

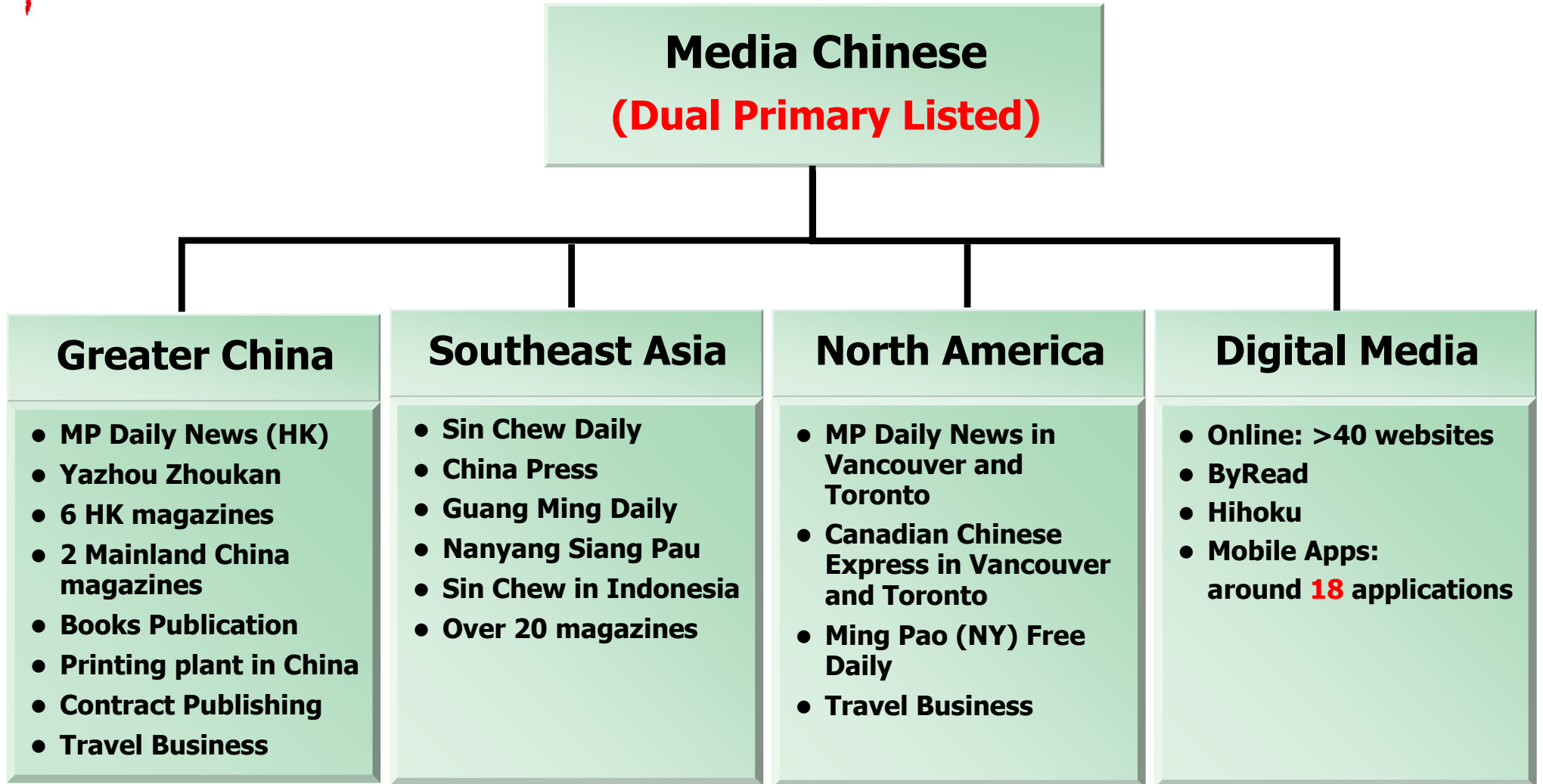


**Media Chinese International Limited
2011/12 Year-end Results Presentation**

May 2012

- 
- **Corporate Portfolio**
 - 2011/12 Market Highlights
 - Financial Performance (Unaudited)
 - Digital Media Update

Corporate Portfolio- Background & Products



Corporate Portfolio- Printed Product Brands

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
Guang Ming DAILY

明報 月刊

明報 周刊
MING PAU WEEKLY

星洲週刊
YANGON ZHOUCAN

TopGear

TopGear
汽车测试报告

MINGWATCH 明錶

科技新时代
POPULAR SCIENCE

优游香港
Hong Kong Voyage

港澳台
自由行

时代的视野 智慧的风景
亞洲眼
Eye Asia Focus on what Matters

星星 周刊
SINARAN SIN CHEW

小星星
BINTANG SIN CHEW

学道

大家健康
Lonelife

號外周報
SPECIAL WEEKLY

少年
Bulan Pelajar

NEWICON 时尚男人
for him

新行特刊
newtide

釣魚月刊
ROD&LINE

Buletin Sukan Mengail Profesional
Pancing

Rod & Line

新生活報

囍 My Wedding

PETS
宠物

Let's
travel
旅行

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)



Online Media (Mainland China)



Online Media (Canada)



Mobile Media



More than 40 Websites & numerous Mobile Services

- Corporate Portfolio
- **2011/12 Market Highlights**
- Financial Performance (Unaudited)
- Digital Media Update

Market Share in Malaysia and Hong Kong

MALAYSIA

Period from 1 Jan 11 to 30 Jun 11

Chinese Newspapers

Sin Chew

-Sin Chew Daily	407,483
-Guang Ming Daily	116,118

Nanyang

-China Press	240,301
-Nanyang Siang Pau (figure for the period 1.7.06 to 30.6.07)	114,049

SCMC & NPH SUB TOTAL

877,951

Ranking in Malaysia

No. 1

No. 3

No. 2

No. 4

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

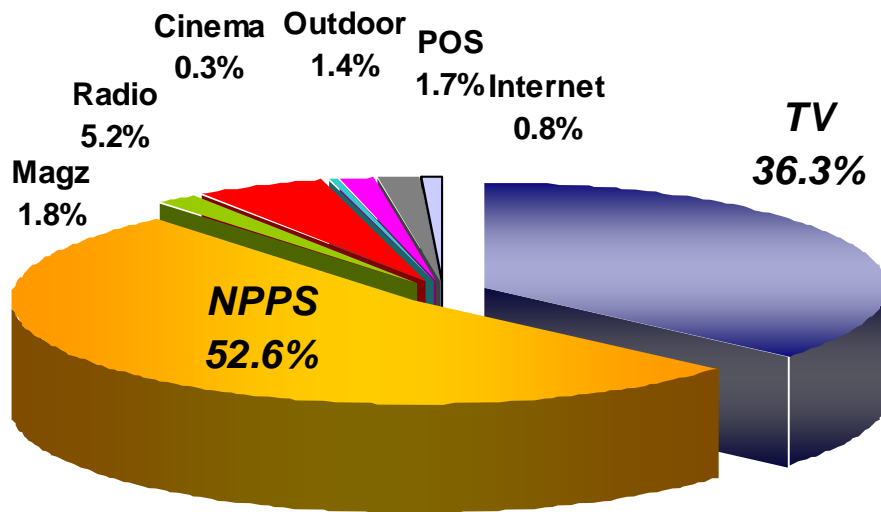
446,000

The most credible
Chinese newspaper

Source: (ACN media index 2011)

YTD Adex for FY2011 in Malaysia

YTD Adex for FY2011



RM 8,291m

↑ 8.2%

Adex in FY2010: RM 7,663m

Total Adex (RM)

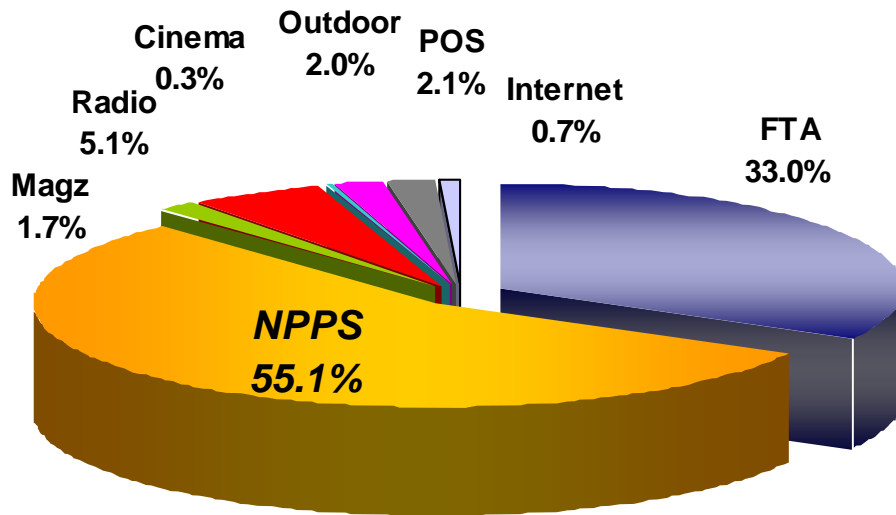
NPPS : 4,358m ↑ 11.4%
Magazines: 146m

TV : 3,014m
 Radio : 428m
 Outdoor : 119m
 POS : 141m
 Internet : 64m
 Cinema : 22m

↑ 4.6%

YTD Adex for YTD March 2012 in Malaysia

YTD Adex for YTD March 2012



RM 1,768m

↓ -4.0%

Adex in YTD March 2011: RM 1,838m

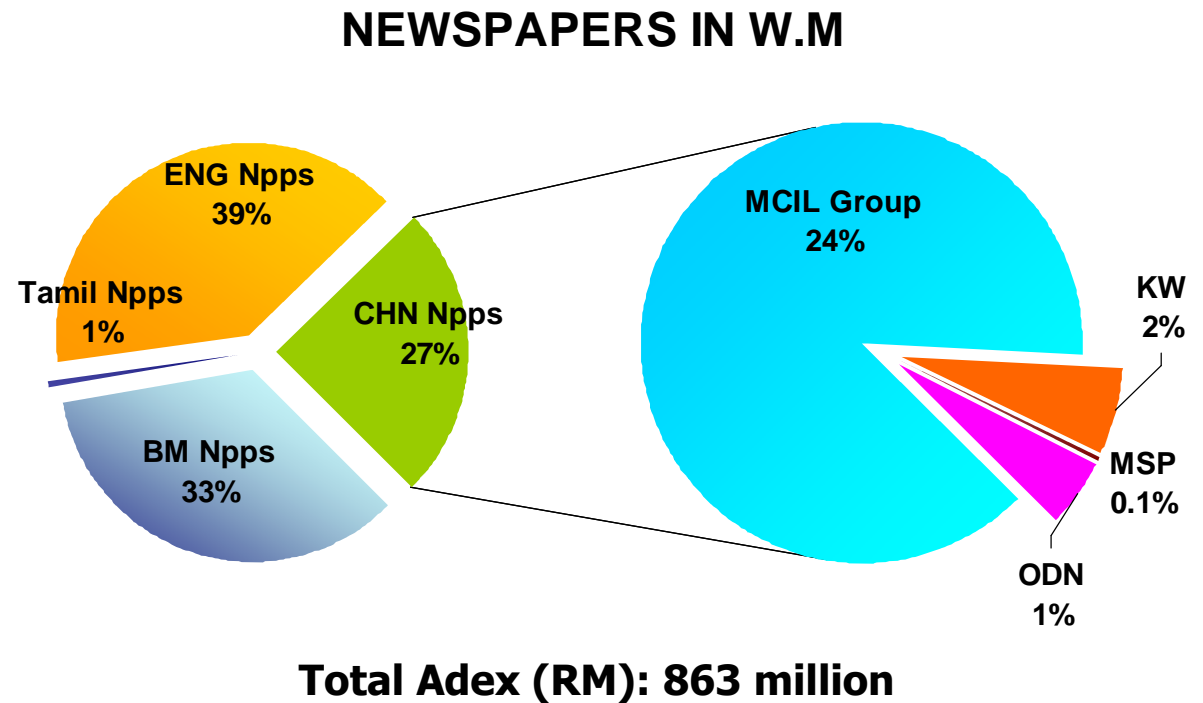
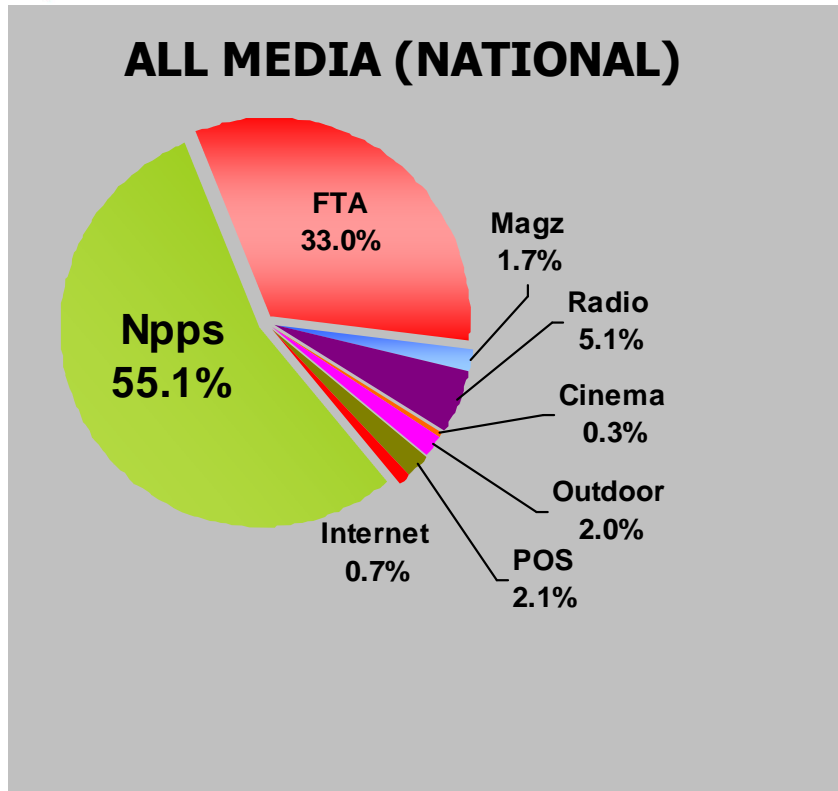
Total Adex (RM)

NPPS : 974m **↓ -1%**
Magazines: 30m

FTA : 584m
 Radio : 90m
 Outdoor : 35m
 POS : 37m
 Internet : 13m
 Cinema : 5m

↓ -7%

Share Of Advertising Expenditure In Malaysia Media YTD March 2012



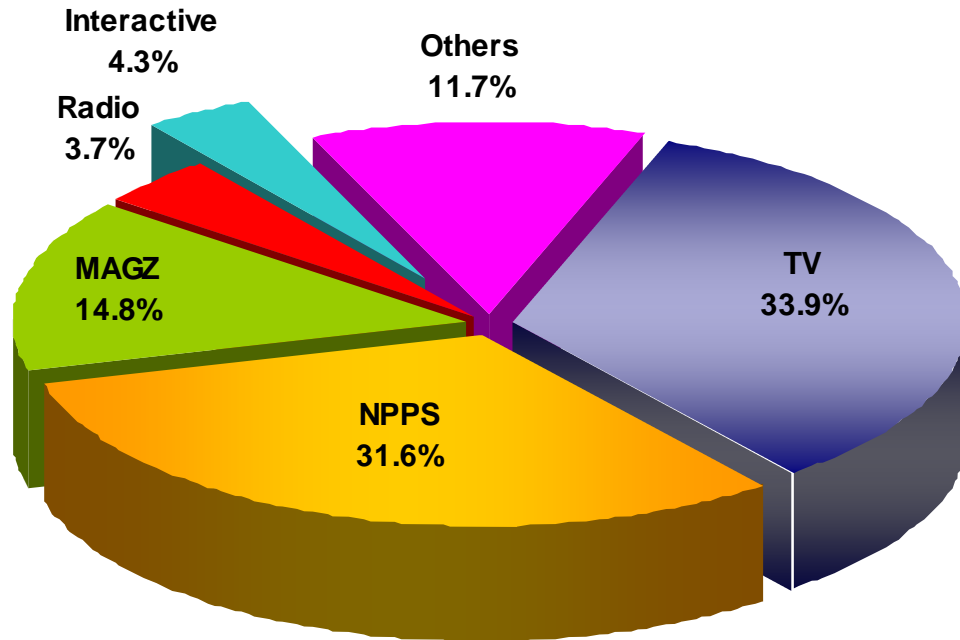
Adex for Total Newspapers : RM 974 million

Newspapers in West Malaysia: RM 863 million

Newspapers in East Malaysia : RM 111 million

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%

Source: Admango.com Jan 16, 2012

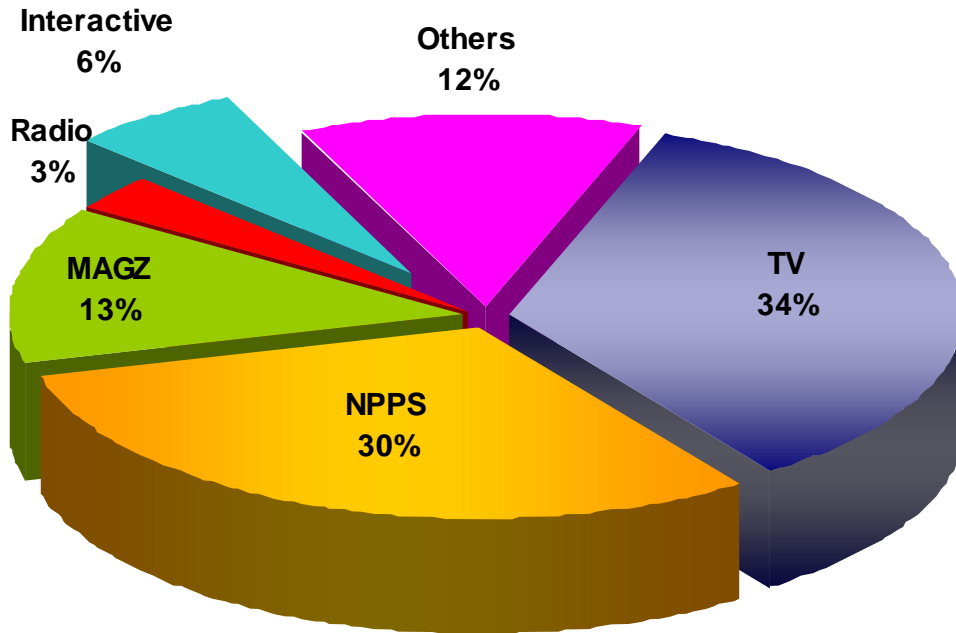
*Include regional titles

Note 1: Others: Other OOH includes Airport, Bus Shelter, First Vision, In-Store Promotion, MTR, MTR [KCRC], Newline Express, RoadShow, Tram Shelter, Video Wall & Billboard. Cinema is not included.

Note 2: The above figures are based on rate card costs and in gross amount without taking into consideration of any discount.

Total Adex for Q1 2012 in Hong Kong

Total Adex Jan-Mar 2012



HKD 22,437m

↑ 13.4%

Total Adex in Q1 2011: HKD 19,792m

Total Adex (HKD)

NPPS : 6,826 m ↑ 10.3%
Magazines: 2,982 m
 TV : 7,728 m
 Radio : 762 m ↑ 15.9%
 Interactive : 1,443 m
 Others : 2,697 m

NPPS : ↑ 10.8%
Magazines: ↑ 9.1%
 TV : ↑ 7.1%
 Radio : ↓ -2.0%
 Interactive : ↑ 70.2%
 Others : ↑ 31.0%

Source: Admango.com May 4, 2011

*Include regional titles

Note 1: Others: Other OOH includes Airport, Bus Shelter, First Vision, In-Store Promotion, MTR, MTR (KCRC), Newline Express, Roadshow, Tram Shelter, Video Wall & Billboard. Cinema is not included.

Note 2: The above figures are based on rate card costs and in gross amount without taking into consideration of any discount.

- Corporate Portfolio
- 2011/12 Market Highlights
- **Financial Performance (Unaudited)**
- Digital Media Update

Unaudited FY2011/12 Full Year Results

For the year ended 31 March

(US\$' 000)	2012	2011
Turnover	472,237	445,844
Profit before tax	84,915	74,207
Profit before tax (before one time loss)	N/A	78,339
Profit Attributable to shareholders for the year	64,343	55,785

Financial Performance (Unaudited)

Summary of FY2011/12 Financial Performance

(US\$ million)	Q1	Q2	Q3	Q4	Total
Turnover	118.0	127.7	122.8	103.7	472.2
PBT	19.0	19.7	26.7	19.5	84.9
PAT	13.8	15.1	19.9	15.5	64.3
EBIDTA	21.6	22.1	29.0	22.4	95.1

Full Year Financial Performance – Turnover

Full Year Results (US\$ million)	FY 2011/12	FY 2010/11
Malaysia & other SEA countries	292.0 ↑ 5.7%	276.2
Hong Kong, PRC & North America	109.9 ↑ 5.4%	104.3
Tour and travel related services	70.3 ↑ 7.7%	65.3
Total Turnover	472.2 ↑ 5.9%	445.8

Full Year Financial Performance – Profit before income tax

Full Year Results (US\$ million)	FY 2011/12	FY 2010/11
Malaysia & other SEA countries	72.7 ↑ 12.9%	64.4
Hong Kong, PRC & North America	10.6 ↑ 21.8%	8.7
Tour and travel related services	2.5 ↑ 31.6%	1.9
Segment profit before income tax	85.8 ↑ 14.4%	75.0
Less: other unallocated expenses, net of income	(0.9)	(0.8)
Profit before income tax	84.9 ↑ 14.4%	74.2

Financial Performance Highlights (Unaudited)

As of 31 March

(US\$ million)	2012	2011
Total assets	517.3	504.5
Net assets	419.8	399.9
Cash and cash equivalents	134.7	110.5
Shareholders Funds	413.6	394.4
Net assets per share (US cents)	24.51	23.41
Basic earnings per share (US cents)	3.75	3.26

Proposed Dividend FY 2012

Proposed second interim dividend of US 1.448 cent for FYE 31 March 2012

	FYE 2012	FYE 2011	FYE 2010
Special Dividend (US cents)	0.400	--	--
Interim Dividend (US cents)	0.800	0.800	0.450
Second Interim Dividend (US cents)	1.448	1.153	0.771
Total Dividend (US cents)	2.648	1.953	1.221
Dividend Pay-out Ratio (as a % of PATAMI)	70.68%	60.00 %	49.98%
Share Price as at 31 March	RM1.18	RM1.13	RM0.86
Dividend Yield as at 31 March	7.05%	5.29%	4.76%

- Corporate Portfolio
- 2011/12 Market Highlights
- Financial Performance (Unaudited)
- **Digital Media Update**

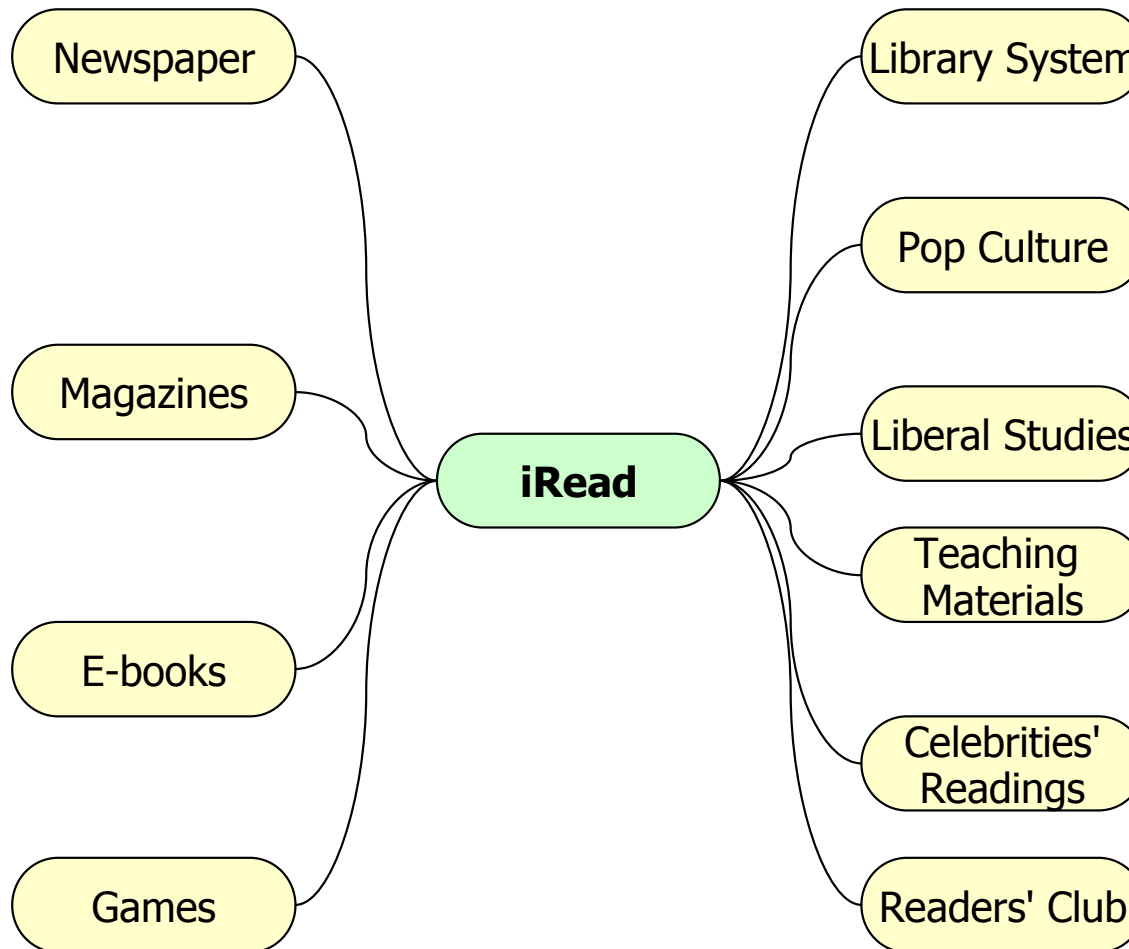
1) iRead

2) iClass

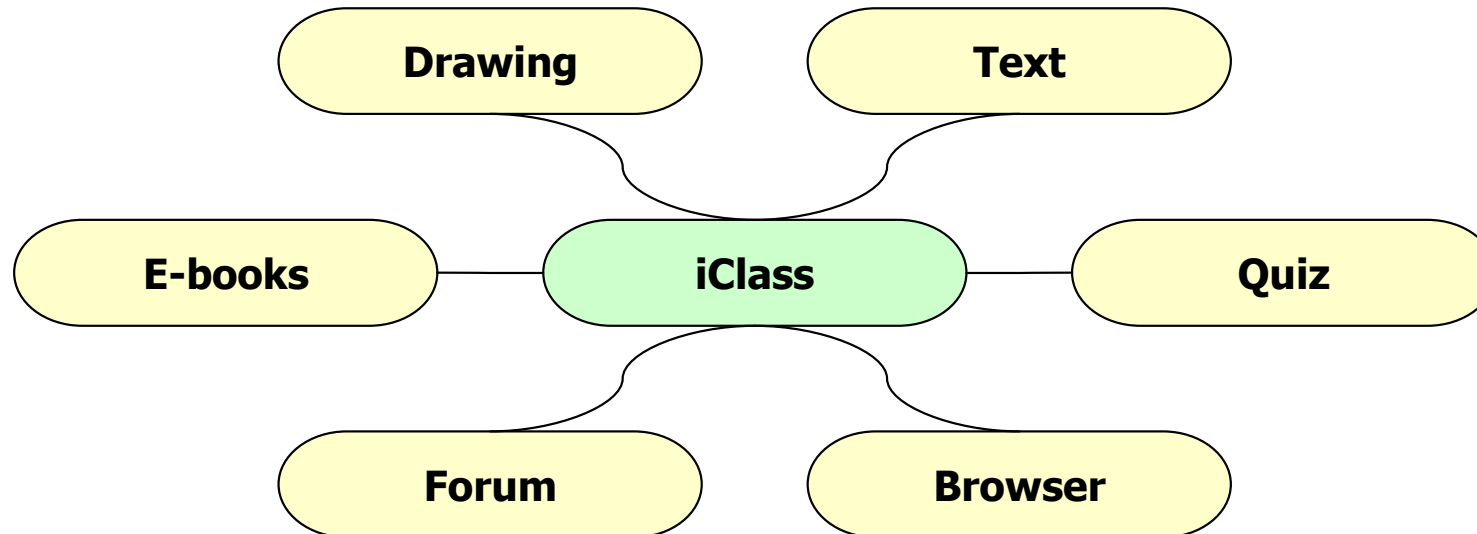
3) iWeb

MCI Education Module ~ iRead

An integrated system that contains cultural readings and a library for borrowing books



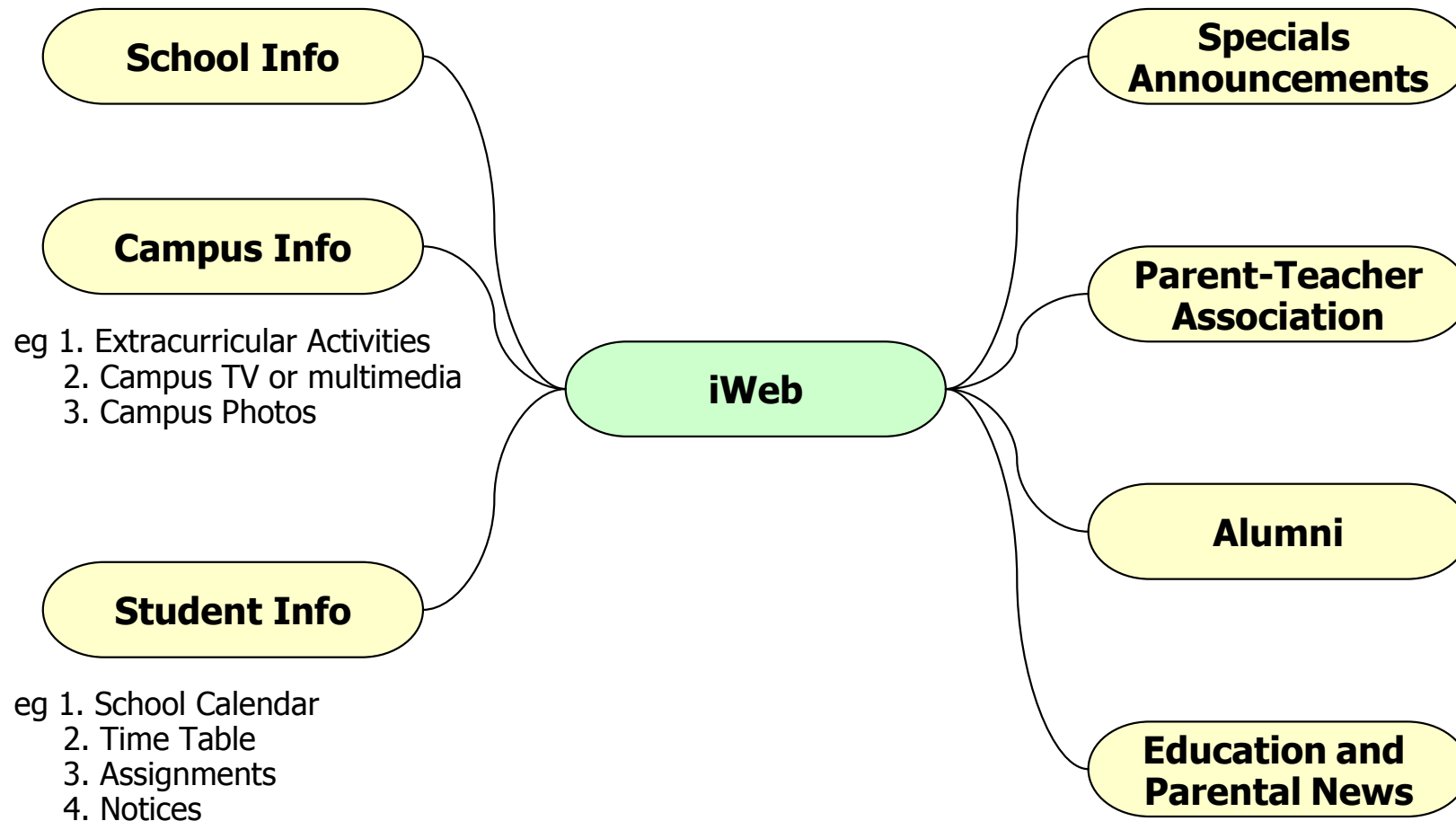
Teachers and students using iClass for interactive teaching and learning



Powered by:



Parents and students using iWeb to get the latest school information and announcements



- 1) Ming Pao WebApp Development
- 2) YZZK iPad – Apple App Store

Ming Pao WebApp Development



- Subscription based paid Service
- Target launch on July 2012



YZZK iPad – Apple App Store



- Adopt Adobe Digital Publishing Solution
- Arrived Apple Newsstand
- Simplified & Traditional Chinese version





Silver Award
(Best Ubiquitous Networking —
Mobile Publishing)



Bronze Award
(Best Ubiquitous Networking —
Mobile Publishing)



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.