

[For Immediate Release]



## MEDIA CHINESE INTERNATIONAL LIMITED

### Media Chinese announces its unaudited first quarter results for the financial year 2010-2011

<b>Financial Highlights</b>	<b>For the three months ended 30 June 2010 (unaudited)</b>	<b>For the three months ended 30 June 2009 (unaudited)</b>	<b>Change (%)</b>
	<b>US\$'000</b>	<b>US\$'000</b>	
Turnover	<b>105,935</b>	86,557	+22.4%
Profit before income tax	<b>18,794</b>	7,133	+163.5%
Earnings per share (US cents)	<b>0.79</b>	0.28	+182.1%

25 August 2010 — **Media Chinese International Limited** (“Media Chinese” or the “Group”; SEHK stock code: 685; KUL stock code: 5090; “世界華文媒體有限公司”) today announced its first quarter results for the financial year 2010-2011.

The Group achieved encouraging results for the current quarter with profit before income tax increasing from US\$7,133,000 in the same quarter last year to US\$18,794,000 which represents a 163.5% growth in profit. Continued strong advertising revenue growth was the main contributor to this impressive performance.

For the current quarter under review, the Group’s turnover increased by US\$19,378,000 or 22.4% when compared to the corresponding quarter last year. The improvement was mainly due to the continuous recovery and stabilization of the markets the Group operates in.

In addition, currency translation gains due to the strengthening of Ringgit Malaysia and Canadian Dollar have also contributed to the increase in the Group’s turnover.

Revenue from the Malaysian operations continued to exhibit healthy growth driven by the strong advertising income reflecting the country's positive consumer sentiment. The Group's flagship publication, *Sin Chew Daily*, the country's largest Chinese-language daily, saw an encouraging 2% increase in circulation income.

Revenue from the Hong Kong and Mainland China operations showed modest growth year over year while revenue from the North American operations exhibited healthy growth as Canada showed a strong recovery momentum, especially in the automobile and real estate sectors.

Travel and travel related services experienced a much robust rebound in revenue fueled by the recovering economy and further helped by the weaker Euro which spurred demand for the European tours.

Basic earnings per share for the quarter were US0.79 cents, up by US0.51 cents or 182.1% from US0.28 cents in the previous financial year.

Commenting on the overall results for the first quarter, Media Chinese's Group Chief Executive Officer, Mr. Francis Tiong, said, "Barring unforeseen circumstances, the Group will still experience a growth in the next quarter albeit at a moderate pace when compared to the growth experienced in the corresponding quarter last year."

"However the Group is concerned that the struggling US economy, the looming debt crisis and escalating fiscal deficits in Europe as well as the impending slowdown in the growth in China may affect its operations for the remaining quarters."

"In addition, the Group may also experience an increase in its costs as the cost of newsprint is on an uptrend."

"In view of this, the Group will continue its effort to improve the efficiency of its operations while intensify its efforts to increase revenue."

— End —

## About Media Chinese International Limited

**Media Chinese International Limited** is a leading global Chinese-language media group dual listed on the 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 with a total daily circulation of over 1 million copies, 2 free newspapers and over 30 magazines. Media Chinese is the proprietor of Life Publishers Berhad, 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 further information, please contact:

### Malaysia

#### **Media Chinese International Limited**

Chan May May / Tong Siew Kheng

Tel : (603) 7965 8885

Fax : (603) 7965 8689

### Hong Kong

#### **Media Chinese International Limited**

Corporate Communications Department

Tel : (852) 2595 3355

Email : [corpcom@mediachinese.com](mailto:corpcom@mediachinese.com)

Fax : (852) 2515 0294

#### **iPR Ogilvy Ltd.**

Philip Lo / Christina Chung / Peter Chan

Tel : (852) 3170 6754 / 2136 6179 / 2136 6955

Email : [philip.lo@iprogilvy.com](mailto:philip.lo@iprogilvy.com) / [christina.chung@iprogilvy.com](mailto:christina.chung@iprogilvy.com) /

[peter.chan@iprogilvy.com](mailto:peter.chan@iprogilvy.com)

Fax : (852) 3170 6606