

[For Immediate Release]



## MEDIA CHINESE INTERNATIONAL LIMITED

### Media Chinese announces its unaudited third quarter results for the nine months ended 31 December 2009

<i>Financial Highlights</i>	<i>For the three months ended</i>	<i>For the three months ended</i>	Change
	<i>31 December 2009</i> <i>(unaudited)</i>	<i>31 December 2008</i> <i>(unaudited)</i>	
	US\$'000	US\$'000	
Turnover	100,737	95,229	+6%
Profit before income tax	21,237	10,861	+96%
	<i>For the nine months ended</i>	<i>For the nine months ended</i>	Change
	<i>31 December 2009</i> <i>(unaudited)</i>	<i>31 December 2008</i> <i>(unaudited)</i>	
	US\$'000	US\$'000	
Turnover	282,433	315,364	-10%
Profit before income tax	42,016	34,027	+23%

**25 February 2010** — **Media Chinese International Limited** (“Media Chinese” or the “Group”; SEHK stock code: 685; KUL stock code: 5090; “世界華文媒體有限公司”) today announced its third quarter results for the nine months ended 31 December 2009.

The Group’s profit before income tax for the third quarter was US\$21,237,000, which had surged by US\$10,376,000 or 96%, as compared to the corresponding quarter in the preceding year. This strong performance was mainly due to higher advertising revenues and lower newsprint costs incurred during the quarter.

The Group’s turnover for the third quarter grew by 6% year-on-year to US\$100,737,000. The improvement was mainly due to an across-the-board, albeit modest, revival of advertising revenues from the markets the Group operates in as the economies of these markets gradually recovered from the global financial crisis.

Advertising revenue from the operations in Malaysia grew healthily while that of Hong Kong and China recovered to about the same levels seen during the same time in the preceding year. Revenue from the operations in North America continued to be under some pressure while tour income stayed flat.

On a year-to-date basis, the Group's revenue for the nine months ended 31 December 2009 was US\$282,433,000, still US\$32,931,000 or 10% lower than that of the preceding year. Despite the decrease in revenue, the Group's profit increased US\$7,989,000 or 23% to US\$42,016,000 from the corresponding period of the preceding year, fuelled primarily by lower newsprint costs and operating expenses incurred in the period under review.

Basic earnings per share for the three months and the nine months ended 31 December 2009 were US0.93 cents and US1.8 cents respectively. These translate into improvement of 145% and 41% respectively, when compared with the same periods in the preceding year.

Commenting on the overall results, Mr. Francis Tiong, Group Chief Executive Officer of Media Chinese, said, "We are pleased with the performance of the Group given the uncertainty and volatility of the advertising markets in the first half of the financial year. The declines in advertising spending we had experienced showed some signs of improving, but the overall environment remains weak."

"Although the fourth quarter is typically a weaker quarter, we are expecting advertising spending to be prolonged given that Chinese New Year fell in mid-February 2010. Moreover, there is an improving trend in the display advertisements, and in this connection, there is a strong possibility that the fourth quarter would perform better than the same quarter in the preceding year. However, we will continue to remain prudent and manage the Group's operations cautiously."

He also added that the Group remains committed to pursuing its objective of expanding into digital media business. "We will stay on course in our digital media initiatives and navigate our way safely in the current environment where readers' habit of consuming media content is undergoing revolutionary changes."

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## **About Media Chinese International Limited**

**Media Chinese International Limited** is a leading global Chinese-language media group dually listed on The Stock Exchange of Hong Kong Limited (under the ticker 685) and Bursa Malaysia Securities Berhad (under the ticker 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 14 editions with a total daily circulation of over 1 million copies, 1 daily free newspaper and over 30 magazines. Its various online portals across key cities in these regions gather around half billion pageviews per month. Media Chinese is the proprietor of Life Publishers Berhad, the largest Chinese-language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on the main board of The Stock Exchange of Hong Kong Limited under the ticker 426).

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