


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 FIRST QUARTER ENDED
30 JUNE 2025**

Unaudited Financial Highlights

	(Unaudited) Three months ended 30 June		
	2025 US\$'000	2024 US\$'000	% Change
Turnover	42,865	43,341	-1.1%
Loss before income tax	(2,003)	(877)	-128.4%
EBITDA loss	(1,509)	(93)	-1522.6%

(25 August 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 first quarter ended 30 June 2025.

The Group's turnover decreased by 1.1%, from US\$43,341,000 in the same quarter last year to US\$42,865,000 in the current quarter, primarily due to weak advertising expenditure in its operating markets. This led to an increase in the Group's loss before income tax, from US\$877,000 in the previous year, to US\$2,003,000 in the current quarter.

EBITDA loss for the quarter increased to US\$1,509,000 from US\$93,000 in the same quarter last year.

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 a positive currency impact of approximately US\$1,226,000 on the Group's turnover and a negative currency impact of approximately US\$70,000 on the Group's loss before income tax.

Publishing and Printing

For the quarter ended 30 June 2025, the Group's publishing and printing segment recorded a turnover of US\$23,176,000, reflecting an 8.4% decline from the US\$25,292,000 reported in the same quarter of the prior year. The segment incurred a loss before income tax of US\$2,935,000, compared to a loss of US\$1,892,000 in the year-ago quarter.

In the first quarter of FY 2025/2026, the Group's Malaysian operations recorded a 4.6% year-on-year decline in turnover, falling from US\$14,524,000 to US\$13,851,000, mainly due to weak advertising demand and declining circulation of its print publications. The decline in turnover was also influenced by challenging economic conditions. Despite benefiting from lower newsprint costs and depreciation expenses, the segment reported a loss before income tax of US\$894,000, a reversal from a profit before income tax of US\$195,000 in the same quarter last year. During the quarter, the Group's flagship newspapers in Malaysia organised several revenue generating events, such as the "Gen AI for Marketing & Sales Workshop" held in May 2025, which attracted strong attendance. The workshop covered practical AI tools for marketing, hands-on practice with platforms like ChatGPT and Meta AI, case studies, and networking opportunities. This initiative highlighted the Group's focus on innovation.

The Group's turnover in the Hong Kong and Taiwan markets fell by 13.3%, from US\$9,236,000 in the same quarter last year to US\$8,005,000. Correspondingly, the segment's loss before income tax increased by 12.4% to US\$1,271,000 from US\$1,131,000 in the prior year quarter. Weak market sentiment in Hong Kong impacted the Group's recruitment advertising business, JUMP, which had previously been a strong performer, as companies remained cautious in hiring. The Group continued to build on its education business in Hong Kong, which showed positive momentum, with several education expos held in Hong Kong and Shenzhen attracting strong attendance. This mixed outcome reflected the broader cautious market sentiment amid ongoing economic uncertainties.

The Group's North America segment reported a 13.8% decline in turnover, falling from US\$1,532,000 in the same quarter last year to US\$1,320,000 in the current quarter. This decline was primarily driven by a slow local economy and an ongoing decline in demand for printed media. Despite the turnover decline, the segment's loss before income tax narrowed to US\$770,000 from US\$956,000, reflecting a 19.5% improvement compared to the same quarter last year, mainly due to strong cost control.

Travel and travel related services

The Group's travel segment continued to contribute positively, with a 9.1% growth in its turnover, increasing from US\$18,049,000 in the prior year quarter to US\$19,689,000. In addition to the continued popularity of luxury CEO tours to Mainland China and other parts of Asia, the newly introduced CEO cruise trips in Europe also received a positive response, successfully capturing a new market segment. Furthermore, travel demand to Australia and New Zealand rebounded, and student tours also rose significantly. Revenue growth was also driven by increased inbound tours to the USA from Asian travellers and tours to the Canadian Rockies. The segment posted a profit before income tax of US\$1,043,000, down 10.2% from US\$1,162,000 reported in the same quarter last year, due primarily to higher operating costs, including labour and rent.

Outlook

Commenting on the outlook of the remaining quarters, **Media Chinese's Group Chief Executive Officer, Mr. Francis TIONG said**, "The global economic environment remains uncertain, shaped by ongoing geopolitical tensions, rising operational costs and erratic changes in U.S. tariff policies. Advertising spending continues to fall short of pre-pandemic levels, placing pressure on overall growth. The Group anticipates that the first half of the financial year 2025/2026 will continue to be affected by a slow global market. However, with interest rates expected to be cut and the potential of a more stable global trade landscape in later part of 2025, the Group expects a more stable business environment in the second half of the financial year 2025/2026. The Group will continue to monitor market trends and adjust its business strategies accordingly, while at the same time continue to improve operational efficiency and achieve cost savings." 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).

For more information, please visit: www.mediachinesegroup.com

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