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世界華文 媒體 MEDIA CHINESE

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】**

SECOND QUARTER AND INTERIM FINANCIAL RESULTS FOR THE PERIOD ENDED 30 SEPTEMBER 2012

Unaudited Financial Highlights

	For the three months ended 30 September 2012	For the three months ended 30 September 2011	**Change %**
	US$'000	US$'000	
Turnover	**121,549**	127,669	**-4.8%**
Profit before income tax	**16,471**	19,671	**-16.3%**

	For the six months ended 30 September 2012	For the six months ended 30 September 2011	**Change %**
	US$'000	US$'000	
Turnover	**244,702**	245,660	**-0.3%**
Profit before income tax	**37,204**	38,725	**-3.9%**

(29 November 2012) **Media Chinese International Limited** ("**Media Chinese**" or the "Group", HKSE Stock Code: 685, KUL Stock Code: 5090) today announced the unaudited second quarter and six months results for the period ended 30 September 2012.

The Group's revenue for the current quarter amounted to US$121,549,000, representing a decrease of US$6,120,000 or 4.8% from US$127,669,000 in the same quarter last year. The decline was primarily attributed to the decrease in tour revenue and the negative currency impact resulting from the weakening of Ringgit Malaysia.

Profit before income tax was US$16,471,000, 16.3% lower than the year-ago quarter, caused mainly by the decline in revenue as well as increased operating expenses, in particular staff and paper costs.

The publishing and printing segment reported a profit before income tax of US$15,828,000 for the current quarter, which was 15.6% or US$2,931,000 lower than the same quarter last year. The decline in the Malaysian publishing segment's revenue was mainly due to negative currency impact caused by the weakening Malaysian Ringgit. The lower revenue, together with the rise in staff and other operating costs, resulted in a drop in PBT from this segment. The Hong Kong operations, on the other hand, reported a growth in PBT driven mainly by aggressive promotions from branded labels and supermarkets as well as additional income from the Legislative Council Election. In North America, the slowdown of the property market in Canada and the stalled US economy continued to affect our operations in this region.

The tour segment reported a 17.9% decline in revenue in the current quarter. Customers' preference to travel in early summer to avoid the peak season surcharges caused some revenue being recognised in the preceding quarter was one of the reasons for the drop in revenue. The tour segment's profit before income tax was down by 61.2% from a year ago to US$522,000.

For the first half year ended 30 September 2012, the Group achieved a profit before income tax of US$37,204,000, representing a drop of 3.9% or US$1,521,000. This was primarily due to higher operating expenses while revenue remained flat during the period.

Turnover of the six months amounted to US$244,702,000, a marginal dip from US$245,660,000 in the previous corresponding period, caused mainly by negative currency impact on the Malaysian operations.

The depreciation of Ringgit Malaysia and Canadian dollar against the US dollar resulted in negative currency impact of about US$2,627,000 and US$548,000 on the Group's turnover and profit before income tax for the current quarter respectively. For the six months ended 30 September 2012, the corresponding negative currency impact was about US$5,449,000 and US$1,131,000 respectively.

Basic earnings per share for the six months ended 30 September 2012 was US1.68 cents, representing a 1.2% decrease from the corresponding period last year. As at 30 September 2012, the Group had cash and cash equivalents of US$144,344,000 and the net assets per share attributable to equity holders of the Company was US24.77 cents.

The board of directors resolved to declare the payment of a first interim dividend for the six month ended 30 September 2012 of US0.673 cents per ordinary share (2011: US0.800 cents per ordinary share) payable on 15 January 2013.

Commenting on the outlook for the remaining quarters, Group Chief Executive Officer of **Media Chinese International Limited**, Mr Francis TIONG, said, "The slowdown in global economy has an impact on consumer spending which in turn will affect the marketing and advertising expenditures. In this connection, the Group's advertising revenue may be affected by the downturn. Nevertheless, as newsprint price is expected to remain steady in the coming quarters, this will help ease the pressure on the Group's operating costs."

Mr TIONG added, "The Group maintains a cautious outlook on the economic environment in the second half of 2012/2013. The Group will, however, continue to reinforce its business strategies to enhance revenue and contain costs in order to achieve satisfactory results in the remaining of the 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).

For more information, please visit: www.mediachinesegroup.com

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