' equity (%)#	12.5%	7.0%	+5.5%

\* On comparable basis, the shareholders' equity would have increased by USD15.3 million or 4% if the special dividend payment amounted to USD225.7 million in FY2012/2013 was excluded.

\*\* Exclude special dividend.

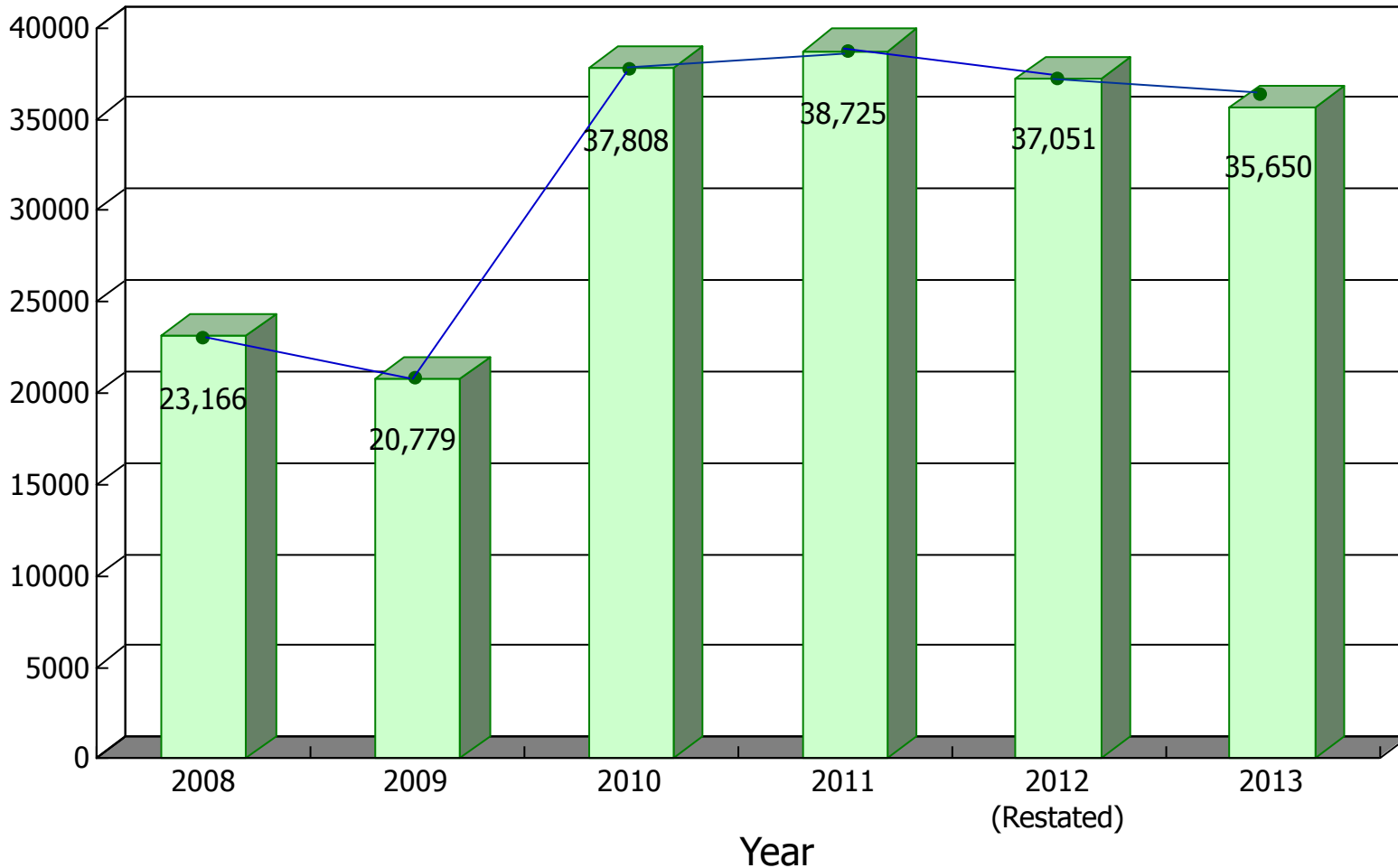
\*\*\* Decreased due to special dividend payment amounted to USD225.7 million.

# Annualized

# Profit Before Tax (Six months ended 30 Sept)

US\$'000

□ PBT (Six months ended 30 Sep)



# Dividends (exclude Special Dividend)

	PATMI (USD)	Dividend per share (US cents)	Dividend pay out ratio
30 Sept 2013	25,393,000	0.750	<b>50%</b>
30 Sept 2012	28,372,000	0.673	<b>40%</b>

- 
- Corporate Portfolio
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## 1) Proposed Spin-off of Charming Holidays

~ Ongoing





## 2) e-Education Business

### a) Education Solution

~ i-Read

~ i-Class

~ i-Campus

~ Campus TV



### b) Printing & Digital Education Markets

A resourceful team has been formed to ensure smooth operations. The Group has decided to concentrate efforts on promoting products related to the subject of Liberal Studies. Digital textbooks are undergoing an accreditation process.

## 3) Connect Media Company Limited

- ~ A high-speed waterborne passenger transportation advertising platform
- ~ Jointly formed by One Media and Chu Kong Shipping Enterprises (Group) Company Limited (stock code: 560.HK) in Nov 2012
- ~ Still at an early investment stage, expected to bring more business opportunities and synergistic effects to One Media



### 4) **Sin Chew expands into Sabah market**

- Set up a printing plant in Kota Kinabalu, Sabah.
- Target to commence printing in first quarter of 2014.
- Sabah is only state in Malaysia that we have yet to actively market our papers due to high transportation cost.
- Sabah market may be comparatively small in size but with great potential.
- Total Chinese papers average circulation copies per day is 77,089 copies (ABC, July to December 2012).

# Future Plans & Strategies

Sabah Plant Photo:-



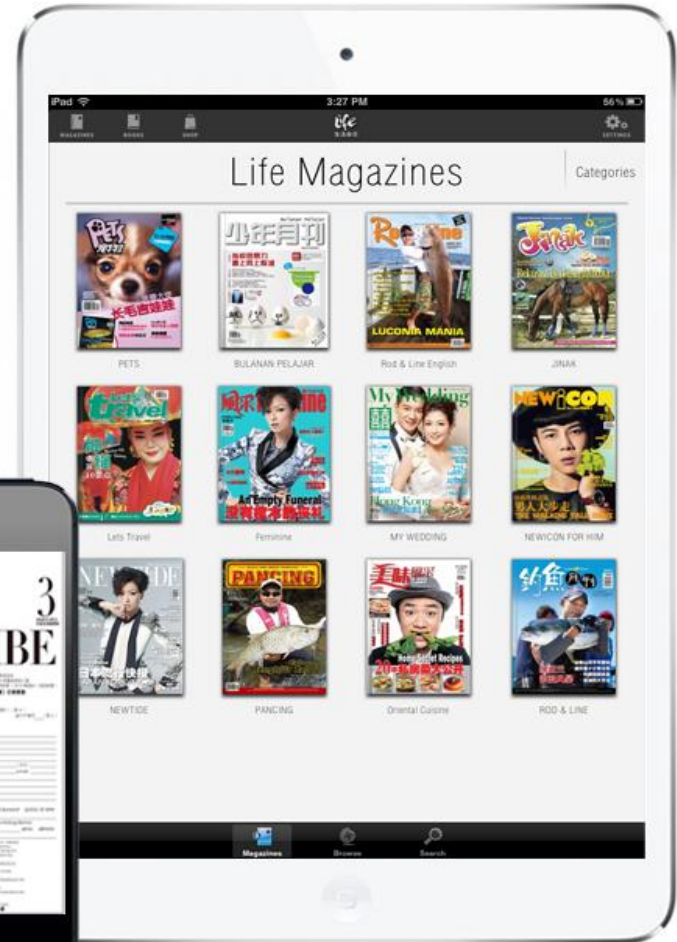
## 5) **Malaysian Operations Web Apps Development**

- E-Magazines.
- E-Papers.



# Future Plans & Strategies

- ❖ E-Magazines Apps: Life Magazines' Titles Apps
- ❖ Launched on January 2013
- ❖ Subscription based paid service



Available for



Language : Chinese





# Future Plans & Strategies

❖ E-Papers Apps:

***Nanyang Siang Pau*** E-Papers  
launched on Sep-13

To launch soon: ***Sin Chew Daily***  
***China Press***  
***Guang Ming Daily***

❖ Subscription based paid service



**Thank you**

# Looking Forward Statements

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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.