

34th Annual General Meeting

Strategic Update & FY 2024 Results

Media Chinese International Ltd

16 August 2024

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FY 2023/24 Recap

Navigating a Challenging Ad Market

Economic Challenges

The economic growth slowdown in operating countries, along with surging inflation and interest rates, has eroded consumer purchasing power.

Persistent geopolitical tensions have further heightened market uncertainties.

Declining Referral Traffic

- Decline in referral traffic significantly affecting page views and subsequently digital revenue.
- Decreased demand for advertisements driving down effective ad rates.

Generative AI Revolution

The revolution in generative AI has disrupted advertising norms, offering cost-effective, personalized content creation for marketers and consumers.

Thriving Tour Business

➤ Resilience Amidst Challenges

Despite economic challenges, our tour business has flourished as consumers resume traveling, indicating resilience amidst broader market uncertainties.

➤ Shifting Customer Preferences

Tailored strategies to capitalize on shifting consumer preferences in travel behaviour.



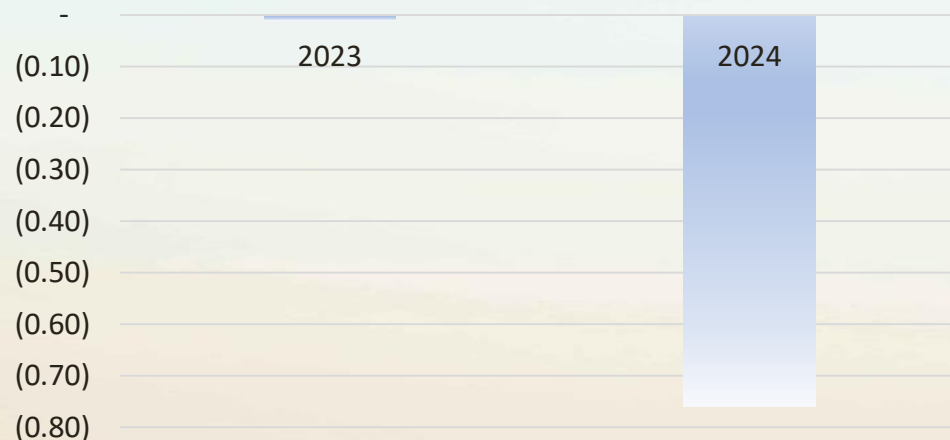
Results Overview

Overview of Results

| | Three months ended 31 March | | | Year ended 31 March | | |
|--|--------------------------------|------------------|----------|------------------------|------------------|----------|
| | 2024 US\$'000 | 2023 US\$'000 | % Change | 2024 US\$'000 | 2023 US\$'000 | % Change |
| Turnover | 33,173 | 31,371 | 5.7% | 147,018 | 132,655 | 10.8% |
| Profit/(loss) before income tax and provisions for impairment losses of property, plant and equipment and intangible assets | 860 | (1,830) | 147.0% | (5,533) | 1,707 | -424.1% |
| Provisions for impairment losses of property, plant and equipment and intangible assets | (8,064) | - | N/A | (8,064) | - | N/A |
| (Loss)/profit before income tax | (7,204) | (1,830) | -293.7% | (13,597) | 1,707 | -896.5% |
| Adjusted EBITDA / (EBITDA Loss) | 1,980 | (565) | 450.4% | (774) | 7,102 | -110.9% |

Key Financial Highlights

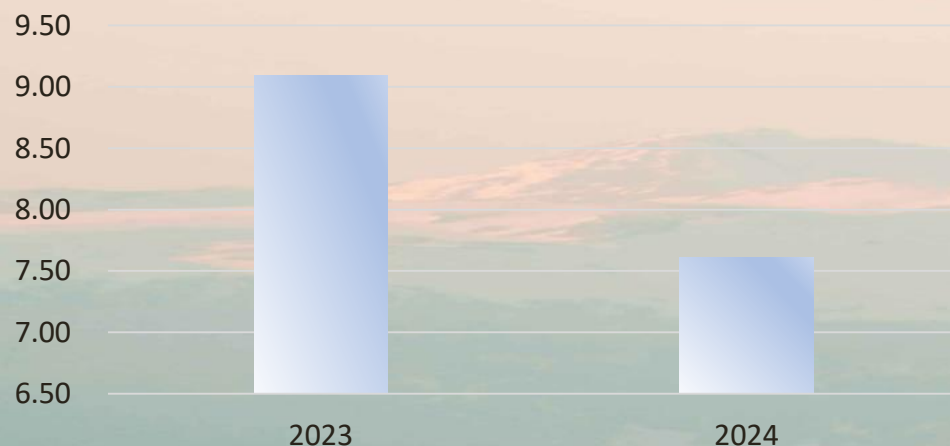
Loss Per Share (US cents)



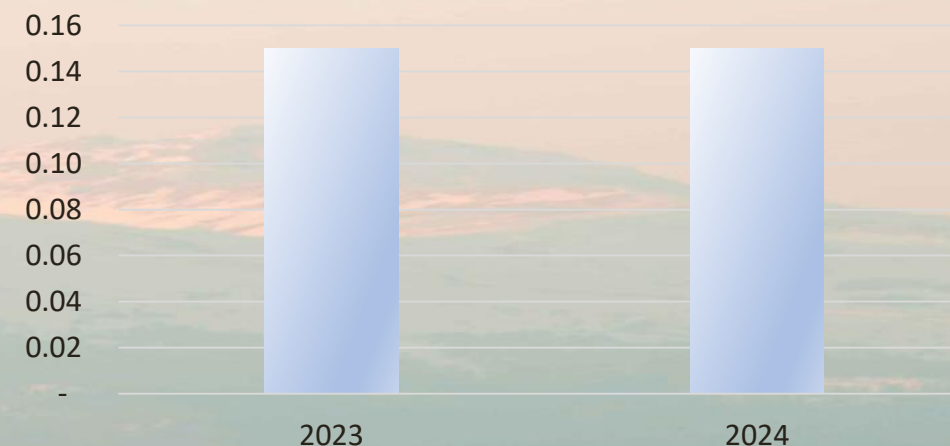
Adjusted EBITDA/(EBITDA Loss) (US\$ '000)



Net Assets Per Share (US cents)



Dividend Per Share (US cents)



Key Challenges



Key Challenges

Ongoing Challenges

- ❖ Geopolitical tensions disrupting global supply chains, economic development, and trade
- ❖ Macroeconomic uncertainty
- ❖ Foreign exchange fluctuations
- ❖ Effectively managing staffing costs in evolving work environments

Declining Referral Traffic

- ❖ Anticipated a further decline in referral traffic, which significantly affected page views and digital revenue

Tour Business Challenges

- ❖ High air ticket prices and difficulties in securing air tickets, impacting tour margins

Strategic Focus

Transform Publishing

- Developing sustainable digital publishing business
- Relevant storytelling
- Continuing cost focus
- Managing decline in print revenue
- Diversifying revenue streams



Synergy Creation

By leveraging group synergy through shared sales and digital marketing, we launched "M Explore" in October 2023, resulting in increased revenue and optimised capacity utilisation.

- Attracted more than 300 participants.
- Recorded sales more than RM13 million.



Develop Marketplaces Towards Advance Digital Platforms

Enhance Customer Experience

- Implement MCIL ID, a unified sign-on system for digital content and services.
- Driving audience and customer Engagement growthy.
- Develop Data-led Products for Advertisers.

Launch MCIL Ad Manager

- To launch MCIL Ad Manager, a self-serve ad platform offering lower prices to attract small-medium advertisers.

Creating New Revenue Streams – Life Magazines

Publishing Books with Influencers

- Creating special edition/premium booklets with influencers for talk shows as collectibles.
- Producing periodicals with a higher perceived value than monthly or weekly publications.



New Digital Products

- Branded content and native advertising seamlessly integrated with editorial.
- CittaBella's paid digital cover.
- Special beauty reviews on social media.
- Online Oriental Cuisine cookbooks.
- Podcasting for on-the-go entertainment.
- Interactive storytelling formats and recycled archive material for increased engagement.

Building Scalable Tour Business



Maximize
revenue

seize demand
opportunities



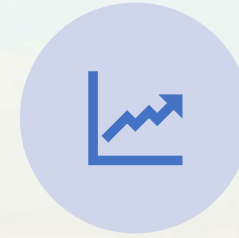
Enhance
margins

balance
product,
revenue, and
costs for
profitability



Elevate
experience

prioritize
customer
satisfaction
and loyalty



Expand
portfolio

diversify
offerings/
products for
broader appeal



Refine
marketing

targeted
campaigns to
attract and
retain
customers

Our Approach to EESG

- Achieved a 4-star rating (Companies with a FTSE4 Good ESG Rating of 3.7 or higher) based on the June 2024 review results.
- Our Sustainability pillars:

| ECONOMIC | ENVIRONMENTAL | SOCIAL | GOVERNANCE |
|--|---|--|--|
| We strive to operate with integrity, transparency, and a commitment to high-quality products and service excellence. | We pledge to incorporate environmental safeguards into our operations, raise awareness, and produce goods efficiently, prioritising environmental preservation. | We prioritise business ethics and corporate governance to sustain economic growth and serve the long-term interests of stakeholders. | We promote diversity, provide supportive workplaces, foster employee growth, and recognise performance. Additionally, we contribute to community development programs for positive impact. |

See our Annual Report for additional information and detailed disclosures

Forward Looking Statements

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

