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 FOURTH QUARTER ENDED
31 MARCH 2025

Unaudited Financial Highlights

	(Unaudited) Three months ended 31 March			Year ended 31 March		
	2025 US$'000	2024 US$'000	% Change	**2025 US$'000**	2024 US$'000	% Change
Turnover	**32,948**	33,173	-0.7%	**157,531**	147,018	+7.2%
(Loss)/ profit before income tax and provision for impairment of property, plant and equipment and right-of-use assets, and intangible assets	**(3,258)**	860	-478.8%	**(7,425)**	(5,533)	-34.2%
Provision for impairment of property, plant and equipment and right-of-use assets, and intangible assets	**(38)**	(8,064)	+99.5%	**(38)**	(8,064)	+99.5%
Loss before income tax	**(3,296)**	(7,204)	+54.2%	**(7,463)**	(13,597)	+45.1%
Adjusted (EBITDA Loss)/ EBITDA	**(2,474)**	1,980	-224.9%	**(4,325)**	(774)	-458.8%

(28 May 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 fourth quarter ended 31 March 2025.

For the 4th quarter of the financial year ended 31 March 2025 (FY2024/2025), the Group's turnover decreased slightly by 0.7% to US$32,948,000 from US$33,173,000 in the same quarter last year. This decline was primarily due to a reduction in the revenue of its publishing and printing segment which reported an 8.9% decrease in turnover. On the other hand, the Group's travel segment saw a 26.5% growth in turnover, rising to US$9,754,000 from US$7,713,000 in the year-ago quarter. The Group's 4th quarter results were impacted by a slower retail environment and muted consumer demand.

The Group reported a loss before income tax of US$3,296,000 for the quarter under review, which narrowed by 54.2% from a loss before income tax of US$7,204,000 in the same quarter last year. This was primarily due to lower provision for impairment of property, plant and equipment and right-of-use assets, and intangible assets, which amounted to US$38,000 in the current quarter, compared to US$8,064,000 a year earlier. Excluding these provisions, the Group would have reported a loss before income tax of US$3,258,000, compared to a profit before income tax of US$860,000 for the prior year quarter, indicating a decline in performance in the current quarter.

The Group's adjusted EBITDA loss for the quarter under review was US$2,474,000, compared to an adjusted EBITDA of US$1,980,000 reported in the same quarter last year.

During the current quarter, the RM strengthened against the US$ while the Canadian dollar ("C$") weakened against the US$, resulted in positive currency impacts of approximately US$799,000 and US$137,000 on the Group's turnover and loss before income tax respectively.

Publishing and Printing

During the quarter under review, the turnover of the publishing and printing segment declined by 8.9% to US$23,194,000 from US$25,460,000 recorded in the previous year.

Although the Malaysian economy has been showing signs of recovery, turnover from the Group's Malaysian operations decreased by 3.8% to US$14,719,000 from US$15,299,000 in the same quarter last year, mainly due to weaker consumer sentiment as well as intense competition for advertising revenue from other digital and social media platforms. Despite the decline in turnover, the segment reduced its loss before income tax to US$336,000 in the current quarter from US$4,958,000 a year ago. This was mainly due to the absence of provision for impairment of property, plant and equipment and intangible assets which amounted to US$8,064,000 in the same quarter last year. Without the impairment provision, the segment would have reported a profit before income tax of US$3,106,000 for the prior year quarter. The decline in performance in the current quarter was mainly due to a decrease in advertising revenue as well as unfavourable fair value changes on the segment's investment properties and quoted investments.

During the quarter, Sin Chew Daily's 95th anniversary celebrations contributed positively to the Malaysian operations' revenue generated from advertising and events. These events also enhanced the bond between Malaysia's most reputable Chinese media outlet and the Chinese community.

The continued trend of Hong Kong consumers preferring to spend their weekends in nearby cities in Mainland China has deteriorated the city's retail businesses and weakened its economy. As a result, the turnover from the Group's Hong Kong and Taiwan segment decreased by 13.9%, falling to US$7,136,000 from US$8,286,000 in the same quarter last year, primarily due to the decline in its advertising revenue. Driven by the decline in turnover, the segment's loss before income tax widened to US$2,529,000 from US$1,329,000 in the prior year quarter.

The revenue of the Group's North America operations declined by 28.6% to US$1,339,000 from US$1,875,000 recorded in the year-ago quarter. Despite the decrease in turnover, the segment's loss before income tax narrowed to US$131,000 from US$502,000 a year ago, mainly due to cost savings and funding received from Google for the use of the Group's news content.

Travel and travel related services

During the quarter under review, the Group's travel segment continued its steady growth, with turnover rising by 26.5% to US$9,754,000, up from US$7,713,000 in the same quarter last year. This growth was primarily driven by the recovery in global travel and the resurgence of holiday trips. Additionally, the segment's luxury trips to Mainland China, Europe and other parts of Asia were well received by customers. As a result of the improvement in revenue, the travel segment's loss before income tax narrowed to US$171,000, compared to a loss of US$248,000 in the same quarter last year.

Despite the improvement in its performance, the travel segment faces challenges from increasing competition and changing travelling habits. However, the Group has through the years built a strong relationship with its business partners which foster its competitiveness and allows it to curate more interesting and exclusive itineraries.

FY 2024/2025

The Group has been working relentlessly to enhance its operational efficiency and profitability amid a challenging business environment during the year.

For the financial year ended 31 March 2025, the Group recorded a 7.2% increase in turnover, rising to US$157,531,000 from US$147,018,000 in the previous year. This growth was primarily driven by a 38.3% rise in turnover from its travel segment, which reached US$54,806,000, up from US$39,619,000 in the previous financial year. On the other hand, the turnover from the Group's publishing and printing segment declined by 4.4% to US$102,725,000 from US$107,399,000 in FY 2023/2024.

The Group reported a loss before income tax of US$7,463,000 for FY 2024/2025, an improvement from last year's loss before income tax of US$13,597,000, mainly attributed to lower provision for impairment of property, plant and machinery and right-of-use assets, and intangible assets. Excluding the impairment provisions, the Group would have reported a loss before income tax of US$7,425,000, compared to a loss before income tax of US$5,533,000 for FY 2023/2024. This reflected a 34.2% or US$1,892,000 decline in the current year's underlying result compared to last year. It was mainly due to the unfavourable fair value changes on the Group's investment properties and quoted investments, partly compensated by increased profit contribution from the travel segment.

The Group's adjusted EBITDA loss for the year was US$4,325,000, compared to last year's US$774,000.

For the financial year in review, the RM strengthened against the US$ while the C$ weakened against the US$, resulted in positive currency impacts of approximately US$1,809,000 and US$348,000 on the Group's turnover and loss before income tax respectively.

The Board has declared an interim dividend for the year ended 31 March 2025 of US0.10 cents (2023/2024: US0.15 cents) per ordinary share payable on 8 July 2025.

Outlook

Commenting on the outlook of the coming financial year, **Media Chinese's Group Chief Executive Officer, Mr. Francis TIONG said**, "The operating landscape remains uncertain, with geopolitical tensions, global trade disruptions, and sticky high interest rates contributing to economic volatility. The newly announced U.S. tariffs will disrupt global supply chains and slow down consumer spending, creating further uncertainties for global trade and economy.

In addition, with digital disruption and AI-based ad solutions reshaping monetisation models, traditional revenue streams for media and publishing business face increasing pressure.

On a positive note, the Group sees growth opportunities in its travel segment, supported by many countries' visa free policies and more competitive airfare offerings.

The Group will focus on the following strategic areas to enhance profitability and ensure sustained growth:

- Enhancing operational efficiency through technology
- Maintaining strict cost discipline
- Leveraging favourable newsprint pricing
- Driving innovation across content and platform offerings

The Group remains committed to disciplined execution, digital transformation, and value creation for shareholders in a rapidly evolving operating environment." 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

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