



33rd Annual General Meeting

Strategic Update & FY 2023 Results

18 August 2023

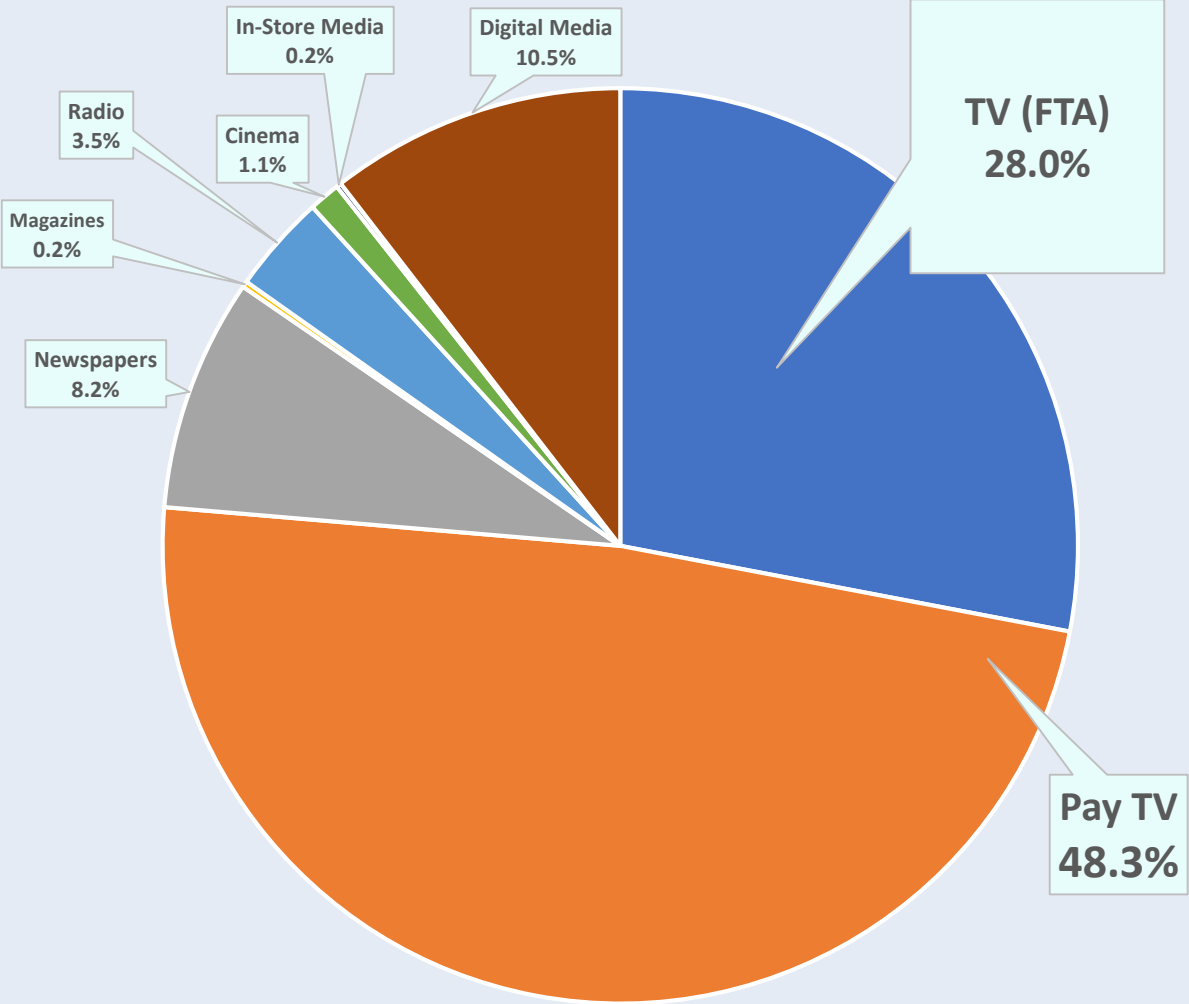
Agenda

1. Overview of FY 2023
2. Financial Performance
3. Strategic Update
4. Q & A

Recap FY 2023

- U.S. - China Strategic Competition
- Ukraine Conflict
- Cost Pressures including Staff Costs, High Interest Rates & Inflation
- Malaysia's GE15 Political Uncertainties
- Newsprint Price Volatility
- China's Border Reopening - COVID-19 Impact
- Weak Malaysian Ringgit - Results Impact
- Elimination of Third-Party Cookies Online Advertising Impact

Adex Malaysia (1 Apr 2022 to 31 Mar 2023)



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

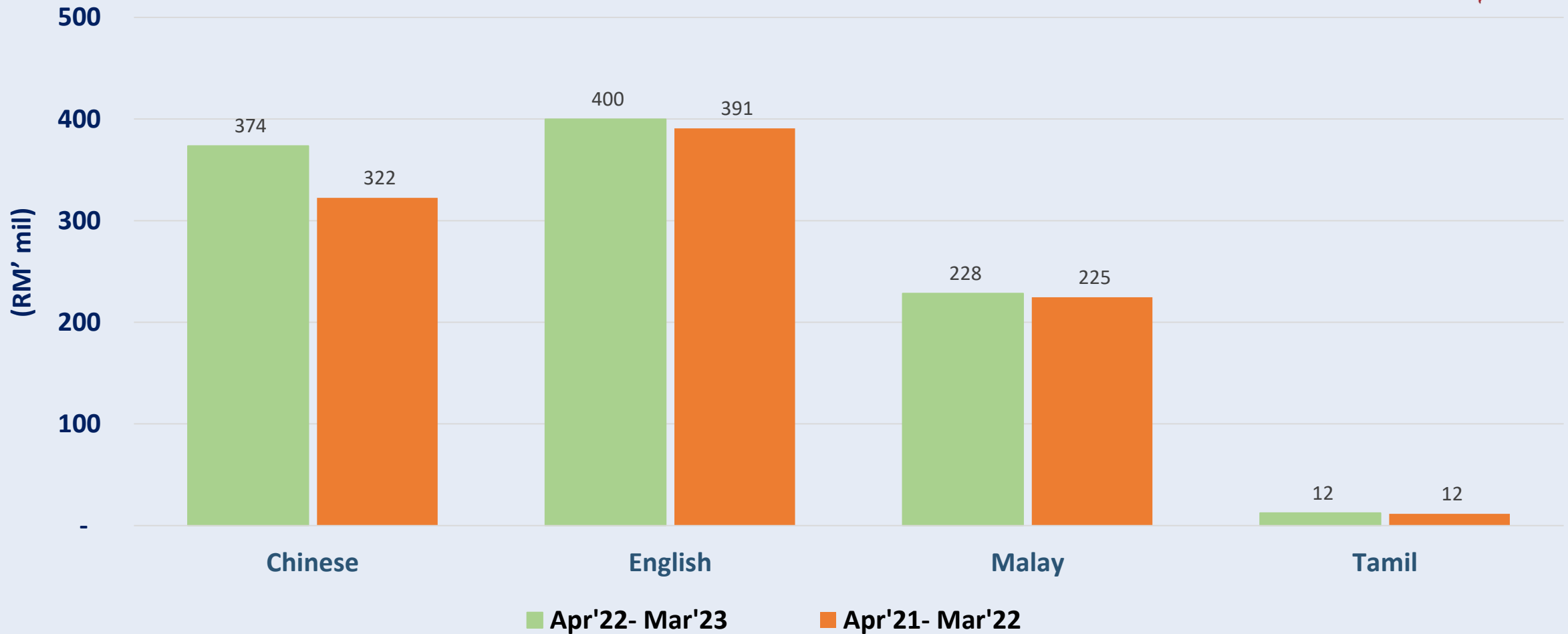
Total Adex (2023)
RM12,324m
↓ 5%
Total Adex (2022)
RM12,969m

| (In RM 'mil) | 2023 | 2022 | % Change |
|----------------|-------|-------|----------|
| Newspapers | 1,014 | 949 | 6.8% |
| Magazines | 26 | 26 | -0.4% |
| TV (FTA) | 3,451 | 3,593 | -4.0% |
| Pay TV | 5,959 | 6,809 | -12.5% |
| Radio | 428 | 389 | 10.1% |
| Cinema | 136 | 64 | 114.2% |
| In-Store Media | 21 | 44 | -52.1% |
| Digital Media | 1,289 | 1,095 | 17.7% |

↑ 6.6%

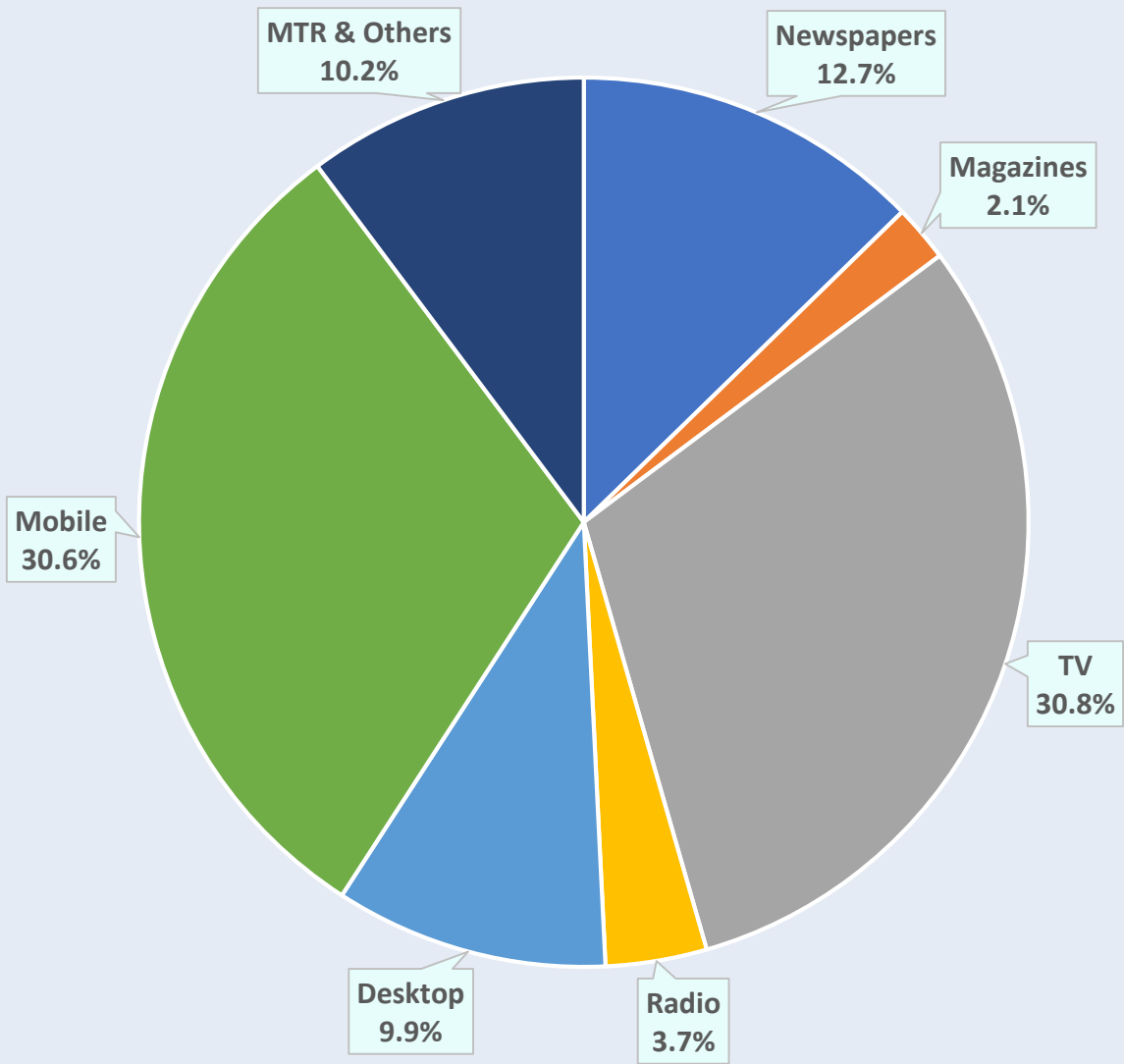
↓ 5.9%

Malaysia Newspaper Adex



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

Adex Hong Kong (1 Apr 2022 to 31 Mar 2023)



Source: AdmanGo

Total Adex (2023)
HKD105,220m
↑ 4.5%
Total Adex (2022)
HKD100,642m

| (In HKD 'mil) | 2023 | 2022 | % Change |
|---------------|--------|--------|----------|
| Newspapers | 13,367 | 13,772 | -2.9% |
| Magazines | 2,175 | 2,351 | -7.5% |
| | | | |
| TV | 32,378 | 31,187 | 3.8% |
| Radio | 3,870 | 4,210 | -8.1% |
| Desktop | 10,452 | 9,219 | 13.4% |
| Mobile | 32,222 | 27,904 | 15.5% |
| MTR & Others | 10,756 | 11,999 | -10.4% |

↓ 3.6%
↑ 6.1%

Financial Results for the year ended 31 Mar 2023

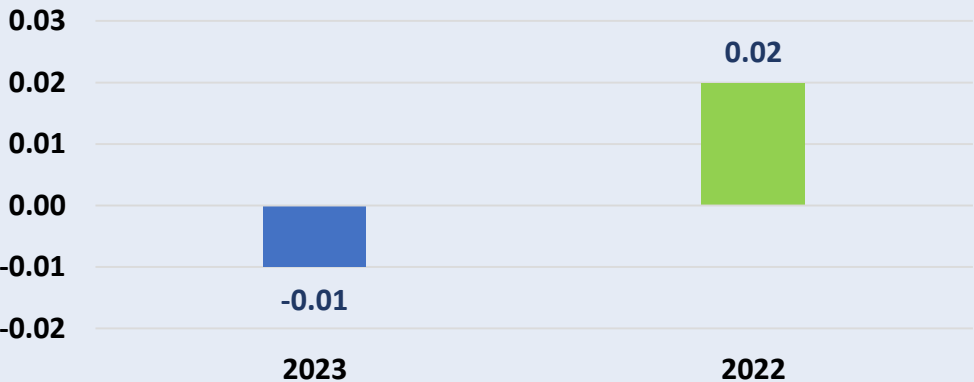
Despite a slow recovery, our financial performance demonstrates remarkable resilience

| US\$ 'million | YTD FY2022/23 | YTD FY2021/22 | + / (-) | + / (-) | Excluding currency impact |
|--|------------------|------------------|--------------------------|---------|---------------------------------|
| Turnover | 132.7 | 122.4 | 10.3 | 8% | 13% |
| Other income & gains, net | 7.9 | 10.9 | (3.0) | -27% | -24% |
| Expenses | (138.9) | (131.3) | (7.6) | -6% | -10% |
| Profit before income tax | 1.7 | 2.0 | (0.3) | -15% | -4% |
| Add: Provision for long service payment | 1.2 | 0.0 | 1.2 | 100% | 100% |
| Less: Govt. grant and subsidies | (2.0) | (5.0) | 3.0 | 59% | 59% |
| Adjusted profit / (loss) before income tax | 0.8 | (3.0) | 3.8 | 127% | 135% |
| EBITDA | 7.1 | 8.3 | (1.2) | -14% | -5% |
| (Loss) / Earnings per share - Basic (US cents) | (0.01) | 0.02 | (0.03) | -161% | -142% |
| US\$ | Turnover | | Profit Before Income Tax | | |
| Currency impacts for the year | -5.5m | | -219k | | |

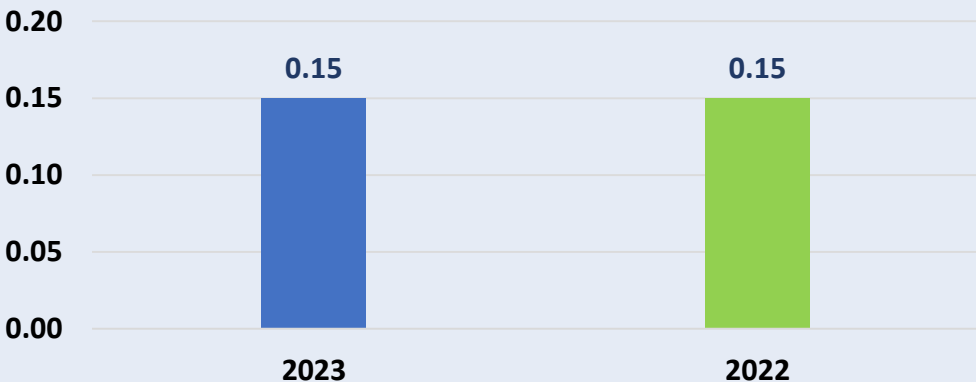
FY 2023 Financial Highlights



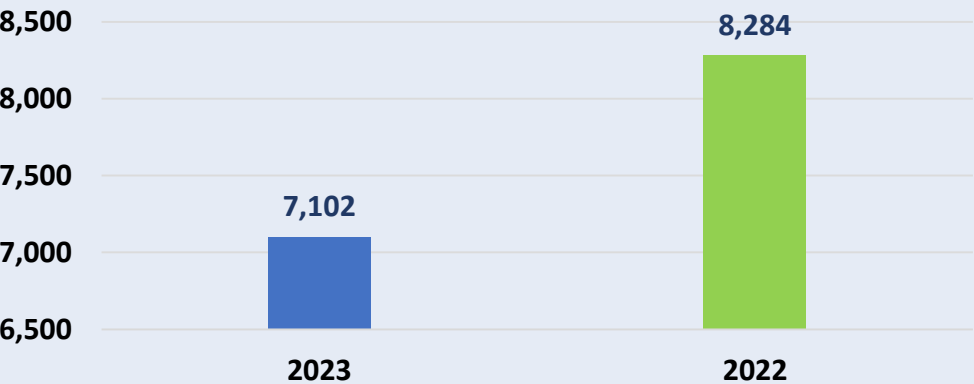
(LOSS) / EARNINGS PER SHARE
(US CENTS)



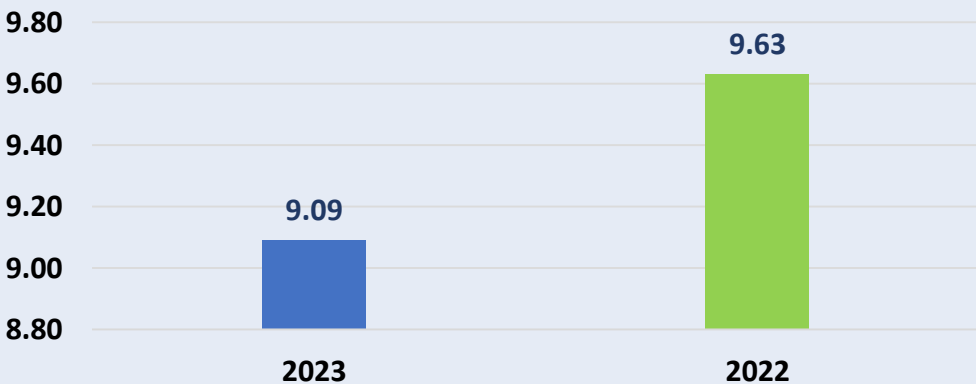
DIVIDEND PER SHARE
(US CENTS)



EBITDA
(US\$'000)



NET ASSETS PER SHARE
(US CENTS)



Challenging Market Environment

FY 2024 presents another set of challenges, including:

- The risk of a global recession persists
- Inflationary pressures and escalating costs are on the rise
- The potential hike in borrowing interest rates will impact consumer sentiment
- Fluctuating foreign exchange rates pose a challenge
- Geopolitical conflicts continue to have an impact
- The uncertain political situation in Malaysia
- Difficult online advertising market
- Unclear how AI will impact the sector
- However, there is hope for continued improvement as global travel demand recovers

Our Strategy

Delivering long term shareholder value

- Maximise cash flow from the existing business
 - Seek new opportunities through integrated all platforms
 - Delivering impactful stories that truly matter
 - Optimize and enhance our tour operations
- Continue digital growth
 - Leverage technology, data and content
- Pushing cost efficiency further
 - Focus on efficiency

Strategic Update (Hong Kong)

- Initiated fully integrated group sales through multi-platforms



- Market Expansion: Tap into new channels and products tailored for the dynamic Greater Bay Area market.
- Government Symposiums: Collaborate with government agencies to host influential symposiums, driving industry advancements.
- Awards Ceremonies: Host prestigious events to celebrate achievements, boosting brand reputation.
- Expo Presence: Stand out at industry expos to showcase cutting-edge offerings and forge impactful partnerships.
- Multi-Platform Promotions: Launch integrated campaigns across online and offline channels to engage the target audiences.

Strategic Update (Hong Kong)

- Enhance our print brands

The screenshot displays the JUMP mingpao.com website. The top navigation bar includes the JUMP logo, contact information (2999 3000, 2898 2577), and social media links. The main content area features several articles, including one titled '小藥丸大意義' (Small Pills, Big Significance) and another about '新一代配藥員Wing' (New Generation Dispensing Assistant Wing). The bottom section contains a large advertisement for '投身中西藥物行業 5大熱門工種' (Join the Sino-Western Pharmaceutical Industry, 5 Popular Job Types).



Strengthening our impact in Education, Social Welfare, and Healthcare sectors:

- Achieving excellence in Recruitment and Continuous Learning
- Expanding our reach in Education, Social Welfare, and Healthcare Sectors
- Embracing the opportunities of School-Based Education Services for Grammar Schools

Strategic Update (Hong Kong)

- Leverage tour market recovery and growth



翠明假期
CHARMING HOLIDAYS
明時旅遊有限公司 明時假期



上海三山五茂源大酒店

網號: MPVS

《元首級全新江南》

酒院古鎮·上海深坑洲際大酒店豪華6天

安排西子古城游
精緻私密下午茶 \$2,598
起/人(連稅)

成團出發: 5月5/6/13/15/16/20/22/25/26/29日
快將成行: 6月17/22/4/5/8/9/10/11/12/14/18/19/23/25/26日



上海三山五茂源大酒店, 房內小亭



陽明古塔



長隆橋



全副設施, 酒院古鎮大酒行

新疆

網號: MXJN

《穿越中國最美公路》

獨庫公路(北段)·醉美草原花花世界秘境13天

吃燒烤、木桶、可可西里、庫丹格勒、烏爾禾魔鬼城、巴音郭楞、鄯善紅砂岩

全程不設購物店鋪
無自費加座項目 \$23,898 起/人(連稅)
包14晚酒店

成團出發: 6月13日/9月9日
快將成行: 6月20/27日/7月4/18日/8月8日

7天(貴州) 由\$1975起 **2,898起**

黃山(瑤明園)、烏鎮、千島湖《世界級文化遺產》之遊-MPHGH
成團出發: 5月11/15日
快將成行: 5月12日/6月7/13/14/20/21/27/28日

7天(內蒙古) 由\$1985起 **7,998起**

內蒙大草原、響沙灣、狼跡草原豪華經典遊
-MHA5V
成團出發: 5月10日
快將成行: 5月16/26日/6月3/13/20日

12天(甘肅) 由\$1648起 **18,898起**

青海湖、茶卡鹽湖、甘南秘境、九畹溝牧場之遊-MHICA
成團出發: 5月13/25日/6月8/22/27日/7月20/27日/8月12/24日/9月14日/30日/12日

報名或查詢旅行團: 2543-2121 / 2781-1900 / ☎ 5590-5212

www.charming-online.com 更快捷、更全面、更方便 即刻前往 網站報名

地址: 香港九龍尖沙咀彌敦道363號香港中心9樓909室
營業時間: 星期一至五10:00至18:00; 星期六、日及公眾假期休息
地址: 旺角彌敦道639號維多利亞中心公樓一層1632室
營業時間: 星期一至五10:00至18:00; 星期六、日及公眾假期10:30至17:00

[illegible]

- Capitalize on emerging trends and changing customer needs
- Target new markets and customer segments
- Embrace innovation to stay ahead of the competition
- Personalize interactions and exceed expectations
- Craft compelling messaging and utilize diverse channels
- Challenges:
 - limited seat capacities
 - high fares & accommodation costs
 - airport ground staff

Strategic Update (Malaysia)

- To diversify and grow our revenue base



Strategic Update (Malaysia)

- Developing a data-driven proposition to drive digital marketing solution growth

Campaign Tie-Ups



Customised Solution



Strategic Update (Malaysia)

- Growing through audience engagement

How We Apply *Our Strategy during GE15*

Casual
Social Media


Live Streaming from Frontline / News Updates on Social Media



Live stream show during election night on social media

Regulares
Website, Newsletter, Mobile Apps


Interactive Games / Breaking News / Real Time Leaderboard



OTHER INTERACTIVE CONTENTS
Voting Game - Mari Mari Vote

Loyalist
VIP

Online Talks / Events / Member Only Content



Political Analysis

VIP meets newsroom leader on election analysis

- Accelerating digital subscriptions
- Personalised premium content
- Leverage data to improve retention and minimise churn

美味风采 LIVE

ifood

佳肴迎兔年

10/12/2022 (星期六)
时间: 11.30pm ~ 12.30pm
示范厨师: Chef Alex Gan
时间: 1.30pm ~ 2.15pm
示范厨师: Chef Apple Lee
时间: 3.30pm ~ 4.30pm
示范厨师: Chef Apple Lee
时间: 5pm ~ 6pm
示范厨师: Chef Zeniq Chiam

11/12/2022 (星期日)
时间: 11.30pm ~ 12.30pm
示范厨师: Chef Paul
时间: 3.30pm ~ 4.30pm
示范厨师: Chef Alex Gan & Apple Lee
时间: 5pm ~ 6pm
示范厨师: Chef Vanessa

Midea KEWPIE jasmine ANAYAMA

Chef Alex Gan Apple Lee Chef Zeniq Chiam Chef Paul Vanessa

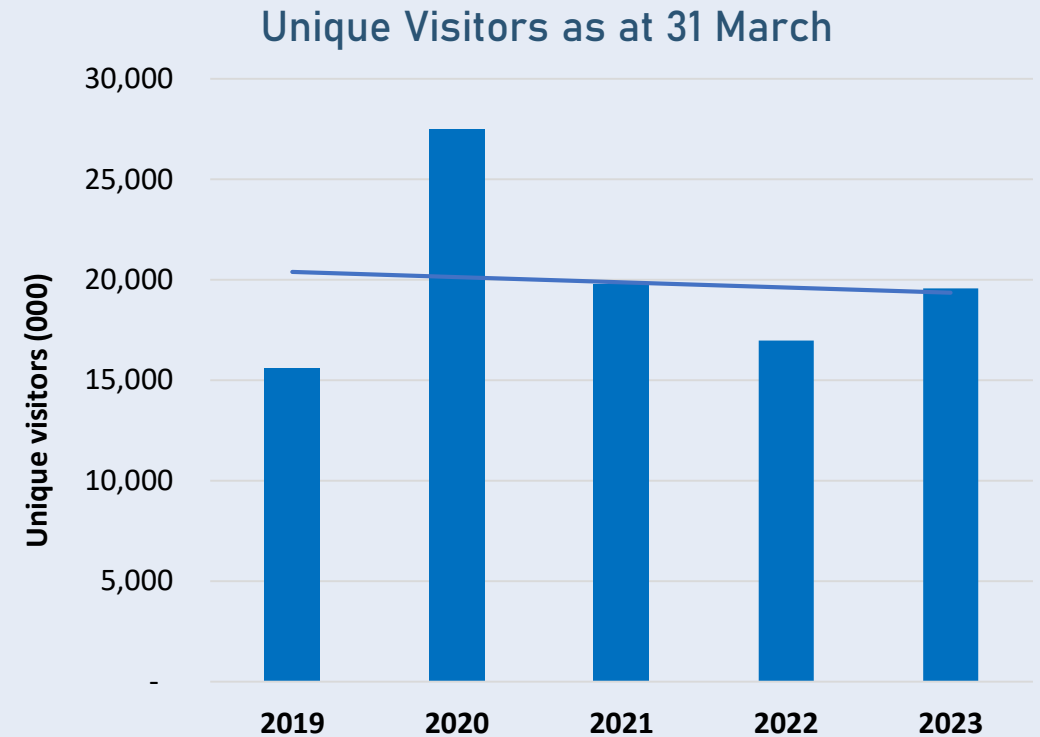
Strategic Update (Malaysia)

- Leading platforms for Chinese language media



Facebook's deprioritization of news content drives page view decline

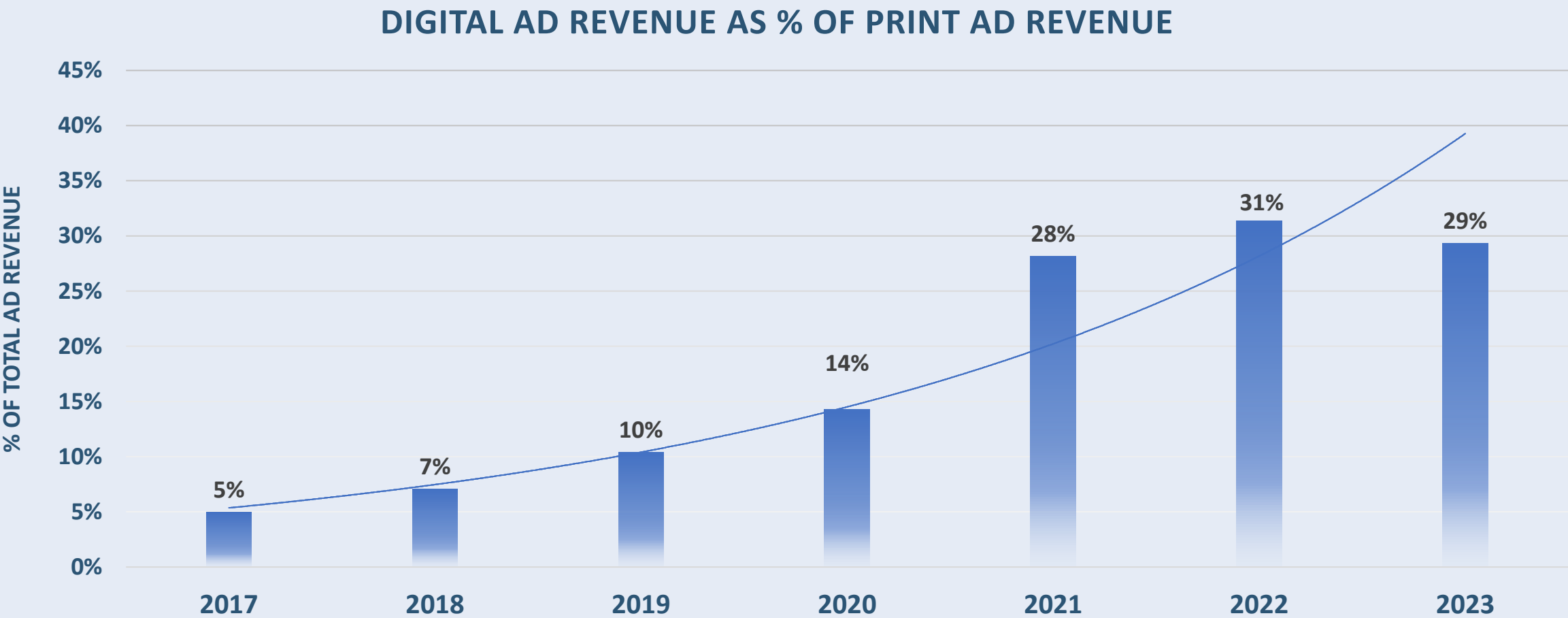
Source : Google Analytics



"Inflated" 2020 unique visitors due to pandemic stories

Strategic Progress

- Sustained level of Digital Ad Revenue



Our Approach to EESG

- Included in FTSE4Good Malaysia Index (December 2022 to June 2023)

Our Sustainability goals

ECONOMIC

Conduct our business fairly with emphasis on product quality and customer service

ENVIRONMENTAL

To produce our products in a more efficient and cost-effective manner which will have minimal impact on the environment

SOCIAL

Focusing on talent development, promoting health and safety; encouraging diversity at the workplace; and reaching out to local communities

GOVERNANCE

Adopt practices that will support sustainable economic growth with strong governance and accountability

See our Annual Report for additional information and detailed disclosures

Outlook

As the global economy starts to improve after the pandemic, the world is faced with other challenges such as rising supply chain and energy costs mainly due to geopolitical tensions. With the opening of borders by China and the relaxation of entry requirements by Hong Kong, there is anticipation that the Hong Kong economy will improve and tourism will resume gradually albeit slowly.

Nevertheless, the Group is of the view that its businesses will remain challenging as operation costs will remain high due to inflation. Because of such rising costs, the Group will continue to implement stringent cost control measures and seek ways to further improve the efficiency of its operations.

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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