



Analyst Presentation

Strategy Update and FY22 Results

27 May 2022

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Overview

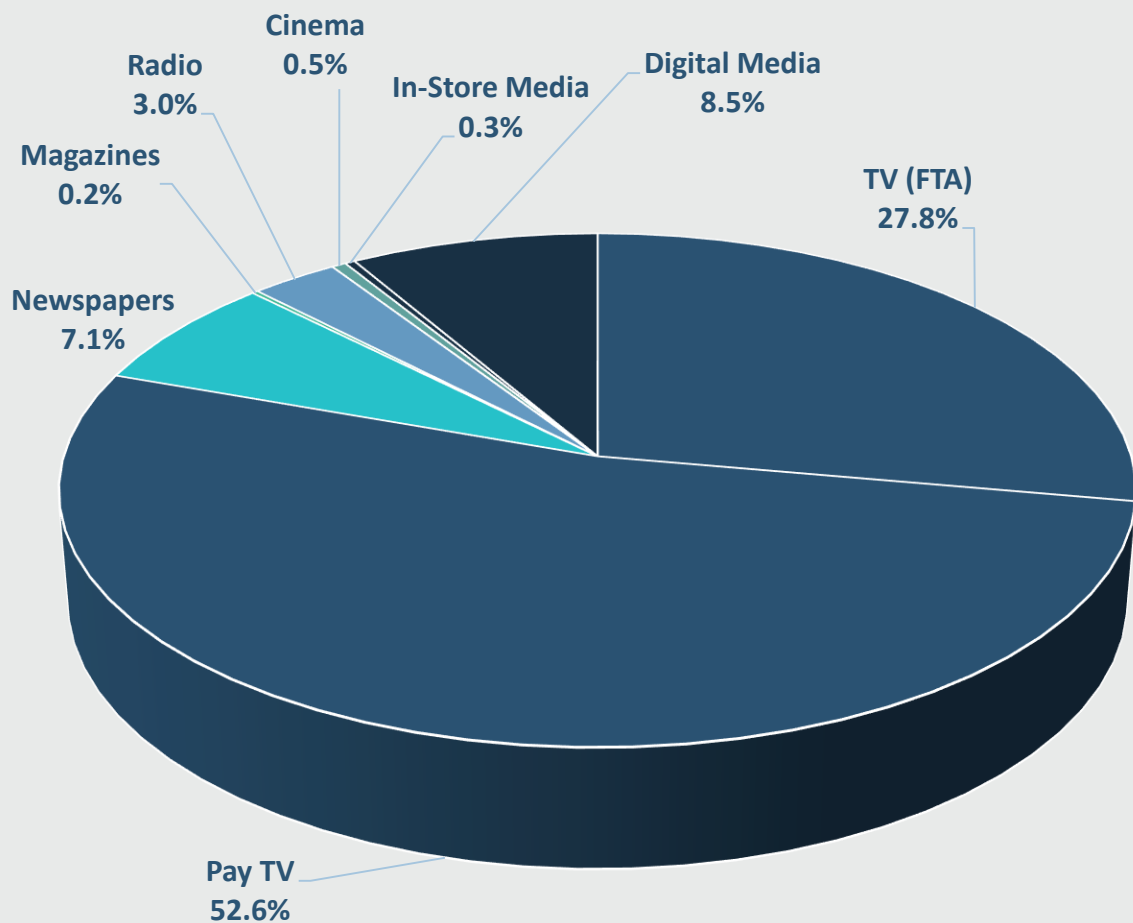
- **Negative COVID-19 impact on the Group**

- Hong Kong's strict border controls require incoming vaccinated residents to quarantine for 7 days
- China's "Zero COVID" policy prolonged lockdown in China could have a significant impact on Malaysia and Hong Kong operations

- **Geopolitical and economic uncertainties**

- Ukraine war
- Inflation
- Political uncertainties in Malaysia

Adex Malaysia (April to March)



Total Adex (2022)

RM12,933m

↑ 26%

Total Adex (2021)

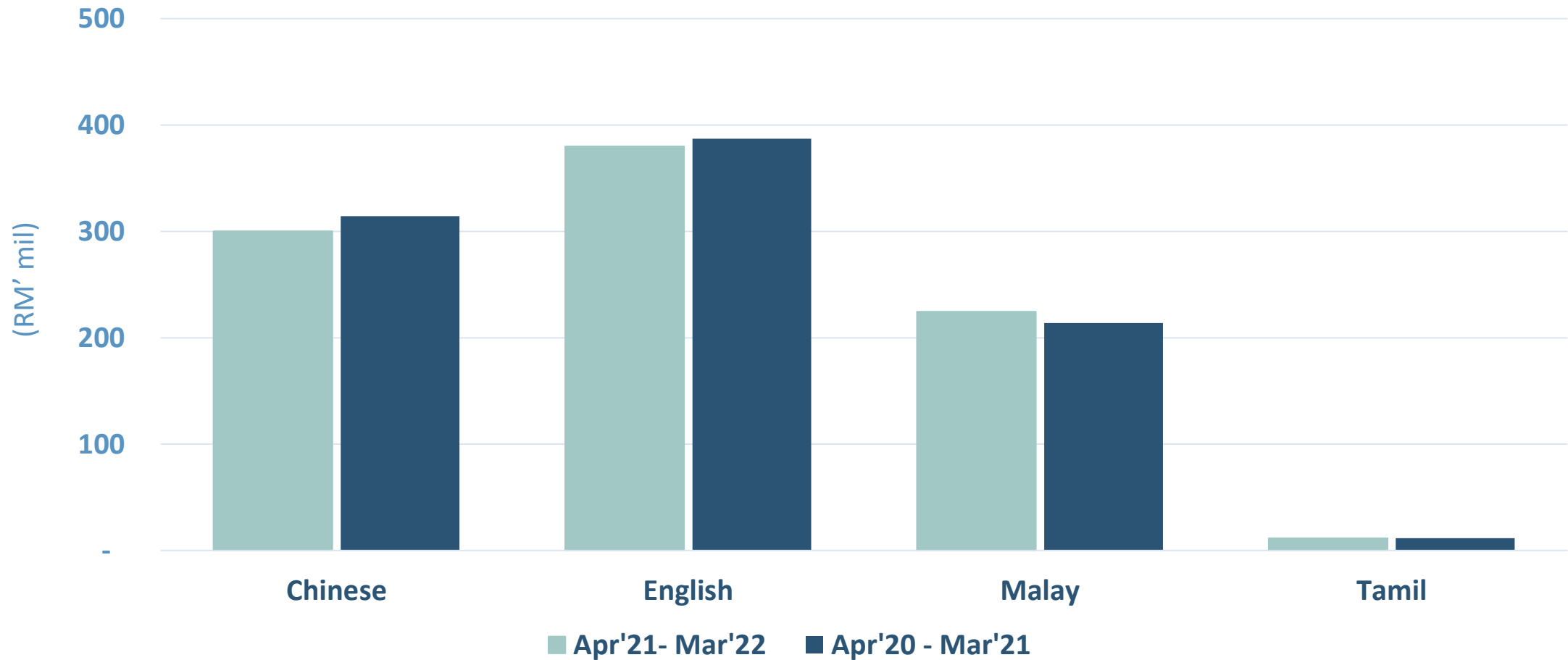
RM10,270m

	2022	2021	% Change
Newspapers	916	927	-1.2%
Magazines	26	21	24.8%
TV (FTA)	3,593	2,734	31.4%
Pay TV	6,809	5,295	28.6%
Radio	386	312	23.9%
Cinema	64	23	174.6%
In-Store Media	44	72	-38.3%
Digital Media	1,095	886	23.6%

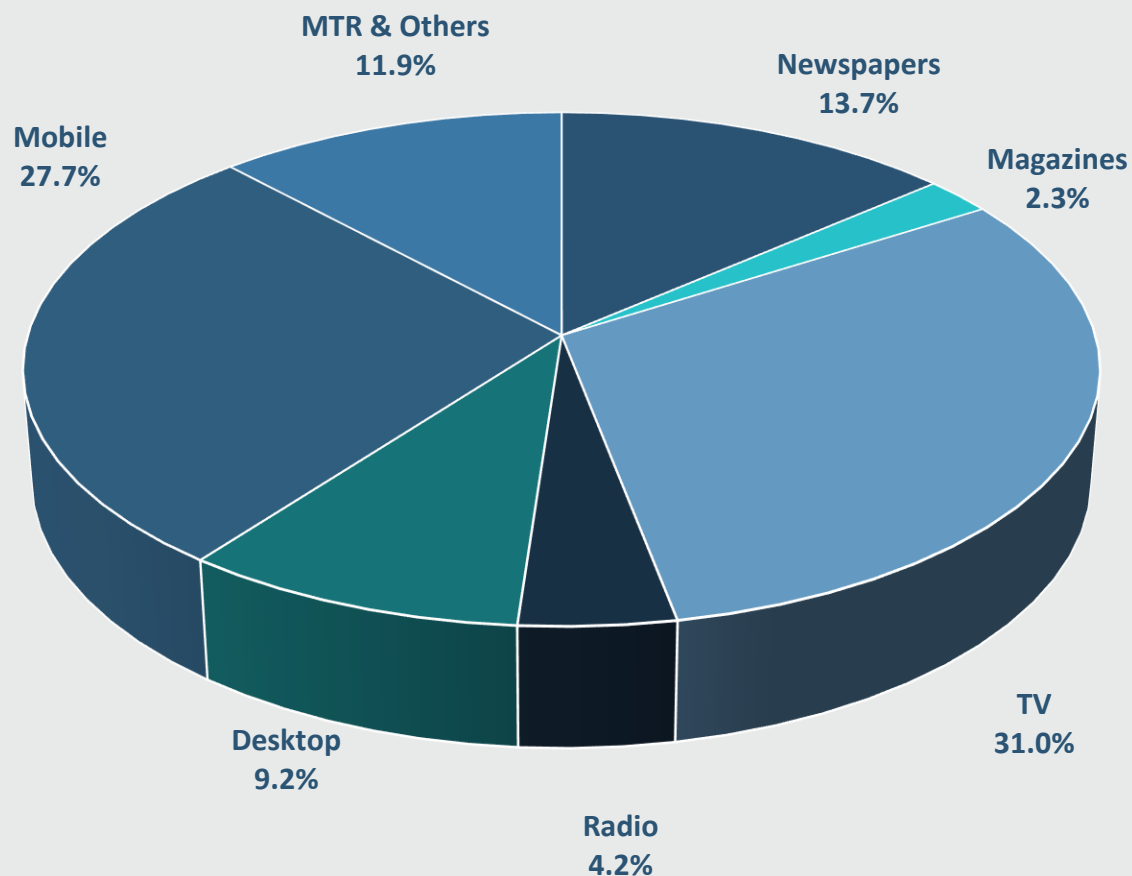
↓ -0.6%

↑ 28.6%

Malaysia Newspaper Adex



Adex Hong Kong (Apr to March)



Total Adex (2022)

HKD100,692m

↑ 18%

Total Adex (2021)

HKD85,306m

	2022	2021	% Change
Newspapers	13,771	14,316	-3.8%
Magazines	2,345	2,340	0.2%
TV	31,188	26,704	16.8%
Radio	4,199	3,811	10.2%
Desktop	9,252	7,246	27.7%
Mobile	27,931	20,460	36.5%
MTR & Others	12,006	10,429	15.1%

↓ -3.2%

↑ 23.2%

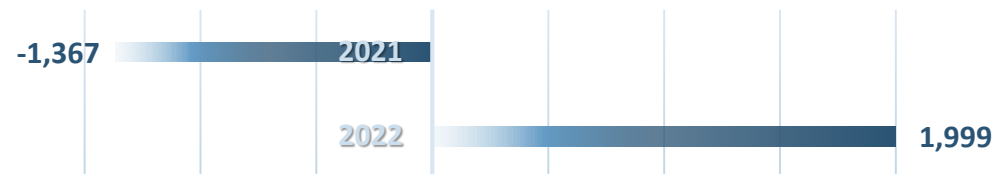
FY22 Financial Highlights

Resilient performance in challenging conditions

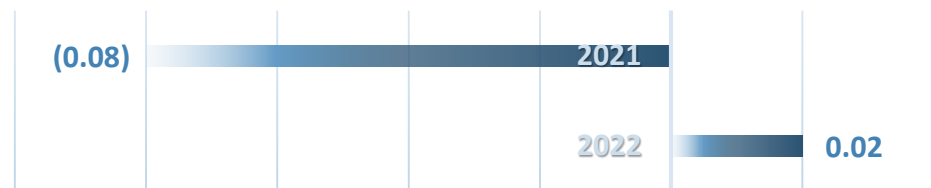
GROUP REVENUE (US\$'000)



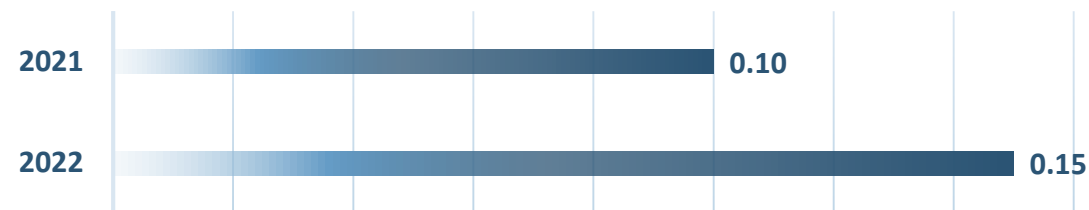
PROFIT/(LOSS) BEFORE TAX (US\$'000)



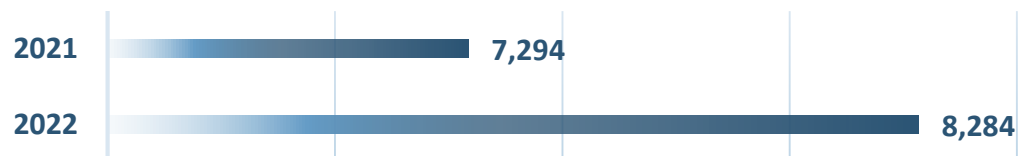
EARNINGS PER SHARE (US CENTS)



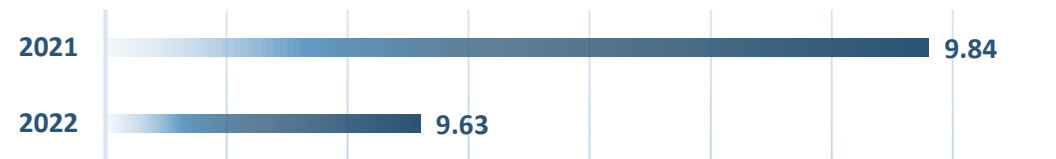
DIVIDEND PER SHARE (US CENTS)



EBITDA (US\$'000)



NET ASSETS PER SHARE (US CENTS)



Challenging Market Environment

- Cost pressures and inflation expected in 2022
- Pressure on newsprint prices
- Staff cost pressure for recruitment and retention of young IT talents
- The duration and severity of the COVID-19 pandemic in China
- Weak Ringgit Malaysia-adverse impact on reported results
- Market conditions and the impact of political events in Malaysia
- The uncertain speed of Hong Kong opening up the borders

Our Strategic Priorities

We are well-positioned to leverage on the recovery, and our 3 strategic pillars:-

- Diversifying revenue streams through integrated all platforms
- Accelerate digital audience and revenue
- Efficient Cost Management

Strategic Progress (Hong Kong)



- Market channels expansion- Beyond Print
- Driving results for customers through bundling products/multi platforms
- Increasing brand value through content marketing

Opinion leaders
Expos
Video
Productions

Paid Webinars
Social media Live
Facebook feed
e-Commerce

Strategic Progress (Hong Kong)

- Integration opportunities generating revenue across China and Greater Bay Areas

灣區最快地鐵 打通南沙任督

廣州地鐵18號線 打通南沙任督

廣州地鐵18號線，由南沙區黃埔站至番禺區石圍站，全長約100公里，預計2025年建成通車。該線將成為連接南沙與番禺的快捷通道，促進兩區經濟發展。

18號線

黃埔 石圍

黃埔 石圍 番禺 南沙

廣州地鐵18號線，由南沙區黃埔站至番禺區石圍站，全長約100公里，預計2025年建成通車。該線將成為連接南沙與番禺的快捷通道，促進兩區經濟發展。

18號線

黃埔 石圍

黃埔 石圍 番禺 南沙

越秀集團 36週年 越秀集團2021年慷慨再捐1億

三年累計捐贈2.8億港元 推動香港科技大學發展

越秀集團於2021年再次捐贈1億港元，支持香港科技大學的發展。這是該集團三年來累計捐贈2.8億港元的一部分。越秀集團表示，將繼續支持香港的教育事業，為社會做出更大的貢獻。

越秀集團 36週年 越秀集團2021年慷慨再捐1億

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融入國家發展大局 民心學校 (Minxin Hong Kong School)

非牟利香港學制十二年一條龍 港人子弟寄宿學校

民心學校 (Minxin Hong Kong School) 是一所非牟利學校，提供十二年一條龍教育。該校致力於為港人子弟提供優質的教育環境，並積極融入國家發展大局。學校設施完善，師資力量雄厚，為學生提供全面的發展機會。

融入國家發展大局 民心學校 (Minxin Hong Kong School)

非牟利香港學制十二年一條龍 港人子弟寄宿學校

民心學校 (Minxin Hong Kong School)

非牟利香港學制十二年一條龍 港人子弟寄宿學校

三橫四縱 灣區通世界

廣東省交通佈局示意圖

廣東省交通佈局示意圖展示了「三橫四縱」的交通網絡。該網絡將連接全省各主要城市，並與全國及國際交通網絡相連接。這將顯著提高交通效率，促進經濟發展。

三橫四縱 灣區通世界

廣東省交通佈局示意圖

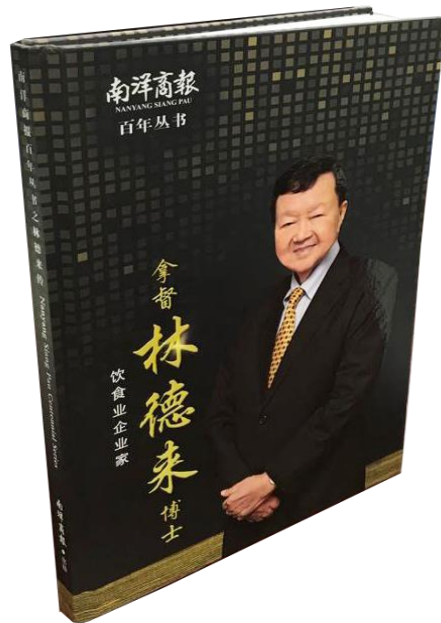
三橫四縱 灣區通世界

廣東省交通佈局示意圖

Strategic Progress (Malaysia)

- Leveraging our brands and audiences for events/fairs to create new business opportunities
- Developing new products

Nanyang 100 Years Elite Books



Launch Property Fair, Health Fair, Education Fair, Food Bazaar and etc.



Strategic Progress

- Selling digital audiences not just platforms

Launched “M-Lab” - a one stop solution to reap gains from integrated marketing and digital analytics capabilities

- Tied-up with creative, advertising sales, content creation, distribution, data analytics and marketing
- Enhance customer experience, which allow right content, promotions and offers to the right Audience
- Data sharing to improve consumer insight and enhance audience targeting

Strategic Progress

就
醬
YOUNG

登入 注册

≡ 社交媒体图标 酱情报 酱好用 酱好康 酱娱乐 酱潮流 酱好玩 酱好笑 酱好吃 搜索



- Sense and seek new opportunities, adding new digital products

New Digital Products launched:

- 就醬YOUNG
- Sin Chew E-Guide
- mywheels.my
- Nanyang Property



Strategic Progress

- Growing through audience engagement

成为星洲革新的一员
注册成为星洲会员，掌握最新消息，
享有星洲人独家福利。

星洲人VIP会员
一年 RM 70

- 享有“星洲人VIP内容专区”全站阅读权限
- 星洲网平台内容
- 星洲公开活动
- 享有一般折扣和优惠
- 免费一年星洲电子报
- 星洲人特邀活动和特别优惠

星洲人普通会员

- 享有“星洲人VIP内容专区”部分文章阅读权限
- 星洲网平台内容
- 星洲公开活动
- 享有一般折扣和优惠
- 免费一年星洲电子报

订购

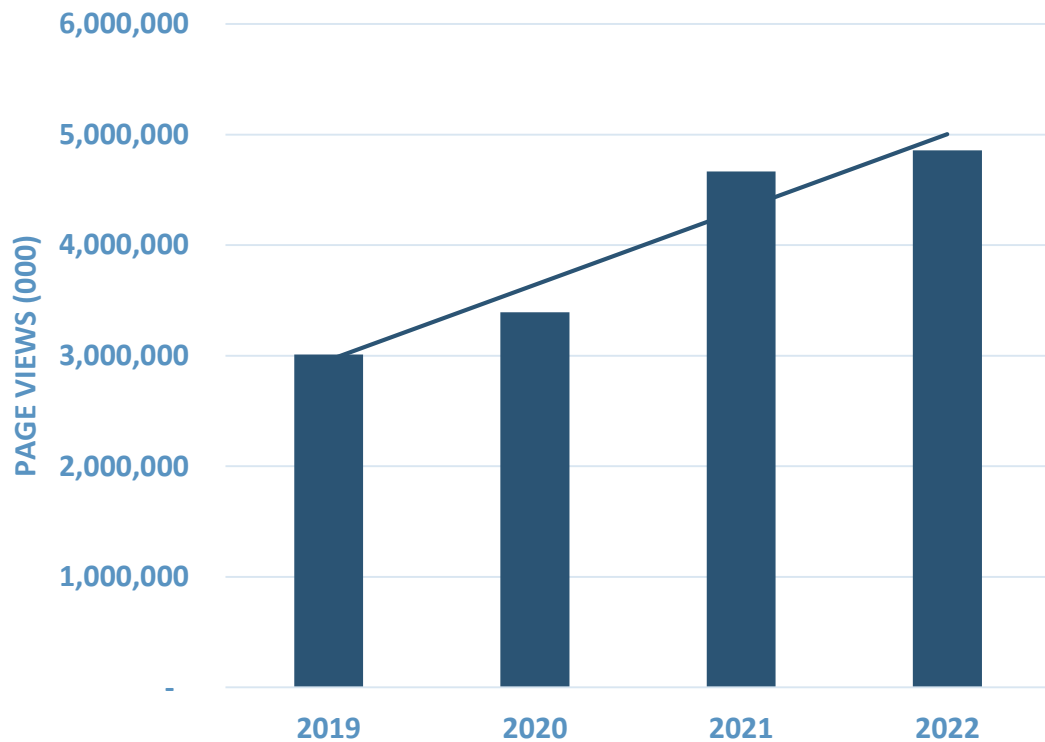


- Enhancement of *Sin Chew+*, *China Press & Ming Pao* Membership offerings through providing premium content
- Exclusive online events with health specialists, industry experts and etc.
- More personalised and relevant content

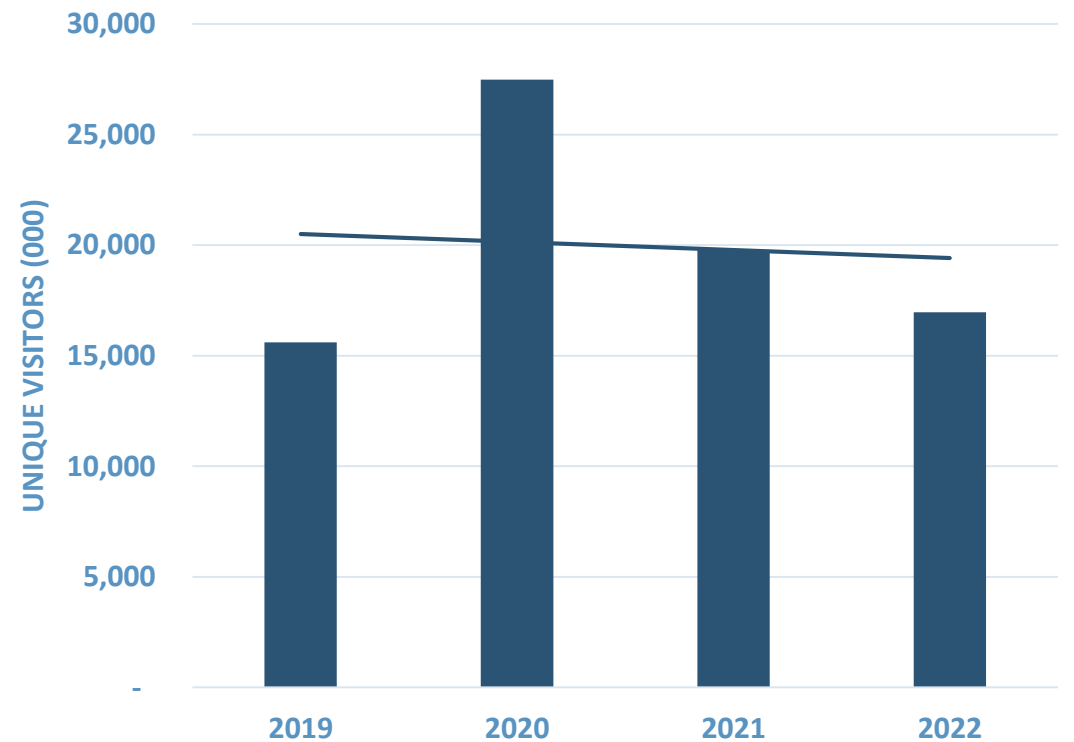
Strategic Progress (Malaysia)

- Strong momentum in page views

Total Page Views



Unique Visitors as at 31 March

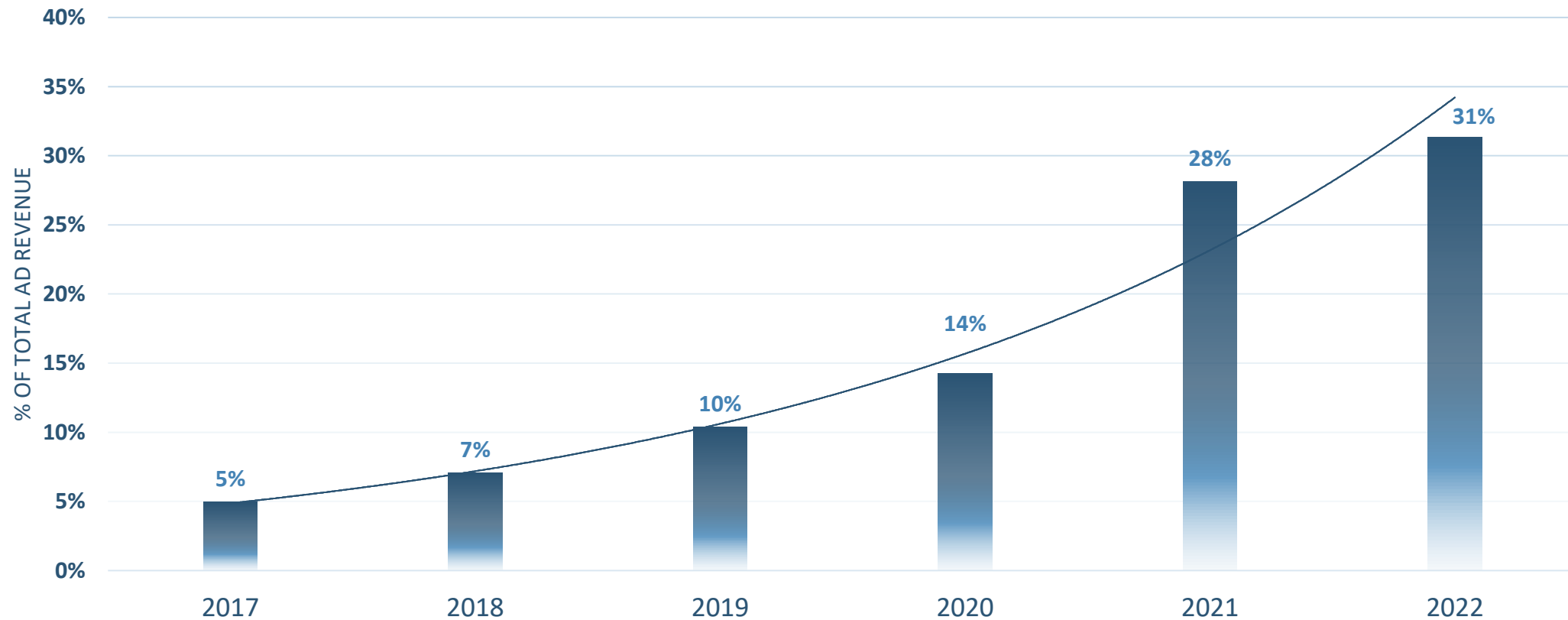


“inflated “2020 unique visitors due to pandemic stories

Strategic Progress

- Digital revenue accelerating

DIGITAL AD REVENUE AS % OF TOTAL AD REVENUE



Strategic Progress

- Efficient cost management

- Maintained cost discipline
- High newsprint stock cushioning the rising newsprint prices
- Optimization of printing network
- Driving operational efficiency & synergies

Outlook

As more countries transition to the endemic phase of the pandemic, it is expected that the global economy will continue to recover, supported by sustained progress in vaccination programmes worldwide and the relaxation of health measures. Hence, the Group is cautiously optimistic that the business environment will improve in the next financial year, especially for the travel industry as travel starts to resume across the world fueled by the relaxation of quarantine measures.

Furthermore, Malaysia's economic recovery is expected to strengthen in 2022, driven by the expansion in global demand and continued implementation of domestic economic and fiscal stimulus measures.

However, downside risks to global growth remain, given uncertainties surrounding the evolution of the COVID-19 variants, geopolitical tensions, ongoing supply chain disruptions, escalating energy prices and inflationary risks.

Moreover, newsprint prices are likely to remain high in the coming quarters which could affect the Group's overall performance. The Group will continue to build its digital capabilities and diversify its revenue stream to keep up with the ever-changing market, while at the same time maintain disciplined cost controls to mitigate the impact of rising costs.

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THANK YOU!