


**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)

**To: Business Editor**
**【For Immediate Release】**

**FINANCIAL RESULTS  
FOR THE THIRD QUARTER ENDED  
31 December 2022**

**Unaudited Financial Highlights**

	<b>(Unaudited) Three months ended 31 December</b>			<b>(Unaudited) Nine months ended 31 December</b>		
	<b>2022 US\$'000</b>	2021 US\$'000	% Change	<b>2022 US\$'000</b>	2021 US\$'000	% Change
Turnover	<b>34,618</b>	33,778	2.5%	<b>101,284</b>	92,546	9.4%
Profit before income tax	<b>1,382</b>	2,351	-41.2%	<b>3,537</b>	2,198	60.9%
EBITDA	<b>2,748</b>	3,864	-28.9%	<b>7,667</b>	6,878	11.5%

(27 February 2023) - **Media Chinese International Limited** ("**Media Chinese**" and, together with its subsidiaries, the "**Group**", HKSE Stock Code: 685, KUL Stock Code: 5090) today announced the unaudited results for the third quarter ended 31 December 2022.

For the quarter ended 31 December 2022, the Group's turnover increased by 2.5% to US\$34,618,000 from US\$33,778,000 in the corresponding quarter last year. The growth was mainly attributed to the increase in turnover from the Group's travel segment, whereas its publishing and printing segment registered a decline in turnover compared to the year-ago quarter. The Group recorded a profit before income tax of US\$1,382,000 for the quarter in review, which was 41.2% lower than the US\$2,351,000 reported a year earlier.

Compared to the corresponding quarter of the previous year, EBITDA for the quarter in review decreased by 28.9% from last year's US\$3,864,000 to US\$2,748,000.

During the current quarter, both the Malaysian Ringgit ("RM") and the Canadian dollar ("C\$") weakened against the US dollar, resulting in negative currency impacts of approximately US\$2,032,000 and US\$142,000 on the Group's turnover and profit before income tax respectively.

**(a) Publishing and Printing**

For the quarter under review, the turnover of the publishing and printing segment declined by 4.3% to US\$32,018,000 from US\$33,443,000 in the same quarter last year. This decline was seen across all of the Group's market segments with the exception of the North America market. As a result of the decline in turnover, the segment's profit before income tax fell by 48.9% to US\$1,529,000 when compared to the US\$2,995,000 recorded in the corresponding quarter last year.

The Group's turnover from its Malaysia segment fell by 4.1% to US\$19,978,000 for the quarter in review. The decline was due to negative currency impact caused by the weakening of the RM against the US dollar. In RM, the Malaysia segment's turnover grew by 4.7% mainly attributed to higher event revenue and advertising revenue in relation to Malaysia's general elections in November 2022. The growth was also contributed by increased circulation revenue from the effect of cover price increase on the segment's newspapers. The improvement in event revenue was contributed by a few major events organised during the quarter under review, including the 'Malaysia Health & Wellness Fair', 'The Golden Eagle Award' and 'The Nanyang Education Award'.

The segment recorded a profit before income tax of US\$2,327,000 for the current quarter, a decrease of 24.5% compared to the US\$3,084,000 a year ago. The decline in profit was mainly attributed to the increase in operating costs, in particular newsprint, production materials costs, and advertising and promotion expenses. While the segment continued its tight cost control efforts, the rising newsprint price and inflation continued to exert pressure on the segment's performance.

For the quarter under review, the turnover of the Hong Kong and Taiwan segment decreased by 6.1% to US\$10,104,000 from US\$10,766,000 recorded in the prior-year quarter mainly due to the decline in advertising income. However, the segment's cost savings efforts helped offset the impact of decline in revenue and it reported a breakeven result for the current quarter compared to a profit before income tax of US\$51,000 in the corresponding quarter last year.

The turnover of the Group's North America segment improved by 5.2% from last year's US\$1,840,000 to US\$1,936,000 in the current quarter, mainly attributed to the increase in the segment's circulation and digital revenues. However, the segment's loss before income tax widened to US\$798,000 from US\$140,000 in the year-ago quarter, mainly due to the absence of government subsidies.

**(b) Travel and travel related services**

The turnover for the Group's travel segment saw a surge from US\$335,000 recorded last year to US\$2,600,000 in the quarter under review. The lifting of compulsory quarantine requirement on arrival at Hong Kong since September 2022 helped encourage more Hong Kong residents to travel abroad especially during the yearend holiday season. The North American operations' performance continued to improve as global travel increased. This led to the travel segment reporting a turnaround to a profit before income tax of US\$2,000 from a loss before income tax of US\$511,000 in the same quarter last year.

### Nine months of FY2022/2023

For the nine months ended 31 December 2022, the Group's turnover improved by 9.4% to US\$101,284,000 when compared to the US\$92,546,000 recorded in the corresponding period last year. This was attributed to the improvement of performance from both the Group's publishing and printing segment and the travel segment. The top line growth led to the Group's profit before income tax for the current period improving by 60.9% to US\$3,537,000 from US\$2,198,000 in the same period last year.

The Group's EBITDA for the period was US\$7,667,000 which was 11.5% above last year's US\$6,878,000.

During the nine months ended 31 December 2022, both the RM and the C\$ weakened against the US dollar which resulted in negative currency impacts on the Group's operating results for the period. If currency impacts were excluded, the increase in the Group's turnover and profit before income tax would have been about US\$13,259,000 and US\$1,564,000 respectively.

Basic earnings per share for the nine months ended 31 December 2022 was US0.11 cents, compared with US0.07 cents for the corresponding period in 2021. As at 31 December 2022, the Group's cash and cash equivalents and short-term bank deposits totaled US\$94,354,000, a decrease of 1.0% since 31 March 2022. Net assets per share attributable to owners of the Company was US9.25 cents. The net gearing ratio was nil.

### Outlook

Commenting on the outlook of the remaining quarter, **Media Chinese's Group Chief Executive Officer, Mr. Francis TIONG said**, "With the formation of a unity government in Malaysia after the November 2022 general elections, the relaxation of quarantine requirements in Hong Kong and the re-opening of China's borders in early January 2023, the economy of both Malaysia and Hong Kong is expected to improve in 2023. Nevertheless, given the higher inflation and interest rates environment, such improvement may be muted.

In view of this, barring any unforeseen circumstances, the Group remains cautious but optimistic about its performance for the last quarter of the financial year 2022/2023. In terms of costs, the Group expects newsprint cost to remain high in the 4th quarter, and to slowly trend downwards in 2023. The Group will continue to strengthen its print and digital products, while at the same time maintain tight controls on all operating expenses." Mr. TIONG concluded.

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**About Media Chinese International Limited (Stock Code: 685 HK)**

Media Chinese International Limited is a leading global Chinese language media group dual-listed on the mainboard of The Stock Exchange of Hong Kong Limited (Stock Code: 685) and Bursa Malaysia Securities Berhad (Stock Code: 5090). Media Chinese's product portfolio comprises newspapers, magazines and books in Malaysia, Greater China and North America. The Group has also expanded its business into the digital media.

Media Chinese is the major shareholder of One Media Group Limited (listed on the mainboard of The Stock Exchange of Hong Kong Limited, Stock Code: 426).

For more information, please visit: [www.mediachinesegroup.com](http://www.mediachinesegroup.com)

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