

**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】****THIRD QUARTER FINANCIAL RESULTS  
FOR THE PERIOD ENDED 31 DECEMBER 2013****Unaudited Financial Highlights**

	<b>For the three months ended 31 December 2013 US\$'000</b>	<b>For the three months ended 31 December 2012 US\$'000</b>	<b>Change %</b>
<b>Turnover</b>	<b>117,332</b>	123,058	<b>-4.7%</b>
<b>Profit before income tax</b>	<b>19,920</b>	21,877	<b>-8.9%</b>
<b>EBITDA</b>	<b>24,369</b>	24,844	<b>-1.9%</b>

	<b>For the nine months ended 31 December 2013 US\$'000</b>	<b>For the nine months ended 31 December 2012 US\$'000 (Restated)</b>	<b>Change %</b>
<b>Turnover</b>	<b>369,119</b>	367,760	<b>+0.4%</b>
<b>Profit before income tax</b>	<b>55,570</b>	58,928	<b>-5.7%</b>
<b>EBITDA</b>	<b>69,277</b>	66,463	<b>+4.2%</b>

(27 February 2014) - **Media Chinese International Limited** (“**Media Chinese**” which together with its subsidiaries, the “Group”, HKSE Stock Code: 685, KUL Stock Code: 5090) today announced the unaudited results for the third quarter and nine months ended 31 December 2013.

The Group’s turnover for the current quarter was US\$117,332,000, representing a 4.7% decrease from US\$123,058,000 in the same quarter last year. The publishing and printing segment’s turnover was down by 5.9% to US\$100,109,000, while the tour segment’s turnover grew 3.0% to US\$17,223,000.

Profit before income tax for the quarter was US\$19,920,000, a decrease of 8.9% from US\$21,877,000 in the same quarter last year due mainly to the decline in turnover and higher finance costs incurred during the quarter.

During the quarter, the ongoing weakening of Malaysian Ringgit and Canadian Dollar against US dollar resulted in negative currency impact on the Group's turnover and profit before income tax of about US\$4,000,000 and US\$900,000 respectively.

EBITDA for the current quarter was US\$24,369,000, a 1.9% decline from US\$24,844,000 in the year-ago quarter.

The Group's publishing and printing segment reported a profit before income tax of US\$22,256,000, 9.0% or US\$2,199,000 below that of the prior-year quarter.

During the quarter, the Malaysian operations were adversely impacted by cautious sentiments arising from the government's subsidies rationalisation plan which led to advertisers reducing their spending. Profit before income tax from this segment decreased by 14.0% to US\$17,298,000 from US\$20,103,000 a year earlier.

On the other hand, the Group's operations in Hong Kong and Mainland China recorded a 9.2% or US\$387,000 increase in profit before income tax to US\$4,572,000, mainly driven by the growth in advertising revenue from the local property market.

The operations in North America also achieved a notable growth of 131.1% in profit before income tax to US\$386,000 in the current quarter on the back of lower operating costs.

Turnover for the Group's travel segment grew 3.0% to US\$17,223,000 from US\$16,725,000 in the year-ago quarter. The increase in revenue was supported by the continuous popularity of the travel segment's flagship European tours as well as strong demand for its newly introduced tour products. However, segment profit before income tax decreased from last year's US\$107,000 to US\$53,000 due to higher operating costs incurred during the quarter.

The Group's turnover for the nine months ended 31 December 2013 increased marginally by 0.4% to US\$369,119,000 from US\$367,760,000 a year ago. The growth in revenue, however, was offset by higher finance costs incurred during the period, resulting in a 5.7% decline in profit before income tax to US\$55,570,000 from US\$58,928,000 for the same period in the prior year.

Both Malaysian Ringgit and Canadian dollar weakened against US dollar during the financial period under review, resulting in negative currency impact on the Group's revenue and profit before income tax of about US\$6,200,000 and US\$1,300,000 respectively.

Basic earnings per share for the nine months ended 31 December 2013 was US2.33 cents, decreased by US0.23 cents or 9.0% from US2.56 cents in the previous corresponding period.

As at 31 December 2013, the Group's cash and cash equivalents and net assets per share amounted to US\$114,135,000 and US12.31 cents respectively. The Group's net gearing ratio dropped to 20.6% from 33.2% as at 31 March 2013.

Looking ahead for the rest of the financial year, **Media Chinese’s Group Chief Executive Officer, Mr Francis TIONG** said, “The Group is expecting another challenging period in the last quarter of the current financial year, given the market uncertainty faced by the Group’s regional operations.”

He added, “Apart from the fourth quarter being traditionally a quiet one because of softer advertising market conditions after the festive seasons, the higher base of last year’s performance and the weakening of Malaysian Ringgit may also impact the Group’s results in the coming quarter.”

“Nevertheless, the Group will continue to refine its marketing and sales efforts to generate more revenue while at the same time focus on managing operational efficiencies and cost containment.” Mr TIONG concluded.

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#### **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](http://www.mediachinesegroup.com)

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