Press Release

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 SECOND QUARTER ENDED 30 SEPTEMBER 2024

Unaudited Financial Highlights

	(Unaudited) Three months ended 30 September			**(Unaudited) Six months ended 30 September**		
	2024 US$'000	2023 US$'000	% Change	**2024 US$'000**	2023 US$'000	% Change
Turnover	**43,456**	41,169	+5.6%	**86,797**	77,482	+12.0%
Loss before income tax	**(981)**	(2,255)	+56.5%	**(1,858)**	(5,132)	+63.8%
Adjusted EBITDA loss	**(211)**	(1,025)	+79.4%	**(304)**	(2,679)	+88.7%

(27 November 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 second quarter ended 30 September 2024.

The Group's turnover for the second quarter of FY 2024/2025 increased by 5.6%, reaching US$43,456,000 compared to US$41,169,000 in the same quarter last year. This growth was primarily due to the continued strong performance of its travel segment. Accordingly, the Group's result improved in the current quarter with its loss before income tax narrowed by 56.5% to US$981,000 from US$2,255,000 in the corresponding quarter last year.

The adjusted EBITDA loss for the current quarter reduced by 79.4% to US$211,000 as compared to US$1,025,000 in the prior year quarter.

During the current quarter, the Malaysian Ringgit ("RM") strengthened against the US dollar while the Canadian dollar ("C$") weakened against the US dollar, resulting in net positive currency impacts of approximately US$623,000 and US$68,000 on the Group's turnover and loss before income tax respectively.

(a) Publishing and Printing

The publishing and printing segment experienced a 5.1% year-on-year decrease in turnover, falling to US$26,813,000 from US$28,247,000 in the same quarter last year. Despite the decline in turnover, the segment managed to reduce its loss before income tax for the current quarter to US$1,687,000, down from US$2,797,000 recorded in a year earlier.

Amid challenging business conditions, the Group's Malaysia operations saw a 1.3% increase in turnover, rising to US$16,934,000 from US$16,709,000 a year earlier. The growth was largely attributable to the increase in the cover price of the operations' flagship publications, coupled with the multiple events held in conjunction with Sin Chew Daily's 95th anniversary celebration, including celebration dinners held throughout all states in Malaysia, and the "Role Models of Malaysian Chinese" Awards. In addition to revenue growth, continuous cost management and the reduction in newsprint price contributed to the improvement in the Malaysia operations' profit before income for the current quarter which rose to US$952,000 from US$21,000 in the same quarter last year.

The Group's operations in Hong Kong and Taiwan also faced challenging business conditions, as many Hong Kong residents flocked to spend their weekends and holidays in neighbouring mainland China cities, which has adversely affected Hong Kong's local businesses and economic recovery. The Hong Kong and Taiwan segment reported a turnover of US$8,427,000 for the current quarter, a decline of 13.7% compared to the US$9,767,000 in the same quarter last year. Despite the decline in turnover, the segment's loss before income tax decreased to US$1,704,000 from US$1,835,000 recorded in the corresponding quarter of the previous year. The improvement in result was mainly due to the segment's stringent cost-savings efforts.

The Group's North America operation posted a turnover of US$1,452,000, reflecting an 18.0% decline compared to the US$1,771,000 recorded in the year-ago quarter. Nevertheless, the impact of decreased revenue was all offset by cost control initiatives and the operation managed to reduce its loss before income tax for the current quarter to US$935,000 from US$983,000 a year ago.

(b) Travel and travel related services

The Group's travel segment continued to show strong growth momentum, with its turnover rose by 28.8% to reach US$16,643,000 for the quarter under review, compared to US$12,922,000 reported in the same period last year. This encouraging revenue growth resulted in the segment reporting a 21.7% increase in its profit before income tax to reach US$886,000 from US$728,000 recorded in the corresponding quarter last year.

Additionally, the segment's renowned CEO-led luxury tours have successfully built a community of travellers who enjoy quality trips with interesting itineraries, reflecting the growing demand for premium travel experiences. The programme has recently expanded its offerings to destinations in other countries such as Vietnam and also luxury cruise trips to Europe.

First half of FY 2024/2025

The Group achieved a turnover of US$86,797,000 for the six-month period ended 30 September 2024, representing a 12.0% increase compared to the turnover of US$77,482,000 in the same period last year. This growth was primarily driven by the strong performance of the travel segment.

Driven by the continued growth of the travel segment, coupled with cost savings and efficiency improvements in all business operations, the Group reduced its loss before income tax to US$1,858,000 for the six-month period ended 30 September 2024 from US$5,132,000 for the same period last year.

Accordingly, the Group's adjusted EBITDA loss decreased by 88.7% to US$304,000 from US$2,679,000 in the previous year.

During the six months ended 30 September 2024, both the RM and the C$ weakened against the US dollar which resulted in negative currency impact of approximately US$104,000 on the Group's turnover and positive currency impact of approximately US$87,000 on the Group's loss before income tax.

Outlook

Commenting on the outlook of the remaining quarters, **Media Chinese's Group Chief Executive Officer, Mr. Francis TIONG said**, "The Group anticipates that the second half of the financial year will be challenging, marked by global economic uncertainties and geopolitical tensions.

However, the operating environment of Malaysia, one of the Group's key markets, remained favourable given its stable political environment and growing economy which have positively influenced business sentiment. At the same time, the Chinese government's recent fiscal stimulus package is expected to bolster market sentiment and economic activities in Hong Kong. As such, the Group remains cautiously optimistic and will continue to actively monitoring the evolving economic landscape in its key markets.

The Group will remain vigilant in managing costs while intensifying efforts in growth areas like luxury travel and digital business, and prioritise building a sustainable and resilient business model." Mr. TIONG concluded.

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<u>About Media Chinese International Limited (Stock Code: 685 HK)</u>

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

For further enquiries, please contact:

Media Chinese International Limited

<u>Malaysia</u>

Ms. TONG Siew Kheng   Tel: (603) 7965-8885
Fax: (603) 7965-8689

<u>Hong Kong</u>

Corporate Communications Department

Ms. Justina FAN   Tel: (852) 2595-3355
Fax: (852) 2898-2691
E-mail: corpcom@mediachinese.com