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Press Release

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)

To: Business Editor **[For Immediate Release]**

FOUTRH QUARTER AND ANNUAL FINANCIAL RESULTS FOR THE YEAR ENDED 31 MARCH 2013

Unaudited Financial Highlights

	For the three months ended 31 March 2013	For the three months ended 31 March 2012	**Change %**
	US$'000	US$'000	
Turnover	**110,093**	103,780	**+6.1%**
Profit before income tax	**18,320**	19,479	**-5.9%**
EBITDA	**23,556**	22,377	**+5.3%**

	For the year ended 31 March 2013	For the year ended 31 March 2012	**Change %**
	US$'000	US$'000	
Turnover	**477,853**	472,237	**+1.2%**
Profit before income tax	**77,401**	84,915	**-8.8%**
EBITDA	**90,090**	94,842	**-5.0%**

(29 May 2013) **- Media Chinese International Limited** ("**Media Chinese**" or the "**Group**", HKSE Stock Code: 685, KUL Stock Code: 5090) today announced its unaudited fourth quarter and annual results for the year ended 31 March 2013.

The Group's turnover for the three months ended 31 March 2013 increased quarter-on-quarter by 6.1% or US$6,313,000 to US$110,093,000, primarily attributable to the improved performance of the Group's travel segment while the publishing and printing segment saw a marginal drop in turnover.

The fourth quarter profit before income tax of the Group was US$18,320,000, 5.9% or US$1,159,000 below the US$19,479,000 reported in the year-ago quarter due primarily to the higher operating expenses and finance costs. However, the Group's EBITDA improved by 5.3% to US$23,556,000 from the same quarter last year.

During the quarter, the publishing and printing segment's revenue was down marginally by 0.7% or US$707,000 to US$97,392,000 from US$98,099,000 a year ago. Revenue from the Malaysian operations increased by 2.7%, due to higher advertising revenue driven largely by increased government spending; whereas the slow moving economic conditions in North America and the intensified competition from the free papers in Hong Kong have led to decrease in revenue from these two markets.

There was a change in revenue presentation in relation to the travel segment's ticketing sales in last year's fourth quarter. The Group's tour revenue growth would have been about 4.4% year-over-year on a comparable basis. This was attributed to higher demand from Asian customers for the segment's Europe and other long-haul tour products, boosted by the weak euro and aggressive promotion campaigns.

For the year ended 31 March 2013, the Group's turnover registered a marginal increase of 1.2% or US$5,616,000 to US$477,853,000 from US$472,237,000 in the last financial year. However, the increase in revenue was offset by higher operating expenses and finance costs, resulting in an 8.8% decline in the profit before income tax to US$77,401,000 from last year's US$84,915,000.

Changes in foreign currency exchange rates had an insignificant impact on the Group's turnover and profit before income tax for the current quarter. However, for the year ended 31 March 2013, the Group's turnover and profit before income tax experienced negative impacts of US$3,468,000 and US$563,000 respectively resulting from the depreciation of Ringgit Malaysia and Canadian dollar against the US dollar.

Basic earnings per share for the year ended 31 March 2013 was US3.38 cents, compared to last year's US3.75 cents. As at 31 March 2013, the Group's cash and cash equivalents and net assets per share attributable to owners of the Company amounted to US$101,829,000 and US12.27 cents respectively.

The Board has declared a second interim dividend, in lieu of a final dividend, of US1.015 cents per ordinary share to be paid on 31 July 2013. Together with the first interim dividend and special dividend of US0.673 cents and US13 cents per ordinary share respectively, total dividend for the year will be US14.688 cents per share.

Commenting on the prospect for the coming year, **Media Chinese's Group Chief Executive Officer, Mr Francis TIONG** said, "We anticipate that the business environment in those markets that the Group operates in will be challenging. The Group's advertising revenue is expected to grow in tandem with the local economy that the Group operates in. With the ongoing efforts to strengthen the editorial contents of the Group's publications, circulations sales are expected to remain at sustainable level."

Mr TIONG concluded, "The Group will continue to put in place cost management measures and take steps to preserve the profit margin. Barring any unforeseen circumstances, the Group is expected to achieve satisfactory performance in the new financial year."

- *End* -

About Media Chinese International Limited (Stock Code: 685 HK)

Media Chinese International Limited is a leading global Chinese language media group dual-listed on The Stock Exchange of Hong Kong Limited (stock code: 685) and Bursa Malaysia Securities Berhad (stock code: 5090). Media Chinese's product portfolio in Southeast Asia, Greater China and North America comprises 5 daily newspapers in 13 editions and 3 free newspapers with a total daily circulation of about 1 million copies, as well as about 30 magazines. The Group has also expanded its business into digital media. Media Chinese is the proprietor of Life Magazines, the largest Chinese language magazine publisher in Malaysia, and is the major shareholder of One Media Group Limited (listed on The Stock Exchange of Hong Kong Limited; stock code: 426).

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