



**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 2023**

**Unaudited Financial Highlights**

	<b>(Unaudited)</b> <b>Three months ended</b> <b>31 December</b>		
	<b>2023</b> <b>US\$'000</b>	<b>2022</b> <b>US\$'000</b>	<b>% Change</b>
Turnover	<b>36,363</b>	<b>34,618</b>	5.0%
(Loss)/profit before income tax	<b>(1,261)</b>	<b>1,382</b>	-191.2%
(EBITDA loss)/EBITDA	<b>(75)</b>	<b>2,748</b>	-102.7%

(28 February 2024) - **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 2023.

For the quarter ended 31 December 2023, the Group's turnover increased by 5.0% to US\$36,363,000 compared to the corresponding quarter last year. This improvement was mainly attributed to the increase in turnover for its travel segment. However, due to the decline in revenue from the publishing and printing segment, the Group recorded a loss before income tax of US\$1,261,000 for the current quarter, as opposed to a profit before income tax of US\$1,382,000 recorded a year ago.

The Group reported an EBITDA loss of US\$75,000 for the quarter in review, compared to an EBITDA of US\$2,748,000 in the year-ago quarter.

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\$463,000 and US\$34,000 on the Group's turnover and loss before income tax respectively.

## **Publishing and Printing**

For the quarter under review, the turnover of the publishing and printing segment declined by 15.9% to US\$26,932,000 from US\$32,018,000 in the same quarter last year. This led to the segment reporting a loss before income tax of US\$1,491,000 compared to a profit before income tax of US\$1,529,000 recorded in the year-ago quarter.

Turnover for the Group's Malaysia segment fell by 19.5% year-on-year to US\$16,092,000 for the quarter in review. This resulted in the segment recording an 82.3% drop in its profit before income tax to US\$411,000 from US\$2,327,000 in the same quarter last year. This downturn in turnover was mainly due to the prevailing weak consumer sentiment in the market, leading to reduced advertisement expenditure, coupled with the absence of election-related advertising revenue compared to the same quarter last year. To boost its revenue in this challenging market, the Group organised several income-generating events including the 'Malaysia Health & Wellness Expo', 'Malaysia Health & Wellness Brand Awards 2023' and 'The Golden Eagle Award 2023'.

For the quarter under review, the turnover of the Hong Kong and Taiwan segment decreased by 9.3% to US\$9,164,000 from US\$10,104,000 recorded in the prior-year quarter. The segment reported a quarter loss of US\$997,000, down from a breakeven result in the year-ago quarter. The decline in the segment's result was mainly due to the decrease in its advertising revenue, given the soft market sentiment which led to many companies reducing their marketing budgets and adspend.

Turnover for the Group's North America segment fell by 13.4% to US\$1,676,000 from US\$1,936,000 in the same quarter last year. Driven by the decline in turnover, the segment's loss before income tax widened to US\$905,000 from US\$798,000 a year ago.

## **Travel and travel related services**

The performance of the Group's travel segment continued to improve in the third quarter with a 262.7% year-on-year growth in its turnover to reach US\$9,431,000 from US\$2,600,000. Hong Kong tour operation's performance continued to improve as its luxurious tours to Mainland China, including locations such as Xinjiang and Tibet, were well received by the customers. The North America tour operations performance also improved compared to last year, mainly driven by the growth in outbound tours to Asia and tours to the Rockies. This led to an increase in the segment's profit before income tax to US\$373,000 from US\$2,000 recorded a year ago.

## **Nine months of FY 2023/24**

For the nine months ended 31 December 2023, the Group's turnover improved by 12.4% to US\$113,845,000 when compared to US\$101,284,000 in the corresponding period last year. This was mainly attributed to the improvement in the travel segment. However, due to the decline in revenue from its publishing and printing business, the Group reported a loss before income tax of US\$6,393,000 for the current period, as opposed to a profit before income tax of US\$3,537,000 in the same period last year.

The Group recorded an EBITDA loss of US\$ 2,754,000 for the period under review, as opposed to an EBITDA of US\$7,667,000 a year ago.

During the nine months ended 31 December 2023, both the RM and the C\$ weakened against the US dollar, resulting in negative currency impact of approximately US\$1,956,000 on the Group's turnover and positive currency impact of approximately US\$50,000 on the Group's loss before income tax.

