

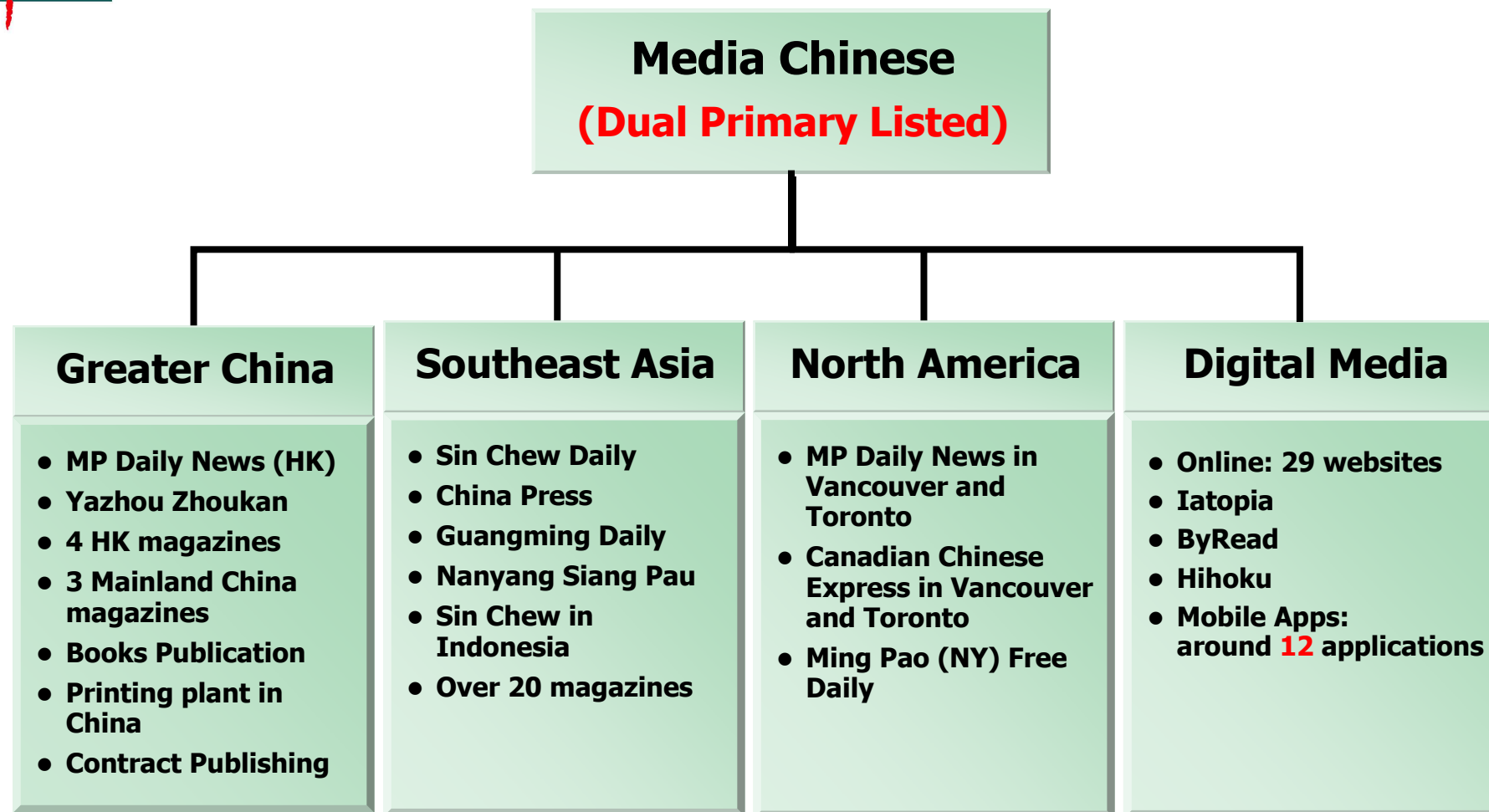


**Media Chinese International Limited
2010/11 Year-end Results Presentation**

May 2011

- 
- **Corporate Portfolio**
 - 2010/11 Market Highlights
 - Financial Performance (Unaudited)
 - Digital Media Update

Corporate Portfolio- Background & Products



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

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
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

亞洲週刊
YAZHOU ZHOUKAN

MING 明日風尚

亞洲眼
Eye Asia

星星 周刊
SIN PAU SIN CHEW

小星星
SIN PAU SIN CHEW

學海

科技新時代
POPULAR SCIENCE

Pet

大家健康

張外周報

少年

美味
風味

NEWiCON

newtide

釣魚月刊

Punching

Red Line

風采feminine

新生活報

喜喜 My Wedding

Let's go...
travel

城市

CITIBella

妈咪宝贝

HOME

Corporate Portfolio- Digital Media Brands

Online Media (Southeast Asia)



Online Media (Hong Kong)



Online Media (Mainland China)



Mobile Media



29 Websites & numerous mobile Services

- 
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Market Share in Malaysia and Hong Kong

PENINSULA MALAYSIA

Period from 1 Jul 09 to 30 Jun 10

Chinese Newspapers

Sin Chew

-Sin Chew Daily	403,102
-Guang Ming Daily	121,475

Nanyang

-China Press	241,300
-Nanyang Siang Pau (figure for the period 1.7.06 to 30.6.07)	114,049

SCMC & NPH SUB TOTAL

879,926

Ranking in Malaysia

No. 1

No. 3

No. 2

No. 4

HONG KONG

Period from 1 Jan 10 to 31 Dec 10

Chinese Newspapers

Readership

Ming Pao Daily News

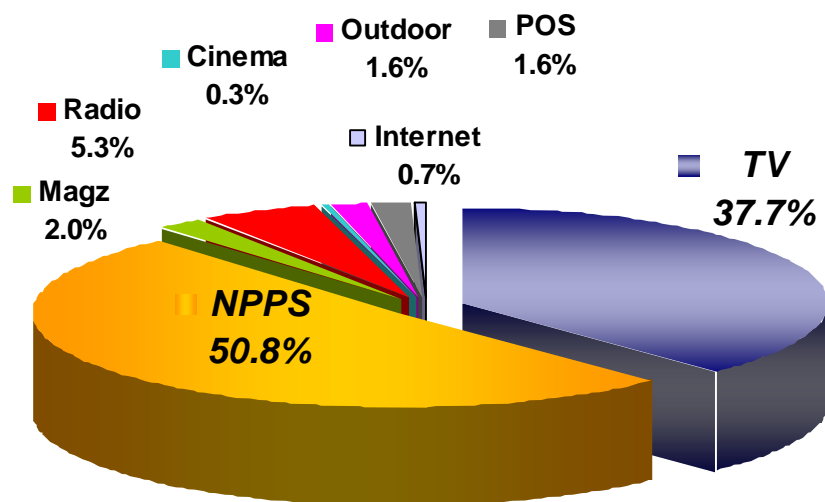
444,000

The most credible
Chinese newspaper

Source: (ACN media index 2010)

Total Adex for 2010 in Malaysia

Total Adex in 2010



RM 7,663m

↑ 15.8%

Total Adex in 2009: RM 6,615m

Total Adex (RM)

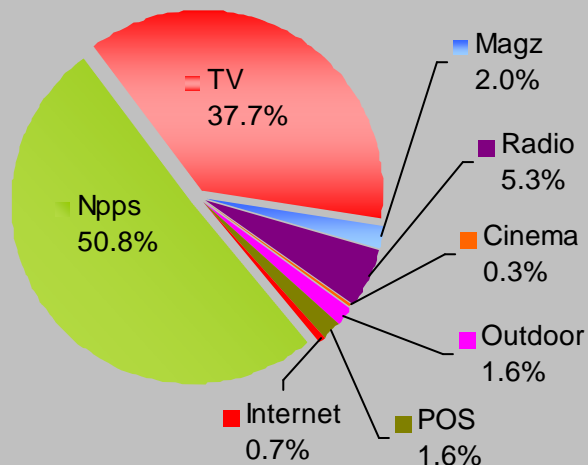
NPPS : 3,891m **↑ 14.0%**
Magazines: 152m

TV : 2,892m
 Radio : 409m
 Outdoor : 120m
 POS : 124m
 Internet : 52m
 Cinema : 24m

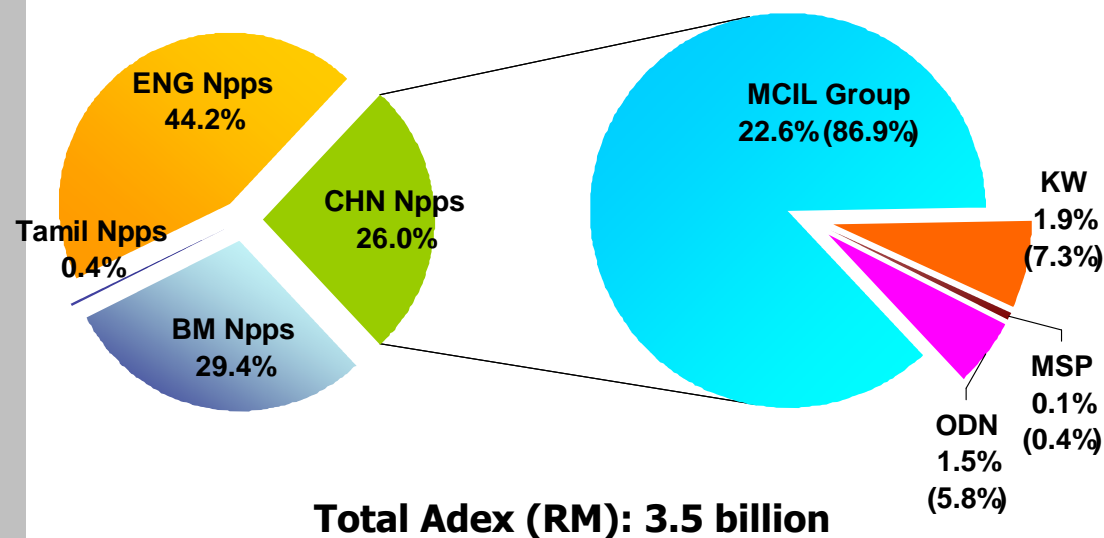
↑ 18.0%

Share Of Advertising Expenditure In Malaysia Media YTD December 2010

ALL MEDIA (NATIONAL)



NEWSPAPERS IN W.M



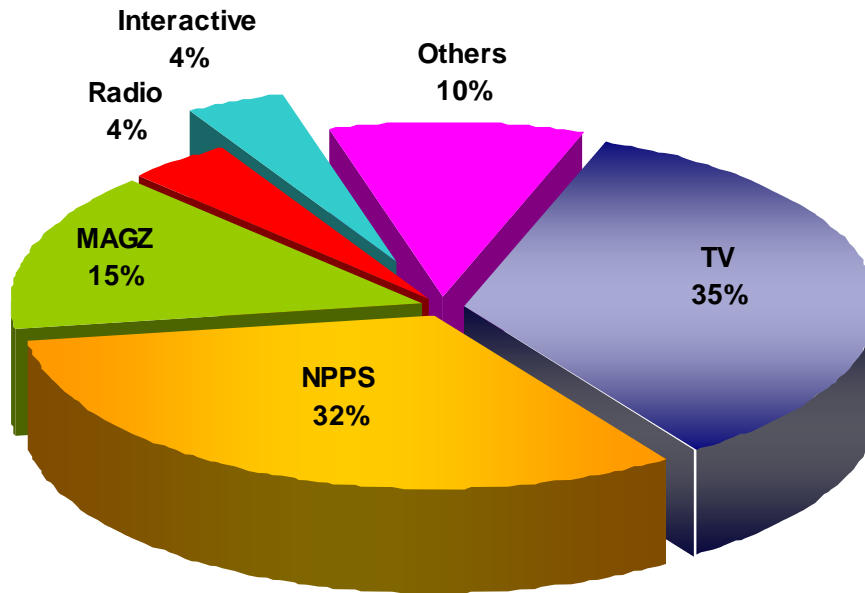
Adex for Total Newspapers : RM 3.9 billion

Newspapers in West Malaysia: RM 3.5 billion

Newspapers in East Malaysia : RM 0.4 billion

Total Adex for 2010 in Hong Kong

Total Adex 2010



HKD 79,868m

↑ 18.6%

Total Adex in 2009: HKD 67,370m

Total Adex (HKD)

NPPS : 25,658m ↑ 19.4%
Magazines: 12,224m

TV : 27,836m
 Radio : 3,334m
 Interactive : 3,158m
 Others : 7,658m

↑ 17.8%

Source: Admango.com Mar 18, 2011

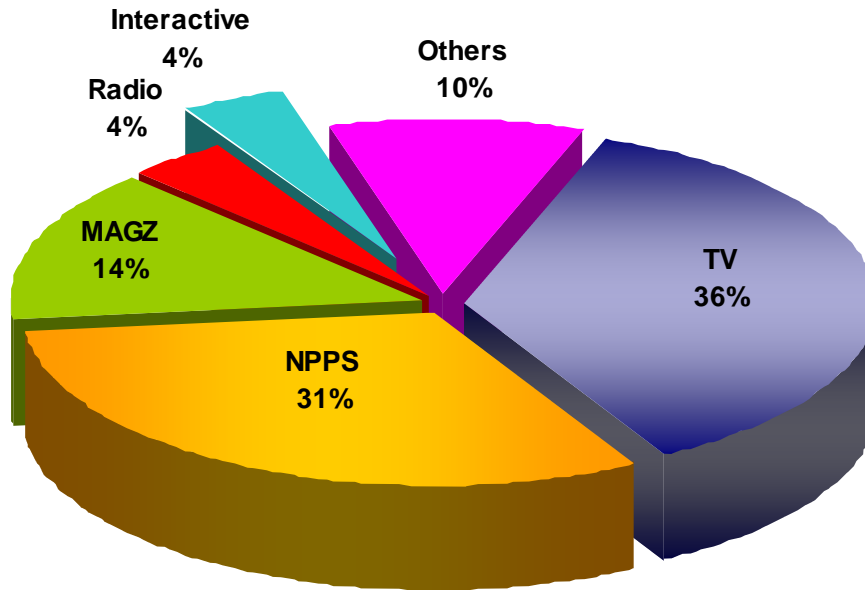
*Include regional titles

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.

Total Adex for Q1 2011 in Hong Kong

Total Adex Jan-Mar 2011



HKD 19,792m

↑ 14.4%

Total Adex in Q1 2010: HKD 17,299m

Total Adex (HKD)

NPPS : 6,158 m
Magazines: 2,734 m **↑ 11.4%**

TV : 7,215 m
 Radio : 778 m
 Interactive : 848 m
 Others : 2,058 m **↑ 17.0%**

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.

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Unaudited FY2010/11 Full Year Results

For the year ended 31 March

(US\$' 000)	2011	2010
Turnover	445,844	376,001
Profit before tax (before one time loss)	78,339	55,113
One time gain/(loss)	(4,132)	Nil
Profit before tax	74,207	55,113
Attributable profit for the year	55,785	41,442

Financial Performance (Unaudited)

Summary of FY2010/11 Financial Performance

(US\$ million)	Q1	Q2	Q3	Q4	Total
Turnover	105.9	115.7	116.8	107.4	445.8
PBT	18.8	19.0	24.0	12.4	74.2
PAT	13.5	14.1	18.4	9.8	55.8
EBIDTA	21.4	21.6	26.6	19.3	88.9

Full Year Financial Performance – Turnover

Full Year Results (US\$ million)	FY 2010/11	FY 2009/10
Malaysia & other SEA countries	276.2 ↑ 17.8%	234.4
Hong Kong, PRC & North America	104.3 ↑ 9.4%	95.3
Tour and travel related services	65.3 ↑ 41%	46.3
Total Turnover	445.8 ↑ 18.6%	376.0

Full Year Financial Performance – Profit before tax (before one time loss)

Full Year Results (US\$ million)	FY 2010/11	FY 2009/10
Malaysia & other SEA countries	60.3 ↑ 14.86%	52.5
Hong Kong, PRC & North America	8.7 ↑ 163.6%	3.3
Tour and travel related services	1.9 ↑ 100%	0
Other cost	(0.8) ↑ 14.3%	(0.7)
Profit before tax (before one time loss)	78.3 ↑ 42.1%	55.1

Financial Performance Highlights (Unaudited)

As of 31 March

(US\$ million)	2011	2010
Total assets	504.5	457.2
Net assets	399.9	349.6
Cash and cash equivalents	110.5	77.6
Shareholders Funds	394.4	341.3
Net assets per share (US cents)	23.41	20.27
Earnings per share (US cents)	3.26	2.44
Net gearing	4.0%	9.6%

Proposed Dividend FY 2011

Proposed second interim dividend of US 1.153 cent for FYE 31 March 2011

	FYE 2009	FYE 2010	FYE 2011
Interim Dividend (US cent)	0.450	0.450	0.800
Second Interim Dividend (US cent)	0.143	0.771	1.153
Total Dividend (US cent)	0.593	1.221	1.953
Dividend Pay-out Ratio (as a % of PATAMI)	59.48%	49.98%	60.00 %

Agenda

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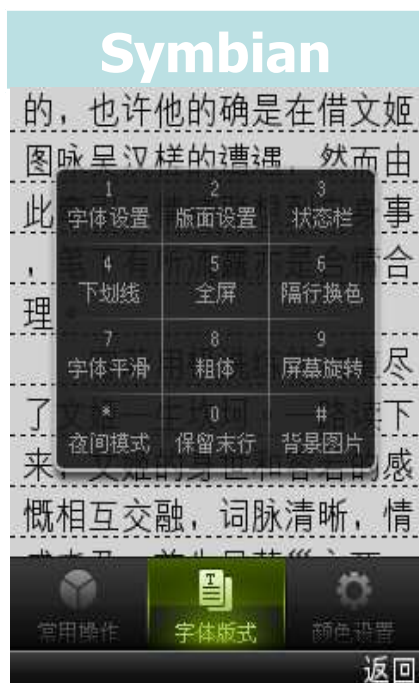
Cross Platform technology

- iPhone, iPad, Andriod, Win7, Symbian
- Largest Chinese e-book aggregator
- Bubo Bookshelf, integrated e-bookstores and personal e-library



Digital Media- ByRead

- The largest, leading mobile reading and **social networking service provider** in China, the website known as 百閱 (www.byread.com)
- Granted the best integrated service award under mobile reader category in ANALYSYS, and ranked No.7 in 2010 SPForum mobile software award
- Registered users more than 35 million by Apr 2011



Digital Media- iPhone Apps



Digital Media- Media Chinese e-Bookstore

- Launched in Jan 2010
- Platform strategy: iPhone, iPad, Android, WM7, Symbian
- Year 2011-2012: target to create more than 500 e-Books



MCI e-Bookstores moving towards iPad



MCI e-Bookstores targets to have 500 books end of 2010 excluding e-magazines

Digital Media- Sin Chew Smart TV Application (launched on 30 March 2011)

星洲视野
Sin Chew Vision



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.