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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 profit attributable to owners of the Company in the range of approximately US\$1.2 million to US\$1.5 million for the third quarter ended 31 December 2020, as compared to US\$3.4 million in the same quarter last year. Accordingly, the Group is expecting to record a loss attributable to owners of the Company in the range of approximately US\$3.4 million to US\$3.7 million for the nine months ended 31 December 2020, as compared with a profit attributable to owners of the Company of US\$8.8 million in the corresponding period of 2019. This was mainly attributable to the COVID-19 global pandemic which has sharply restricted economic activities and led to a significant decline in the Group’s tour business and 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 nine months ended 31 December 2020, which is expected to be published in late February 2021.

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

5 February 2021

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.