



**Media Chinese International Limited
2nd Quarter 2009/10 Results Presentation**

December 2009



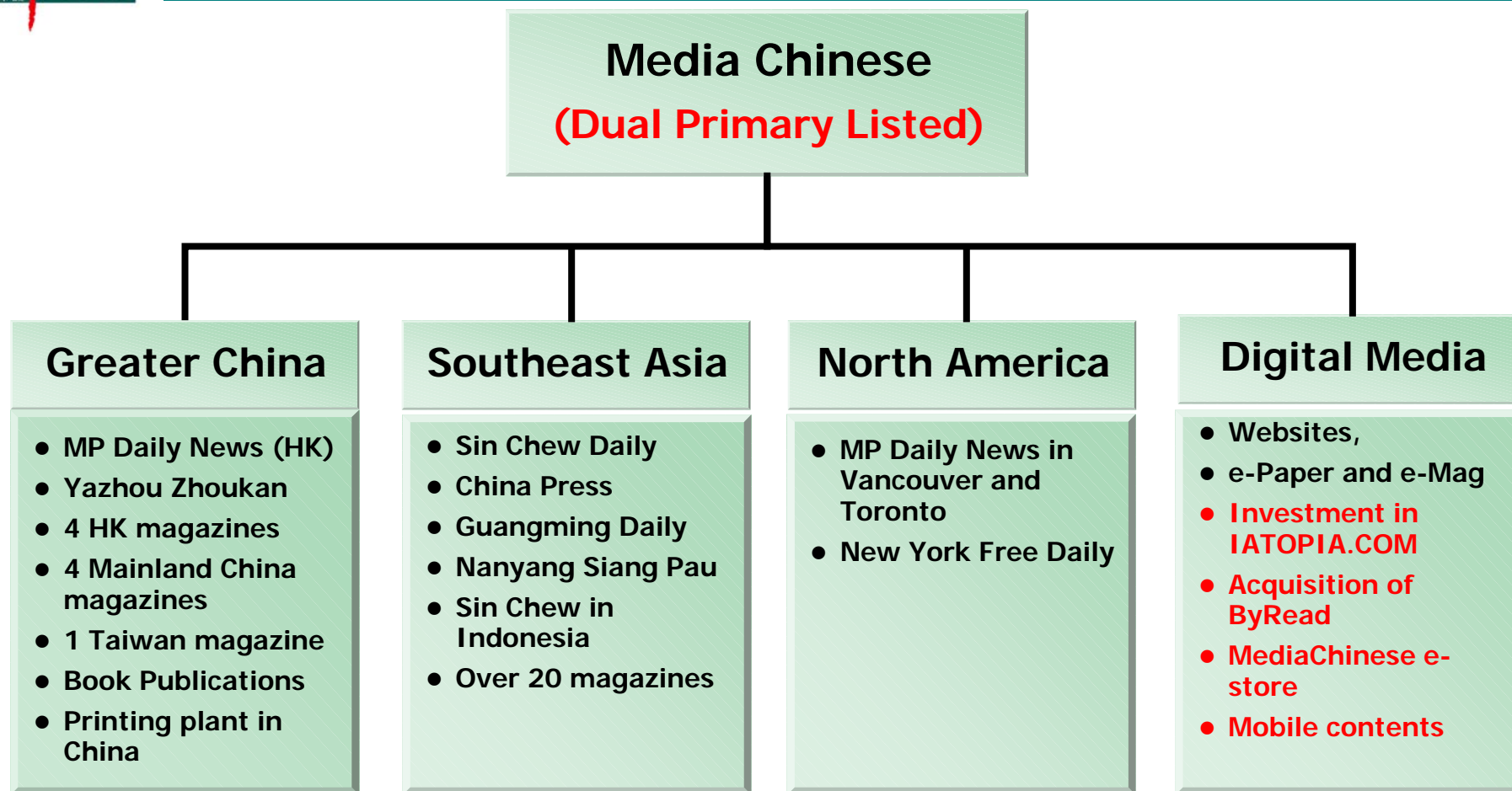
Agenda

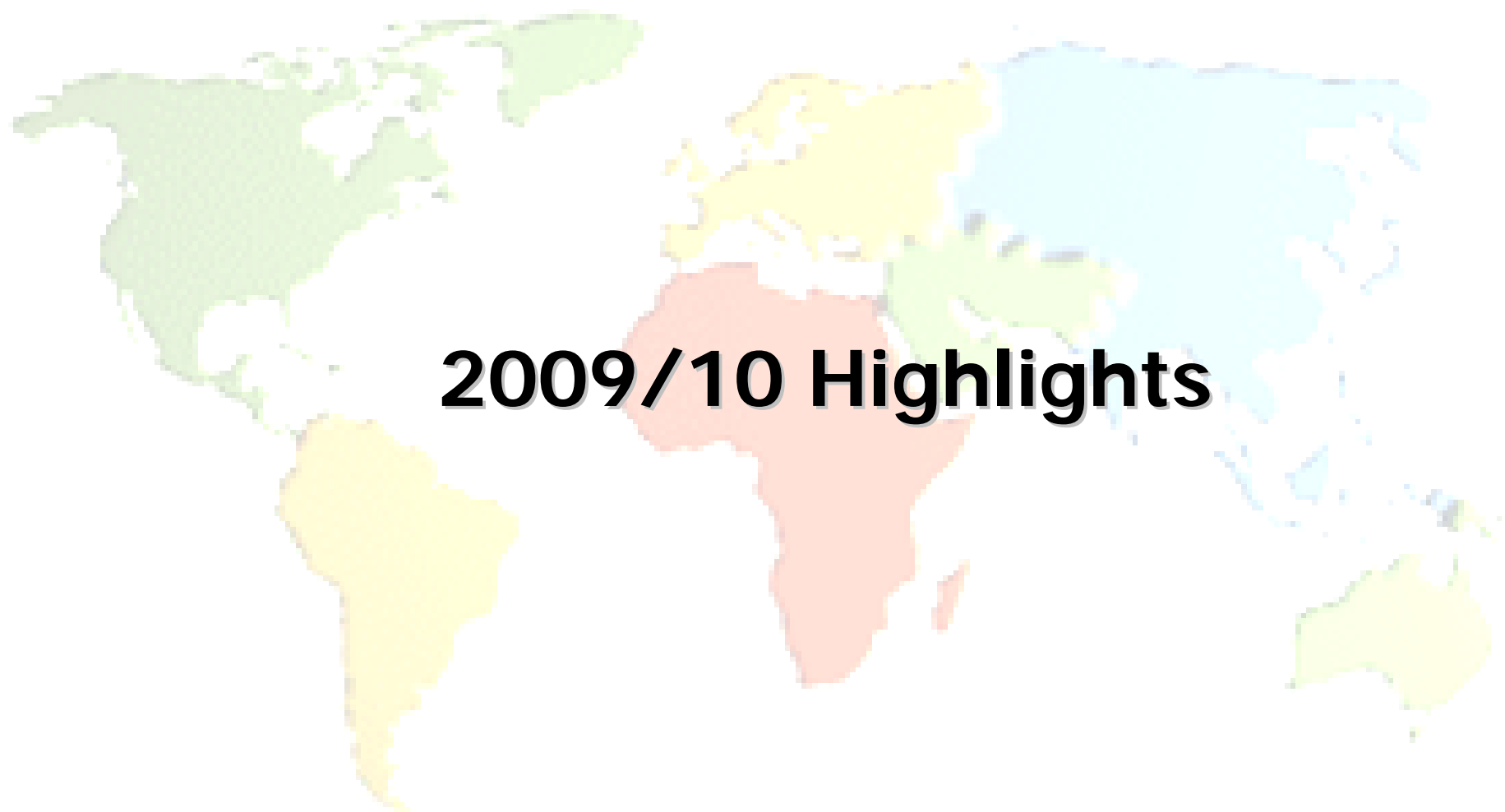
- Corporate Portfolio
- 2009/10 Highlights
- Financial Performance
- Future Plans and Strategies – Growing into Multimedia
- Media in the Future



Corporate Portfolio

Background & Product Portfolio





Market Share in Malaysia and Hong Kong

PENINSULA MALAYSIA

Period from 1 Jul 07 to 30 Jun 08

Chinese Newspaper

Sin Chew

-Sin Chew Daily 383,775

-Guang Ming Daily 130,564

Nanyang

-China Press 240,798

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

SCMC & NPH SUB TOTAL 869,186

Chinese Newspapers TOTAL 1,041,635

Ranking in Malaysia

No. 1

No. 3

No. 2

No. 4

HONG KONG

Period from 1 Jul 08 to 31 Dec 08

Chinese Newspaper

Oriental Daily News (estimated) 350,000

Apple Daily 308,083

Ming Pao Daily News (figure for the period 1 Oct 08 to 31 Dec 08) 107,463

Hong Kong Economic Times 86,121

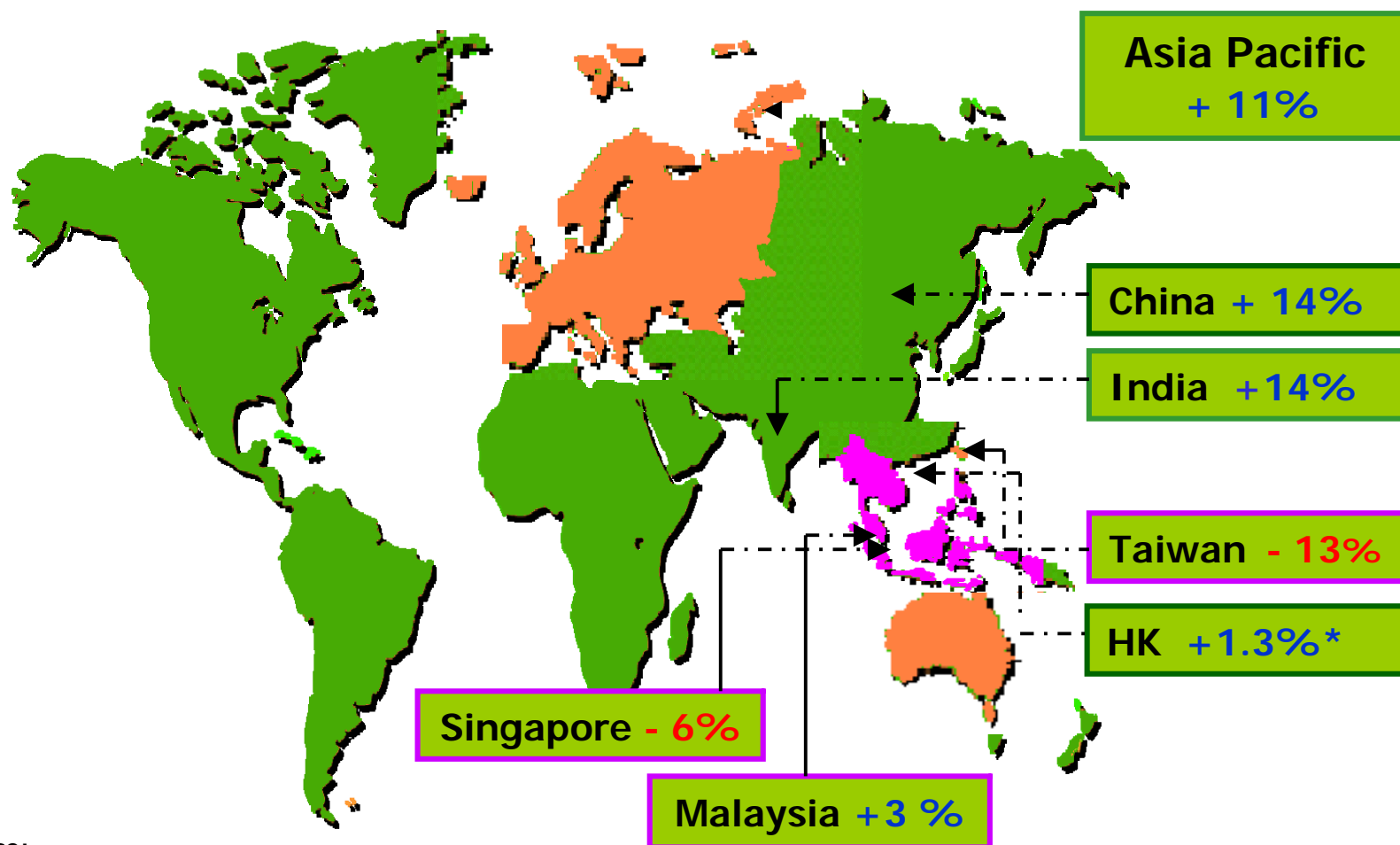
Sing Tao (estimated) 73,118

Total Circulation Per Day 2,892,800

Ranking in Hong Kong

No. 3

2009 Ad Sales ... Asia Pacific in a broader view



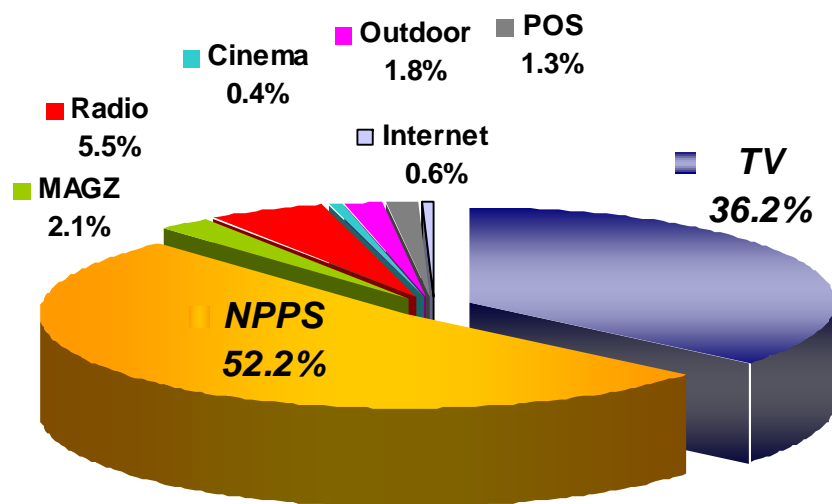
Source:

Nielsen Media Research, Malaysia, From July'08 to June'09

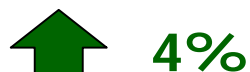
*Admango, Hong Kong, September'09

Total Adex for YTD September 2009 in Malaysia

Total Adex in Jan – Sep 2009



RM 4,726m



4%

Total Adex Jan – Sep 2008: RM 4,552m

Total Adex (RM)

NPPS: 2,468m
Magazines: 98m

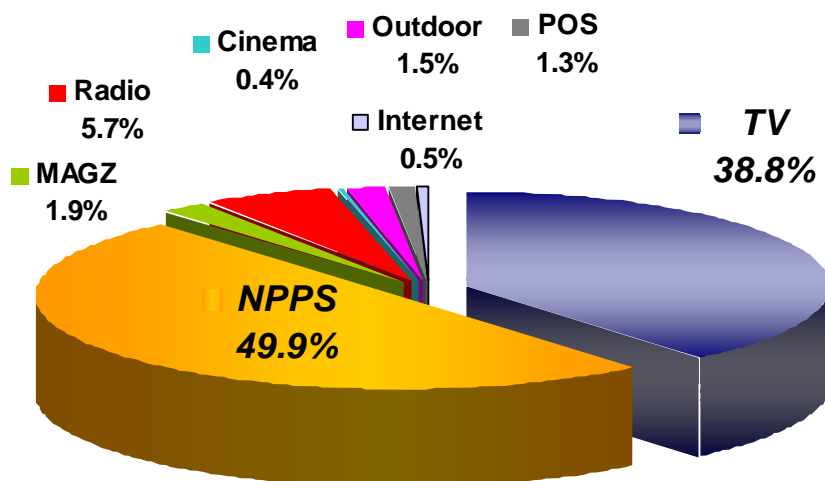


-2%

TV: 1,709m
Radio: 260m
Outdoor: 83m
POS: 64m
Internet: 27m
Cinema: 17m

Rise in Q3 2009 Adex in Malaysia

Total Adex Jul – Sep 2009



RM 1,823 m

↑ **11%**

Total Adex Jul – Sep 2008: RM 1,641m

Total Adex (RM)

NPPS: 910m

Magazines: 34m



4%

TV: 707m

Radio: 104m

Outdoor: 28m

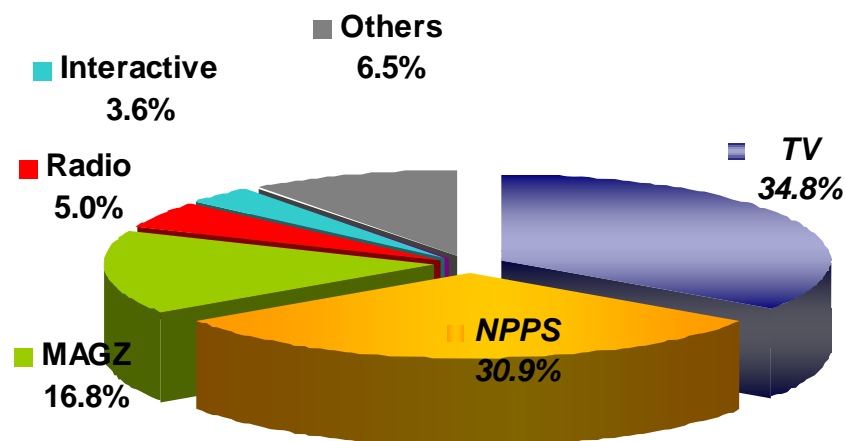
POS: 23m

Internet: 10m

Cinema: 7m

Total Adex for YTD September 2009 in Hong Kong

Total Adex in Jan – Sept 2009



HKD 47,720m

↑ 0.3%

Total Adex Jan – Sept 2009: HKD 47,555m

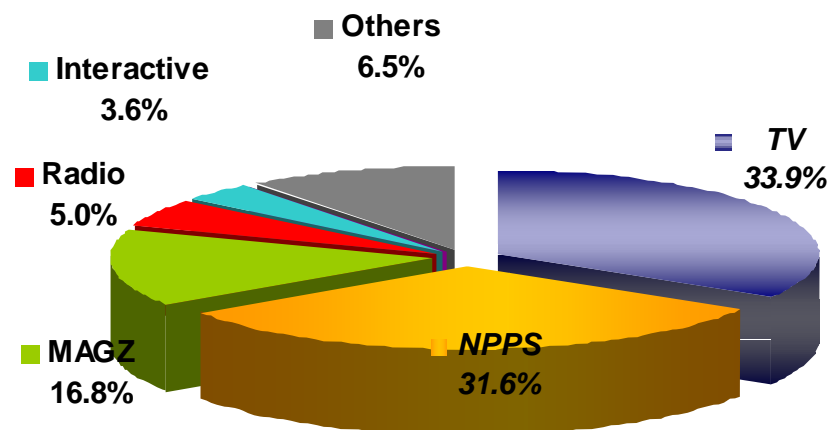
Total Adex (HKD)

NPPS: 14,733m **↓ -9.3%**
Magazines: 7,509m

TV: 16,590m
 Radio: 2,406m
 Interactive: 1,602m
 Others: 4,880m

Rise in Q3 2009 Adex in Hong Kong

Total Adex Jul - Sept 2009



HKD 17,812 m

↑ + 6.8%

Total Adex Jul – Sept 2009: HKD 16,685m

Total Adex (HKD)

NPPS: 5,634m **↓ -3.6%**
Magazines: 2,689m

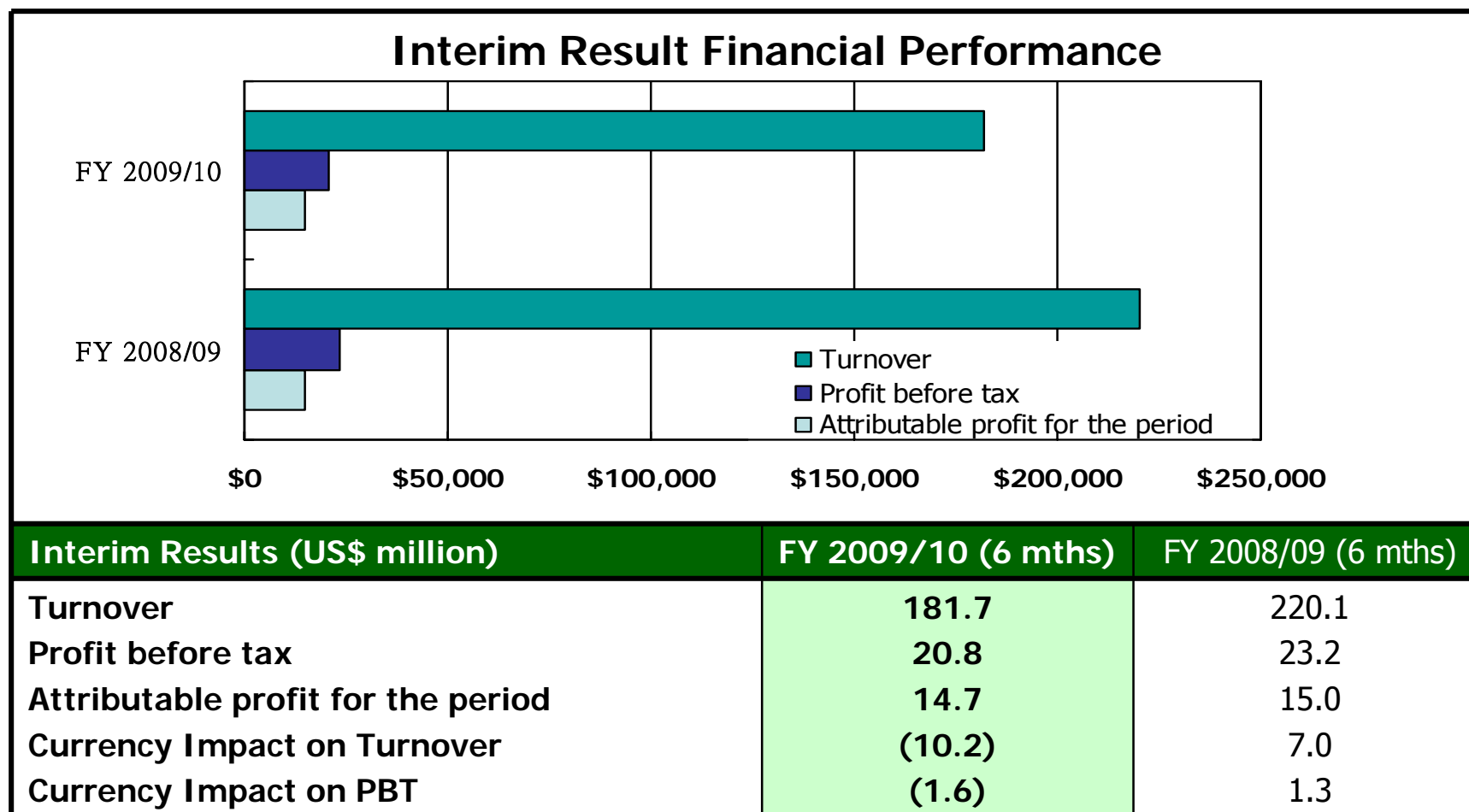
TV: 6,047m
 Radio: 899m
 Interactive: 668m
 Others: 1,876m



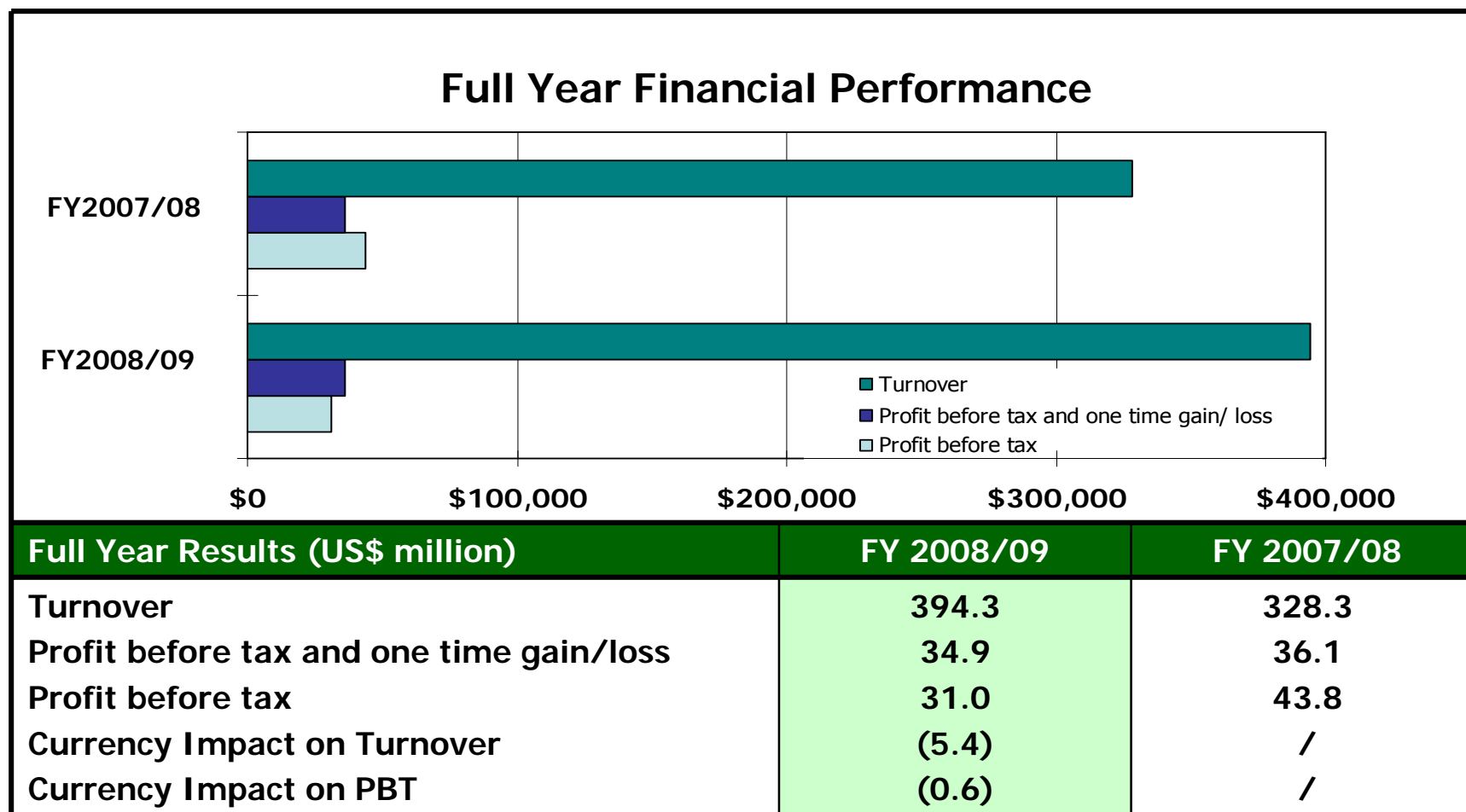
Financial Performance

- The fluctuations in the Ringgit Malaysia and the Canadian dollar against US dollar negatively impacted the Group's turnover and profit before income tax by about US\$10,170,000 and US\$1,642,000 respectively
- The rate of decline in advertising in Malaysia and Hong Kong appeared to have slowed down
- H1N1 weakened the Group's travel business, but a pre-tax profit of US\$277,000 was recorded, due to the disciplined effort in containing costs

Financial Performance Highlights



Financial Performance Highlights



Unaudited FY2009-10 Interim Results...

Breakdown by operating segments

For the six months ended 30 Sept

Segment Revenue (in US\$ 'mil)	2009	2008
Malaysia & other SEA countries	111.1	126.4
Hong Kong & PRC	33.0	39.5
North America	11.6	16.6
Travel and travel related services	26.0	37.6
	<u>181.7</u>	<u>220.1</u>
Segment Results (in US\$ 'mil)	2009	2008
Malaysia & other SEA countries	21.0	23.9
Hong Kong & PRC	0.5	1.0
North America	(0.7)	(1.9)
Travel and travel related services	0.3	0.7
	<u>21.1</u>	<u>23.7</u>

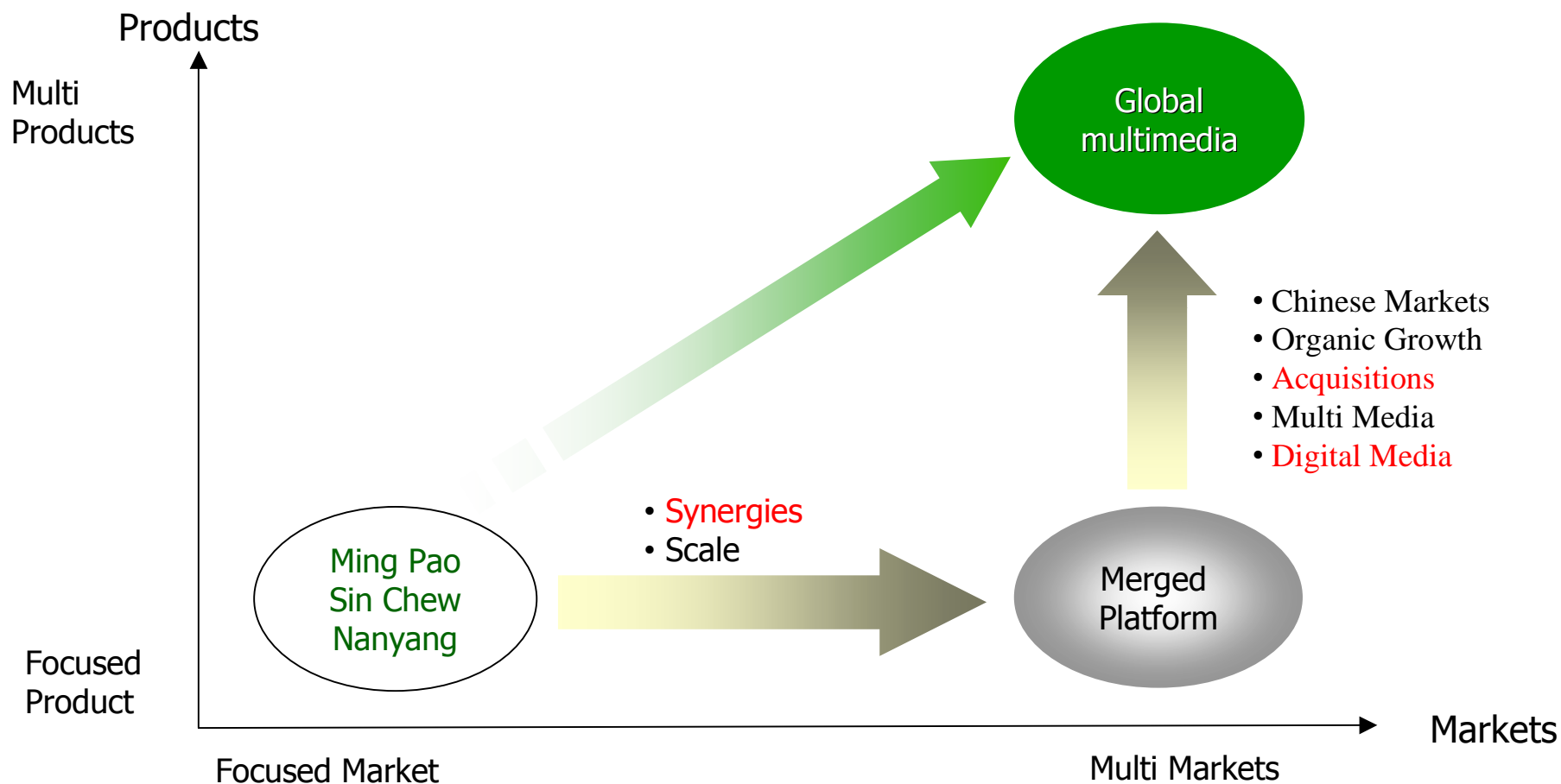
Financial Position Highlights

(in US\$'mil)	As at 30 Sept 2009	As at 31 Mar2009
Total assets	411.5	373.4
Net assets	313.1	288.0
Net current assets	118.3	101.0
Cash and cash equivalents	70.0	70.2
Net assets per share (US cents)	18.13	16.62
Earnings per share (US cents)	0.87	0.89



Growing into Multimedia

Strategic Roadmap





Media Chinese's strategy

- A move into the digital publication technology by establishing a partnership with Iatopia
- Strengthening capabilities in digital publication and media business
- Consolidating online businesses into MediaChinese Online

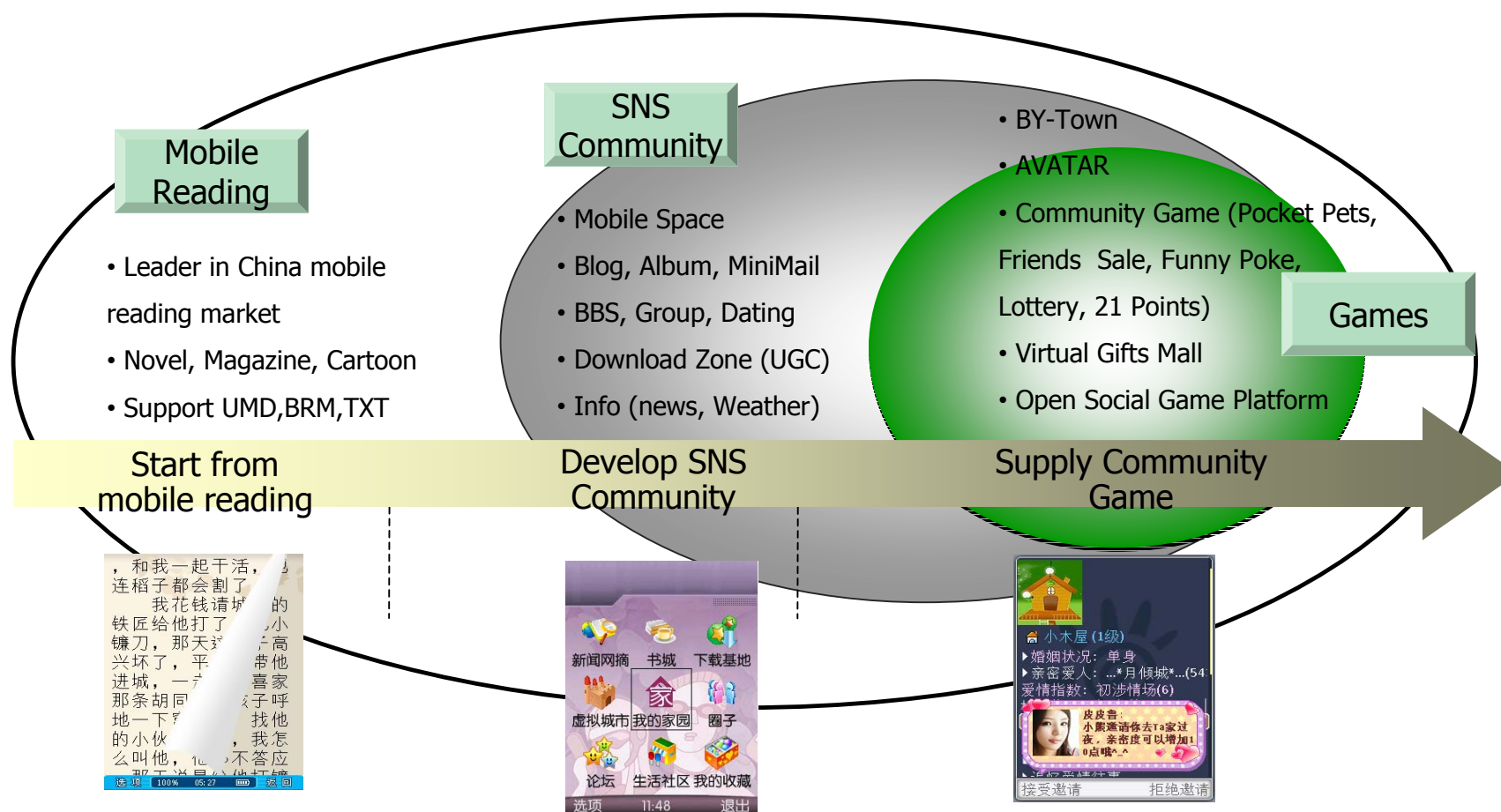
New Media Development – Iatopia

- Partnership with Iatopia
 - It engaged in the creation and provision of intelligent technologies in multi-media and gateway to multi-topic interest e-communities
 - A patented IATOPIA Web 3.0 technology integrates an e-publication technology, a content management system ("CMS") and a copyright protection technology
- Help the Group digitalize, manage and aggregate our content resulting in an enriched and organized content bank
- Currently working on a number of archiving projects with government bodies

New Media Development – ByRead

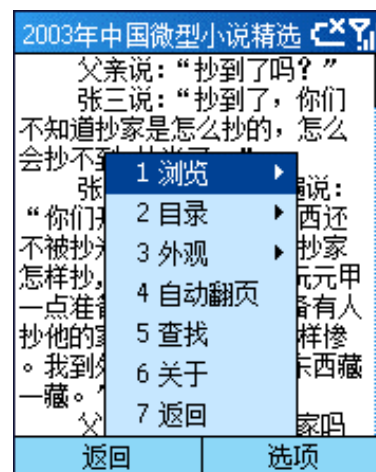
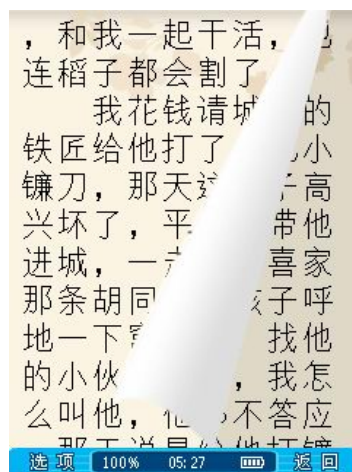
- Holding stakes in ByRead
 - With another stakeholder of Morningside
 - The best integrated service award under mobile reader category in ANALYSYS, and ranked No.4 in 2008 SPForum mobile software award
- Owns the website known as Baiyue (www.byread.com)
 - Provide Social Networking Services (“SNS”) and online games
 - More than 35,000,000 mobile device users in the PRC using its mobile reading software
 - More than 15,000,000 registered users for its SNS community services

Mobile Community



Mobile Reading

- No. of Mobile Reader in China
 - Over 35 million mobile user use ByRead software to read different content
 - Innovative mobile reading patent
 - Support BRM, UMD ,TXT, Doc formats
 - Supply Free converting tool to user for mobile
 - Partner with various content providers for novel, magazine and cartoon



Social Networking Solution



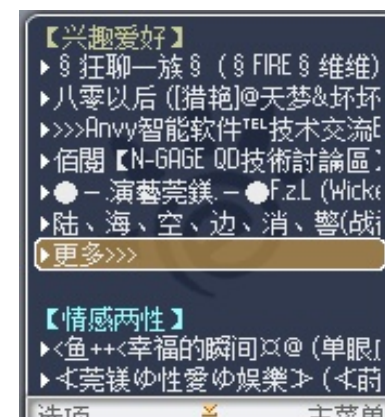
个人空间



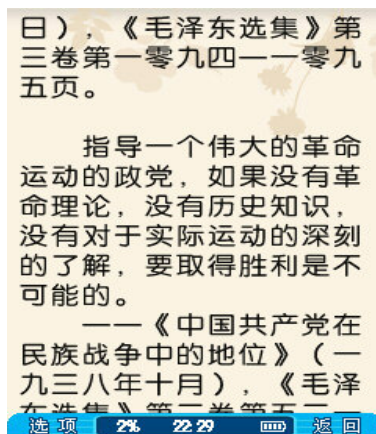
相册



博客



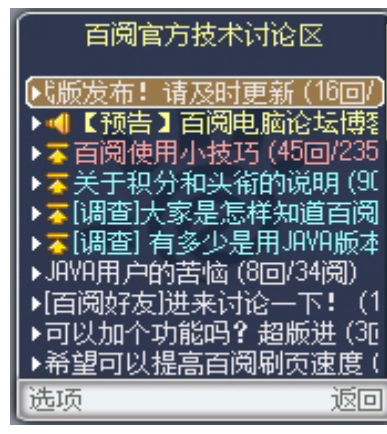
圈子



读书



交友



论坛



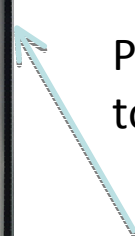
下载



- ByRead SNS community is one SimCity, user can choose one virtual role to live and use ByRead Gold to buy digital item in game. And all the game binding with user community properties.
- ByRead not only have small size stand-alone game also have big size online game (Pocket pet, SLG game).
- Through open social game API, Baiyue integrate more 3rd Game into community
- ByRead Community is one best game platform , decrease game promotion cost. Community game let user play in Anywhere and Anytime , also add user community loyalty.

New Media Development – MediaChinese E-Store

- 50 electronic format has been sent
 - Working on putting the format on to Iphone
 - MCI e-store software with 3 ebooks has been sent to Apple for approval
- Working to launch the MediaChinese E-Store before Christmas
- Next Step
 - putting e-magazines on e-stores for subscription or purchase



Press the icon
to launch app



Free books will be
offered to new
registered members



Existing member
can log in here

New account
can be created
using this button





Books can be searched by multiple fields



Books can be browsed by categories

Books can be previewed. Cover, table of content, and initial paragraphs can be viewed in book preview





Books can be selected, add to shopping cart, and purchased using credit cards information pre-entered in the account



Slide finger left and right to
change brightness of content

Advertising Spaces

Two types of ad spaces are available:

- Horizontal banner on main page: on bottom of the main page to be reloaded at pre-set time interval
- Full Screen banner on book preview: the preview of book includes:
 - 1) cover;
 - 2) full screen advertisements;**
 - 3) table of content; and
 - 4) initial paragraphs



Media in the Future

Traditional Media

Vs

Digital Media in Various Platforms





Media Chinese is...



=

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.