

【 For Immediate Release 】



## MEDIA CHINESE INTERNATIONAL LIMITED

**Media Chinese announces its unaudited second quarter and interim results for the six months ended 30 September 2010**

| <i>Financial Highlights</i> | <i>For the three months ended</i>    | <i>For the three months ended</i>    | Change % |
|-----------------------------|--------------------------------------|--------------------------------------|----------|
|                             | <i>30 September 2010 (unaudited)</i> | <i>30 September 2009 (unaudited)</i> |          |
|                             | US\$'000                             | US\$'000                             |          |
| Turnover                    | 115,652                              | 95,139                               | +22%     |
| Profit before income tax    | 19,014                               | 13,646                               | +39%     |
|                             | <i>For the six months ended</i>      | <i>For the six months ended</i>      | Change % |
|                             | <i>30 September 2010 (unaudited)</i> | <i>30 September 2009 (unaudited)</i> |          |
|                             | US\$'000                             | US\$'000                             |          |
| Turnover                    | 221,587                              | 181,696                              | +22%     |
| Profit before income tax    | 37,808                               | 20,779                               | +82%     |

25 November 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 second quarter and interim results for the financial quarter and six months ended 30 September 2010.

The Group delivered a solid performance for the current quarter, achieving a 39% or US\$5,368,000 improvement in profit before income tax. Much of this was attributable to the strong growth in publishing revenue and tour revenue, which rose 15% and 54% respectively. The Group ended the quarter with a total revenue growth of 22% or US\$20,513,000 over the same quarter last year.

The Group achieved a record profit before income tax of US\$37,808,000 for the first six months of financial year 2010/2011, an increase of US\$17,029,000 or 82% as compared with US\$20,779,000 for the corresponding period last year. This was attributable to the strong growth in advertising revenue and turnaround of the North American operations.

Supported by strong rebound in the advertising markets in Malaysia and Hong Kong, the Group reported a 22% or US\$22,150,000 growth in advertising revenue.

The Group's travel business performed remarkably well during the six months under review with turnover surging 53% or US\$13,661,000 year-on-year to US\$39,611,000. Segment profit jumped 593% or US\$1,643,000 to US\$1,920,000 from US\$277,000 for the same period last year. This remarkable performance was fuelled by the continuing consumption growth. The depreciation of the Euro currency also encouraged outbound travel to European destinations. In addition, the operations' aggressive promotions and introduction of new tour destinations were all well-received by customers and resulted in strong revenue growth for the tour operations during the period.

Adding to this, the ongoing appreciation of the Ringgit Malaysia against the US dollar also positively impacted the Group's turnover and profit before income tax by about US\$12,500,000 and US\$3,100,000 respectively for the six months under review.

The Board of Directors has declared a first interim dividend of US0.80 cents per ordinary share in respect of the six months ended 30 September 2010 (2009: US0.45 cents).

Media Chinese's Group Chief Executive Officer Mr. Francis Tiong said: "We expect the positive revenue trends to continue in the second half year."

"While we will remain diligent in managing our operating expenses, we expect costs to be a challenge in the remaining of this financial year due to the rising newsprint prices, renegotiations of some collective agreements in the Group and increase in promotional spending for the Group's titles."

"Barring any unforeseen circumstances, we expect the Group to deliver satisfactory results for this financial year."

- End -

## **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 13 editions with a total daily circulation of over 1 million copies, 2 daily free newspapers, and over 30 magazines. 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 Stock Exchange of Hong Kong Limited; stock code: 426).

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