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MEDIA CHINESE INTERNATIONAL LIMITED

世界華文媒體有限公司

(Incorporated in Bermuda with limited liability)

(Malaysia Company No. 995098-A)

(Hong Kong Stock Code: 685)

(Malaysia Stock Code: 5090)

**ANNOUNCEMENT PURSUANT TO RULE 13.09 OF THE LISTING RULES,
INSIDE INFORMATION PROVISIONS UNDER
THE SECURITIES AND FUTURES ORDINANCE
AND PARAGRAPH 9.29 OF THE LISTING REQUIREMENTS**

This announcement is made by Media Chinese International Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). This announcement is also made pursuant to Paragraph 9.29 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad (the “**Listing Requirements**”).

SECOND EXTENSION OF EXCLUSIVITY PERIOD UP TO AND INCLUDING 31 AUGUST 2016

Reference is made to the announcements of the Company dated 12 January 2016, 12 February 2016, 4 March 2016, 1 April 2016, 15 April 2016, 13 May 2016 and 13 June 2016 respectively (the “**Announcements**”). Unless otherwise stated, the capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The Board is pleased to announce that on 28 June 2016 (after trading hours), the Vendor and the Potential Purchaser had entered into a second supplemental memorandum of understanding (the “**2nd Supplemental MOU**”), pursuant to which the parties had further extended the Revised Exclusivity Period from 4 March 2016 (the date of the MOU) up to and including 31 August 2016. All the other principal terms, conditions and provisions set out in the MOU remained unaltered. The 2nd Supplemental MOU shall, effective from 28 June 2016, be regarded as a part of the MOU.

Pursuant to the terms of the MOU and the Supplemental MOU, the parties agreed, among other things, to negotiate in good faith with one another with a view to entering into the Formal Agreement as soon as possible within the Revised Exclusivity Period (i.e. from 4 March 2016 to and including 30 June 2016), and that the parties and their respective advisers and agents would be entitled to conduct the Due Diligence Review. In view of the impending expiry of the Revised Exclusivity Period, and as more time is needed by the parties to conduct the Due Diligence Review, obtain all necessary regulatory and/or governmental approvals (including that of the NDRC), and negotiate the Formal Agreement (all of which process can only be re-commenced after the lapse of the Blackout Period on 30 June 2016), the parties have agreed to enter into the 2nd Supplemental MOU.

Furthermore, the Board would like to clarify and confirm that, as at the date of this announcement, the parties have not entered into any formal or legally binding agreement with respect to the Possible Transaction.

Shareholders and potential investors of the Company should note that there is no assurance that the Possible Transaction will materialise or eventually be consummated. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company. Further announcements will be made by the Company as and when appropriate in accordance with the Listing Rules and the Listing Requirements.

On behalf of the Board
Media Chinese International Limited
Tiong Kiew Chiong
Director

28 June 2016

As at the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Dato' Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Mr Ng Chek Yong and Mr Leong Chew Meng, being executive Directors; Ms Tiong Choon, being non-executive Director; and Mr David Yu Hon To, Datuk Chong Kee Yuon and Mr Khoo Kar Khoon, being independent non-executive Directors.