

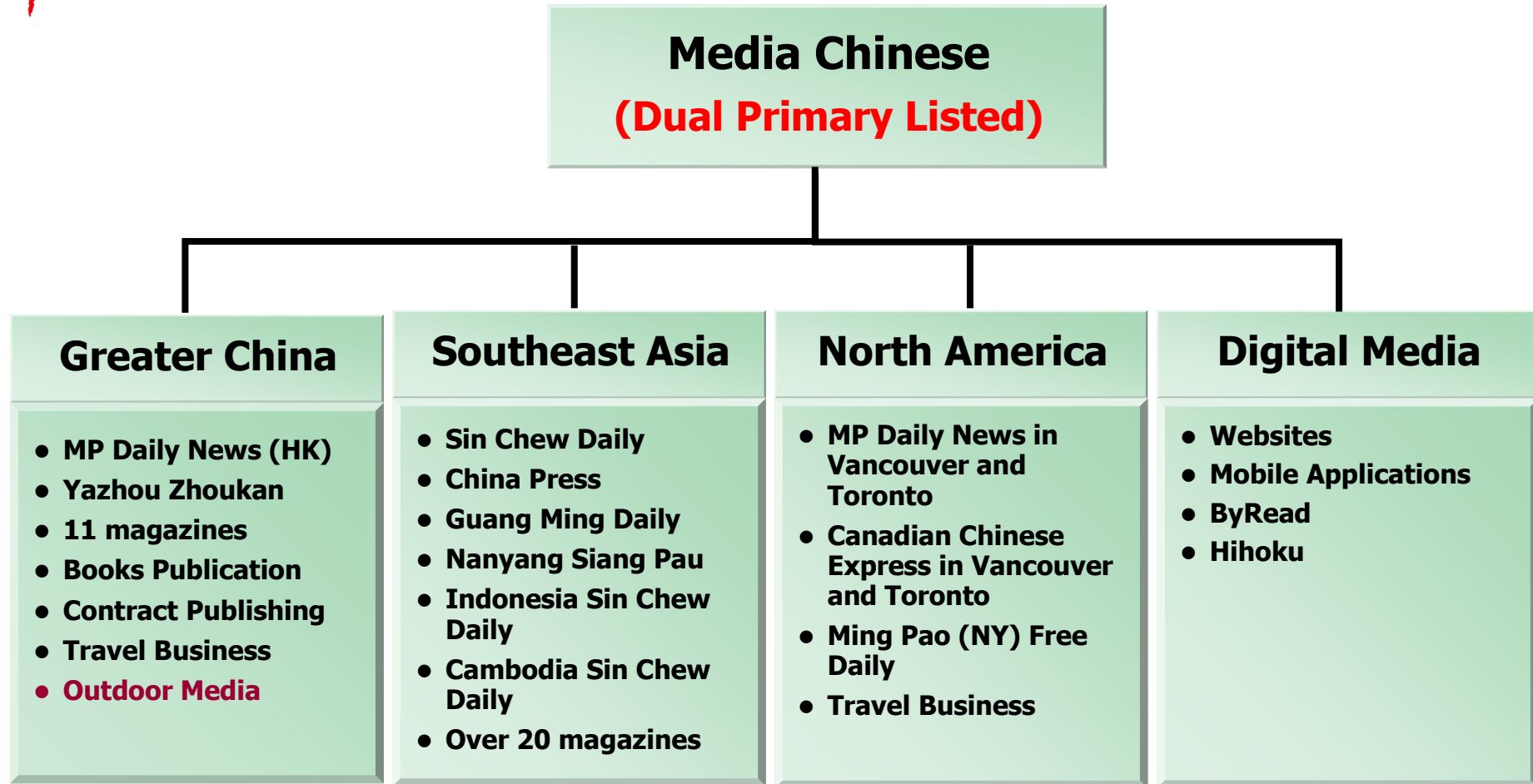


**Media Chinese International Limited
2012/13 Year-end Results Presentation**

May 2013

- **Corporate Portfolio**
- 2012/13 Market Highlights
- Financial Performance (Unaudited)
- Ongoing Plans & Strategies

Corporate Portfolio- Background & Products





Corporate Portfolio – History of Products

	Publishing since	In publication for
• Nanyang Siang Pau	1923	90 years
• Sin Chew Daily	1924	89 years
• China Press	1946	67 years
• Ming Pao Daily News (Hong Kong Edition)	1959	54 years
• Ming Pao Monthly	1966	47 years
• Ming Pao Weekly	1968	45 years
• Yazhou Zhoukan	1987	26 years
• Guang Ming Daily	1987	26 years
• Ming Pao Daily News (Toronto Edition)	1993	20 years
• Ming Pao Daily News (Vancouver Edition)	1993	20 years
• Ming Pao (NY) Free Paper	2007	6 years

Corporate Portfolio- Printed Product Brands



Corporate Portfolio – Digital Media Brands

Online Media (Southeast Asia)



Online Media (Hong Kong)



Mobile Media

Online Media (Mainland China)



Online Media (Canada)



More than 40 Websites & numerous Mobile Service 世華【文庫】

- Corporate Portfolio
- **2012/13 Market Highlights**
- Financial Performance (Unaudited)
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Market Share in Malaysia and Hong Kong

MALAYSIA

Period from 1 Jan 2012 to 31 Dec 2012

Chinese Newspapers

Readership

Ranking in Malaysia

Sin Chew

-Sin Chew Daily

1,285,000

No. 1

-Guang Ming Daily

357,000

No. 3

Nanyang

-China Press

1,089,000

No. 2

-Nanyang Siang Pau

126,000

No. 4

SCMC & NPH SUB TOTAL

2,857,000

Source: (Q412 Nielsen Consumer & Media View)

HONG KONG

Period from 1 Jan 2012 to 31 Dec 2012

Chinese Newspapers

Readership

Ming Pao Daily News

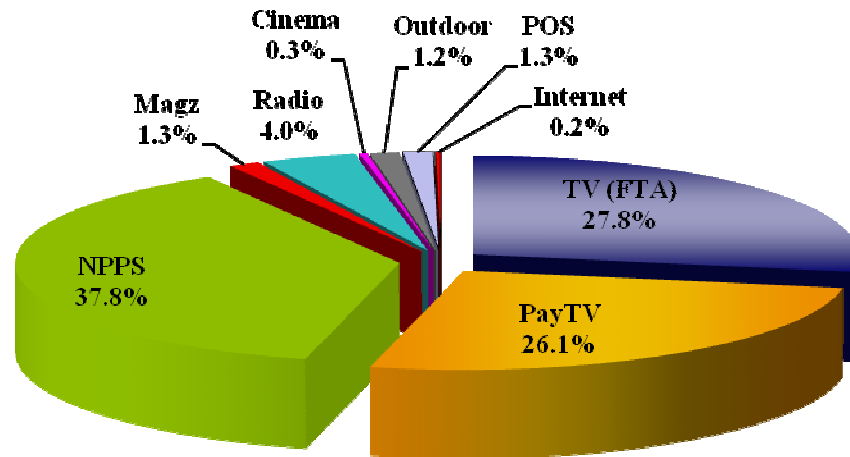
412,000

The most credible
Chinese newspaper

Source: (Nielsen HK Media Index 2012 Year-end Report)

YTD Adex for FY2012 in Malaysia

YTD Adex for FY2012



RM 11,399m

↑ 5.9%

Adex in FY2011: RM 10,759m

Total Adex (RM)

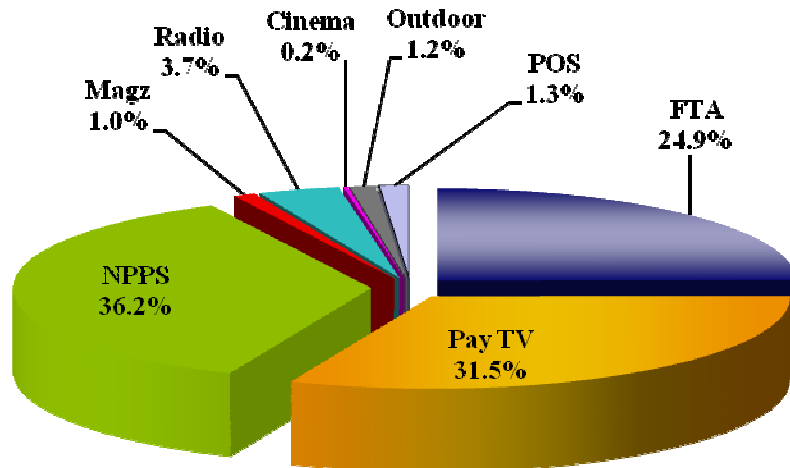
NPPS	: 4,306m	↓ 1.2%
Magazines	: 145m	
TV (FTA)	: 3,171m	
Pay TV	: 2,976m	
Radio	: 450m	↑ 11.1%
Outdoor	: 141m	
POS	: 145m	
Internet*	: 28m	
Cinema	: 37m	

*Note: Adex for internet is not available since July 2012 (temporarily suspended)

NPPS	: ↓ 1.2%
Magazines	: ↓ 0.6%
TV (FTA)	: ↑ 5.2%
Pay TV	: ↑ 20.6%
Radio	: ↑ 5.3%
Outdoor	: ↑ 18.0%
POS	: ↑ 2.7%
Internet*	: ↓ 55.7%
Cinema	: ↑ 72.1%

YTD Adex for YTD March 2013 in Malaysia

YTD Adex (Jan – Mar 2013)



RM 2,704m

↑ 19.8%

Adex in YTD March 2012: RM 2,258m

Source: NMR Adex Report

Total Adex (RM)

NPPS	: 980m	↑ 0.2%
Magazines	: 27m	
TV (FTA)	: 674m	
Pay TV	: 851m	
Radio	: 99m	↑ 35.5%
Outdoor	: 32m	
POS	: 36m	
Cinema	: 6m	

*excluded adex for internet

NPPS	: ↑ 0.6%
Magazines	: ↓ 12.1%
TV (FTA)	: ↑ 15.5%
Pay TV	: ↑ 69.2%
Radio	: ↑ 10.3%
Outdoor	: ↓ 8.0%
POS	: ↓ 3.1%
Cinema	: ↑ 16.4%

Adex for Total Newspapers in Malaysia

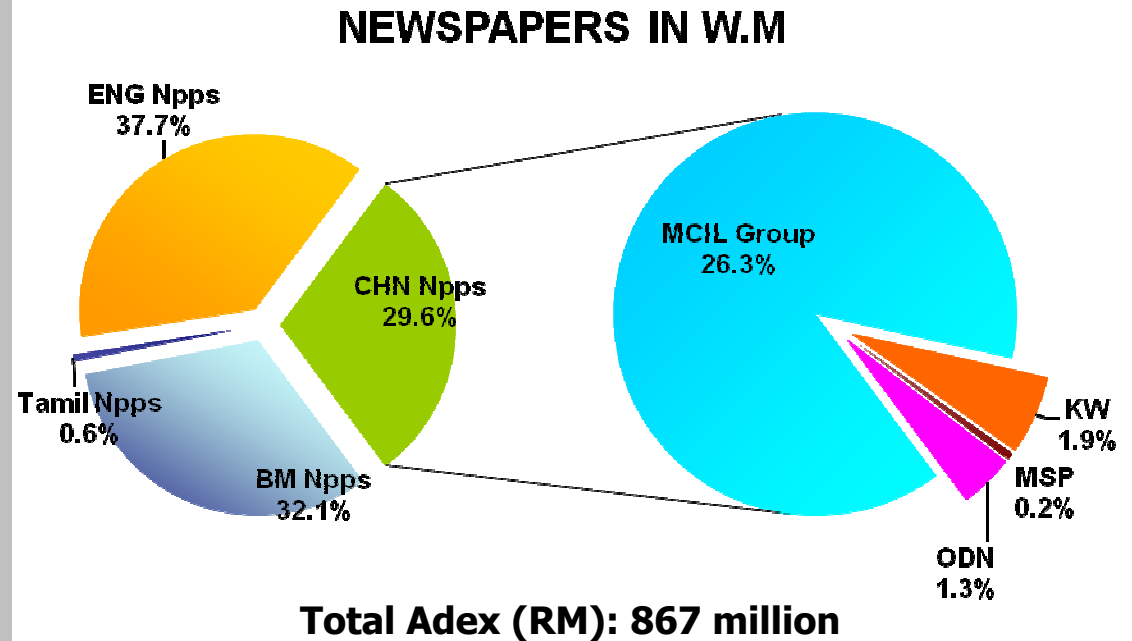
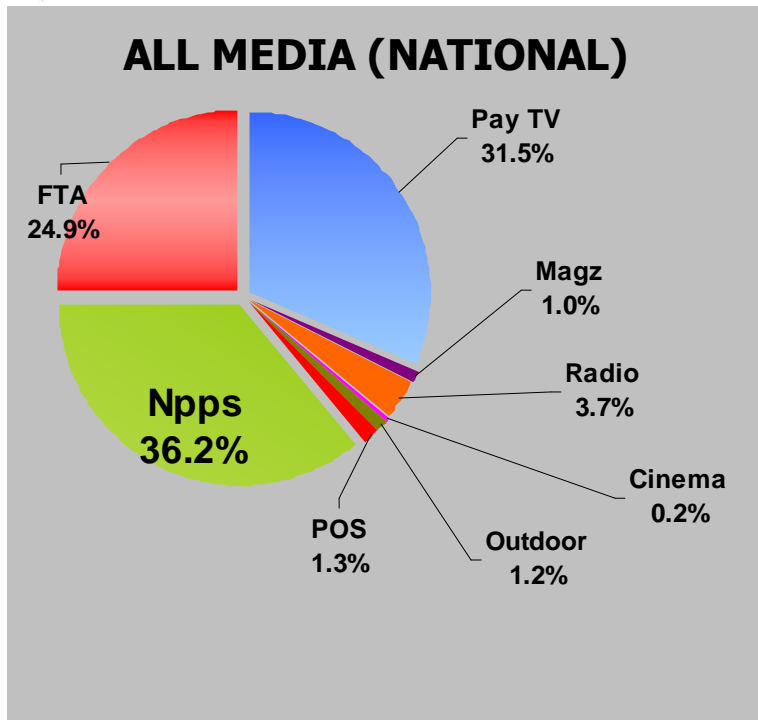
Adex for total Newspapers for YTD 2012 VS YTD 2011

	YTD 2012 RM' million	YTD 2011 RM' million	Variance RM' million	Variance %
English	1,646.6	1,735.4	(88.8)	(5%)
Malay	1,379.0	1,355.4	23.6	2%
Chinese	1,258.6	1,245.9	12.7	1%
Tamil	21.3	21.2	0.1	0%
TOTAL	4,305.5	4,357.9	(52.4)	(1%)

Adex for total Newspapers for YTD Mar'13 VS YTD Mar'12

	YTD Mar'13 RM' million	YTD Mar'12 RM' million	Variance RM' million	Variance %
English	367.6	378.3	(10.7)	(3%)
Malay	278.4	287.0	(8.6)	(3%)
Chinese	328.1	303.7	24.4	8%
Tamil	5.5	5.2	0.3	6%
TOTAL	979.6	974.2	5.4	1%

Share Of Advertising Expenditure In Malaysia Media YTD March 2013



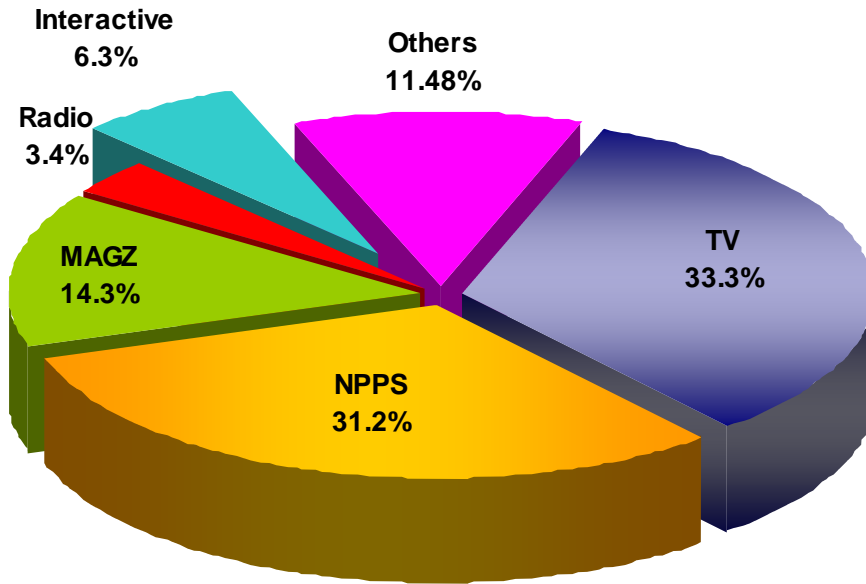
Adex for Total Newspapers : RM 979.6 million

Newspapers in West Malaysia: RM 867.4 million

Newspapers in East Malaysia : RM 112.2 million

YTD Adex for FY2012 in Hong Kong

YTD Adex for FY2012



HKD 103,003m

↑ 11.3%

Adex in FY2011: HKD 92,569m

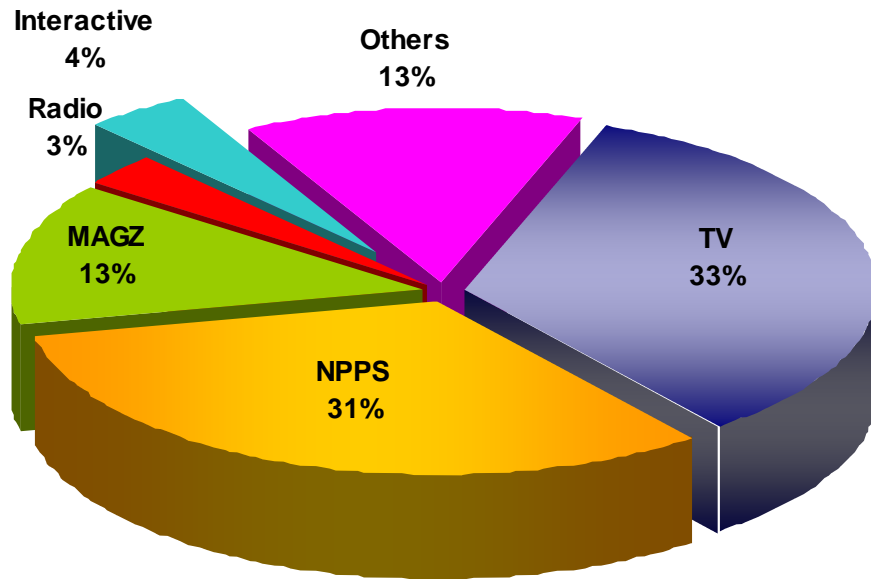
Total Adex (HKD)

NPPS	: 32,105m	↑ 9.7%
Magazines	: 14,701m	
TV	: 34,348m	
Radio	: 3,530m	
Interactive	: 6,498m	↑ 13.2%
Others	: 11,822m	

NPPS	: ↑ 9.7%
Magazines	: ↑ 7.6%
TV	: ↑ 9.4%
Radio	: ↑ 2.6%
Interactive	: ↑ 62.9%
Others	: ↑ 9.4%

YTD Adex for YTD March 2013 in Hong Kong

YTD Adex (Jan-Mar 2013)



HKD 24,263m

↑ 8.1%

Adex in YTD March 2012: HKD 22,437m

Total Adex (HKD)

NPPS	: 7,553 m	↑ 8.1%
Magazines	: 3,052 m	
TV	: 8,089 m	
Radio	: 762 m	
Interactive	: 1,640 m	↑ 8.1%
Others	: 3,167 m	

NPPS	: ↑ 10.7%
Magazines	: ↑ 2.3%
TV	: ↑ 4.7%
Radio	: remains unchanged
Interactive	: ↑ 13.7%
Others	: ↑ 17.4%

- Corporate Portfolio
- 2012/13 Market Highlights
- **Financial Performance (Unaudited)**
- Ongoing Plans & Strategies

Unaudited FY2012/13 Full Year Results

For the year ended 31 March

(US\$' 000)	2013	2012
Turnover	477,853	472,237
Profit before income tax	77,401	84,915
Profit attributable to owners of the Company for the year	56,985	63,209
EBITDA (US\$ million)	90.1	94.8

Financial Performance (Unaudited)

Summary of FY2012/13 Financial Performance

(US\$ million)	Q1	Q2	Q3	Q4	Total
Turnover	123.2	121.5	123.1	110.1	477.9
PBT	20.7	16.5	21.9	18.3	77.4
PAT	15.7	13.2	15.6	13.7	58.2
EBITDA	22.9	18.8	24.9	23.5	90.1

Full Year Financial Performance – Turnover

Full Year Results (US\$ million)	FY 2012/13	FY 2011/12
Malaysia & other SEA countries	295.8 ↑ 1.3%	292.0
Hong Kong, PRC & North America	104.5 ↓ 4.9%	109.9
Tour and travel related services	77.6 ↑ 10.4%	70.3
Total Turnover	477.9 ↑ 1.2%	472.2

Full Year Financial Performance – Profit before income tax

Full Year Results (US\$ million)	FY 2012/13	FY 2011/12
Malaysia & other SEA countries	70.0 ↓ 3.7%	72.7
Hong Kong, PRC & North America	9.7 ↓ 8.5%	10.6
Tour and travel related services	1.8 ↓ 28.0%	2.5
Segment profit before income tax	81.5 ↓ 5.0%	85.8
Less: other unallocated expenses, net of income	(4.1)	(0.9)
Profit before income tax	77.4 ↓ 8.8%	84.9

Financial Performance Highlights (Unaudited)

As of 31 March

(US\$ million)	2013	2012
Total assets	479.1	517.3
Net assets	213.9	419.8
Cash and cash equivalents	101.8	134.7
Shareholders Funds	207.0	413.6
Net assets per share (US cents)	12.27	24.51
Basic earnings per share (US cents)	3.38	3.75
Net gearing ratio	33.20%	N/A*

* Not applicable as it was net cash position

Proposed Dividend FY 2012

Proposed second interim dividend of US1.015 cents for FYE 31 March 2013

	FYE 2013	FYE 2012	FYE 2011
Special Dividend (US cents)	13.000	0.400	--
First Interim Dividend (US cents)	0.673	0.800	0.800
Second Interim Dividend (US cents)	1.015	1.448	1.153
Total Dividend (US cents)	14.688	2.648	1.953
Dividend Pay-out Ratio (as a % of PATAMI) ~(excluding special dividend)	50.0%	60.0%	60.0%
Share Price as at 31 March	RM1.18	RM1.18	RM1.13
Dividend Yield as at 31 March ~(excluding special dividend)	4.4%	5.8%	5.3%

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- **Ongoing Plans & Strategies**

Ongoing Plans & Strategies

1) Proposed Spin-off of MCIL Travel & Travel-related Business

- ~ Charming Holidays to be listed on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited

2) e-Education Business

a) Education Platform

~i-read

~i-class

~i-web

b) E-Textbook Market

~MediaNet Holdings Limited, a subsidiary of Media Chinese, was granted licences to develop e-textbooks in line with local curricular

e-Education business is expected to be one of the pillars of MCIL in the future

3) New Business (Outdoor Media)



- ~ On 26 November 2012, Media Chinese's subsidiary, One Media Group Limited (stock code: 0426) entered into an agreement with Chu Kong Shipping Enterprises (Group) Company Limited (stock code: 0560)
- ~ The two Groups formed a new media company, **Connect Media Company Limited** ("Connect Media")
- ~ Connect Media is a brand new media platform engaged in all-around media business in cross-boundary passenger transportation across the prosperous Pearl River Delta
- ~ It is an expansion of One Media Group from print advertising to outdoor advertising in Greater China

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.