



MEDIA CHINESE INTERNATIONAL LIMITED

Annual Results &
Strategic Update



25 AUGUST 2021

Malaysia Stock Code: 5090 Hong Kong Stock Code: 685

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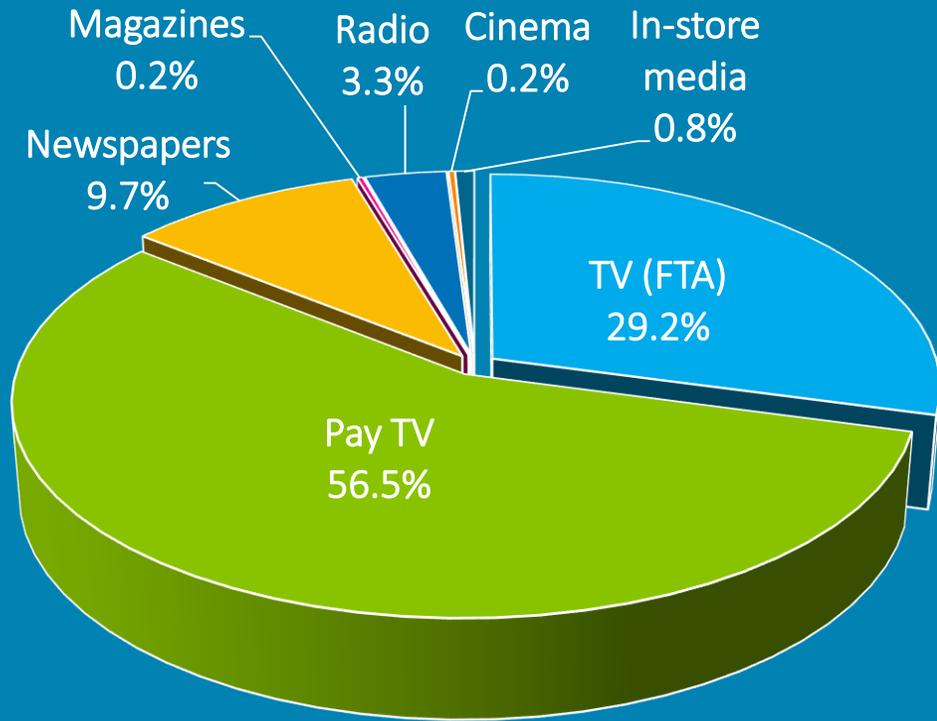
4. Outlook

RECAP OF FY 2020/21



- COVID 19 disruption severe and far reaching
- Digital disruption has accelerated
- Political uncertainty in Malaysia

ADEX MALAYSIA (April to March)



Total Adex (2020)

RM10,512m



Total Adex (2021)

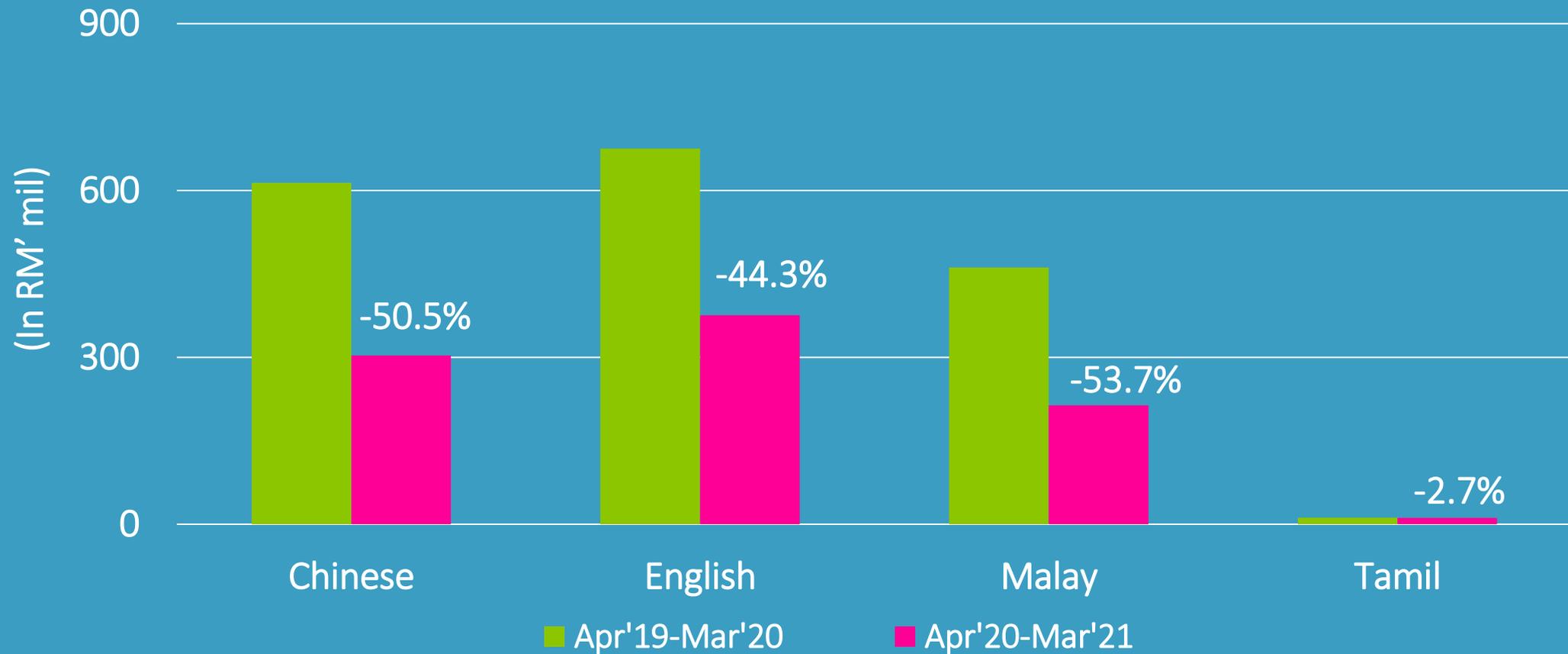
RM9,355m

	2021 (RM' mil)	2020 (RM' mil)	% Change
Newspapers	905	1,763	-48.7%
Magazines	21	41	-50.1%
TV (FTA)	2,734	2,524	8.3%
Pay-TV	5,288	5,462	-3.2%
Radio	312	436	-28.4%
Cinema	23	209	-88.9%
In-Store Media	72	77	-6.9%



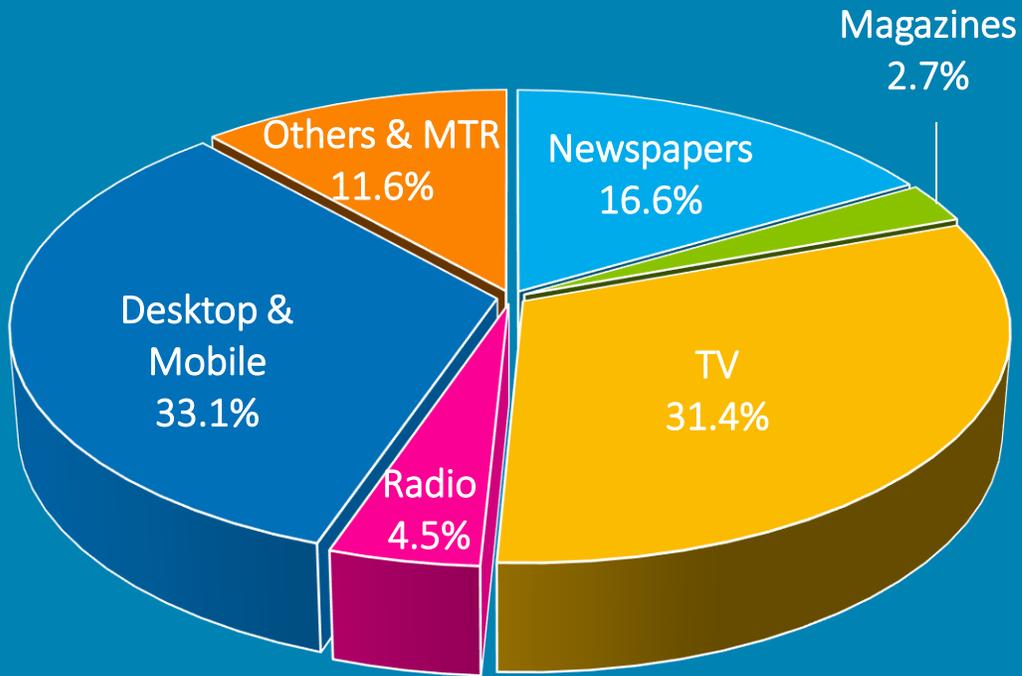
Source: Independent Market Research Companies
(Adex Numbers have not taken into consideration the discounting factor)

MALAYSIA NEWSPAPERS ADEX



Source: Independent Market Research Companies
(Adex Numbers have not taken into consideration the discounting factor)

ADEX HONG KONG (April to March)



Total Adex (2020)

HKD92,632m



Total Adex (2021)

HKD85,176m

	2021 (HKD' mil)	2020 (HKD' mil)	% Change
Newspapers	14,316	21,974	-34.9%
Magazines	2,333	3,598	-35.2%
TV	26,709	28,023	-4.7%
Radio	3,794	4,118	-7.9%
Desktop & Mobile	28,136	24,060	16.9%
Others & MTR	9,888	10,859	-8.9%

↓ 35.6%

↑ 2.2%

FY 2020/21 GROUP RESULTS

(for year ended 31 March 2021)



- Impacted by Covid-19

(US\$' 000)	2021	2020
Turnover	115,769	239,217
(Loss) / Profit before income tax	(1,367)	9,283
(Loss) / Profit attributable to owners of the Company	(1,303)	7,055
EBITDA	7,294	16,586
EBITDA Margin (%)	6.31%	6.90%

FY 2020/21 SEGMENT RESULTS

(for year ended 31 March 2021)



- Covid-19 impact on Market Centres

	Turnover			Profit/(Loss) before tax*		
	2021	2020	%	2021	2020	%
	US\$'000	US\$'000	Change	US\$'000	US\$'000	Change
Malaysia & other SEA Countries	71,726	106,294	-33%	3,306	12,447	-73%
Hong Kong & Taiwan	37,025	44,198	-16%	(1,287)	(5,275)	76%
North America	6,800	10,764	-37%	651	(518)	226%
Publishing & Printing (sub-total)	115,551	161,256	-28%	2,670	6,654	-60%
Travel	128	77,961	-100%	(3,427)	3,397	-201%
Total	115,679	239,217	-52%	(757)	10,051	-108%

* Before unallocated finance costs and other net unallocated expenses

FY 2020/21 FINANCIAL POSITION

(as at 31 March 2021)



- Strong Balance Sheet

	2021	2020
	US\$'000	US\$'000
Total assets	233,631	223,111
Shareholders funds	166,041	162,153
Cash & cash equivalents and short term deposit	94,433	73,882
Net assets per share (US cents)	9.84	9.61
(Loss) / Earning per share (US cents)	(0.08)	0.42
Net gearing ratio	NIL	NIL
Return on equity	-0.8%	4.2%

DIVIDEND



- Prudent to conserve cash

	2021	2020
	US Cents	US Cents
First Interim Dividend	NIL	0.16
Second Interim Dividend	0.10	0.10
Total Dividend	0.10	0.26
Dividend Pay-out Ratio (as a % of PATAMI)	N/A	62%
Share Price as at 31 March	RM0.20	RM0.17
Dividend Yield as at 31 March	2.1%	6.6%

POSITIONING FOR RECOVERY



- Progressive pickup of activity in Hong Kong and recovery trend is expected to continue while macro uncertainty remains in the short term
- We expect to see recovery in Malaysian Market in Fourth Quarter CY 2021 onwards when reopening of consumer centric business under Phase 3 of the National Recovery Plan
- With introduction of “Vaccine Passport”, international travel will resume likely in 2022 albeit a slower pace

POSITIONING FOR RECOVERY



We are well positioned to leverage on the recovery, and our strategy remains unchanged:-

- Optimise print media business
- Accelerate digital subscriber growth, and drive digital revenue growth
- Efficient Cost Management

STRATEGIC UPDATE (Hong Kong)



BRANDING/MARKETING GROWTH POTENTIAL

- Government would continue to increase spending in education sector
- HK is still an international financial hub, hence more IPO & investment activities
- More integrations coming from China and Greater Bay Area (GBA)
- Increase in digital business opportunities

Education

China / GBA

Finance &
Investment

Digital Move

STRATEGIC UPDATE (Hong Kong)



- OPTIMISE PRINT MEDIA BUSINESS

Integration opportunities generating revenue across China and Greater Bay Areas

JUMP mingpao.com
香港培僑書院深圳信義新校9月開課
Jump 大禮堂 招聘本港教師大灣區延續教學理想

培僑書院信義新校將於九月份開課，為大灣區僑胞提供優質教育。學校由香港培僑書院主辦，由資深教育界人士擔任校董，聘請來自香港及海外之優秀教師任教。課程包括小學、初中及高中，涵蓋中文、英文、數學、科學、歷史、地理、音樂、體育及藝術等科目。學校設施齊全，包括圖書館、實驗室、體育館及課餘活動中心。歡迎各界人士垂詢及報名。

報明
熱烈祝賀
Bai.com
Baidu, Inc.
於香港聯合交易所主板
成功上市

股份代號：9888

蘇州之巔 天際地標
尼依格羅酒店傲立雲端
「領航」低調奢華新體驗
饕餮盛宴 中西相融

蘇州尼依格羅酒店（Suzhou Grand Hotel）位於蘇州工業園區，是該區的地標性建築。酒店由著名建築師設計，外觀獨特，集現代化設施與蘇州傳統文化於一身。酒店提供高品質的住宿服務，並設有中西餐廳，提供精緻的餐飲體驗。酒店還設有會議設施，適合舉辦各種商務會議及宴會。

熱烈祝賀
JDL 京东物流
JD Logistics, Inc.
京东物流股份有限公司
於香港聯合交易所主板
成功上市

JDL 京东物流股份有限公司於香港聯合交易所主板成功上市，標誌著公司發展邁出了重要一步。公司憑藉其在物流行業的卓越表現和強勁的增長潛力，吸引了廣大投資者的關注。上市後，公司將進一步擴大業務規模，提升服務質量，為客戶提供更具競爭力的物流解決方案。

STRATEGIC UPDATE (Malaysia)



- GROW DIGITAL SUBSCRIBERS

- Membership drive
- Strengthening relationships with readers and advertisers promoting engagement
- Higher engagement will increase revenue

Sinchew+ achieved 300,000 subscribers in Q1 2021, and chinapress.com.my now has over 100,000 registered users. Both digital subscriptions are growing strongly.

Progress toward paywall subscription are part of the Group's monetisation strategy.



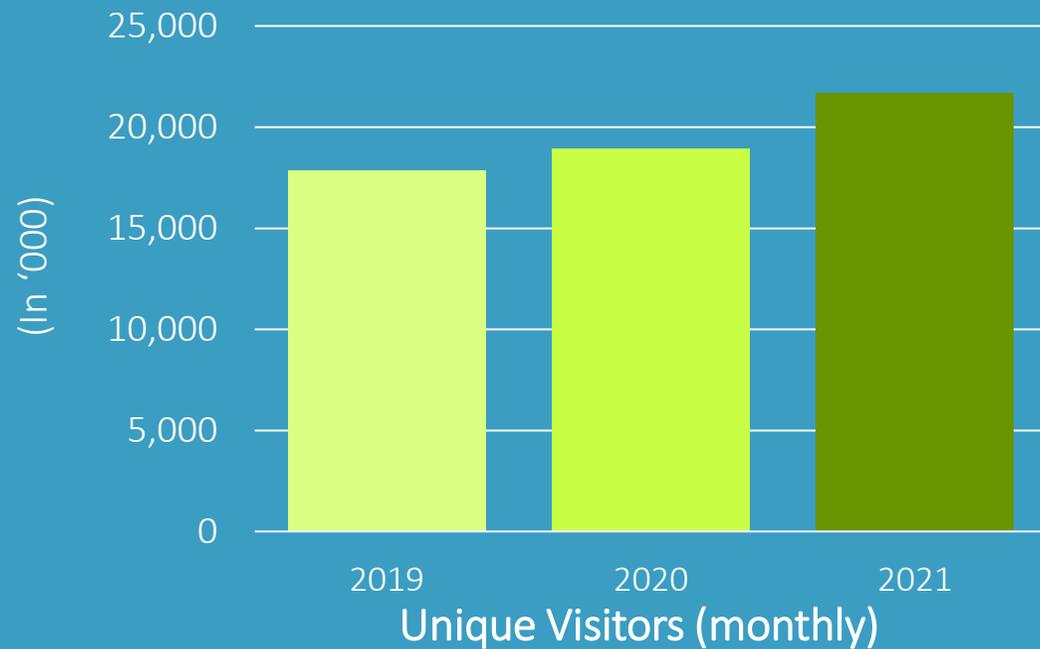
STRATEGIC UPDATE (Malaysia)



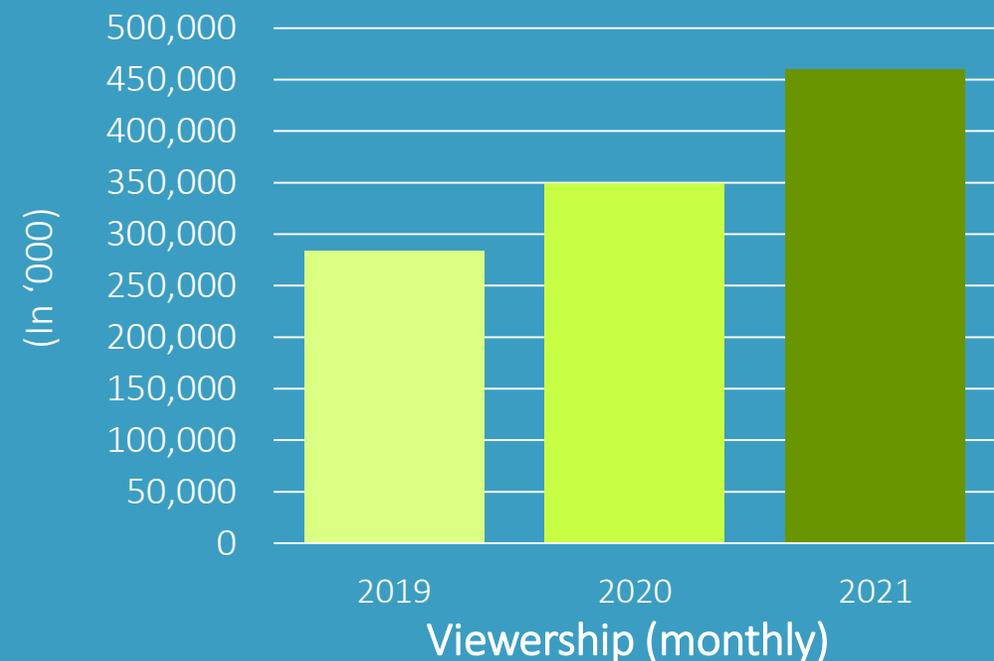
- GROWTH DRIVERS

Digital audiences in Malaysia Operations progress drives digital growth

As at 30th June



As at 30th June



STRATEGIC UPDATE (Group Digital)



- DRIVE DIGITAL REVENUE

Develop audiences in new platforms and develop digital video content business

- Physical & Virtual Expo
- Video Productions
- Webinar
- Facebook Live
- e-Shop
- Target to launch motoring website mywheels.my in 4Q 2021
- Expansion in online classified and digital regional advertisement

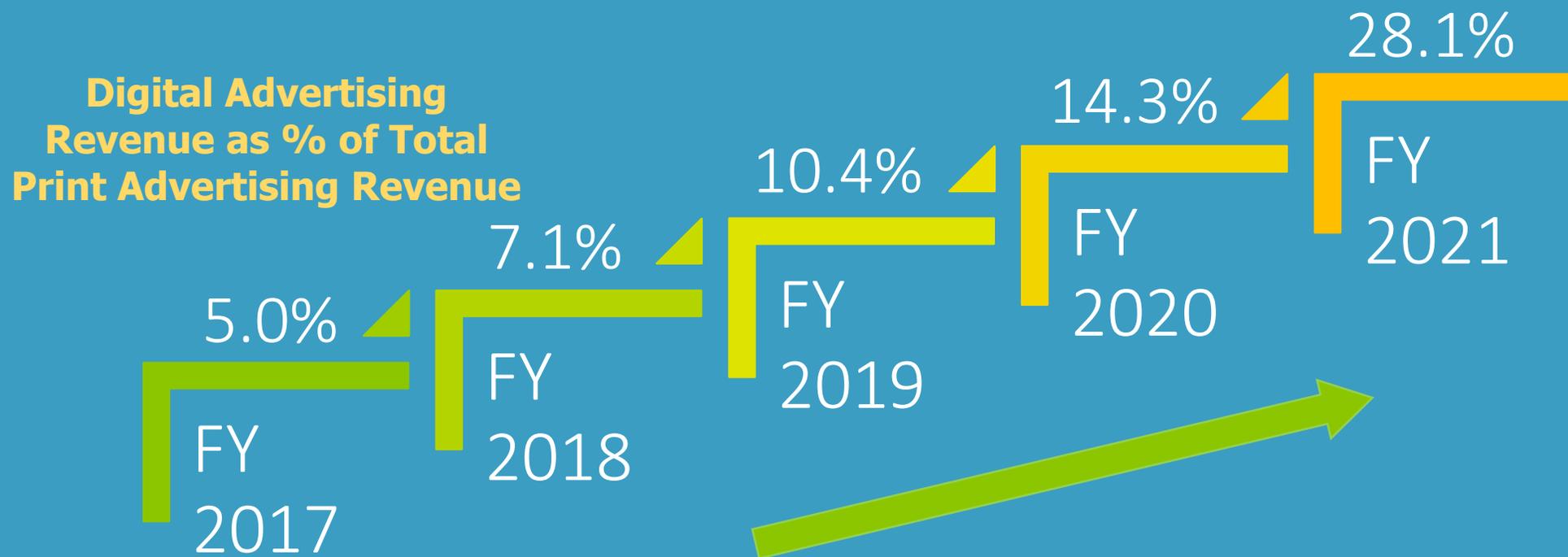


WAY FORWARD (Group Digital)



- DRIVE GROUP DIGITAL REVENUE

Show positive effect of digital transformation efforts



STRATEGIC UPDATE



- EFFICIENT COST MANAGEMENT

- Maintained cost discipline
- High newsprint stock cushioning the rising newsprint prices
- Operational efficiency and productivity

OUTLOOK



The COVID-19 pandemic has halted the economy of many countries around the world with closure of borders and movement control restrictions. With the roll-out of vaccination programs, the world is hopeful that the **global economy will recover** in tandem.

The Group had in the financial year under review **adapted to the challenges** caused by the pandemic to ensure the sustainability of its businesses. For the financial year ahead, the Group is of the view that it will continue to be challenging until the vaccination globally has proven to be effective and the re-opening of borders by most countries has taken place.

With most businesses switching to digitalisation as the “new norm” to minimise the spread of COVID-19, the Group will continue to focus on rolling out **more creative digital advertisement solutions** for its advertisers. For the travel segment, the Group expects that, with the vaccination programs being rolled out worldwide, international travel will resume albeit at a slower pace. Meanwhile, the Group will continue to **exercise prudent cost controls** across all business units to achieve optimisation of resources.

FORWARD LOOKING STATEMENTS



This presentation includes certain forward-looking statements. All statements, other than statements of historical facts, that address activities, events or developments that Media Chinese International Ltd expects or anticipates will or may occur in the future are forward looking statements. Media Chinese International Ltd.'s actual results or developments may differ materially from those indicated by these forward-looking statements as a result of various factors and uncertainties, including but not limited to price fluctuations, actual demand, exchange rate fluctuations, market shares, competition, environmental risks, changes in legal, financial and regulatory frameworks, international economic and financial market conditions, political risks, project delay, project approval, cost estimates and other risks and factors beyond the control of Media Chinese International Ltd. In addition, Media Chinese International Ltd makes the forward looking statements referred to in this presentation as of today and undertakes no obligation to update these statements.



THANK YOU!