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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)

CHANGES IN DIRECTORS

The Board announces that Ms Siew Nyoke Chow has tendered her resignation as an executive director of the Company with effect from 31 March 2013.

The Board is pleased to announce that with effect from 31 March 2013, (1) Ms Tiong Choon has been appointed as a Non-executive Director; and (2) Mr Leong Chew Meng has been re-designated from a Non-executive Director to an Executive Director and will cease to be a member of the Audit Committee and Nomination Committee of the Company.

RESIGNATION OF EXECUTIVE DIRECTOR

The board of directors (the “Board”) of Media Chinese International Limited (the “Company” which together with its subsidiaries, the “Group”) announces that Ms Siew Nyoke Chow has tendered her resignation as an executive director of the Company (“Executive Director”) with effect from 31 March 2013. Ms Siew decided to resign in order to focus on her core responsibilities, including the Group editorial portfolio. She will continue to be the Chairman of the Group Editorial Committee, a member of the Group Executive Committee and the Group Editor-in-Chief. Ms Siew confirmed that she has no disagreement with the Board and there is no matter in relation to her resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its sincere gratitude to Ms Siew for her efforts and contributions to the Company during her tenure of office as Executive Director.

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

The Board is pleased to announce that Ms Tiong Choon has been appointed as a non-executive director of the Company (“Non-executive Director”) with effect from 31 March 2013.

Ms Tiong, aged 43, started her career with Rimbunan Hijau Group since 1991 and served in various managerial and senior positions in plantation and hospitality sectors. She holds the Bachelor of Economics Degree from Monash University, Australia.

Ms Tiong is currently a non-independent non-executive director of Jaya Tiasa Holdings Berhad (stock code: 4383), a listed company in Malaysia. Save as disclosed above, she has not held any directorships in any publicly listed companies, whether in Hong Kong or overseas, in the past three years.

Ms Tiong is the daughter of Tan Sri Datuk Sir Tiong Hiew King, a niece of Dato' Sri Dr Tiong Ik King and a distant cousin of Mr Tiong Kiew Chiong, all of whom are Executive Directors. In addition, Tan Sri Datuk Sir Tiong Hiew King and Dato' Sri Dr Tiong Ik King are substantial shareholders of the Company. Save as disclosed above, Ms Tiong 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.

As at the date hereof, Ms Tiong has a personal interest in 2,654,593 shares of the Company (the "Shares"), spouse interest in 822,832 Shares and corporate interest in 653,320 Shares within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Ms Tiong Choon has entered into a letter of appointment with the Company for a term commencing from 31 March 2013 to and including 31 March 2015 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. She will be entitled to receive a director fee of RM77,650 per annum which is determined with reference to her duties and responsibilities with the Company, the Company's performance and the prevailing market condition.

Save as disclosed above, there are no other matters that need to be brought to the attention of the shareholders of the Company and there is no other information which is discloseable nor is/was she 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.

RE-DESIGNATION OF DIRECTOR

The Board is also pleased to announce that Mr Leong Chew Meng has been re-designated from a Non-executive Director to an Executive Director with effect from 31 March 2013. Subsequent to his re-designation, Mr Leong will cease to be a member of the Audit Committee and Nomination Committee of the Company.

Mr Leong, aged 57, was appointed as a Non-executive Director on 14 April 2008. He obtained his Bachelor of Commerce and Administration Degree majoring in accountancy from the Victoria University of Wellington in New Zealand. He is a Chartered Accountant of the Malaysian Institute of Accountants and qualified as an Associate Chartered Accountant of the Institute of Chartered Accountants, New Zealand. He is an accountant by profession, having extensive working experience for over 30 years in Malaysia. Prior to diversifying into the business sector as business consultant and advisor, he was the financial controller and finance director of several foreign-owned multinational companies in the manufacturing, trading and retail sectors. He also has more than ten years' business exposure in media corporations.

Mr Leong has not held any directorships in any publicly listed companies, whether in Hong Kong or overseas, during the past three years. Save as disclosed above, Mr Leong does not have any relationship 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.

As at the date hereof, Mr Leong has a personal interest in 80,000 Shares within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr Leong has entered into a letter of appointment with the Company for a term commencing from 31 March 2013 to and including 31 March 2015 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 remuneration of RM516,000 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 are no other matters that need 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 Board congratulates Ms Tiong and Mr Leong on their respective appointment and re-designation.

By order of the Board
Media Chinese International Limited
Tiong Kiew Chiong
Director

28 March 2013

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 Ms Siew Nyoke Chow, being executive directors; Mr Leong Chew Meng, being non-executive director; and Mr David Yu Hon To, Tan Sri Dato' Lau Yin Pin and Temenggong Datuk Kenneth Kanyan Anak Temenggong Koh, being independent non-executive directors.