



**Media Chinese International Limited
Corporate Update to Analysts**

March 2010

Media Chinese

A Global Chinese Language Media Group

Media Chinese is...



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Chinese Language

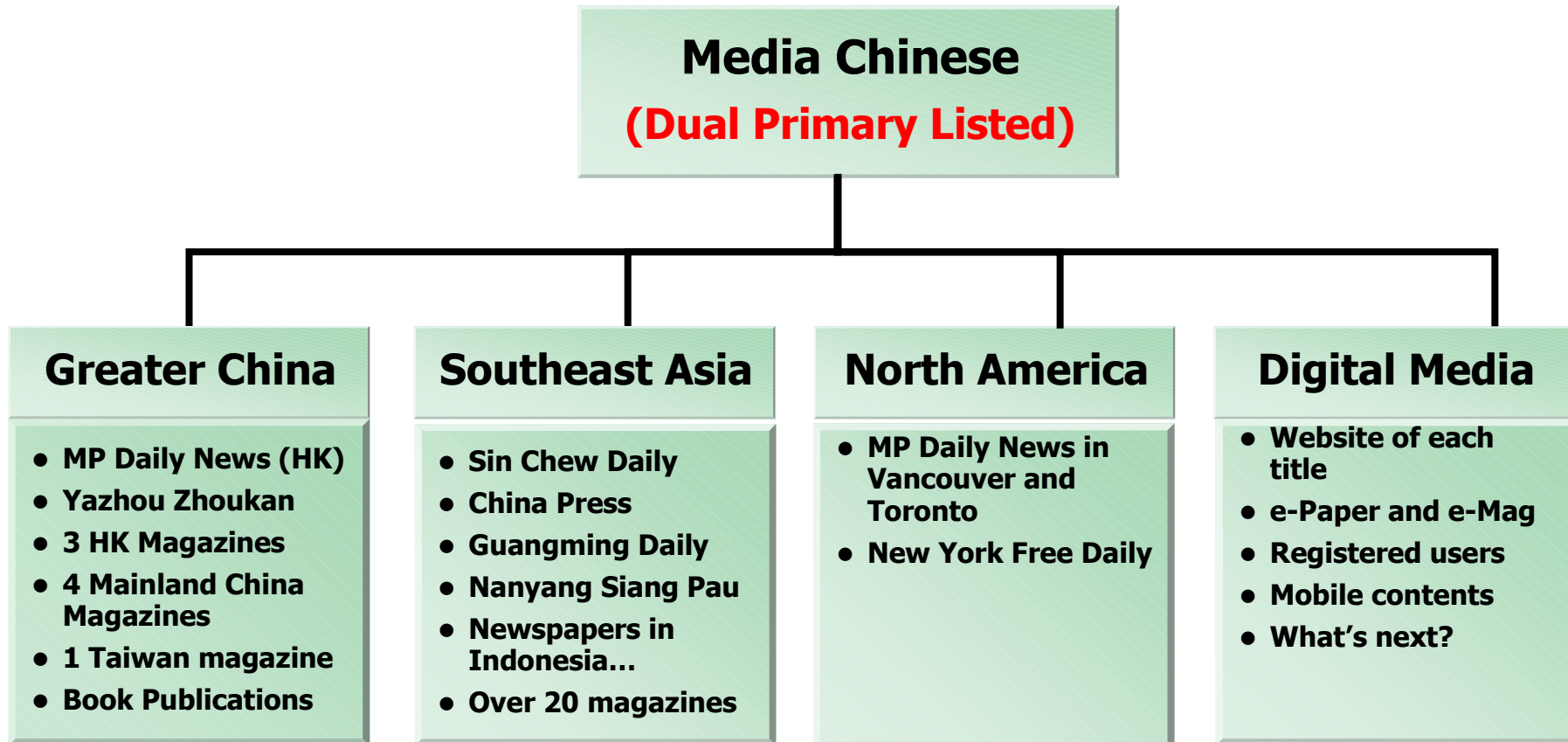
Content Provider

Background

- A Global Chinese-language Media Group by the merger of Ming Pao Enterprise Corporation Ltd in Hong Kong, Sin Chew Media Corporation Bhd in Malaysia and Nanyang Press Holdings Bhd in Malaysia in April 2008.
- A company primary listed on both the main boards of Hong Kong Stock Exchange and Bursa Malaysia Securities.
- Product portfolio comprises of 5 daily newspapers in 14 editions of over 1 million copies a day, 1 daily free paper and over 30 magazines published in Greater China, Southeast Asia and North America.
- Various content portals, including mingpao.com, sinchew.com.my and nanyang.com. Recently, we have formed MediaNet Resources Ltd, a wholly-owned subsidiary, as the flagship of the Group in digital media business and restructured MCIL Multimedia Sdn Bhd, a wholly-owned subsidiary, to manage sinchew.com.my and nanyang.com in Malaysia.

Product Brands





Market Share in Malaysia and Hong Kong

PENINSULA MALAYSIA

Period from 1 Jul 08 to 30 Jun 09

Chinese Newspapers

Sin Chew

-Sin Chew Daily	394,949
-Guang Ming Daily	125,543

Nanyang

-China Press	244,386
-Nanyang Siang Pau (figure for the period 1.7.06 to 30.6.07)	114,049

SCMC & NPH SUB TOTAL

869,186

Ranking in Malaysia

No. 1
No. 3

No. 2
No. 4

HONG KONG

Period from 1 Oct 08 to 31 Dec 08

Chinese Newspapers

Ming Pao Daily News

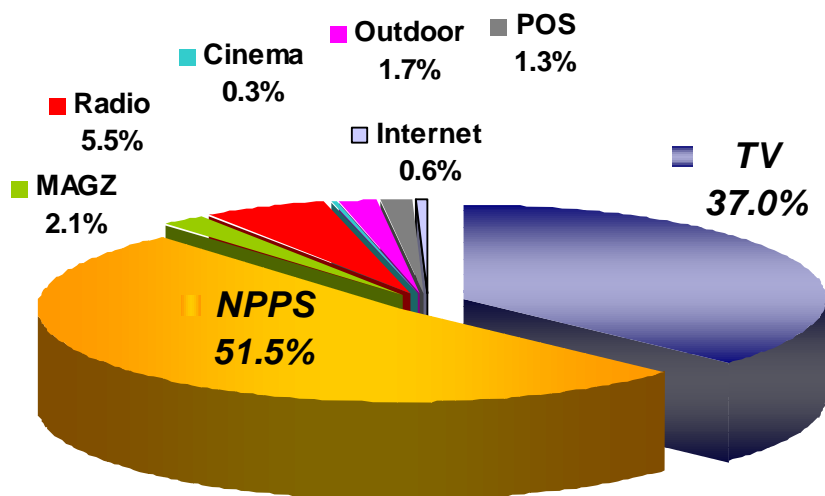
107,463

**The most credible
Chinese newspaper**

Source: Audit Bureau of Circulation

Total Adex for YTD December, 2009 in Malaysia

Total Adex in Jan – Dec 2009



RM 6,615m

↑ **7%**

Total Adex Jan – Dec 2008: RM 6,160m

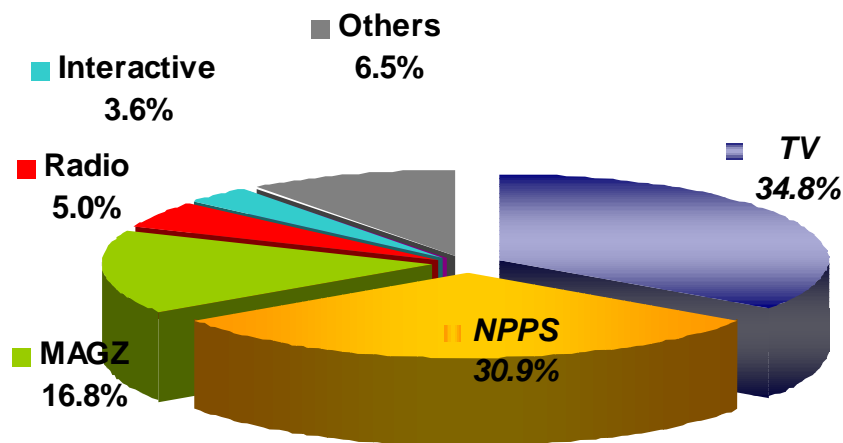
Total Adex (RM)

NPPS: 3,407m
Magazines: 139m ↑ **+2%**

TV: 2,446m
 Radio: 362m
 Outdoor: 112m
 POS: 86m
 Internet: 40m
 Cinema: 22m

Total Adex for YTD September 2009 in Hong Kong

Total Adex in Jan – Sept 2009



HKD 47,720m

↑ 0.3%

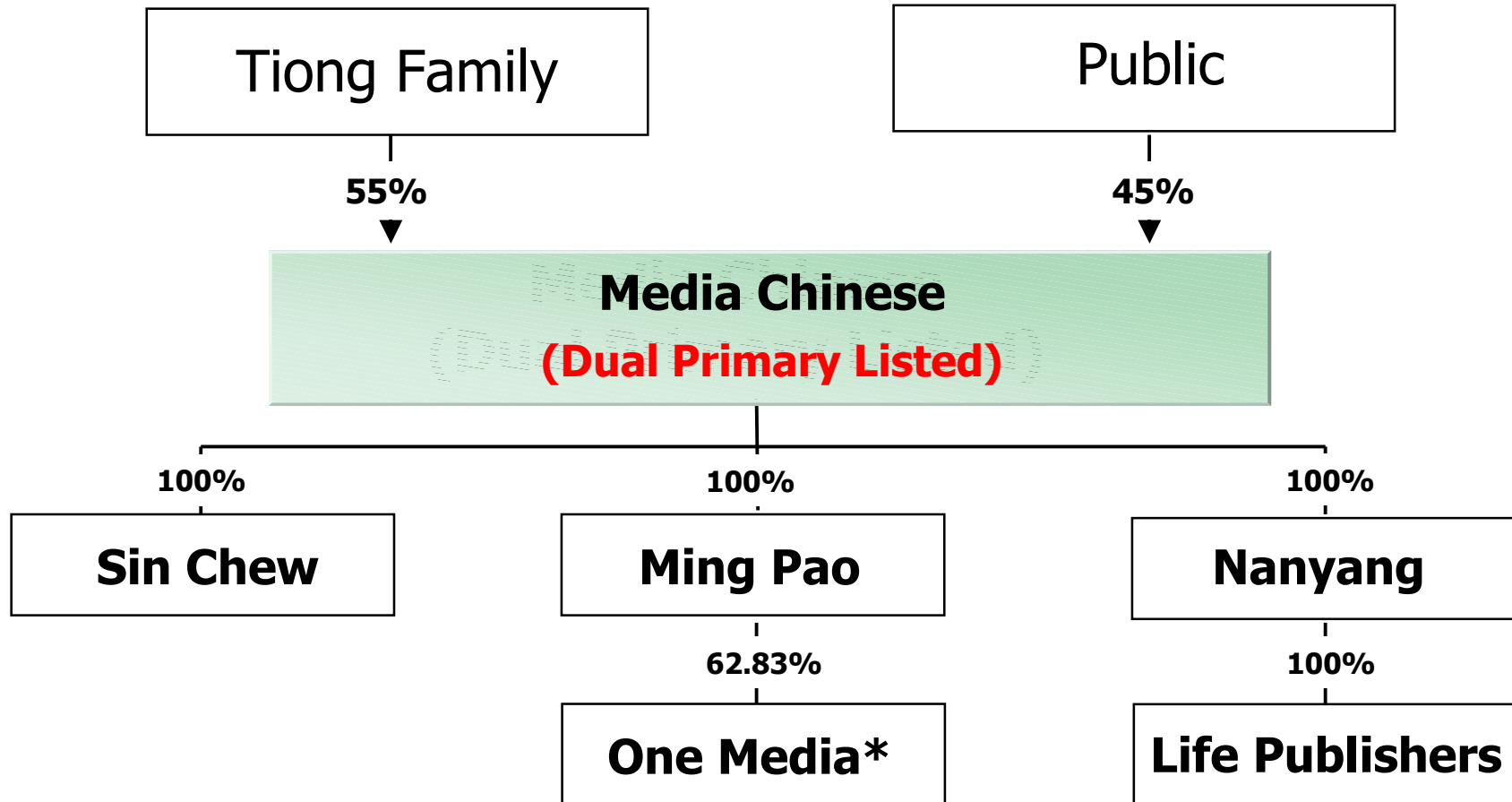
Total Adex Jan – Sept 2009: HKD 47,555m

Total Adex (HKD)

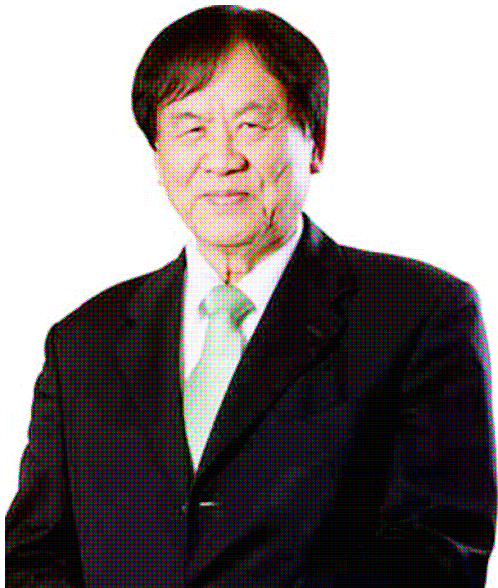
NPPS: 14,733m **↓ -9.3%**
Magazines: 7,509m

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

Shareholding Structure



* One Media Group Ltd. is listed on the main board of The Stock Exchange of Hong Kong Limited



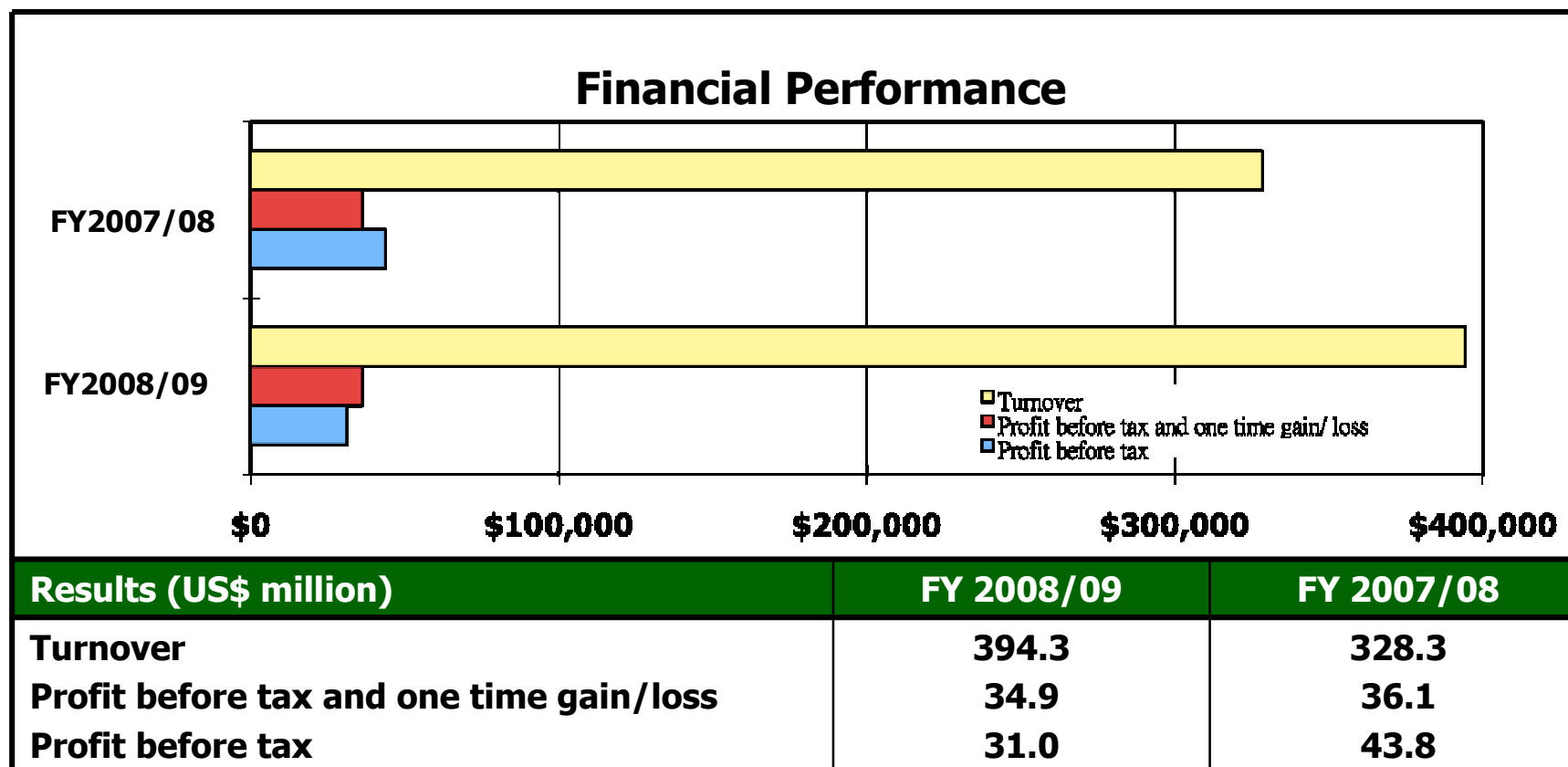
Tan Sri Datuk Sir TIONG Hiew King

- Chairman of Rimbunan Hijau Group
- Chairman of the Chinese Language Press Institute
- Chairman and/or Executive Director of several main board listed companies in Singapore, Malaysia and Hong Kong

Media Chinese

Financial Highlights

Financial Performance Highlights



*2007/08 – exclusive of Nanyang Group’s performance

2008/09 – inclusive of Nanyang Group’s performance

Financial Position Highlights

	USD('000) 31.3.2009	USD('000) 31.12.2009(unaudited)
Shareholders Fund	288,007	324,317
Cash and cash equivalent	70,205	78,775
Net asset per share (US cent)	16.62	18.76

Financial Performance FY 2010 (unaudited)

FY 2010	Q1FY2010 USD'000	Q2FY2010 USD'000	Q3FY2010 USD'000
Turnover	86,557	95,139	100,737
PBT	7,133	13,646	21,237
PAT	4,596	9,830	16,236
	USD1=RM3.5185	USD1=RM3.4615	USD1=RM3.4265

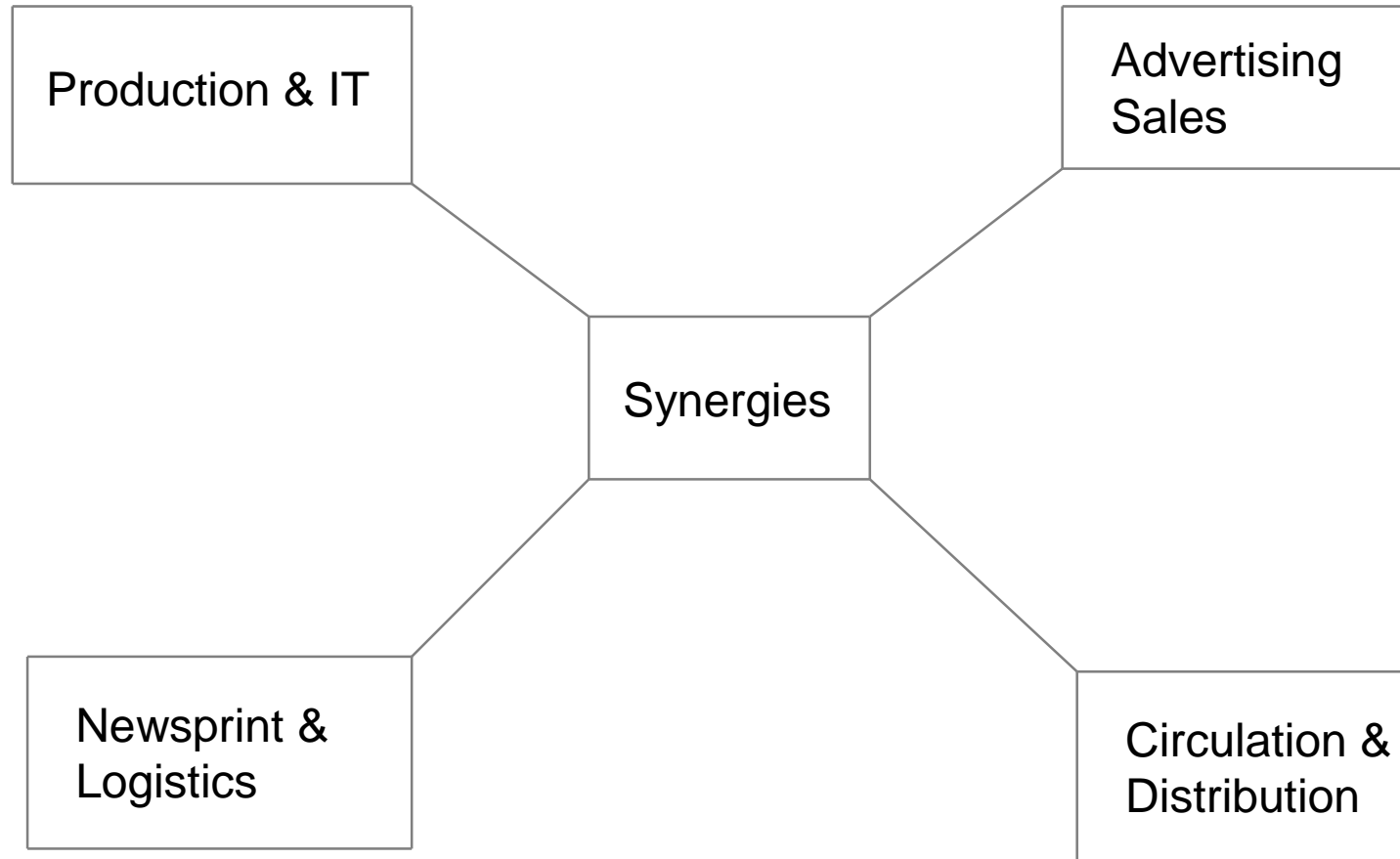
Dividends

	PATMI (USD)	Dividend Paid (USD)
31.3.08	31,952,000	16,312,000
31.3.09	17,355,000	9,986,000

Media Chinese

Delivering the Synergies

Unlocking Synergies



Thank you