



**Media Chinese International Limited
2nd Quarter 2010/11 Results Presentation**

November 2010



Agenda

- Business Portfolio
- 2010/11 Highlights
- Financial Performance
- Update on Digital Media

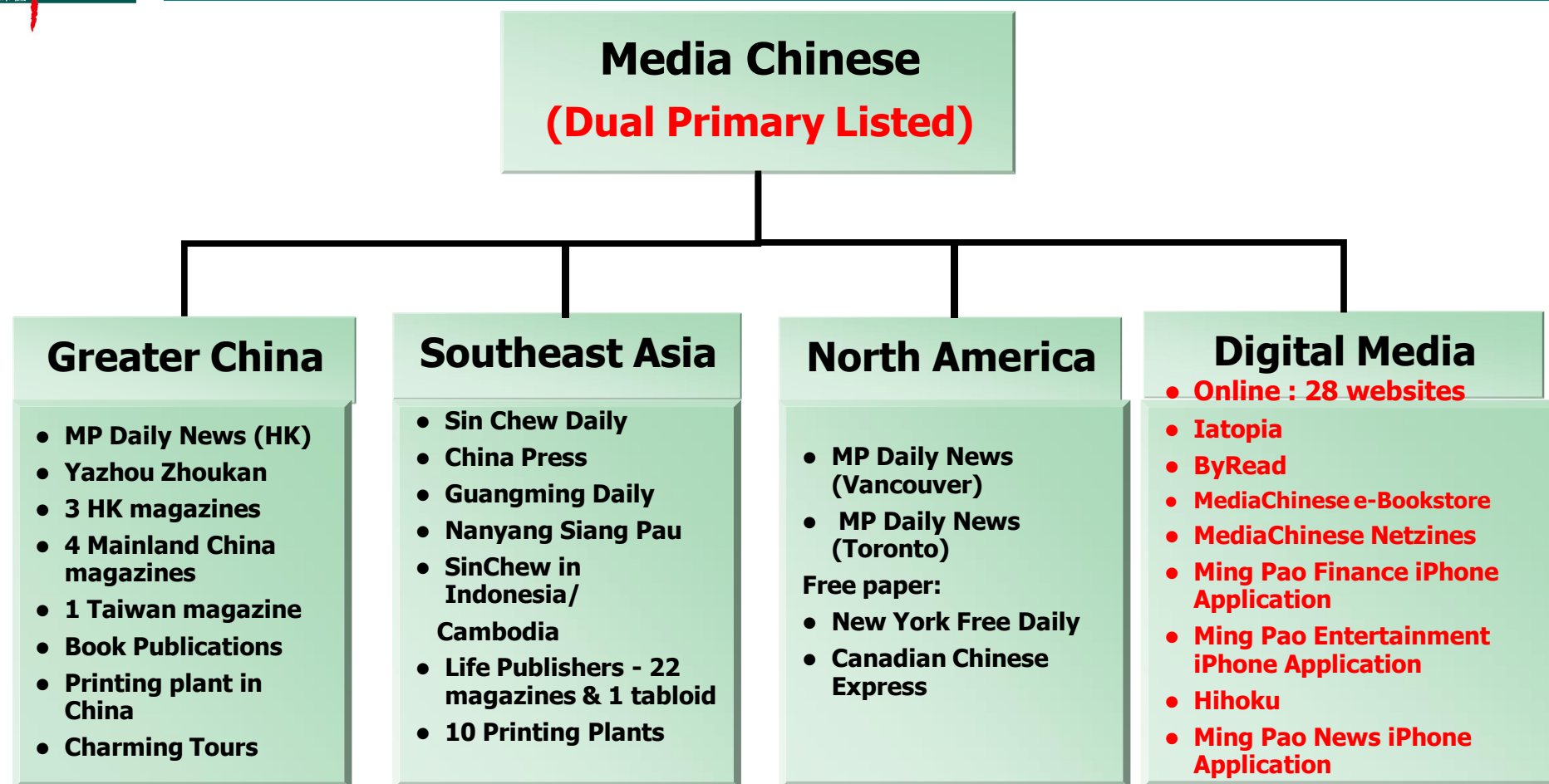


Business Portfolio

Business Portfolio

- Leading Chinese language global media group
 - Dual primary listed in Malaysia and Hong Kong
 - Market capital of USD 435.8 million
- Geographically and operationally diverse
 - Main geographic markets include Malaysia, Hong Kong, Mainland China, North America
- Core business segments
 - Publishing and printing
 - 5 newspapers and over 30 magazines
 - Travel and travel related services – Charming Holidays & Delta Group
 - Digital media
 - Iatopia
 - ByRead
 - MediaChinese e-Bookstore
 - MediaChinese Netzines
 - Ming Pao Finance iPhone App
 - Ming Pao Entertainment iPhone App
 - Hihoku
 - Ming Pao News iPhone App
 - Sinchew Always

Background & Product Portfolio



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

MCIL Printed Product Brands

星洲日報
SIN CHEW DAILY

南洋商報
NANTANG SHANG PAU

明報

中國報
CHINA PRESS

光明日報
GuangMing Daily

明報 月刊

明報 周刊

TopGear

明報 周刊
MING PAO WEEKLY
TAIWAN

TopGear
汽車測試報告

Hitech 數碼誌尚

亞洲週刊
YAZHOU ZHOUKAN

MING 明日風尚

亞洲眼
Eye Asia

星星 周刊
SHIN SHAN SIN CHEW

小星星
SHIN TANG SIN CHEW

LifeTV

學海

科技新時代
POPULAR SCIENCE

Pet

CityLife

大家健康

張外周報

AUTO WORLD

NEWiCON

newtide

釣魚月刊

Punching

Rod & Line

風采feminine

新生活報

囍 My Wedding

美味
風味

Let's go...
travel

少年

城市

聯合社人
CITTA Bella

媽咪寶貝

speed HOME



MCIL Digital Media Brands

Online Media (Malaysia)



Online Media (Hong Kong)



Online Media (Hong Kong)

Online Media (Southeast Asia)



Mobile Media



28 Websites & numerous mobile Services



2010/11 Highlights

What is changing in the Media Industry...

- Momentum of growth in the Hong Kong and Malaysia markets since 2nd half of 2010 has been carried through to 1st half of 2011. Will see growth tapering down in 2nd half of 2011.
- Circulation sales are expected to remain at sustainable levels
- Gradual increase in newsprint prices.
- Buzz Word – digital media and social networks. In MY, 4G has just been introduced.

The implications on Media Chinese's strategy

- Focusing on adapting and improving contents to meet the ever changing demands of readers.
- Being innovative in manner in which Ad Col cm is sold.
- Reviewing distribution method to fit changes in lifestyle of readers.
- Further development in digital business, multi-media
 - Iatopia
 - ByRead
 - MediaChinese e-Bookstore
 - MediaChinese Netzines
 - Ming Pao Finance iPhone Application
 - Ming Pao Entertainment iPhone Application
 - Hihoku

Market Share in Malaysia and Hong Kong

PENINSULA MALAYSIA		Period from 30 June 09 to 31 Dec 09
Chinese Newspapers		Copies
- Sin Chew Daily		402,800
- China Press		242,429
- Guang Ming Daily		123,048
- Nanyang Siang Pau (figure for the period 1.7.06 to 30.06.07)		114,049

Ranking in Malaysia

No. 1
No. 2
No. 3
No. 4

HONG KONG		Period from 1 Jan 09 to 31 Dec 09
Chinese Newspapers (paid)		Readership
Ming Pao Daily News		441,000

Ranking in Hong Kong

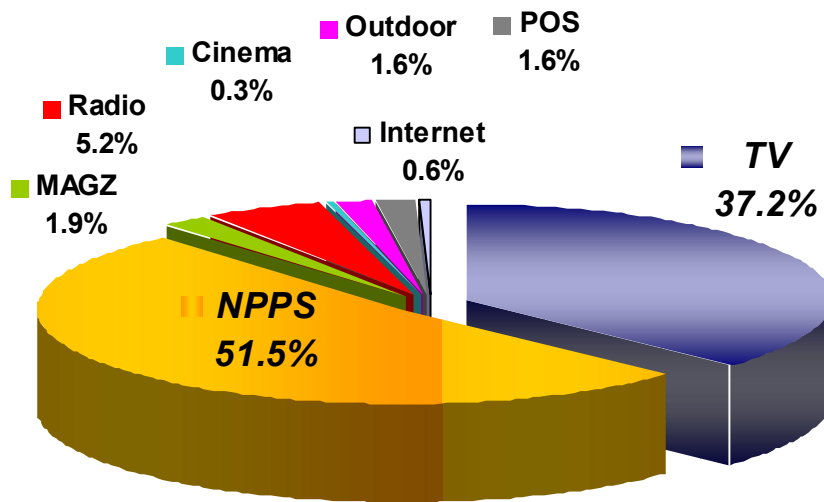
No. 3
&

Most credible Chinese newspaper
in Media Credibility Survey 2009, Hong
Kong Chinese University

Source: Nelsen HK Media Index 2009 Year-end Report

Total Adex for Jan to Sept 2010 in Malaysia

Total Adex in 2010



RM 5,536m

↑ **17%**

Total Adex in 2009: RM 4,727m

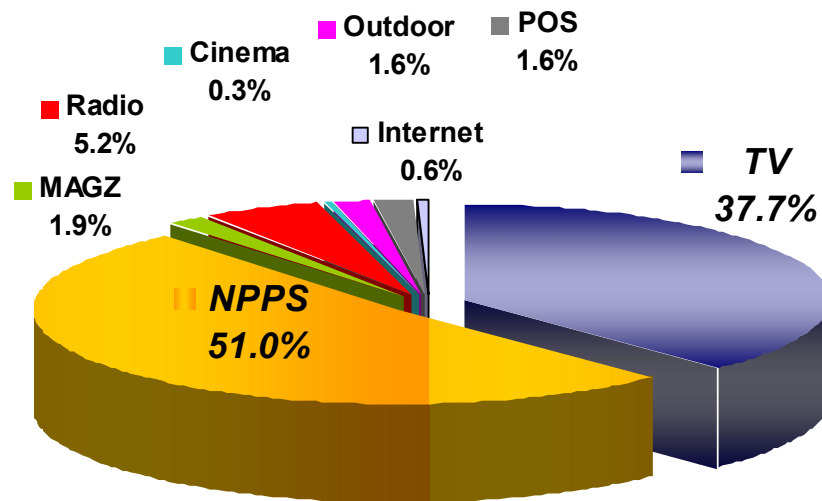
Total Adex (RM)

NPPS: 2,850m ↑ **+15%**
Magazines: 107m

TV: 2,062m
 Radio: 289m
 Outdoor: 90m
 POS: 86m
 Internet: 35m
 Cinema: 16m

Total Adex for Apr to Sept 2010 in Malaysia

Total Adex in 2010



RM 3,912m

↑ **15%**

Total Adex in 2009: RM 3,396m

Total Adex (RM)

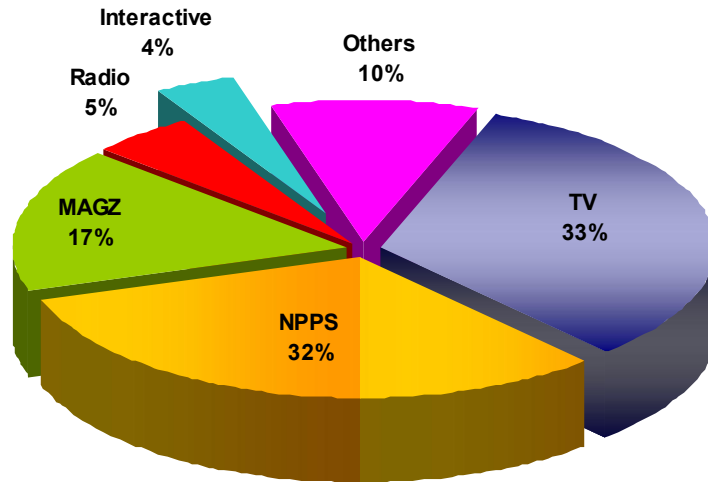
NPPS: 1,996m
Magazines: 75m

↑ **+15%**

TV: 1,476m
Radio: 204m
Outdoor: 61m
POS: 63m
Internet: 25m
Cinema: 12m

Total Adex for 2009 in Hong Kong

Total Adex in 2009



HKD 67,330m

↑ 4.4%

Total Adex in 2008: HKD 64,495m

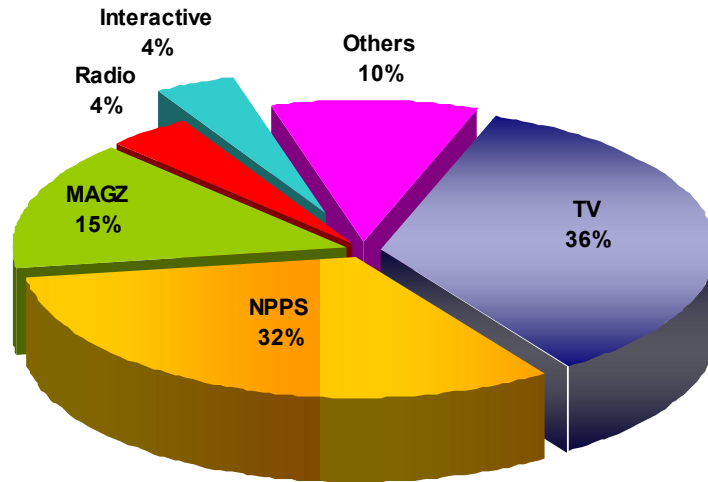
Total Adex (HKD)

NPPS: 21,017m **↓ -3.7%**
Magazines: 10,706m

TV: 23,133m
Radio: 3,297m
Interactive: 2,348m
Others: 6,829m

Rise in YTD Sept 2010 Adex in Hong Kong

Total Adex in Jan – Sept 2010



HKD 57,110m

↑ 19.7%

Total Adex in Jan-Sep 2009: HKD 47,717m

Total Adex (HKD)

NPPS: 18,396m **↑ 21.2%**
Magazines: 8,559m

TV: 20,027m
Radio: 2,417m
Interactive: 2,190m
Others: 5,523m



Financial Performance

Financial Performance Highlights

Interim Financial Performance – Turnover

Half Year Results (US\$ million)	FY 2010/11	FY 2009/10
Malaysia & other SEA countries	131.9	111.1
Hong Kong, PRC & North America	50.1	44.6
Travel and travel related services	39.6	26.0
Total Turnover	221.6 ↑ 22%	181.7

Interim Financial Performance – PBT

Half Year Results (US\$ million)	FY 2010/11	FY 2009/10
Malaysia & other SEA countries	32.5	21.0
Hong Kong, PRC & North America	3.6	(0.2)
Travel and travel related services	1.9	0.3
Profit before tax*	38.0 ↑ 80%	21.1

*Before net unallocated expenses and share of loss of an associate

Financial Highlights

As at 30 Sept 2010

(In US\$ million)	30.09.10	30.09.09	% Variance
Shareholders' equity	373.0	305.3	22.2%
Earnings per share (US cents)	1.62	0.87	86.2%
Dividend per share (US cents)	0.800	0.450	77.8%
Net assets per share (US cents)	22.16	18.13	22.2%
Return on shareholders' equity (%)	7.8%	5.0%	56.0%

Dividends

	PATMI (USD)	DIVIDENDS (USD)	DIVIDEND PAY OUT RATIO (%)
30 Sep 09	14,652,000	7,578,000	51.7
30 Sep 10	27,328,000	13,471,000	49.3



Update on Digital Media

Our eBook inventory

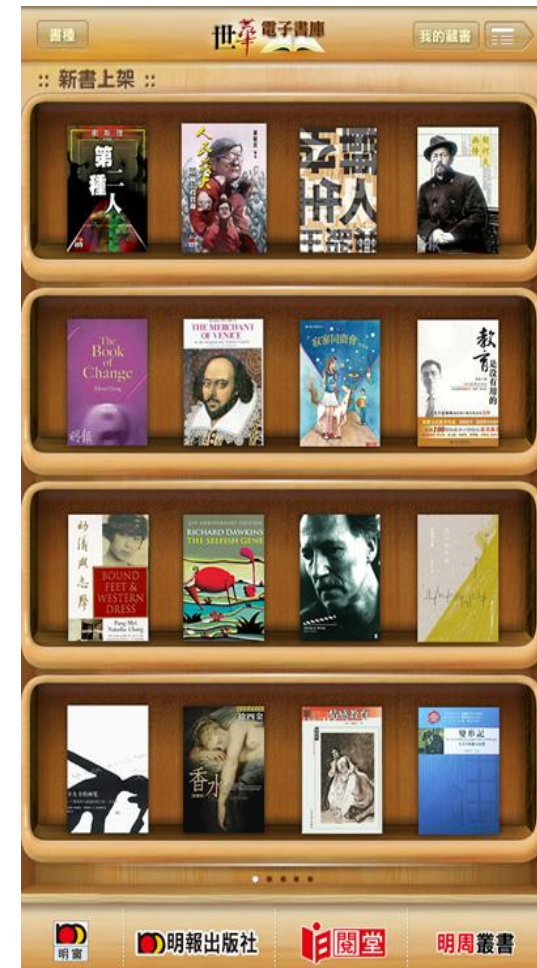
- Year 2010 – 2011: create more than 300 ebooks
- Year 2011 – 2012: create more than 500 ebooks

Platform strategy

- Work with technology partners on various platforms
 - iPhone, iPad, Android, WM7, Symbian
 - KoboBook
 - MTK (target China Market)
 - Web

Sales strategy

- Individual market
- B2B market: target on school e-library market in Hong Kong, Macau and China



- Paris. Milan. New York Fashion 2011 Supplement
-- published in late October



- River of Wisdom (清明上河圖)
-- published in early November



Digital Media – Media Chinese Netzines

- Launched in mid July, 2010

Media Chinese Netzines iPhone Application

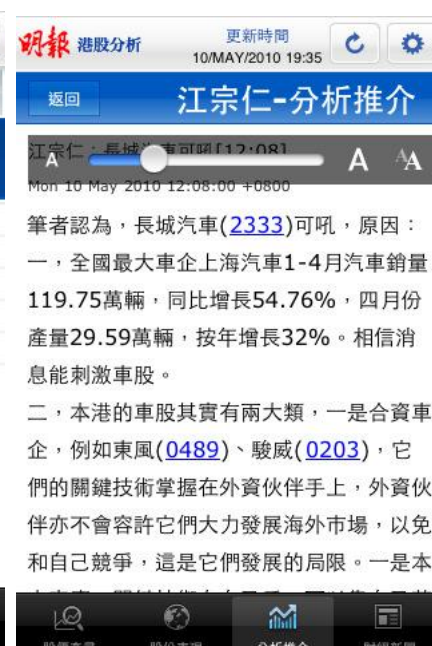


Magazine Titles



Digital Media – Ming Pao Finance iPhone App

- A free comprehensive iPhone application provides the latest update of the stock market in Hong Kong



Digital Media – Ming Pao Entertainment iPhone App

- Recently launched in early November, which integrates the content of Media Chinese Group and provides the latest entertainment news



Digital Media – Ming Pao News iPhone App

- A free iPhone application provides today news and views content from Ming Pao in Hong Kong
- To be launched on 26th November



Digital Media – SinChew Always

With SinChew Always, for iPhone users (Launched on 15th Aug)

- **New reading lifestyle**
- **Picture, graphic driven**





Media Chinese is...



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Chinese Language

Content Provider

in Multimedia

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.