


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 2024**

Unaudited Financial Highlights

	(Unaudited) Three months ended 31 December			(Unaudited) Nine months ended 31 December		
	2024 US\$'000	2023 US\$'000	% Change	2024 US\$'000	2023 US\$'000	% Change
Turnover	37,786	36,363	+3.9%	124,583	113,845	+9.4%
Loss before income tax	(2,309)	(1,261)	-83.1%	(4,167)	(6,393)	+34.8%
Adjusted EBITDA loss	(1,547)	(75)	-1962.7%	(1,851)	(2,754)	+32.8%

(27 February 2025) - **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 2024.

For the quarter ended 31 December 2024, the Group's turnover rose by 3.9% to US\$37,786,000 from US\$36,363,000 in the same period last year. This growth was primarily driven by increased revenue from the Group's travel segment, along with an improvement in the turnover for the Malaysian operation of its publishing and printing segment. Additionally, the strengthening of the Malaysian Ringgit ("RM") against the US dollar contributed positively to the current quarter's results. However, despite the revenue growth, the Group reported a loss before income tax of US\$2,309,000 for the current quarter, compared with a loss before income tax of US\$1,261,000 in the prior year quarter.

Compared to the corresponding quarter of the previous year, the Group's adjusted EBITDA loss for the quarter in review increased from US\$75,000 to US\$1,547,000.

During the current quarter, the 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\$1,114,000 and US\$124,000 on the Group's turnover and loss before income tax respectively.

Publishing and Printing

For the quarter under review, the publishing and printing segment's total turnover rose by 1.8%, increasing from US\$26,932,000 in the same quarter last year to US\$27,426,000. The growth was mainly driven by the improvement in the Group's Malaysian operation's business while both its Hong Kong and Taiwan and North America operations reported decline in turnover. The segment's loss before income tax increased by 48.0% to US\$2,206,000 from US\$1,491,000 in the corresponding quarter last year.

Turnover from the Malaysia segment improved by 9.4% year-over-year to US\$17,606,000 from US\$16,092,000, mainly driven by revenue contributed by various events organised by *Sin Chew Daily* during the quarter, including the 'MCIL Trend Forum 2024' and 'Malaysia Business Legend 2024'. Driven by the improvement in turnover, coupled with cost savings, the segment's profit before income tax for the quarter increased to US\$1,025,000 from US\$411,000 a year ago.

On the other hand, the turnover of the Hong Kong and Taiwan segment decreased by 8.3% to US\$8,403,000 from US\$9,164,000 recorded in the prior-year quarter. The segment reported a quarter loss of US\$2,404,000, widened from US\$997,000 in the year-ago quarter. The decline in the segment's result was mainly due to the decrease in advertising revenue as changes in local consumption patterns had contributed to a softened advertising market.

Turnover for the Group's North America segment fell by 15.5% to US\$1,417,000 from US\$1,676,000 in the same quarter last year. Despite the decline in turnover, the segment's loss before income tax narrowed to US\$827,000 from US\$905,000 a year ago.

Travel and travel related services

The travel segment's business continued to grow at a steady pace in the current quarter, with its turnover rising by 9.9% year-over-year to US\$10,360,000 from US\$9,431,000, primarily driven by well curated CEO-led luxury trips, as well as the increase in student and Europe tours. However, due to intensified competition in the industry which resulted in the need to set very competitive pricing and the increase in operating costs, the travel segment's profit before income tax decreased by 76.1% to US\$89,000 from US\$373,000 in the year-ago quarter.

Nine months of FY 2024/2025

For the nine months ended 31 December 2024, the Group's turnover increased by 9.4%, reaching US\$124,583,000 compared to US\$113,845,000 in the same period last year. This growth was primarily driven by the travel segment which reported a 41.2% increase in turnover over the last corresponding period to HK\$45,052,000. On the other hand, the publishing and printing segment's turnover declined by 2.9% year-over-year to HK\$79,531,000. Driven by increased profit contribution from the travel segment as well as effective cost controls across all business units, the Group's loss before income tax for the current period narrowed by 34.8% to US\$4,167,000 from US\$6,393,000 in the corresponding period last year.

Accordingly, the Group's adjusted EBITDA loss for the period decreased by 32.8% to US\$1,851,000 from US\$2,754,000 in the same period last year.

During the nine months ended 31 December 2024, the RM strengthened against the US dollar while the C\$ weakened against the US dollar, resulting in net positive currency impacts of approximately US\$1,010,000 and US\$211,000 on the Group's turnover and loss before income tax respectively.

Outlook

Commenting on the outlook of the remaining quarter, **Media Chinese's Group Chief Executive Officer, Mr. Francis TIONG said**, "The Group expects the remaining quarter of the current financial year to be challenging amid the ongoing geopolitical tensions, deterioration of global trade relations and the uncertainty of the Trump administration's policies on the global economy.

Nevertheless, with its sound financial position, the Group is well positioned to ride through the challenges ahead and will continue to explore new revenue opportunities especially for its travel segment, while at the same time remain vigilant on cost controls." 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).

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