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**MEDIA CHINESE INTERNATIONAL LIMITED**

**世界華文媒體有限公司**

*(Incorporated in Bermuda with limited liability)*

(Malaysia Company No. 200702000044)

(Hong Kong Stock Code: 685)

(Malaysia Stock Code: 5090)

**PROFIT WARNING**

This announcement is made by Media Chinese International Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of Laws of Hong Kong).

The Board of Directors (the “Board”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the information currently available which is subject to further review, the Group is expecting to record a loss attributable to owners of the Company in the range of approximately US\$4.7 million to US\$5.2 million for the six months ended 30 September 2020, as compared with a profit attributable to owners of the Company of US\$5.4 million in the corresponding period of 2019. This was mainly attributable to the significant adverse impacts of the global coronavirus pandemic on (i) the Group’s travel business because of the countries wide lockdown and travel restrictions; and (ii) the markets’ advertising spending which led to a significant decline in the Group’s advertising revenue.

The information contained in this announcement is only based on a preliminary assessment of the Group’s unaudited consolidated management accounts and information currently available to the Board. Such information has not been reviewed or audited by the Company’s auditor or reviewed by the audit committee of the Company, and may be subject to further adjustments. Detailed financial information and performance of the Group will be disclosed in the Company’s unaudited consolidated financial results announcement for the six months ended 30 September 2020, which is expected to be published in late November 2020.

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.**

On behalf of the Board  
**Media Chinese International Limited**  
Tiong Kiew Chiong  
*Director*

6 November 2020

*As at the date of this announcement, the Board comprises Ms Tiong Choon, Mr Tiong Kiew Chiong and Mr Leong Chew Meng, being executive directors; Dato' Sri Dr Tiong Ik King, being non-executive director; and Mr Yu Hon To, David, Datuk Chong Kee Yuon and Mr Khoo Kar Khoon, being independent non-executive directors.*