



MEDIA CHINESE INTERNATIONAL LIMITED

Annual Results & Strategic Update



25 AUGUST 2021

Malaysia Stock Code: 5090 Hong Kong Stock Code: 685

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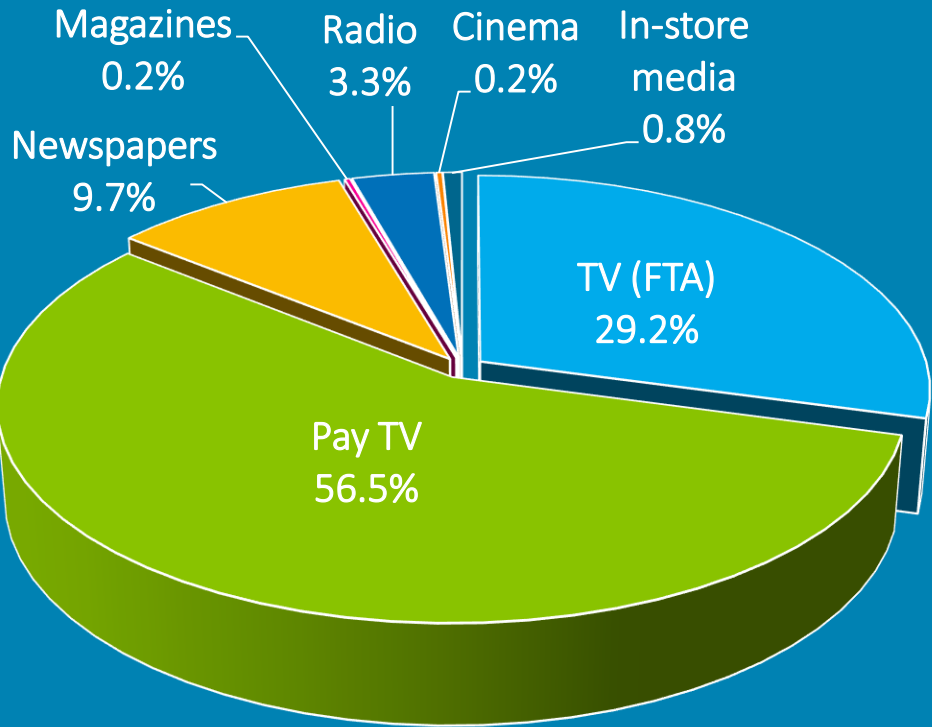
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RECAP OF FY 2020/21



- 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)

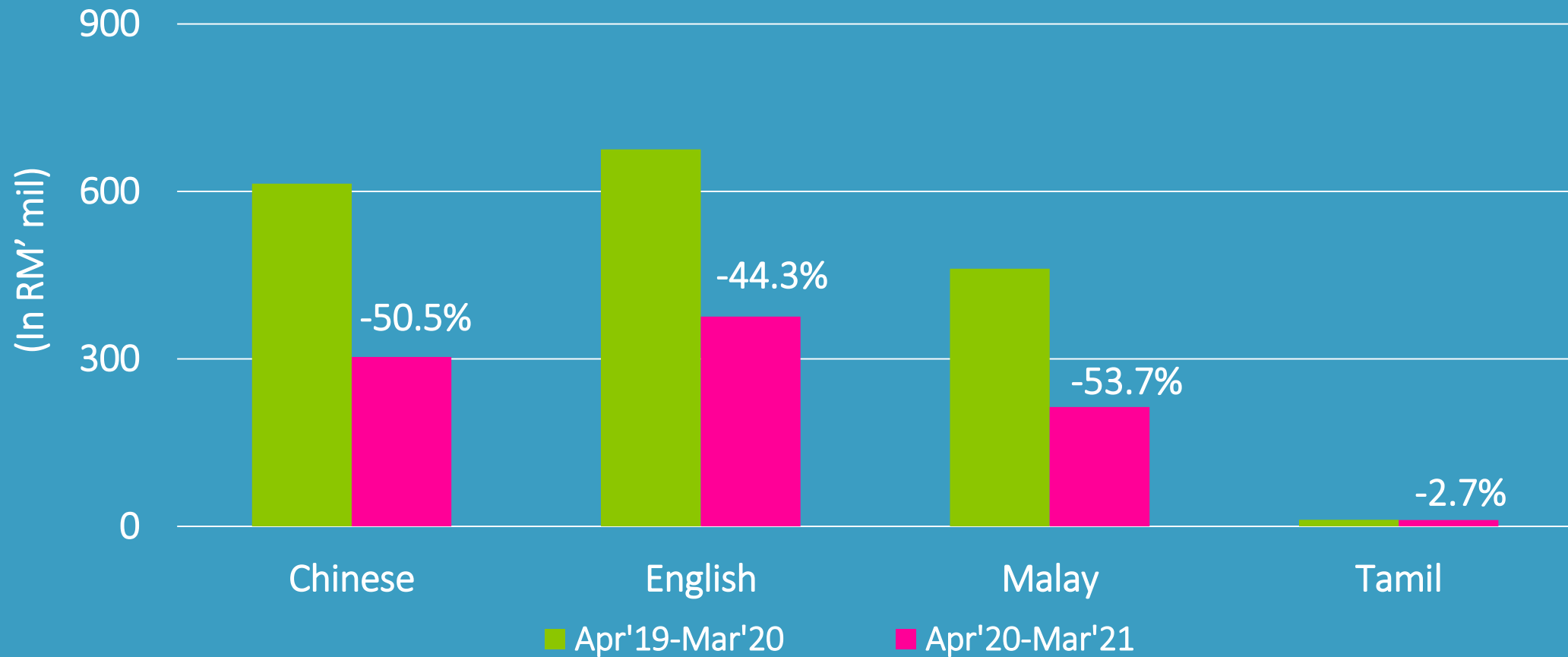
RM9,355m

	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%



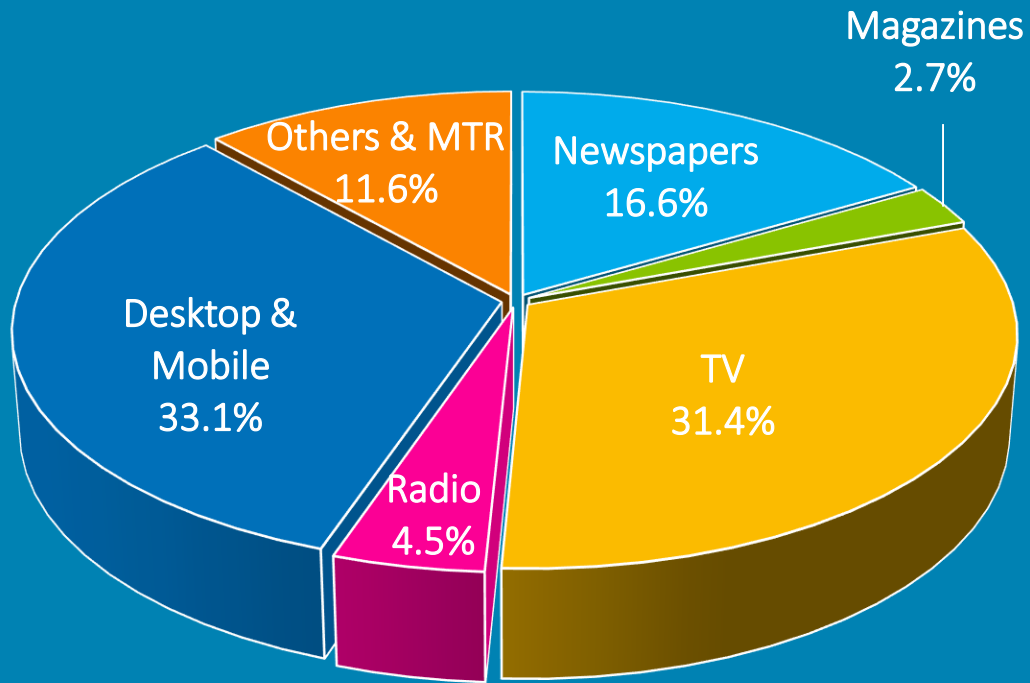
Source: Independent Market Research Companies
(Adex Numbers have not taken into consideration the discounting factor)

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

Create and embark new revenue streams, through leveraging on good clients relationship



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

招聘本港教師大灣區延續教學理想

培僑書院自創校以來，一直秉承「以人為本，以教為重」的宗旨，為學生提供優質的教育。現因擴充業務，特招聘本港教師，大灣區延續教學理想。有意者請致電：2305 3030 或 2396 2577。

香港培僑書院 深圳信義新校 教師招聘啟事

本院為擴充業務，特招聘本港教師，大灣區延續教學理想。有意者請致電：2305 3030 或 2396 2577。

熱烈祝賀

Baidu 百度

Baidu, Inc.

股份代號：9888

於香港聯合交易所主板成功上市

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

饗宴盛宴 中西相融

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

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

饗宴盛宴 中西相融

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.



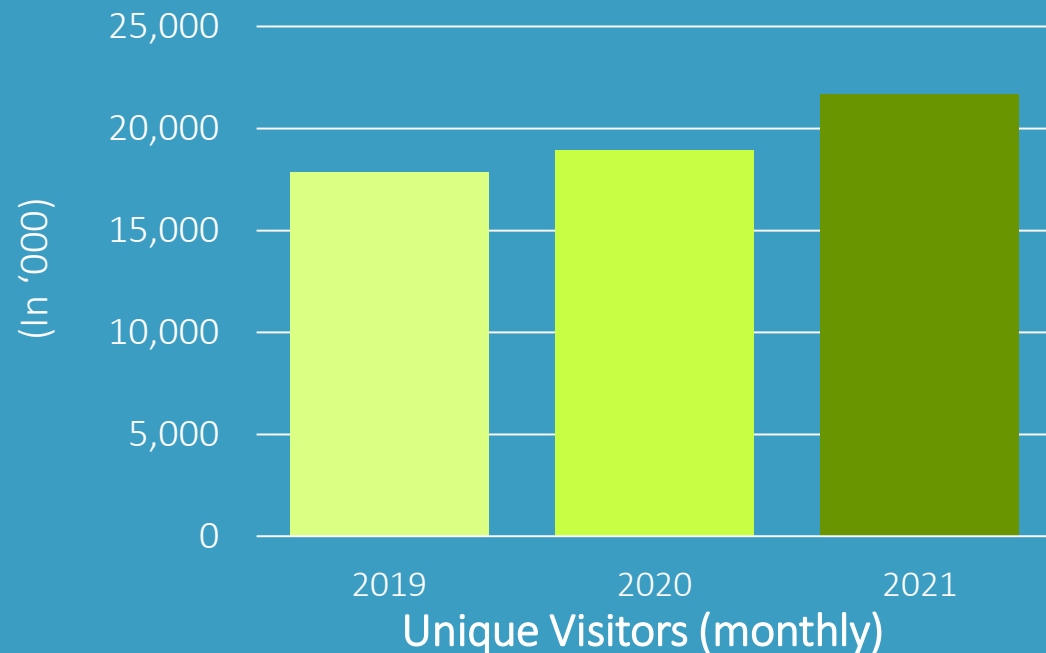
STRATEGIC UPDATE (Malaysia)



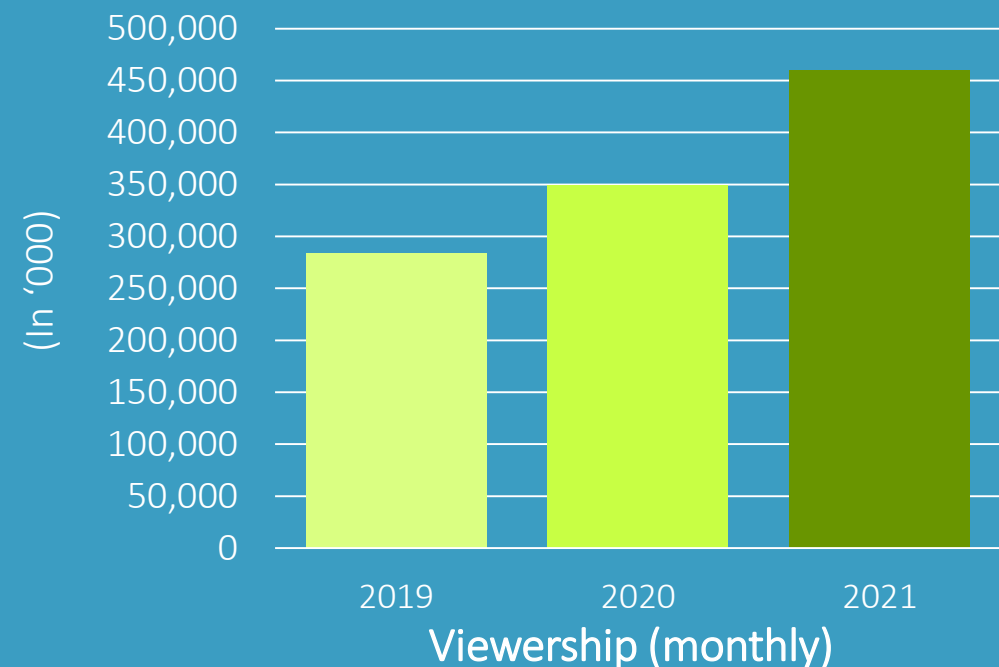
- GROWTH DRIVERS

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

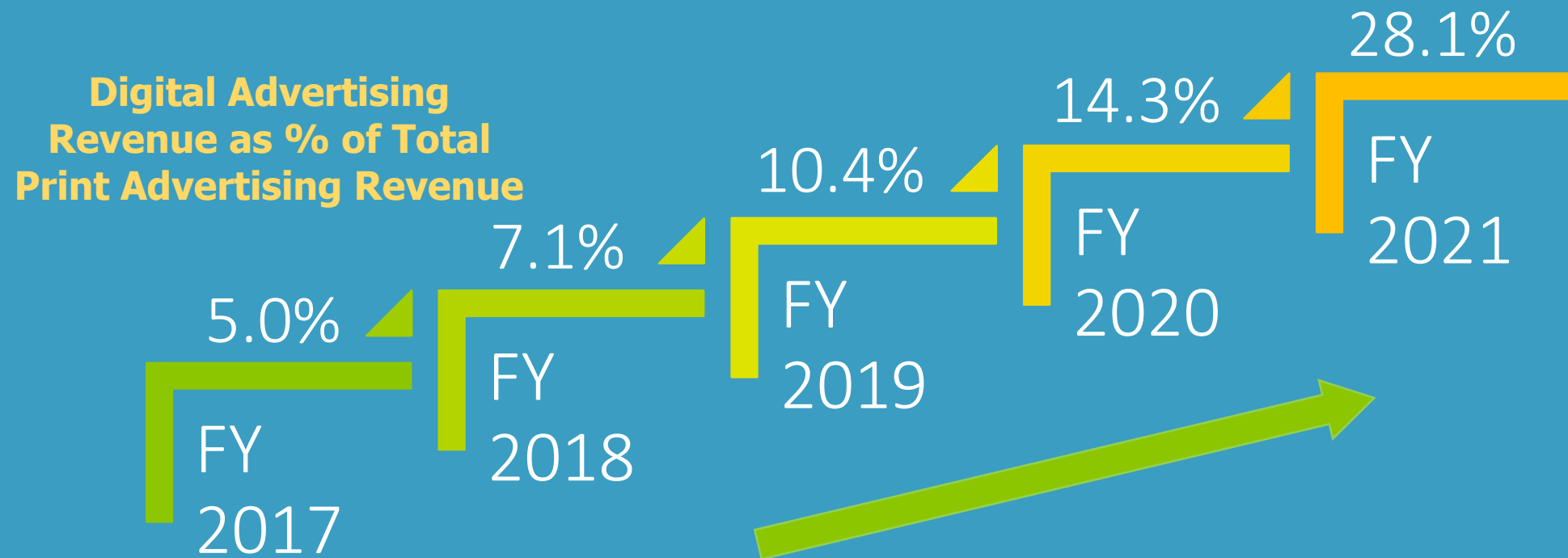


WAY FORWARD (Group Digital)



- 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



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THANK YOU!