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 OF FINAL RESULTS FOR THE YEAR ENDED 31 MARCH 2011

The directors of Media Chinese International Limited (the "Company") are pleased to announce the consolidated results of the Company and its subsidiaries (collectively the "Group") and the Group's interest in an associate for the year ended 31 March 2011, together with comparative figures for the corresponding period in 2010 as follows:

CONSOLIDATED INCOME STATEMENT

		For the year ended 31 March	
		2011	2010
	Note	***US$'000***	*US$'000*
		(Unaudited)	
Turnover	*3*	**445,844**	376,001
Cost of goods sold	*6*	**(265,271)**	(228,401)
Gross profit		**180,573**	147,600
Other income	*4*	**7,652**	4,998
Other gains, net	*5*	**2,108**	2,684
Selling and distribution expenses	*6*	**(64,233)**	(58,548)
Administrative expenses	*6*	**(40,026)**	(35,054)
Other operating expenses	*6*	**(10,682)**	(5,729)
Operating profit		**75,392**	55,951
Finance costs	*7*	**(831)**	(754)
Share of loss of an associate		**(354)**	(84)
Profit before income tax		**74,207**	55,113
Income tax expense	*8*	**(18,422)**	(13,671)
Profit for the year		**55,785**	41,442
Attributable to:			
Equity holders of the Company		**54,825**	41,136
Non-controlling interests		**960**	306
		55,785	41,442
Earnings per share attributable to the equity holders of the Company			
Basic (US cents)	*9*	**3.26**	2.44
Diluted (US cents)	*9*	**3.25**	2.44
Dividends	*10*	**32,901**	20,561

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	For the year ended 31 March	
	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
Profit for the year	**55,785**	41,442
Other comprehensive income/(losses)		
Currency translation differences	**23,299**	29,234
Actuarial (losses)/gains of defined benefit plan assets	**(117)**	260
Actuarial (losses)/gains of long service payment obligations	**(9)**	589
Revaluation gain recognised upon transfer from property held for own use to investment properties	**699**	301
Other comprehensive income for the year, net of tax	**23,872**	30,384
Total comprehensive income for the year	**79,657**	71,826
Attributable to:		
Equity holders of the Company	**78,653**	71,442
Non-controlling interests	**1,004**	384
	79,657	71,826

CONSOLIDATED BALANCE SHEET

	Note	At 31 March 2011 US$'000 (Unaudited)	At 31 March 2010 US$'000 (Restated)	At 1 April 2009 US$'000 (Restated)
ASSETS				
Non-current assets				
Property, plant and equipment		**157,145**	139,962	119,929
Investment properties		**11,428**	8,686	6,224
Leasehold land and land use rights		**2,079**	2,144	2,208
Intangible assets		**79,300**	77,466	69,481
Non-current assets held for sale		**—**	—	77
Deferred income tax assets		**972**	1,831	2,430
Defined benefit plan assets		**277**	258	—
Interest in an associate		**2,379**	2,739	—
Investment in convertible notes — debt portion		**537**	511	—
		254,117	233,597	200,349
Current assets				
Inventories		**69,153**	76,079	41,948
Available-for-sale financial assets		**97**	644	646
Financial assets at fair value through profit or loss		**213**	226	221
Trade and other receivables	*11*	**68,911**	67,608	58,980
Income tax recoverable		**1,471**	1,418	1,057
Cash and cash equivalents		**110,519**	77,635	70,205
		250,364	223,610	173,057
Current liabilities				
Trade and other payables	*12*	**68,816**	57,415	50,210
Income tax liabilities		**5,671**	4,240	2,787
Short-term bank loans		**14,865**	30,618	14,579
Bank overdrafts, secured		**—**	198	2,428
Current portion of long-term liabilities		**451**	1,230	2,074
		89,803	93,701	72,078
Net current assets		**160,561**	129,909	100,979
Total assets less current liabilities		**414,678**	363,506	301,328
EQUITY				
Equity attributable to equity holders of the Company				
Share capital		**21,681**	21,672	21,672
Share premium		**280,299**	280,160	280,160
Other reserves		**(67,757)**	(92,337)	(122,666)
Retained earnings		**160,185**	131,814	100,652
		394,408	341,309	279,818
Non-controlling interests		**5,457**	8,263	8,189
Total equity		**399,865**	349,572	288,007
Non-current liabilities				
Other long-term liabilities		**1,267**	1,560	2,987
Defined benefit plan liabilities		**—**	—	85
Deferred income tax liabilities		**13,546**	12,374	10,249
		14,813	13,934	13,321
		414,678	363,506	301,328

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 March 2011

1. BASIS OF PREPARATION

The consolidated financial statements of the Company and its subsidiaries (collectively the "Group") have been prepared in accordance with International Financial Reporting Standards ("IFRSs") issued by the International Accounting Standards Board ("IASB"), requirements of the Hong Kong Companies Ordinance and applicable disclosure requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "HK Stock Exchange").

These financial statements have been prepared under the historical cost convention, as modified by the revaluation of investment properties, available-for-sale financial assets, and financial assets at fair value through profit or loss.

(a) New and amended standards adopted by the Group

The following new standards and amendments to standards are mandatory for the first time for the financial year beginning 1 April 2010 and are relevant to the Group.

- IAS 17 (amendment), "Leases". The amendment deletes specific guidance regarding classification of leases of land, so as to eliminate inconsistency with the general guidance on lease classification. As a result, leases of land should be classified as either finance or operating lease using the general principles of IAS 17, i.e. whether the lease transfers substantially all the risks and rewards incidental to ownership of an asset to the lessee. Prior to the amendment, land interest which title is not expected to pass to the Group by the end of the lease term was classified as operating lease under "Leasehold land and land use rights", and amortised over the lease term.

  IAS 17 (amendment) has been applied retrospectively for annual periods beginning 1 April 2010 in accordance with the effective date and transitional provisions of the amendment. The Group has reassessed the classification of unexpired leasehold land and land use rights as at 1 April 2010 on the basis of information existing at the inception of those leases, and recognised all leasehold land, except for those in Mainland China, as finance lease retrospectively. As a result of the reassessment, the Group has reclassified certain leasehold land from operating lease to finance lease.

  The effect of the adoption of this amendment is as follows:

	At 31 March 2011	At 31 March 2010	At 1 April 2009
	US$'000	*US$'000*	*US$'000*
	(Unaudited)		
Increase/(decrease) in:			
Property, plant and equipment	**27,677**	28,339	20,237
Leasehold land and land use rights	**(27,677)**	(28,339)	(20,237)

- IAS 27 (revised), "Consolidated and Separate Financial Statements". The revised standard requires the effects of all transactions with non-controlling interests to be recorded in equity if there is no change in control and these transactions will no longer result in goodwill or gains or losses. The standard also specifies the accounting when control is lost. Any remaining interest in the entity is re-measured to fair value, and a gain or loss is recognised in profit or loss. The Group has applied IAS 27 (revised) prospectively to transactions with non-controlling interests from 1 April 2010.

During the year, the Group acquired and disposed of certain issued and paid-up share capital in a listed subsidiary, where there were no changes in control. The impact of these transactions was recorded in equity.

(b) New and amended standards, interpretations mandatory for the financial year beginning 1 April 2010 but not currently relevant to the Group

		Effective for accounting period beginning on or after
IFRIC-Int 9	Reassessment of Embedded Derivatives and IAS 39, Financial Instruments: Recognition and Measurement	1 July 2009
IFRIC-Int 16	Hedges of a Net Investment in a Foreign Operation	1 July 2009
IFRIC-Int 17	Distribution of Non-cash Assets to Owners	1 July 2009
IFRS 1 (revised)	First-time Adoption of International Financial Reporting Standards	1 July 2009
IFRS 3 (revised)	Business Combinations	1 July 2009
IFRS 2 (amendment)	Scope of IFRS 2 and IFRS 3 (revised)	1 July 2009
IFRS 5 (amendment)	Non-current Assets Held for Sale and Discontinued Operations	1 July 2009
IAS 38 (amendment)	Additional Consequential Amendments Arising from IFRS 3 (revised) and Measuring the Fair Value of an Intangible Asset Acquired in a Business Combination	1 July 2009
IAS 39 (amendment)	Eligible Hedged Items	1 July 2009
IAS 1 (amendment)	Current/non-current classification of the liability component of convertible instruments	1 January 2010
IAS 7 (amendment)	Classification of Expenditures on Unrecognised Assets	1 January 2010
IAS 18 (amendment)	Determining Whether an Entity is Acting as a Principal or as an Agent	1 January 2010
IAS 36 (amendment)	Unit of accounting for goodwill impairment test	1 January 2010
IAS 39 (amendment)	Scope Exemption for Business Combination Contracts, Hedging Using Internal Contracts, Cash Flow Hedge Accounting and Treating Loan Prepayment Penalties as Closely Related Derivatives	1 January 2010
IFRS 1 (amendment)	Additional Exemptions for First-time Adopters	1 January 2010
IFRS 2 (amendment)	Group Cash-settled Share-based Payment Transactions	1 January 2010
IFRS 8 (amendment)	Disclosure of Information about Segment Assets	1 January 2010
IAS 32 (amendment)	Classification of Rights Issues	1 February 2010

(c) New standards, amendments and interpretations have been issued but are not effective for the financial year beginning 1 April 2010 and have not been early adopted

The Group has not early adopted the following new standards, amendments and interpretations that have been issued but are not effective for the financial year beginning 1 April 2010. The Group is in the process of making an assessment of the impact of these new IFRSs in their period of initial application.

		Effective for accounting period beginning on or after
IFRIC-Int 19	Extinguishing Financial Liabilities with Equity Instruments	1 July 2010
IFRS 1 (amendment)	Limited Exemption from Comparative IFRS 7 Disclosures for First-time Adopters	1 July 2010
IAS 24 (revised)	Related Party Disclosures	1 January 2011
IFRIC-Int 14 (amendment)	Prepayments of a Minimum Funding Requirement	1 January 2011
IFRSs (amendment)	Improvements to IFRSs 2010	1 January 2011
IFRS 1 (amendment)	Severe Hyper Inflation and Removal of Fixed Dates for First-time Adopters	1 July 2011
IFRS 7 (amendment)	Disclosures — Transfers of Financial Assets	1 July 2011
IAS 12 (amendment)	Deferred tax: Recovery of Underlying Assets	1 January 2012
IAS 27	Separate Financial Statements	1 January 2013
IAS 28	Investment in Associates and Joint Ventures	1 January 2013
IFRS 9	Financial Instruments	1 January 2013
IFRS 10	Consolidated Financial Statements	1 January 2013
IFRS 11	Joint Arrangements	1 January 2013
IFRS 12	Disclosure of Interests in Other Entities	1 January 2013
IFRS 13	Fair Value Measurement	1 January 2013

2. FUNCTIONAL CURRENCY AND TRANSLATION TO PRESENTATION CURRENCY

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates, i.e. the functional currency. The functional currency of the Company is Ringgit Malaysia ("RM"). However, each entity can present its financial statements in any currency, which can be the same or different from the entity's functional currency. As the Group operates internationally, management considers that it is more appropriate to use US$, a globally recognised currency, as the presentation currency for the Group's consolidated financial statements. For the entity whose functional currency is not the presentation currency, i.e. US$, its results and financial position have been translated into US$.

The assets and liabilities of each entity within the Group are mostly denominated in its own functional currency and do not have material impact on profit or loss for the year.

During the year ended 31 March 2011, the Group is particularly exposed to movements in the US$ to RM exchange rate as a major part of the Group's operations is located in Malaysia, and an increase in the exchange fluctuation reserve of US$23,255,000 was recognised largely due to the changes in the exchange rate of US$ to RM.

3. **SEGMENT INFORMATION**

The Group has determined the operating segments based on the reports that are reviewed and used by the Group Executive Committee for making strategic decisions.

The Group is organised operationally on a worldwide basis in four major operating segments:

Publishing and printing: Malaysia and other Southeast Asian countries
Publishing and printing: Hong Kong and Mainland China
Publishing and printing: North America
Travel and travel related services

Publishing and printing segment is engaged in the production of various newspapers and magazines in Chinese language, and other related printed and digital publications. It derives its revenue mainly from advertising and sales of newspapers and magazines. Travel and travel related services segment derives revenue from the sale of travel packages and provision of tour services.

The Group's Executive Committee assesses the performance of the operating segments based on a measure of segment profit before income tax as per internal financial report. Other information provided is measured in a manner consistent with that in the internal financial report.

The Group's turnover and results for the year ended 31 March 2011, analysed by operating segment were as follows:

	(Unaudited)					
	Publishing and printing					
	Malaysia and other Southeast Asian countries *US$'000*	**Hong Kong and Mainland China** *US$'000*	**North America** *US$'000*	**Sub-total** *US$'000*	**Travel and travel related services** *US$'000*	**Total** *US$'000*
Turnover	**276,185**	**74,542**	**29,790**	**380,517**	**65,327**	**445,844**
Segment profit before income tax	**64,390**	**5,245**	**3,468**	**73,103**	**1,892**	**74,995**
Net unallocated expenses						**(434)**
Share of loss of an associate						**(354)**
Profit before income tax						**74,207**
Income tax expense						**(18,422)**
Profit for the year						**55,785**
Other information:						
Interest income	**1,240**	**124**	**—**	**1,364**	**2**	**1,366**
Interest expense	**(773)**	**(34)**	**(24)**	**(831)**	**—**	**(831)**
Depreciation	**(7,388)**	**(1,645)**	**(551)**	**(9,584)**	**(85)**	**(9,669)**
Amortisation of leasehold land and land use rights	**—**	**(60)**	**—**	**(60)**	**—**	**(60)**
Amortisation of intangible assets	**(776)**	**(52)**	**(69)**	**(897)**	**(4)**	**(901)**
Impairment of an intangible asset	**(4,132)**	**—**	**—**	**(4,132)**	**—**	**(4,132)**

The Group's turnover and results for the year ended 31 March 2010, analysed by operating segment were as follows:

	(Restated) Publishing and printing					
	Malaysia and other Southeast Asian countries *US$'000*	Hong Kong and Mainland China *US$'000*	North America *US$'000*	Sub-total *US$'000*	Travel and travel related services *US$'000*	Total *US$'000*
Turnover	234,386	70,230	25,062	329,678	46,323	376,001
Segment profit/(loss) before income tax	52,546	3,777	(442)	55,881	(42)	55,839
Net unallocated expenses						(642)
Share of loss of an associate						(84)
Profit before income tax						55,113
Income tax expense						(13,671)
Profit for the year						41,442
Other information:						
Interest income	642	79	—	721	2	723
Interest expense	(676)	(35)	(43)	(754)	—	(754)
Depreciation	(5,952)	(1,959)	(690)	(8,601)	(98)	(8,699)
Amortisation of leasehold land and land use rights	—	(58)	—	(58)	—	(58)
Amortisation of intangible assets	(688)	(29)	(9)	(726)	(1)	(727)

The segment assets as at 31 March 2011 were as follows:

	(Unaudited)						
	Publishing and printing						
	Malaysia and other Southeast Asian countries *US$'000*	**Hong Kong and Mainland China** *US$'000*	**North America** *US$'000*	**Sub-total** *US$'000*	**Travel and travel related services** *US$'000*	**Elimination** *US$'000*	**Total** *US$'000*
Segment assets	**406,079**	**74,122**	**14,680**	**494,881**	**9,233**	**(2,775)**	**501,339**
Unallocated assets							**3,142**
Total assets							**504,481**
Total assets include:							
Interest in an associate	**—**	**2,379**	**—**	**2,379**	**—**	**—**	**2,379**
Additions to non-current assets (other than interest in an associate, financial assets, defined benefit plan assets, and deferred income tax assets)	**18,906**	**725**	**223**	**19,854**	**72**	**—**	**19,926**

The segment assets as at 31 March 2010 were as follows:

	Publishing and printing						
	Malaysia and other Southeast Asian countries *US$'000*	Hong Kong and Mainland China *US$'000*	North America *US$'000*	Sub-total *US$'000*	Travel and travel related services *US$'000*	Elimination *US$'000*	Total *US$'000*
Segment assets	360,702	75,603	12,786	449,091	7,881	(4,019)	452,953
Unallocated assets							4,254
Total assets							457,207
Total assets include:							
Interest in an associate	—	2,739	—	2,739	—	—	2,739
Additions to non-current assets (other than interest in an associate, financial assets, defined benefit plan assets, and deferred income tax assets)	17,866	391	352	18,609	21	—	18,630

The Company is domiciled in Bermuda while the Group operates its publishing and printing businesses mainly in Malaysia, other Southeast Asian countries, Hong Kong and Mainland China ("main operating countries"). Revenue from external customers of the Group's publishing and printing businesses in the main operating countries for the year ended 31 March 2011 amounted to US$350,727,000 (2010: US$304,616,000) and revenue from external customers in other countries amounted to US$29,790,000 (2010: US$25,062,000).

As at 31 March 2011, total non-current assets, other than financial assets, defined benefit plan assets and deferred tax assets, located in the main operating countries were US$246,346,000 (2010: US$224,807,000) and total non-current assets located in other countries were US$5,985,000 (2010: US$6,190,000).

The elimination between segments represented intercompany receivables and payables between these segments.

Segment assets consist primarily of property, plant and equipment, investment properties, leasehold land and land use rights, intangible assets, interest in an associate, investment in convertible notes, inventories, trade and other receivables, and cash and cash equivalents. They exclude defined benefit plan assets, deferred income tax assets, available-for-sale financial assets, financial assets at fair value through profit or loss — listed equity securities, and income tax recoverable.

Turnover is derived from publishing, printing and distribution of Chinese-language newspapers, magazines and books, and provision of travel and travel related services. Turnover recognised during the year was as follows:

	2011 ***US$'000*** **(Unaudited)**	2010 *US$'000*
Advertising income, net of trade discounts	**264,004**	221,963
Sales of newspapers, magazines and books, net of trade discounts and returns	**116,513**	107,715
Travel and travel related services income	**65,327**	46,323
	445,844	376,001

4. OTHER INCOME

	2011 ***US$'000*** **(Unaudited)**	2010 *US$'000*
Scrap sales of old newspapers and magazines	**5,009**	3,254
Interest income	**1,366**	723
Rental and management fee income	**1,012**	698
License fee and royalty income	**256**	278
Dividend income	**9**	45
	7,652	4,998

5. OTHER GAINS, NET

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
Net exchange gain	**364**	559
Discount on acquisition of additional interest in a subsidiary *(note)*	**—**	10
Fair value (losses)/gains on investment properties	**(7)**	398
Fair value losses on financial assets at fair value through profit or loss	**(10)**	(77)
Provision for impairment of available-for-sale financial assets	**(546)**	—
Others	**2,307**	1,794
	2,108	2,684

Note: On 24 February 2010, the Group acquired from a minority shareholder an additional 8% non-voting deferred shares of a subsidiary at a consideration of US$0.13 (equivalent to HK$1). The excess of the carrying amounts of the net assets of the subsidiary attributable to the interest over the cost of acquisition amounting to approximately US$10,300 (equivalent to HK$79,999) has been taken up in the consolidated income statement.

6. EXPENSES BY NATURE

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	(Restated)
Amortisation of intangible assets	**901**	727
Amortisation of leasehold land and land use rights	**60**	58
Auditor's remuneration		
Current year	**602**	548
Under provision in prior years	**41**	7
Depreciation	**9,669**	8,699
Direct cost of travel and travel related services	**57,547**	40,965
Employee benefit expense (including directors' emoluments)	**105,189**	92,136
Losses/(gains) on disposal of property, plant and equipment — net	**7**	(113)
Loss on disposal of investment properties	**11**	—
Loss on disposal of intangible assets	**1**	—
Operating lease expenses		
Land and buildings	**1,824**	2,940
Machineries	**18**	18
Provision for impairment and written off of trade receivables	**344**	368
Provision for impairment of property, plant and equipment	**—**	42
Provision for impairment of available-for-sale financial assets	**546**	—
Provision for inventory obsolescence	**137**	164
Provision for impairment of an intangible asset	**4,132**	—
Raw materials and consumables used	**109,910**	99,900
Other expenses	**89,273**	81,273
Total cost of goods sold, selling and distribution expenses, administrative expenses, and other operating expenses	**380,212**	327,732

7. FINANCE COSTS

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
Interest on bank loans and overdrafts wholly repayable within five years	**807**	732
Interest element of finance lease payments wholly repayable within five years	**24**	22
	831	754

8. INCOME TAX EXPENSE

Income tax for the Group's Hong Kong operations has been provided at the rate of 16.5% (2010: 16.5%) on the estimated assessable profit derived from Hong Kong for the year. Income tax for the Group's Malaysian operations is calculated at the statutory tax rate of 25% (2010: 25%) on the estimated assessable profit derived from Malaysia for the year. Taxation on other countries' profits has been calculated on the estimated assessable profit for the year at the rates of taxation prevailing in the countries in which the Group operates.

The amount of income tax expense charged to the consolidated income statement represents:

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
Hong Kong taxation		
Current year	**1,522**	1,104
Over provision in prior years	**(3)**	(51)
Malaysian taxation		
Current year	**14,510**	10,633
Over provision in prior years	**(599)**	(244)
Other countries' taxation		
Current year	**1,602**	686
Over provision in prior years	**(37)**	(377)
Deferred income tax expense	**1,427**	1,920
	18,422	13,671

The tax on the Group's profit before income tax differs from the theoretical amount that would arise using the weighted average tax rates applicable to profits of the consolidated entities as follows:

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
Profit before income tax	**74,207**	55,113
Tax calculated at domestic tax rates applicable to profits in the respective countries	**18,221**	13,315
Income not subject to tax	**(189)**	(798)
Expenses not deductible for tax purposes	**2,174**	1,251
Utilisation of previously unrecognised tax losses	**(509)**	(826)
Temporary differences not recognised	**233**	498
Utilisation of current year's reinvestment allowance	**(2,055)**	(725)
Utilisation of group tax relief	**(369)**	(349)
Over provision in prior years	**(639)**	(672)
Deferred tax assets unrecognised during the year	**1,442**	1,977
Recognition of deferred tax assets arising from previously unrecognised tax losses	**(46)**	—
Under provision in prior years — deferred tax	**159**	—
Income tax expense	**18,422**	13,671

The weighted average applicable tax rate for the year was 25% (2010: 24%).

9. EARNINGS PER SHARE ATTRIBUTABLE TO THE EQUITY HOLDERS OF THE COMPANY

(a) Basic

Basic earnings per share is calculated by dividing the profit attributable to equity holders of the Company by the weighted average number of ordinary shares in issue during the year excluding ordinary shares repurchased by the Company.

	2011	2010
	(Unaudited)	
Profit attributable to equity holders of the Company (US$'000)	**54,825**	41,136
Weighted average number of ordinary shares in issue	**1,683,914,726**	1,683,897,666
Basic earnings per share (US cents)	**3.26**	2.44

(b) Diluted

Diluted earnings per share is calculated by adjusting the weighted average number of ordinary shares outstanding to assume conversion of all dilutive potential ordinary shares. The Company has one category of dilutive potential ordinary shares, which is the share options. A calculation is done to determine the number of shares that could have been acquired at fair value (determined as the average annual market share price of the Company's shares) based on the monetary value of the subscription rights attached to the outstanding share options. The number of shares calculated as above is compared with the number of shares that would have been issued assuming the exercise of the share options. In previous year, the share options had no dilutive effect, as the exercise price of the share options was higher than the average share price for the year.

	2011 (Unaudited)	2010
Profit attributable to equity holders of the Company (US$'000)	**54,825**	41,136
Weighted average number of ordinary shares in issue	**1,683,914,726**	1,683,897,666
Adjustment for share options	**641,295**	—
Weighted average number of ordinary shares used to compute diluted earnings per share	**1,684,556,021**	1,683,897,666
Diluted earnings per share (US cents)	**3.25**	2.44

10. DIVIDENDS

	2011 *US$'000* **(Unaudited)**	2010 *US$'000*
First interim, paid of US0.800 cents (2009–2010: paid US0.450 cents) per ordinary share	**13,471**	7,578
Second interim, proposed after the end of the reporting period of US1.153 cents (2009–2010: paid US0.771 cents) per ordinary share	**19,430**	12,983
	32,901	20,561

Notes:

(a) The first interim dividend of US0.800 cents (2009–2010: US0.450 cents) per ordinary share amounting to US$13,471,000 was paid on 30 December 2010.

(b) On 30 May 2011, the Board of Directors has declared a second interim dividend of US1.153 cents per ordinary share in lieu of a final dividend for the year ended 31 March 2011. The dividend will be payable on 2 August 2011 in cash in RM or in HK$ at exchange rates determined on 30 May 2011 by reference to the middle exchange rates applicable to US$ at 12:00 noon as quoted by Bank Negara Malaysia to ordinary shareholders, whose names appear on the register of members of the Company at the close of business on 4 July 2011. No tax is payable on the dividend declared by the Company to be received by Malaysian shareholders as it is income from foreign source in accordance to paragraph 28 of Schedule 6 of Malaysian Income Tax Act 1967.

The middle exchange rates at 12:00 noon on 30 May 2011 as quoted by Bank Negara Malaysia of US$ to RM and US$ to HK$, and the amount of the second interim dividend payable are as follows:

	Exchange rates	**Dividend per ordinary share**
US$ to RM	3.02	3.482 sens
US$ to HK$	7.78	HK8.970 cents

(c) The 2009–2010 second interim dividend represented a dividend of US0.771 cents per ordinary share in respect of the year ended 31 March 2010 and was paid to shareholders of the Company on 6 August 2010.

11. TRADE AND OTHER RECEIVABLES

	2011 *US$'000* **(Unaudited)**	2010 *US$'000*
Trade receivables	**63,258**	61,539
Less: provision for impairment of trade receivables	**(3,082)**	(3,871)
Trade receivables, net *(note)*	**60,176**	57,668
Deposits and prepayments	**5,650**	7,423
Other receivables	**3,085**	2,517
	68,911	67,608

Note: The Group allows in general a credit period ranging from 7 days to 120 days to its trade customers.

At 31 March 2011, the ageing analysis of net trade receivables based on invoice date was as follows:

	2011 *US$'000* **(Unaudited)**	2010 *US$'000*
0 to 60 days	**43,487**	42,097
61 to 120 days	**13,430**	12,400
121 to 180 days	**2,496**	2,023
Over 180 days	**763**	1,148
	60,176	57,668

12. TRADE AND OTHER PAYABLES

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
Trade payables *(note)*	**20,108**	17,763
Accrued charges and other payables	**35,310**	26,938
Subscriptions received in advance	**13,398**	12,714
	68,816	57,415

Note: At 31 March 2011, the ageing analysis of trade payables based on invoice date was as follows:

	2011	2010
	US$'000	*US$'000*
	(Unaudited)	
0 to 60 days	**16,176**	15,074
61 to 120 days	**2,577**	1,604
121 to 180 days	**260**	313
Over 180 days	**1,095**	772
	20,108	17,763

MANAGEMENT DISCUSSION AND ANALYSIS

FINANCIAL HIGHLIGHTS

(in US$'000)	For the year ended 31 March **2011** **(Unaudited)**	 **2010**	 **Change**
Turnover	**445,844**	376,001	19%
Profit before income tax	**74,207**	55,113	35%
Profit for the year	**55,785**	41,442	35%
Profit attributable to equity holders of the Company	**54,825**	41,136	33%
Basic earnings per share (US cents)	**3.26**	2.44	34%

OVERALL REVIEW OF OPERATIONS

The continued buoyancy of the economies in its major markets helped the Group achieve another record year. For the year ended 31 March 2011, the Group reported a profit before income tax of US$74,207,000, a significant increase of 35% or US$19,094,000 over that of the previous financial year.

Adding to this, the Group also achieved another record-breaking growth in turnover with an increase of 19% to reach US$445,844,000. Improvement was seen across the board with steady growth in advertising revenue from all publishing operations as well as a strong tour revenue.

The ongoing strengthening of the Ringgit Malaysia and the Canadian dollar against the US dollar also had a favourable impact on both the Group's revenue and profit. The Group's turnover and profit before income tax for the year under review were positively impacted by about US$27,802,000 and US$6,266,000 respectively.

During the year, the publishing and printing segment, which accounts for around 85% of the Group's revenue, achieved a 15% increase in revenue. The segment's profit before income tax, meanwhile, soared US$17,222,000 or 31% to US$73,103,000 from last year's US$55,881,000.

The travel segment also saw its revenue grow by 41% and achieved a profit of about US$1,892,000. This improvement in result was driven by robust demand for long-haul tour products that the Group specialises in.

During the year, the goodwill on the acquisition of a subsidiary was impaired by US$4,132,000 as the annual assessment performed indicated that the carrying value of the goodwill exceeded its recoverable amount. This was primarily attributable to the challenging business conditions faced by the subsidiary.

Excluding the impact of this impairment charge, the Group's profit before income tax for the year would have been US$78,339,000, an increase of 42% or US$23,226,000 over that of last year.

Basic earnings per share were US3.26 cents, up by US0.82 cents or 34% from US2.44 cents in the previous financial year. As at 31 March 2011, the Group had US$110,519,000 of cash and cash equivalents and the net assets per share attributable to equity holders of the Company stood at US23.41 cents.

SEGMENTAL REVIEW

Publishing and Printing

Malaysia and other Southeast Asian countries

In tandem with the recovery in the Malaysian economy, the Malaysian operations' profit before income tax continued to expand strongly by 23% or US$11,844,000 to reach US$64,390,000 as compared with US$52,546,000 achieved in the previous year. Much of this growth was contributed by effective sales effort leading to an encouraging increase in revenue.

During the year, the Malaysian operations' revenue totaled US$276,185,000, representing an increase of 18% over US$234,386,000 achieved in the previous year. The growth came mainly from higher advertising sales with strong growth in advertising volumes and enhanced yield.

The segment results also benefited significantly from the stronger Ringgit Malaysia against the US dollar.

The Malaysian operations' remarkable results highlighted the ongoing strength of the Group as the largest Chinese language media group in Malaysia with four newspapers, a tabloid and 21 magazine titles.

The Group's four newspapers in Malaysia have a total combined average daily readership of 2,634,000 according to the latest Nielsen Media Research survey, accounting for 94% of all Peninsular Malaysia Chinese newspaper readers aged 15 and above. These numbers affirm the Group's position as a market leader in the Malaysian Chinese media which contributes to its successful efforts in increasing its advertising sales income.

The Malaysian operations' efforts over the past year were concentrated on investing and improving the quality of the Group's titles, tight control of costs and further revenue initiatives. Substantial effort has been devoted to improving efficiency and laying the basis for continuing cost discipline in all business operations. The printing facilities at some of the Group's regional plants have been upgraded to ensure that the print quality and flexibility in configuration will be able to cater the needs of our readers and advertisers.

The management further improved the advertising performance through (i) optimising yields, (ii) greater emphasis on effective sales training and development programmes, and (iii) cross selling among the Group's newspapers, magazines and digital media. The results of these efforts were clearly reflected in this year's results.

During the year, a considerable investment has been made to improve the editorial contents of the Group's titles. This has resulted in noticeably higher circulation volumes and readership. As a result of our commitment to excellence, we clinched numerous accolades this year, including prestigious awards at the WANIFRA Asia Media Awards, MPA Magazine Awards and Datuk Wong Kee Tat Journalism Awards.

Sin Chew Daily continues to be the country's most-read Chinese newspaper, maintaining its unique position of attracting over 1,184,000 readers every day and a 42% market share. Its number one market position continues to be supported by ongoing strengthening of the editorial contents across key areas of news, business, features and commentaries coupled with innovative cultural initiatives which touch the hearts of its readers.

China Press continues to enjoy the second-largest readership among all Chinese daily newspapers in Malaysia. It was read by a daily average of 939,000 readers according to the latest Nielsen Media Research survey, an increase of 2% compared with the figure of 924,000 readers for the previous year.

In the northern region, *Guang Ming Daily* is a mainstream daily paper which is well received by the northern readers. *Guang Ming Daily* also has a central edition which differs slightly from its northern edition as it focuses more on social and entertainment news.

During the year, *Nanyang Siang Pau* has been repositioned with the paper's editorial direction now focused on business and economic related information. Apart from a total revamp of its page design, emphasis was placed on reaching professionals, managers, executives and businessmen by adding a special write-up on different industries everyday and supplementing the newspaper with a new high quality magazine known as *Xuan*. The early response to this new repositioning has been positive and the newspaper has since attracted many new readers.

The Group has transferred most of its magazine business in the Malaysian operations to a unit known as Life Magazines this year. The move is to streamline its magazine operations and increase efficiencies. Life Magazines has performed very well, with strong revenue and profit growth.

In addition, the Group continues to leverage the strength of the Group's titles as a stringboard to organise a wide range of exhibitions and consumer fairs. These included Malaysia's largest consumer fairs such as "My Wedding Bridal Fair", "International Health Fair", "Angling & Outdoor Recreational Fair 2010" and "Nanyang Education Fair".

The Group's flagship website in Malaysia, Sinchew-i.com, maintains its position as the most popular Chinese news website in Malaysia. The site is profitable with more than 8.6 million page impressions delivered each week to more than 690,000 browsers. Sinchew-i.com continues to innovate with a number of first-in-the-market initiatives including the first Chinese newspaper iPhone, iPad and Smart TV applications in Malaysia.

Hong Kong and Mainland China

During the year, the operations in Hong Kong and Mainland China have maintained the growth momentum with a revenue increase of 6% from US$70,230,000 in the last financial year to US$74,542,000. Besides revenue growth, the operations' ongoing cost-containment efforts have also contributed to the segment's significant 39% growth in profit before income tax from US$3,777,000 in the previous financial year to US$5,245,000.

As always, *Ming Pao Daily News* adheres to the highest standards of quality journalism and provides comprehensive and accurate coverage of social, political and economic issues in Hong Kong and Mainland China. According to the latest survey conducted by the Chinese University of Hong Kong in October 2010, *Ming Pao Daily News* continued to hold the honour of being the most credible Chinese language newspaper in Hong Kong,

Mingpao.com continues to provide users around the world with a comprehensive source of high quality Chinese online news content, covering a wide spectrum of subjects including news, current affairs, finance, health, education, technology, travel, entertainment and lifestyle.

One Media Group, the Group's lifestyle magazine publication unit in the Greater China region, reported an improvement in revenue of 10% and a remarkable increase in profit before income tax of 181% compared to previous year's results. This is attributable to the improving consumer sentiment and cost control benefits. The operations in Mainland China, while remained steady on the top line revenue, exhibited a healthy improvement in operating results.

North America

The Group's newspaper operations in North America have also benefited from the improving economies and the steady growth in the housing and retail markets in Canada, especially in Vancouver. Segment turnover increased by 19% to US$29,790,000 and segment profit before income tax reached US$3,468,000, against a loss of US$442,000 in the previous financial year.

Travel

The Group's travel business, via Charming Holidays and Delta Group, delivered an outstanding performance during the year with turnover surged 41% or US$19,004,000 year-on-year to US$65,327,000. Segment profit was US$1,892,000, a significant improvement from the US$42,000 loss made in the previous financial year.

This encouraging performance is fueled by continuing improving economies which boosted both business and leisure travels. In addition, the appreciation of Canadian dollar and Asian currencies against the US dollar have helped prompt high demands for long-haul and high-end tour packages to Europe and North America destinations that Charming specialises in.

Digital Media

The Group continues to invest in digital media which is achieving good organic growth. Leveraging its digitised rich Chinese content archives, the Group is ready to expand its content delivery from the traditional print publications to multi-media platform and more recently, to “smart-media”, capitalising the increasing popularity of smart media reading devices like smart phones on iPhone, Android or Symbian operating systems, or tablet computers including iPads and other models.

Modest achievements have been made to distribute the Group’s text, pictures and video contents to readers via major news portals and social networking websites accessed on mobile devices. The Group will continue to invest more resources into the development of this business, which is considered to be promising as a platform for future growth opportunities.

OUTLOOK

The coming financial year will be a very challenging one as escalating global inflation and soaring crude oil prices will inflict a negative impact on the cost components of all businesses. Newsprint prices have risen in the last financial year and this upward trend is expected to continue in the ensuing year. Adding to this, the Group is under the pressure of increasing operating costs, in particular labour costs, caused by the climbing inflation.

As such, the Group is cautiously optimistic about the continuing growth momentum in the major markets where it operates in and will continue to monitor the market developments closely. At the same time, the Group will persist in productivity enhancement and cost containment while continuously explore means to become a popular integrated content provider with multiple delivery platforms.

PLEDGE OF ASSETS

As at 31 March 2011, land and buildings and assets of certain subsidiaries with an aggregate value of US$18,882,000 (31 March 2010: US$19,951,000) were pledged to banks to secure general banking facilities.

CONTINGENT LIABILITIES

As at 31 March 2011, the Company issued financial guarantees in favour of certain of its subsidiaries totalling US$27,799,000 (31 March 2010: US$15,969,000) in connection with general banking facilities granted to those subsidiaries. As at 31 March 2011, total facilities utilised amounted to US$2,318,000 (31 March 2010: US$5,488,000). The directors of the Company do not consider it probable that a claim will be made against the Company under the financial guarantees. The maximum liability of the Company at the balance sheet date under the financial guarantees was the facility drawn down by its subsidiaries. No provision was therefore made in this respect as at 31 March 2011.

At 31 March 2011, there were several libel suits which involved claims against some companies in the Group. The Group has been strongly contesting those claims. Even though the final outcome of the proceedings was still uncertain as of the date of this announcement, the directors of the Company are of the opinion that the respective ultimate liability, if any, will not have a material adverse impact upon the Group's financial position.

CAPITAL COMMITMENTS

As at 31 March 2011, the Group's authorised capital expenditure for property, plant and equipment contracted but not provided for in the consolidated financial statements amounted to US$2,334,000 whereas authorised capital expenditure for property, plant and equipment not contracted and not provided for in the consolidated financial statements amounted to US$6,057,000.

As at 31 March 2011, the Group's authorised capital injection for a subsidiary contracted but not provided for in the consolidated financial statements amounted to Nil (31 March 2010: US$439,000).

LIQUIDITY, FINANCIAL RESOURCES AND GEARING RATIO

As at 31 March 2011, the Group's net current assets amounted to US$160,561,000 (31 March 2010: US$129,909,000) and the shareholders' funds were US$394,408,000 (31 March 2010: US$341,309,000). Total bank borrowings and finance lease obligations were US$15,589,000 (31 March 2010: US$32,620,000). The gearing ratio, which is calculated as the ratio of total borrowings less cash and cash equivalents and then divided by equity, was zero (31 March 2010: zero).

As at 31 March 2011, total cash and cash equivalents was US$110,519,000 (31 March 2010: US$77,635,000) and net cash position was US$94,930,000 (31 March 2010: US$45,015,000) after deducting the total bank borrowings and finance lease obligations.

EMPLOYEES AND EMOLUMENT POLICY

At 31 March 2011, the Group has approximately 4,639 employees (2010: approximately 4,659 employees), the majority of whom are employed in Malaysia and Hong Kong. The Group remunerates its employees based on industry practice and performance of individual employees. The emoluments of the directors and senior management are reviewed by the Remuneration Committee regularly, having regard to the Group's operating results, individual performance and comparable market statistics. No director, or any of his associates, and executive is involved in dealing with his own remuneration. The Group has share option schemes as an incentive to directors and eligible employees.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S SHARES

During the year, the Company repurchased a total of 1,000 of its listed shares on the HK Stock Exchange for the purpose of enhancing the net asset value per share of the Company. Details of the repurchases are summarised as follows:

Month/Year	Number of ordinary shares repurchased	Purchase price per share Highest	Lowest	Aggregate purchase consideration	Equivalents in
		HK$	*HK$*	*HK$*	*US$*
August 2010	1,000	2.00	2.00	2,000	257

All the shares repurchased during the year were cancelled. Accordingly, the issued share capital of the Company was reduced by the par value of the repurchased shares and the premiums paid on these shares were charged against the share premium account. An amount equivalent to the par value of the shares cancelled was transferred from the Company's retained earnings to the capital redemption reserve.

Save as disclosed above, neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the year.

CLOSURE OF THE REGISTER OF MEMBERS

The register of members in Hong Kong will be closed on Monday, 4 July 2011 whereby no transfer of shares will be registered on that date. In order to qualify for the second interim dividend of US1.153 cents per ordinary share, all completed transfer forms accompanied by the relevant share certificates must be lodged with the Company's Hong Kong share registrar and transfer office, Tricor Tengis Limited, at 26th Floor, Tesbury Centre, 28 Queen's Road East, Hong Kong for registration no later than 4:30 p.m. on Thursday, 30 June 2011. In respect of shareholders in Malaysia, a depositor in Malaysia shall qualify for the entitlement to the dividend only in respect of: (i) shares transferred into the Depositor's Securities Account before 4:00 p.m. on Monday, 4 July 2011 in respect of transfers; and (ii) shares bought on Bursa Malaysia Securities Berhad on a cum entitlement basis according to the rules of Bursa Malaysia Securities Berhad. The second interim dividend will be payable to the shareholders on 2 August 2011.

Shareholders who wish to request for transmission of their shares between the Malaysia Register and Hong Kong Register are advised to take note that request for transmission will be suspended from 28 June 2011 to 4 July 2011, both days inclusive.

CORPORATE GOVERNANCE

The Board of Directors is committed to practising the highest standards of corporate governance and operating within a governance framework that is formulated based on the recommendations of the Malaysian Code on Corporate Governance (the "Malaysian Code") and the Code on Corporate Governance Practices (the "Hong Kong Code") contained in Appendix 14 of the Rules Governing the Listing of Securities on the HK Stock Exchange. The Company has adopted the recommendations of the Malaysian Code and all the code provisions in the Hong Kong Code as its own code on corporate governance practices.

During the year under review, the Company has complied with the best practices of the Malaysian Code and met the code provisions as set out in the Hong Kong Code save for the appointment of a senior independent non-executive director and the deviation in the establishment of Remuneration Committee.

Malaysian Code requires wholly or mainly of the Remuneration Committee's members being non-executive directors and code provision B.1.1 of the Hong Kong Code requires that the majority members of the Remuneration Committee should be independent non-executive directors. On 1 October 2009, Mr Victor Yang resigned as an independent non-executive director, the Chairman of the Nomination Committee, and a member of the Audit Committee and Remuneration Committee of the Company. Following his resignation, the composition of the Remuneration Committee was below the requirements of the Malaysian Code and the code provision B.1.1 of the Hong Kong Code. On 26 June 2010, Temenggong Datuk Kenneth Kanyan Anak Temenggong Koh, an independent non-executive director of the Company, was appointed as a member of the Remuneration Committee. Immediately after the appointment, the Company has complied with both the Malaysian Code and the code provision B.1.1 of the Hong Kong Code.

DIRECTORS' SECURITIES TRANSACTIONS

The Company has adopted the requirements and code as set out in (i) Chapter 14 (Dealings in Listed Securities) of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad ("Chapter 14 of the Listing Requirements of Bursa Securities") and (ii) Model Code for Securities Transactions by Directors of Listed Issuers (the "HK Model Code") contained in Appendix 10 of the Rules Governing the Listing of Securities on the HK Stock Exchange. All directors of the Company have confirmed, following specific enquiry by the Company, their compliance with the required standards as set out in (i) Chapter 14 of the Listing Requirements of Bursa Securities and (ii) HK Model Code during the year under review.

REVIEW OF FINANCIAL STATEMENTS

The Audit Committee of the Company has reviewed with management the consolidated financial statements for the year ended 31 March 2011, including accounting principles and practices adopted by the Group and discussed internal controls and financial reporting matters.

By Order of the Board
MEDIA CHINESE INTERNATIONAL LIMITED
Tiong Kiew Chiong
Director

30 May 2011

At the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Mr Tiong Kiu King, Dato' Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Ms Siew Nyoke Chow and Ms Sim Sai Hoon, 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.