



**Media Chinese International Limited  
Corporate Presentation**

**May 2010**



# Agenda

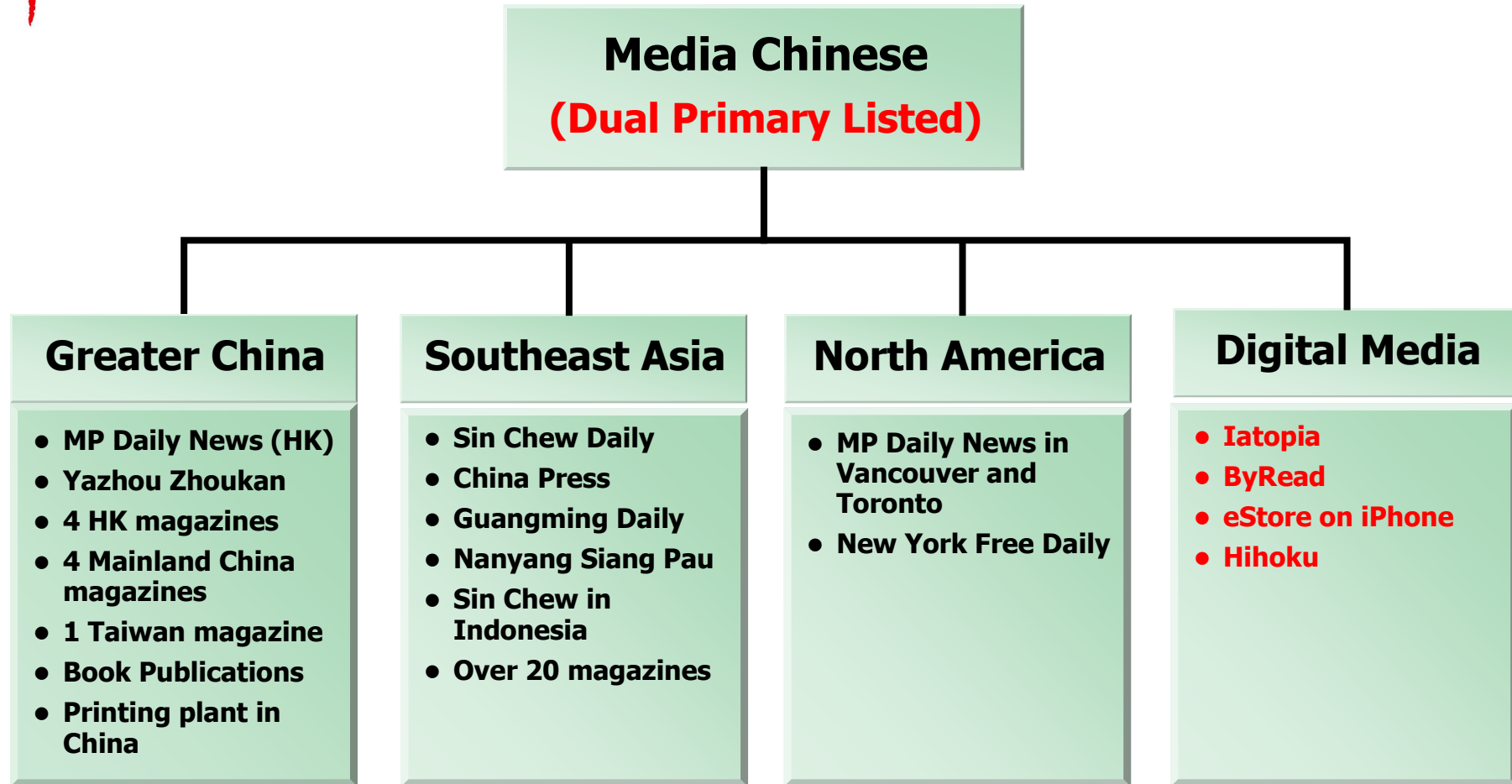
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- Corporate Portfolio
- 2009/10 Highlights
- Financial Performance
- Future Plans and Strategies – Growing into Multimedia
- Media in the Future



# Corporate Portfolio

# Background & Product Portfolio



# Product Brands



MING 明日风尚





# **Market Highlights**

# 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

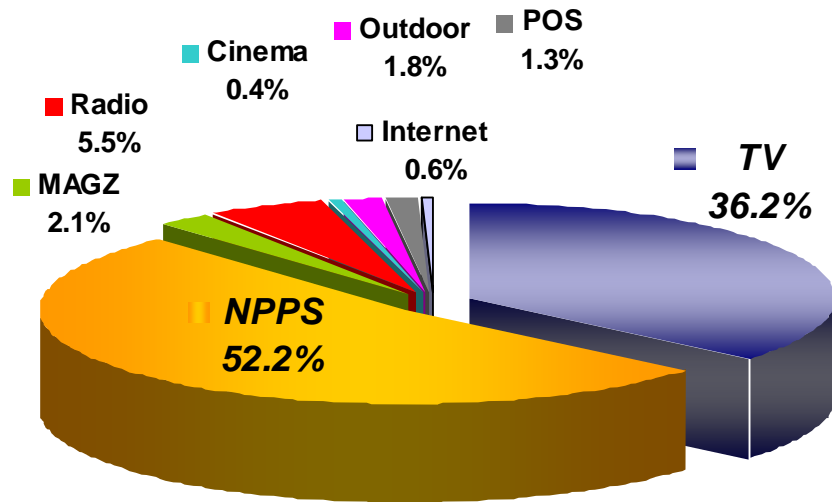
107,463

**The most credible  
Chinese newspaper**

Source: Audit Bureau of Circulation

# Total Adex for 2009 in Malaysia

## Total Adex in 2009



**RM 6,615m**

↑ **7%**

Total Adex in 2008: RM 6,160m

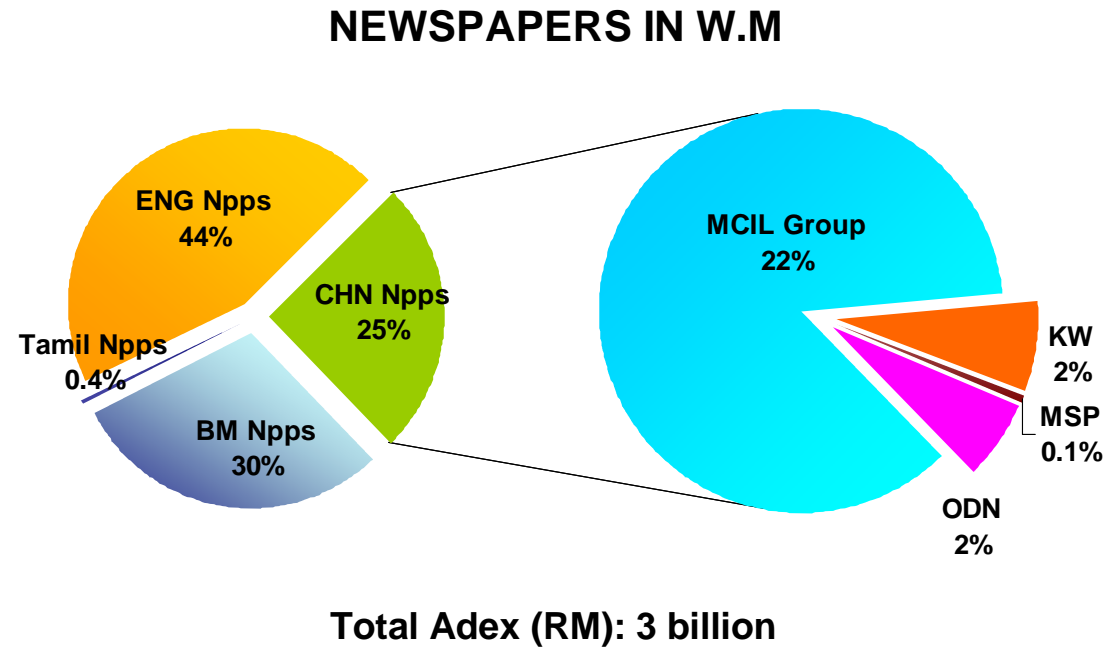
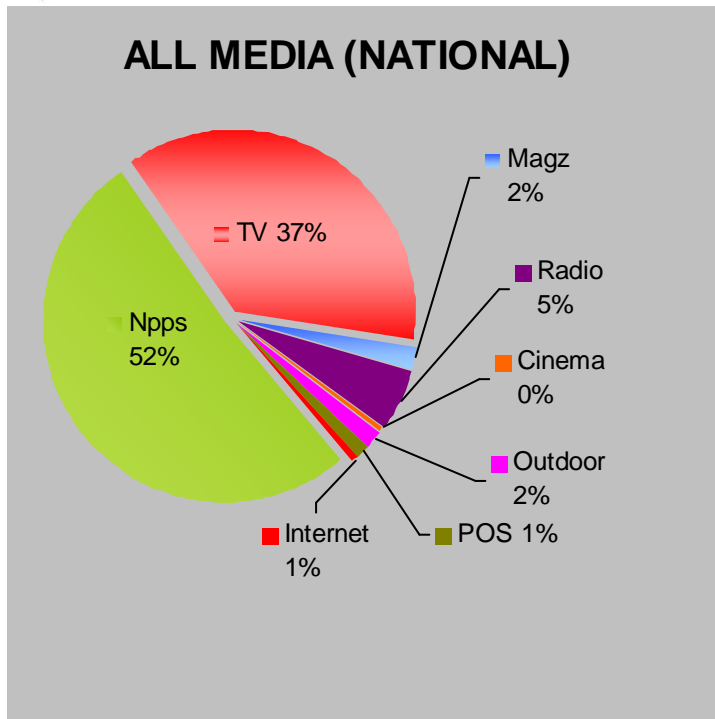
## Total Adex (RM)

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

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



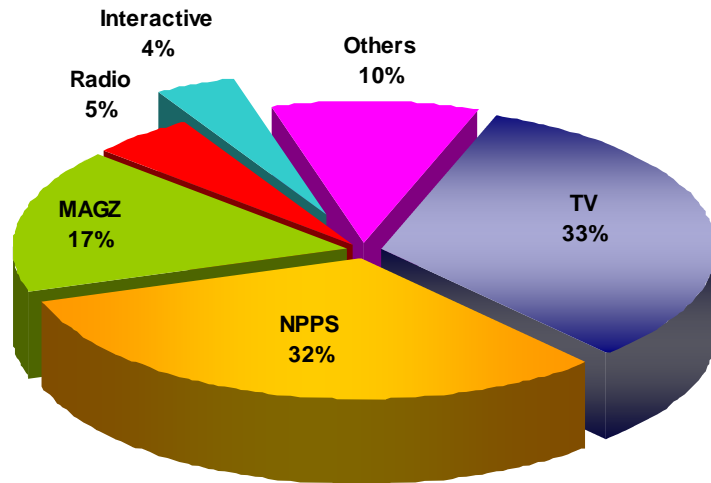
# SHARE OF ADVERTISING EXPENDITURE IN MALAYSIA MEDIA YTD DECEMBER 2009



Adex for Total Newspapers: RM 3.4 billion  
 Newspapers in West Malaysia: RM 3 billion  
 Newspapers in East Malaysia: RM 0.4 billion

# Total Adex for 2009 in Hong Kong

## Total Adex in 2009



**HKD 67,330m**

**↑ 4.4%**

Total Adex in 2008: HKD 64,495m

## Total Adex (HKD)

**NPPS: 21,017m** **↓ -3.7%**  
**Magazines: 10,706m**

TV: 23,133m  
 Radio: 3,297m  
 Interactive: 2,348m  
 Others: 6,829m

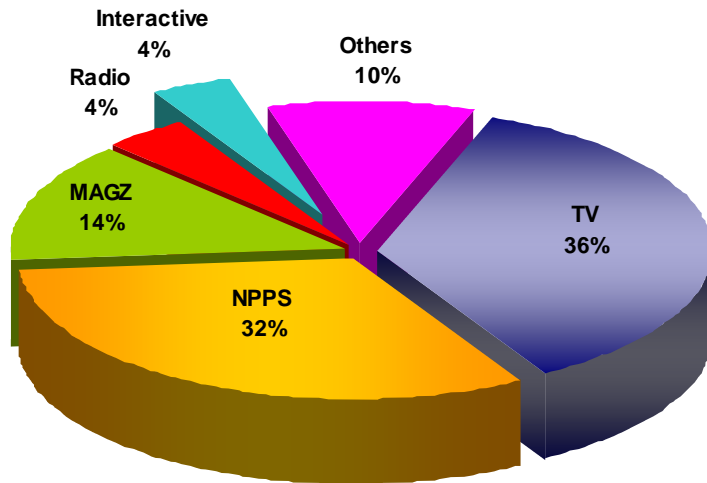
**↑ 32.4%**

Source: Admango.com

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.

# Total Adex for Q1 2010 in Hong Kong

## Total Adex in 2009



**HKD 17,299m**

**↑ 23.3%**

Total Adex in Q1 2009: HKD 14,031m

## Total Adex (HKD)

**NPPS: 5,492m** ↑ **22.1%**  
**Magazines: 2,493m**

TV: 6,216m  
 Radio: 727m  
 Interactive: 652m  
 Others: 1,720m

↑ **59.0%**



# Financial Performance

# Financial Performance Highlights

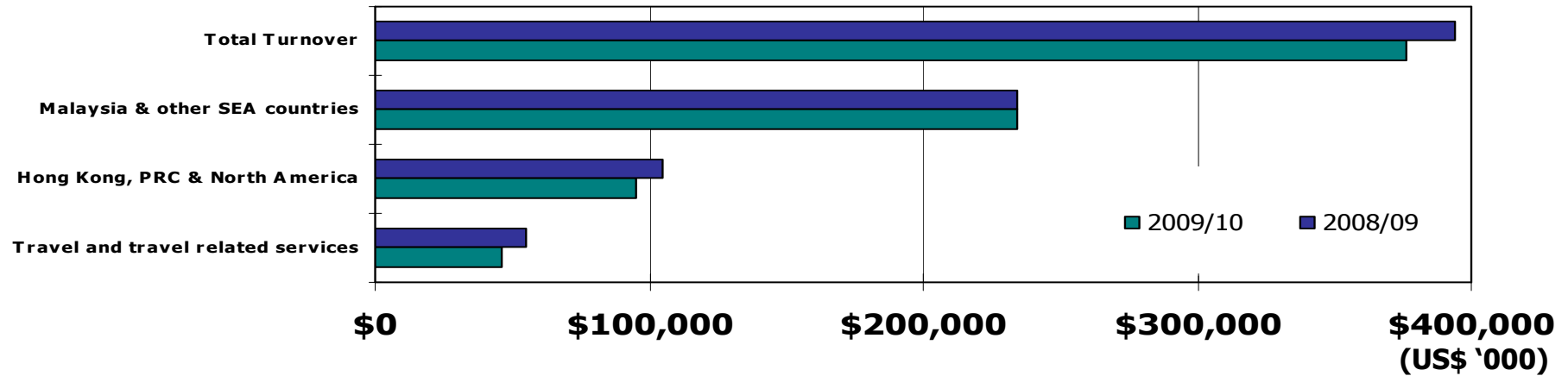
## Full Year Financial Performance – Turnover

Full Year Results (US\$ million)	FY 2009/10	FY 2008/09
Malaysia & other SEA countries	234.4	234.4
Hong Kong, PRC & North America	95.3	105.0
Travel and travel related services	46.3	54.9
<b>Total Turnover</b>	<b>376.0 ↓ 4.6%</b>	394.3*

\* Currency Impact on Turnover in FY 2008/09: US\$ 5.4million

# Financial Performance Highlights

## Full Year Financial Performance – Turnover



# Financial Performance Highlights

## Full Year Financial Performance – Profit before tax

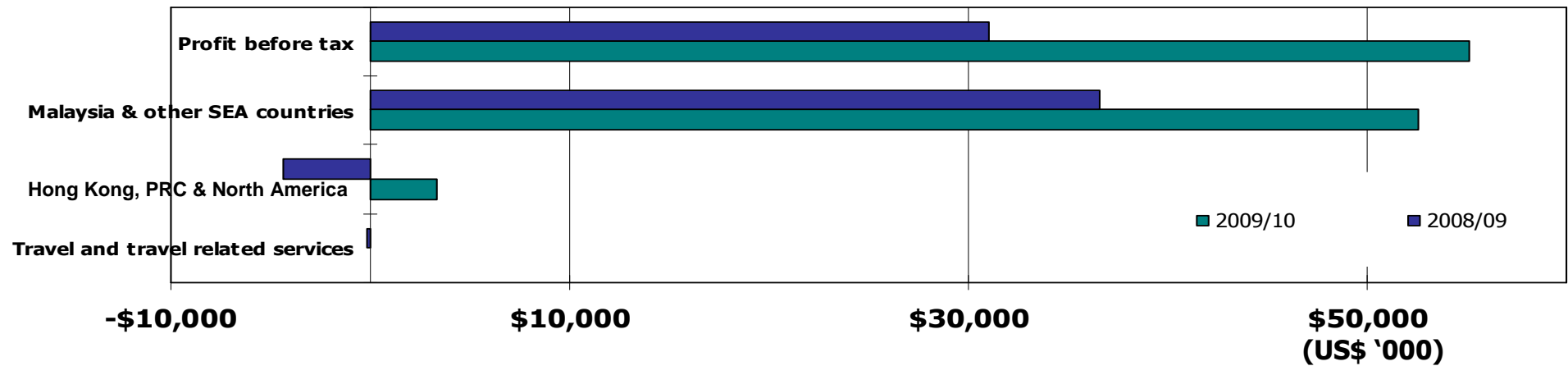
Full Year Results (US\$ million)	FY 2009/10	FY 2008/09
Malaysia & other SEA countries	52.5 ↑ 44%	36.5
Hong Kong, PRC & North America	3.3 ↑ 177%	(4.3)
Travel and travel related services	0	(0.1)
Other cost	(0.7)	(1)
<b>Profit before tax</b>	<b>55.1 ↑ 77%</b>	31.1*

\* Currency Impact on Profit before tax in FY 2008/09: US\$ 0.06million

Profit attributable to equity shareholders of the company	41.1 ↑ 145%	16.8
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# Financial Performance Highlights

## Full Year Financial Performance – PBT







## Financial Performance For FY 2010

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(US\$ million)	Q 1	Q 2	Q 3	Q 4
Turnover	86.6	95.1	100.7	93.6
PBT	7.1	13.7	21.2	13.1
PAT	4.6	9.8	16.2	10.8

## Financial Position Highlights

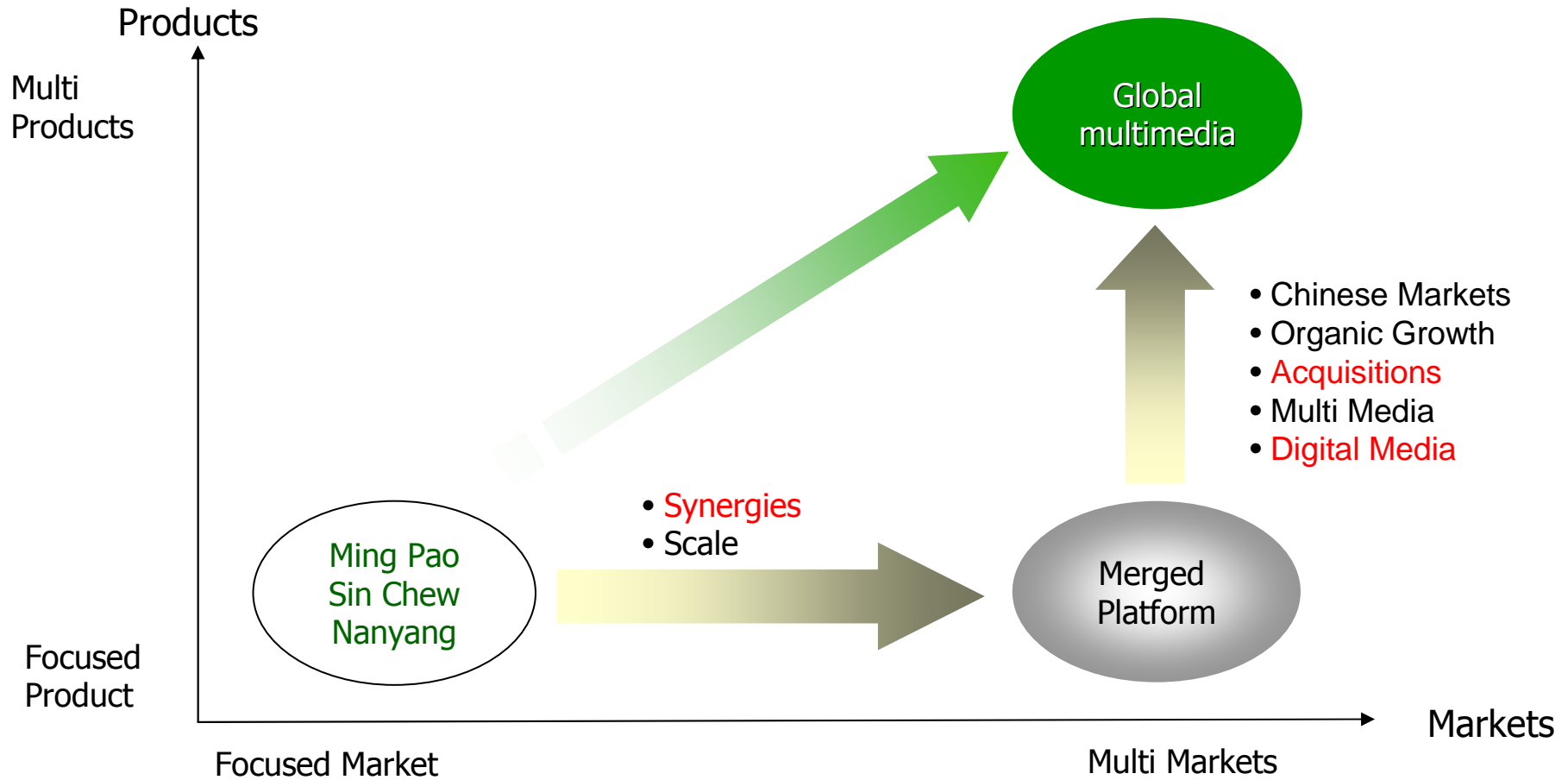
As at 31 March

(US\$ million)	2010	2009
Total assets	457.2	373.4
Net assets	349.6	288.0
Cash and cash equivalents	77.6	70.2
Shareholders Funds	341.3	279.8
Net assets per share (US cents)	20.27	16.62
Earnings per share (Us cents)	2.44	1.00
Net gearing	9.6%	7.3%



# **Strategic Outlook**

# Strategic Roadmap



## Achievements

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- Deliver operational synergies together with organic growth
- Increase efficiencies in its operations through streamlining of processes
- Strengthen the technology backup platform
  - Step1 – partnership with Iatopia, which help digitalize content bank
- Move into mobile reading industry
  - Step 1 – enter into mobile reading market in China through ByRead
  - Step 2 – enter into iPhone mobile reading platform



## ByRead Update

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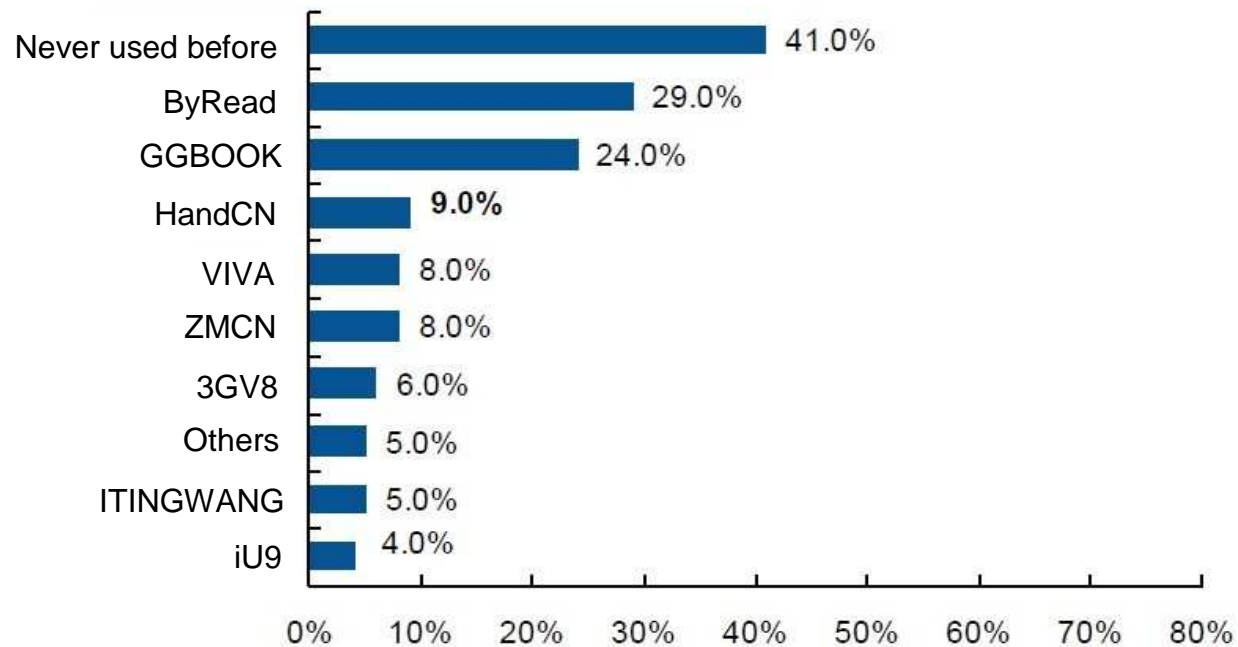
### Registered Users:

- November 2009 – 15m
- April 2010 – 24m

# Mobile Survey

In the latest ANALYSYS INTERNATIONAL mobile phone users survey, Byread ranks the 1st (29%) under the mobile reading software category.

The software used by the mobile reading users



Source: Enfodesk

[www.enfodesk.com](http://www.enfodesk.com)  
[www.analysys.com.cn](http://www.analysys.com.cn)

# MCI ebook stores moving towards Ipad



MCI ebook stores targets to have 500 books end of 2010 excluding emagazines



# Content Restructuring

- First Move: Entertainment Website



A professional entertainment website with instant news, special interviews and videos

爱明星 做自己

——发现明星，喜爱明星，感受明星，做自己的“明星”

——追求明星，不盲从，有借鉴，活自己的生活

# HiHoku Represents

The website targets at the age group of 15-35, an energetic group full of sense of entertainment, which has a huge demand of celebrities-related products.

The worldwide influence of Media Chinese Group favors the development of the website.

Exclusive videos, photos and interviews of celebrities, which present a comprehensive lifestyle of the celebrities.



Present a trendy style from webpage design, content, products to its advertisements posted.

Live show of celebrities provides a face-to-face interaction and attend the function "on the spot".

Entertainment-oriented, integrate the resources of Media Chinese and present a positive and all-round perspective of the lives of celebrities.

**Thank you**

## Looking Forward Statements

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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.