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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)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The board of directors (the “**Board**”) of Media Chinese International Limited (the “**Company**”, which together with its subsidiaries, the “**Group**”) is pleased to announce that Mr Khoo Kar Khoon has been appointed as an independent non-executive director (“**Independent Non-executive Director**”), the Chairman of the Nomination Committee (“**Nomination Committee**”), a member of the Audit Committee (“**Audit Committee**”) and a member of the Remuneration Committee (“**Remuneration Committee**”) of the Company with effect from 23 June 2016.

Mr Khoo Kar Khoon, aged 51, has extensive experience in the media and advertising industry. He is an Associate Member of Chartered Institute of Management Accountants, United Kingdom (ACMA, UK). Mr Khoo started his career with Coopers & Lybrand in 1990 after graduation. He built his career in the advertising industry and joined Bates Advertising during 1991 to 1995, holding the position of the Cost Accountant. He was one of the key founders of Zenith Media, which was established in 1995 and the first and one of the largest media specialists in Malaysia, principally engaged in providing advertising and marketing services in Malaysia. Mr Khoo then joined Nestle Products Sdn Bhd in 2000 as Media Manager. During 2009 and up to June 2016, he was promoted and acted as the Communications Director of the company.

Mr Khoo Kar Khoon is a veteran and active player in the advertising scene in Malaysia where he was also the President and Advisor to the Malaysian Advertisers Association (MAA); Executive Member of Asian Federation of Advertising Association (AFAA); Board of Advisor to School of Marketing, University Utara Malaysia (UUM); Board Member of Audit Bureau of Circulation (ABC) and Board Member of Communication and Multimedia Content Forum (CMCF) in Malaysia. Save as disclosed above, he has not held any directorships in any publicly listed companies, whether in Hong Kong or overseas, in the past three years.

Mr Khoo Kar Khoon does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). He has confirmed he does not have any relationships with any directors, senior

management or substantial or controlling shareholders of the Company and has not held any other positions with any other members of the Group.

Mr Khoo Kar Khoon has entered into a letter of appointment with the Company for a term of one year and nine months and 8 days commencing from 23 June 2016 to and including 31 March 2018 and is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the bye-laws of the Company. He will be entitled to receive a director fee of RM85,850 per annum which is determined with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market condition.

Save as disclosed above, there is no other matter that needs to be brought to the attention of the shareholders of the Company and there is no other information which is discloseable nor is/was he involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

Following the appointment of Mr Khoo Kar Khoon as Independent Non-executive Director, the Chairman of the Nomination Committee, a member of the Audit Committee and a member of the Remuneration Committee of the Company, the number of Independent Non-executive Directors and Audit Committee members of the Company fulfils the minimum number as required under Rule 3.10(1), Rule 3.10A and Rule 3.21 of the Listing Rules and Paragraph 15.02 and Paragraph 15.09 under the Main Market Listing Requirements of Bursa Malaysia Securities Berhad, the number of Independent Non-executive Directors in the Remuneration Committee represents a majority as required under Rule 3.25 of the Listing Rules; and the appointment of the Chairman of the Nomination Committee fulfils the requirement under Code Provision A.5.1 of Appendix 14 of the Listing Rules.

The Board would like to congratulate Mr Khoo Kar Khoon for joining the Board.

On behalf of the Board
Media Chinese International Limited
Tan Sri Datuk Sir Tiong Hiew King
Group Executive Chairman

23 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.