



Media Chinese International Limited

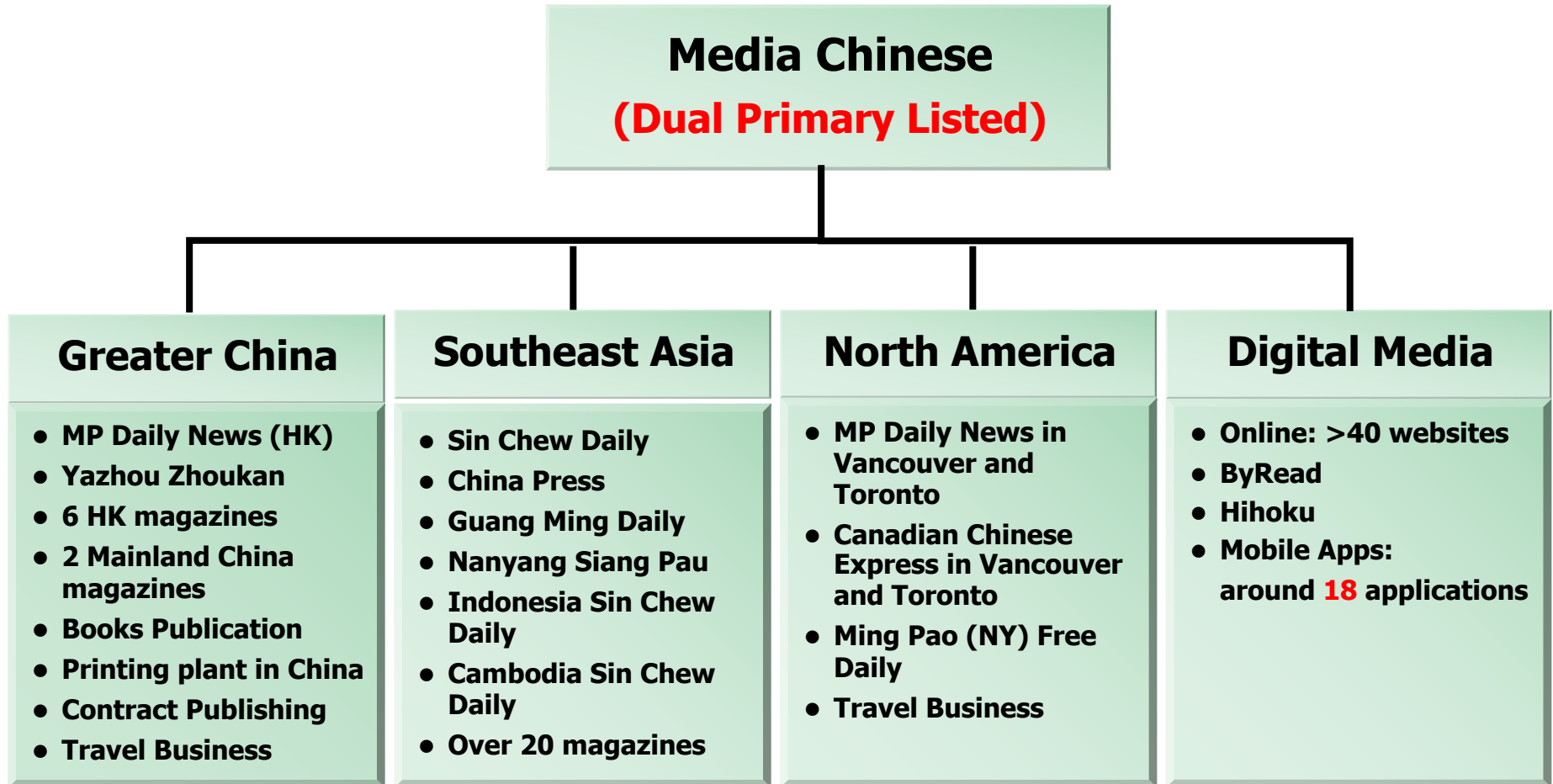
**Annual General Meeting
29 August 2012**

Agenda

- **Corporate Portfolio**
- 2011/12 Market Highlights
- Financial Performance (Unaudited)
- Future Plans & Strategies



Corporate Portfolio – Background & Products



Corporate Portfolio – History of Products

	Publishing since	In publication for
• Nanyang Siang Pau	1923	89 years
• Sin Chew Daily	1929	83 years
• China Press	1946	66 years
• Ming Pao Daily News (Hong Kong Edition)	1959	53 years
• Ming Pao Monthly	1966	46 years
• Ming Pao Weekly	1968	44 years
• Yazhou Zhoukan	1987	25 years
• Guang Ming Daily	1987	25 years
• Ming Pao Daily News (Toronto Edition)	1993	19 years
• Ming Pao Daily News (Vancouver Edition)	1993	19 years
• Ming Pao (NY) Free Paper	2007	5 years

Corporate Portfolio – Printed Product Brands

星洲日報
SIN CHEW DAILY

南洋商報
NANYANG SIANG PAU

明報

中國報
CHINA PRESS

光明日報
Guang Ming DAILY

明報 月刊

明報 周刊
MING PAO WEEKLY

星洲週刊
SIN CHOW WEEKLY

TopGear

TopGear
汽车测试报告

MINGWATCH 明錶

科技新时代
POPULAR SCIENCE

优游香港
Hong Kong Voyage

港澳台
自由行

亞洲眼
Eye Asia Focus on what Matters

星星 周刊
SINARAN SIN CHEW

小星星
BINTANG SIN CHEW

学海

大家健康
Lonelylife

號外周報
SPECIAL WEEKLY

少年
Bulanan Pelajar

NEWICON 时尚男人

newtide

釣魚月刊
ROD&LINE

Pancing

Rod & Line

新生活報

My Wedding

PETS
宠物报

Let's travel

都会佳人
CITTA Bella

SWEET HOME

城市网络
CityNET

Jinak

美味风采
Oriental Cuisine

风采 feminine

Mommy Baby
妈咪宝贝

Corporate Portfolio – Digital Media Brands

Online Media (Southeast Asia)



Online Media (Hong Kong)



Online Media (Mainland China)



Online Media (Canada)



Mobile Media



More than 40 Websites & numerous Mobile Services

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Market Share in Malaysia and Hong Kong

MALAYSIA

Period from 1 Jan 11 to 30 Jun 11

Chinese Newspapers

Sin Chew

-Sin Chew Daily

407,483

-Guang Ming Daily

116,118

Nanyang

-China Press

240,301

-Nanyang Siang Pau (figure for the period 1.7.06 to 30.6.07)

114,049

SCMC & NPH SUB TOTAL

877,951

Ranking in Malaysia

No. 1

No. 3

No. 2

No. 4

Source: (Audit Bureau of Circulations)

Last Update: 21 February, 2012

HONG KONG

Period from 1 Jan 11 to 31 Dec 11

Chinese Newspapers

Readership

Ming Pao Daily News

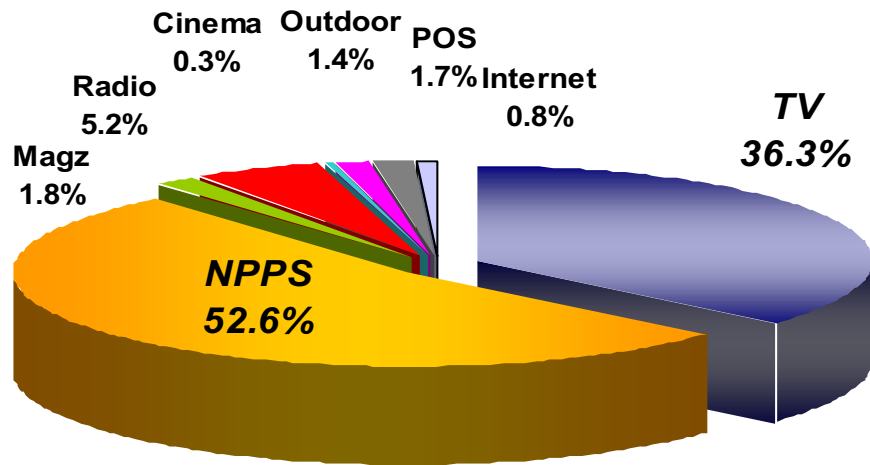
446,000

The most credible
Chinese newspaper

Source: (ACN media index 2011)

YTD Adex for FY2011 in Malaysia

YTD Adex for FY2011



RM 8,291m

↑ **8.2%**

Adex in FY2010: RM 7,663m

Total Adex (RM)

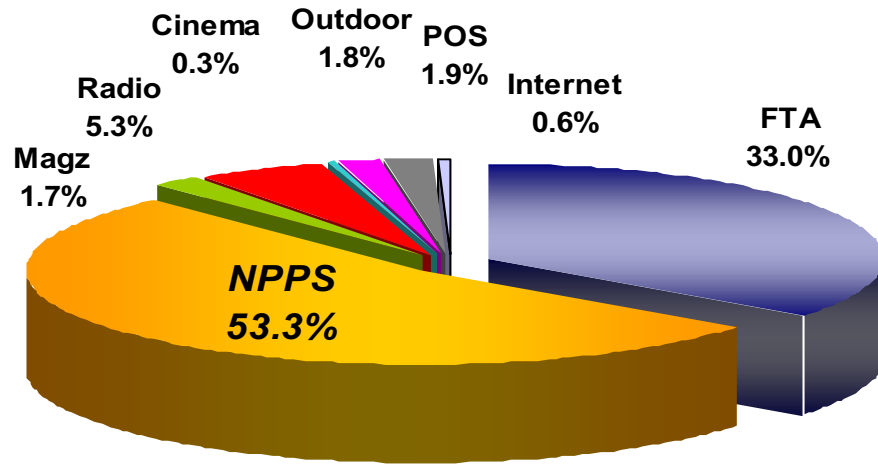
NPPS : 4,358m ↑ **11.4%**
Magazines: 146m

TV : 3,014m
 Radio : 428m
 Outdoor : 119m
 POS : 141m
 Internet : 64m
 Cinema : 22m

↑ **4.6%**

YTD Adex for YTD June 2012 in Malaysia

YTD Adex for YTD June 2012



RM 3,888m

↓ **-1.2%**

Adex in YTD June 2011: RM 3,935m

Total Adex (RM)

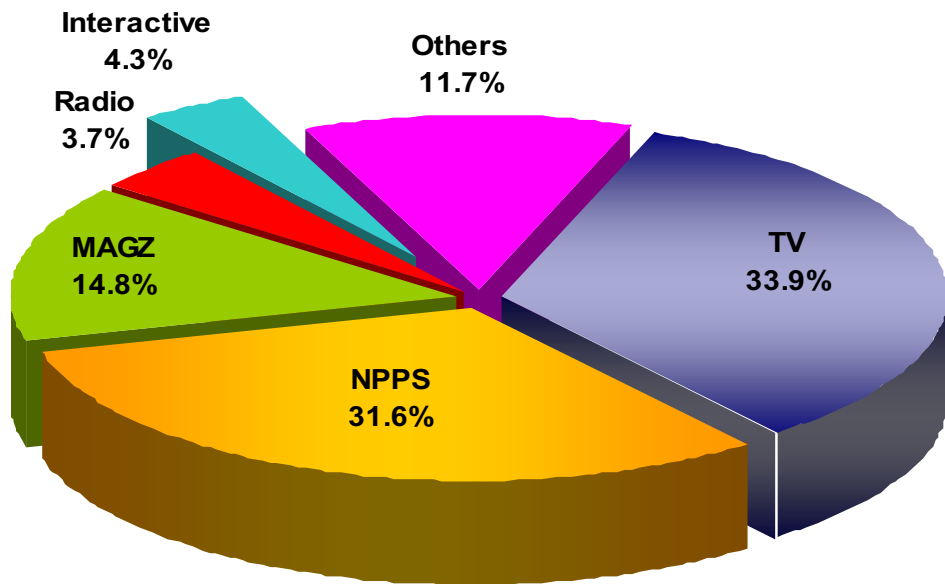
NPPS : 2,071m ↓ **-0.3%**
Magazines: 67m

FTA : 1,367m
 Radio : 205m
 Outdoor : 70m
 POS : 72m
 Internet : 24m
 Cinema : 12m

↓ **-2.2%**

Total Adex for FY2011 in Hong Kong

Total Adex FY2011



HKD 92,569m

↑ 16%

Total Adex in 2010: HKD 79,868m

Total Adex (HKD)

NPPS : 29,269m **↑ 13.3%**

Magazines: 13,661m

TV : 31,410m

Radio : 3,439m

Interactive : 3,988m

Others : 10,802m

↑ 18.2%

NPPS : ↑ 14.0%

Magazines: ↑ 11.8%

TV : ↑ 12.8%

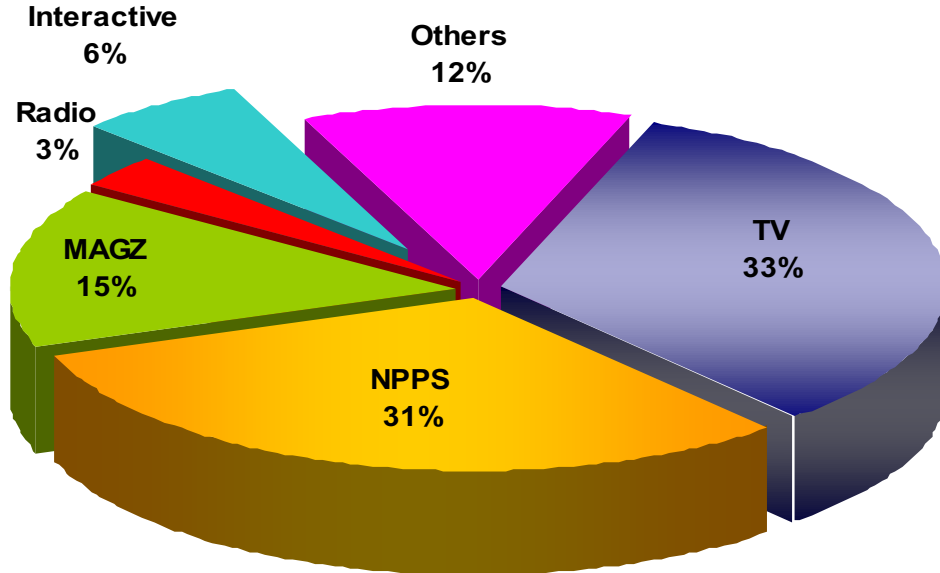
Radio : ↑ 3.1%

Interactive : ↑ 26.3%

Others : ↑ 41.1%

Total Adex for YTD June 2012 in Hong Kong

Total Adex Jan-Jun 2012



HKD 48,063m

↑ 13%

Total Adex in Jan-Jun 2011: HKD 42,517m

Total Adex (HKD)

NPPS : 14,825m **↑ 9.6%**
Magazines : 6,700m
 TV : 16,203m
 Radio : 1,621m **↑ 16.1%**
 Interactive : 3,045m
 Others : 5,670m

NPPS : ↑ 9.4%
Magazines : ↑ 9.9%
 TV : **↑ 9.6%**
 Radio : **↑ 1.1%**
 Interactive : **↑ 66.9%**
 Others : **↑ 21.6%**

- Corporate Portfolio
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FY2011/12 Full Year Results

For the year ended 31 March

(US\$' 000)	2012	2011	2010
Turnover	472,237	445,844	376,001
Profit before income tax	84,915	74,207	55,113
Profit after income tax for the year	64,343	55,785	41,442

Full Year Financial Performance – Turnover

Full Year Results (US\$ million)	FY 2011/12	FY 2010/11	FY 2009/10
Malaysia & other SEA countries	292.0 ↑ 5.7%	276.2	234.4
Hong Kong, PRC & North America	109.9 ↑ 5.4%	104.3	95.3
Tour and travel related services	70.3 ↑ 7.7%	65.3	46.3
Total Turnover	472.2 ↑5.9%	445.8	376.0

Full Year Financial Performance – Profit before income tax

Full Year Results (US\$ million)	FY 2011/12	FY 2010/11	FY 2009/10
Malaysia & other SEA countries	72.7 ↑ 12.9%	64.4	52.5
Hong Kong, PRC & North America	10.6 ↑ 21.8%	8.7	3.3
Tour and travel related services	2.5 ↑ 31.6%	1.9	(0.0)
Other cost	(0.9) ↑ 12.5%	(0.8)	(0.7)
Profit before income tax	84.9 ↑14.4%	74.2	55.1

Financial Performance Highlights

As of 31 March

(US\$ million)	2012	2011	2010
Total assets	517.3	504.5	457.20
Net assets	419.8	399.9	349.60
Cash and cash equivalents	134.7	110.5	77.60
Shareholders Funds	413.6	394.4	341.30
Net assets per share (US cents)	24.51	23.41	20.27
Basic earnings per share (US cents)	3.75	3.26	2.44

Dividend FY 2012

	FYE 2012	FYE 2011	FYE 2010
Special Dividend (US cents)	0.400	--	--
Interim Dividend (US cents)	0.800	0.800	0.450
Second Interim Dividend (US cents)	1.448	1.153	0.771
Total Dividend (US cents)	2.648	1.953	1.221
Dividend Pay-out Ratio (as a % of PATAMI)	70.68%	60.00 %	49.98%
Share Price as at 31 March	RM1.18	RM1.13	RM0.86
Dividend Yield as at 31 March	7.05%	5.29%	4.76%

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- **Future Plans & Strategies**

Proposed Spin-off of MCIL Travel & Travel-related Businesses & Separate Listing on the GEM (Growth Enterprise Market) of HKEx

Background of Charming Holidays Ltd.

- Set up in HK in 1987, celebrated its 25th anniversary in Mar 2012
- Business operations in HK, Canada (Toronto & Vancouver) as well as USA (New York, San Francisco & Los Angeles)
- Mainly engaged in provision of inbound & outbound tour services, sale of travel packages and provision of travel-related services (e.g. study tour & MICE)

Financial Highlights of Charming Holidays Ltd.

- Turnover at about US\$70 million for the year ended Mar 2012 (increase of 7.6% when compared to the same period last year)
- Profit before tax at about US\$2.5 million for the year ended Mar 2012 (growth of 30% over the same corresponding period last year)
- Net asset of about US\$2.0 million as at March 2012

Proposed Spin-off of MCIL Travel & Travel-related Businesses & Separate Listing on the GEM (Growth Enterprise Market) of HKEx

Rationale of the Proposed Spin-off

(For MCI)

- To enable investors, financiers & market rating agencies to appraise & assess the potential and performance of the businesses of MCIL separately
- To help MCIL and the Travel Group to broaden their shareholder bases
- To enable MCIL to unlock the value of its investments in the Travel Group
- By completion of the proposed spin-off, MCIL remains the controlling shareholder (holding approx. 75%) of the Travel Group and to enjoy the benefits from the development of the Travel Group

(For the Travel Group)

- To enable the Travel Group to gain recognition and corporate stature
- To enhance the corporate governance, operational and financial transparency to attract new investors
- To facilitate dedicated management to focus on the specific opportunities arising in the development of the travel businesses

Proposed Spin-off of MCIL Travel & Travel-related Businesses & Separate Listing on the GEM (Growth Enterprise Market) of HKEx

Timeline of the Proposed Spin-off

14 Aug 2012	Submitted Announcement of Spin-off Proposal to Bursa Malaysia & HKEx
16 Aug 2012	Submitted PN15 proposal to HKEx
By end 2012	Commence dealings in shares on the GEM Board (subject to approvals obtained from the HKEx, MCI shareholders and any other relevant parties, if required)

Digital Development

➤ Digital Products

- ~ Website Revamp : expected to increase in web traffic, web visitors & web revenue
- ~ Mobile Apps : MPDN's news content Apps; Partyline empowered by MPW
- ~ e-Books Apps : MP Publications
- ~ e-Magazine Apps :Yazhou Zhoukan, Top Gear, MP Monthly

➤ Digital Education Business

- ~ iRead : e-library / Reading System
- ~ iClass : e-learning platform– partnership with Hong Kong University
- ~ iCampus : web app- provide all-in-one webapp & website solution to school

➤ IT Strategy

- ~ Cloud Server Strategy
- ~ CMS to support multi-publishing

Digital Products

Website revamp



Mobile Apps



e-Magazine Apps



e-Book Apps



王貽興作品全集
書籍
更新 2012年07月20日
下載



麥玲玲運程玄學系列
書籍
更新 2011年12月01日
下載



李天命作品
書籍
發佈於 2012年04月18日
免費



食療及食療
書籍
更新 2012年07月19日
免費



葉劉淑儀作品
書籍
更新 2012年07月20日
免費



中港台明星系列
書籍
發佈於 2011年12月21日
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Digital Education Business

iRead



Target school market for e-Book service

iCampus



- ~ Partnership with HKU
- ~ Promote their Tablet learning system to Primary and Secondary schools
- ~ Prepare for the trend of e-TextBook for the future

iClass

- ~Support all digital devices, targeted Mobile/Tablet trend
- ~Provide all-in-one WebApp and WebSite solution to school
- ~Build community for Parental market



IT Strategy

Cloud Server Strategy



Advantage

- ~ enjoy flexibility & scalability
- ~ save investment on hardware, office space and manpower
- ~ better service for oversea readers

CMS to support multi-publishing



Future Plans & Strategies

Social Media

Official Facebook Account and Weibo Account
Expanding influence beyond print

Launched on March 2012



Video.sinchew-i.com

Newly completed voice recording studio to facilitate better video quality, revamped content to encompass news and lifestyle information.

Launched on May 2012



ASEAN news website

www.newchinesenet.com

a collaboration with XinHua News Agency.

Launched on August 2012



A world map with continents colored in light green, yellow, orange, and light blue. The text is overlaid on the map.

Questions from Minority Shareholder Watchdog Group

Questions from Minority Shareholder Watchdog Group

Question 1

As pointed out on page 19 in your Annual Report, it was stated that the Company has been investing in digital media on top of print publications. Could the Board explain the proportions between the two (2) market segments i.e digital media against the print publications in terms of revenue and net profit contributions? How does the Company foresee the trend of digital media over the next five years?

For FY 2011/2012, the turnover and profit before income tax from the Group's internet/digital media business accounted for less than 5% each of its publishing segment's turnover and profit before income tax respectively.

Questions from Minority Shareholder Watchdog Group

It is indeed a challenge to monetize the digital media which is characterized by dynamism and volatility. However, digital innovations have created exciting channels of communication and more and more people are getting news and information from different portable digital devices and this trend is set to continue.

As technology evolves rapidly, it is difficult for the Group to predict the trend of digital media in the next five years. Nevertheless, the Group as a content provider will continue to enhance our digital platforms as well as strengthen our core operations so that our readers can access the Group's rich and quality content anytime, anywhere and through any channel.

Questions from Minority Shareholder Watchdog Group

Question 2

What measures, apart from those stated in the Annual Report, are being taken to improve the readership level of Guang Ming Daily from its current level of 409,000 readers ?

Guang Ming Daily's readership had improved by 26 % from 324,000 in Q42010 to its current level of 409,000. Nevertheless, in view of the intense competition in the Northern Region, Guang Ming Daily is continuously reviewing and revamping its product and strategy in order to maintain its market share in the Northern Region.

Questions from Minority Shareholder Watchdog Group

Below are some ongoing measures taken by the management of Guang Ming Daily:

- Enhancing contents for young adults and middle household income group ;
- Enhancing its sales team especially in monitoring of its loose sales copies;
- Having more promotional activities including creating more platforms to interact with its readers;

Questions from Minority Shareholder Watchdog Group

Question 3

With China's softening economy, how would such development impact the Company's travel business specifically in the near term?

We do not foresee any significant impact on the Group because the Group's travel business in China is currently only a small scale operation.

Questions from Minority Shareholder Watchdog Group

Corporate Governance

MSWG is promoting standards of corporate governance best practices in PLCs. In this regard, we would like the Board to address the following issues :

Question 1

Reinforce Independence

Formalise a policy on succession planning, evaluating the director's credentials and ability to serve effectively in the interest of shareholders including the tenure limits for independent directors to be in line with Principle 3 of MCCG 2012 which stipulates that the tenure of an independent director should not exceed a cumulative period of nine (9) years.

Questions from Minority Shareholder Watchdog Group

We note your comments. As the Corporate Governance Code and the MCCG 2012 was recently launched this year, the Board will have to evaluate the amendments and arrive at a policy that will meet the requirements of both Malaysian and Hong Kong stock exchanges.

Questions from Minority Shareholder Watchdog Group

Question 2

MCCG 2012 recommends that the Board must comprise a majority of independent directors where the Chairman of the Board is not an independent director. In this regard, it is proposed that the Board should comprise a majority of independent directors to ensure balance of power and authority on the board.

We note your comments and will deliberate on the same.

Question 3

We note that the Company's involvement in Green initiatives, especially the "Carbon Audit-Green Partner" programme in Hong Kong. Could the Board enlighten shareholders as to the progress of those initiatives and to what extent its impact in reducing greenhouses gas ("GHG") emissions as well as promotion of energy conservation

Questions from Minority Shareholder Watchdog Group

Regarding to the “Carbon Audit-Green Partner” programme, we have carried out the below activities for years:

- Incorporate energy saving and GHG emission reduction factors into our purchase decisions;
- Enhance staff’s awareness on energy saving and GHG emission reduction;
- Carry out energy audit to reduce energy consumption and improve energy efficiency;
- Establish and implement temperature settings of chiller system and indoor thermostats of air-conditioners;
- Clean condenser coils of chiller system and filters of air-conditioners regularly ;

Questions from Minority Shareholder Watchdog Group

- Carry out regular checking on air-conditioning system to prevent leakage of refrigerants;
- Establish and implement office procedures to turn off the lights and air-conditioning when not in use;
- Choose energy-saving light bulbs, electronic ballasts and reflective light boxes when buying new lighting;
- Keep company cars under proper maintenance ;
- Promote Green office practices e.g. places boxes beside photocopiers to collect used paper for reuse and use recycled toners as far as possible .

Questions from Minority Shareholder Watchdog Group

Over the past 4 years, we have been able to cut 17% energy consumption which represents a reduction of 622 tones GHG emissions. At present, we are looking for measures to enhance the energy efficiency of our chiller plants so as to save energy and further reduce GHG emissions.

Thank you

Looking Forward Statements

This presentation includes certain forward-looking statements. A statements, other than statements of historical facts, that address activities, events or developments that Media Chinese International Ltd expects or anticipates will or may occur in the future are forward-looking statements. Media Chinese International Ltd's actual results or developments may differ materially from those indicated by these forward-looking statements as a result of various factors and uncertainties, including but not limited to price fluctuations, actual demand, exchange rate fluctuations, market shares, competition, environmental risks, changes in legal, financial and regulatory frameworks, international economic and financial market conditions, political risks, project delay, project approval, cost estimates and other risks and factors beyond the control of Media Chinese International Ltd. In addition, Media Chinese International Ltd makes the forward-looking statements referred to in this presentation as of today and undertakes no obligation to update these statements.