

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (“Board”) of directors (the “Directors”) of Media Chinese International Limited (the “Company”, together with its subsidiaries as, the “Group”) is pleased to announce that Mr Khoo Kar Khoon (“Mr Khoo”) has been appointed as executive director (“Executive Director”) of the Company and chief executive officer of the Malaysian operations of the Group with effect from 1 September 2025. Biographical details of Mr Khoo are set out as follows:

BIOGRAPHY OF MR KHOO

Mr Khoo, aged 60, is an Associate Member of the Chartered Institute of Management Accountants, United Kingdom. Mr Khoo started his career with Coopers & Lybrand in 1990 after graduation. He has extensive experience in the media and advertising industry. He built his career in the advertising industry and joined Bates Advertising from 1991 to 1995, holding the position of Cost Accountant. He was one of the key founders of Zenith Media, which was established in 1995 and is the first and one of the largest media specialists in Malaysia principally engages in providing advertising and marketing services in Malaysia. Mr Khoo then joined Nestle Products Sdn Bhd in 2000 as Media Manager. From 2009 up to June 2016, he was promoted and acted as the Communications Director of the company. In January 2020, Mr Khoo has been appointed the Senior Advisor (Branding & Marketing) to Ekuiti Nasional Berhad (Ekuinas) - a private equity company owned by the Government of Malaysia. Mr Khoo was an independent non-executive director of the Company from June 2016 to May 2025.

Mr Khoo is a veteran and active player in the advertising scene in Malaysia where he was also the President and Advisor to the Malaysian Advertisers Association (MAA), Executive Member of the Asian Federation of Advertising Association (AFAA), Board of Advisor to School of Marketing, University Utara Malaysia (UUM), Board Member of Audit Bureau of Circulation (ABC), Board Member of Communication and Multimedia Content Forum (CMCF) and Advisor to Artem Ventures Neo Consumer Ventures Fund in Malaysia. He was formerly the Industry advisor for the Bachelor of Communication (Honours) PR Programme under the Faculty of Arts and Science (FAS), Universiti Tunku Abdul Rahman, Malaysia.

Currently, Mr Khoo is an independent non-executive director of RH Petrogas Limited, a listed company in Singapore.

Mr Khoo does not have any relationships with any Directors, senior management or substantial or controlling shareholders of the Company and has not held any other positions with any other members of the Group.

Save as disclosed above, Mr Khoo does not hold any directorships in any other public listed companies, whether in Hong Kong or overseas, in the past three years.

As at the date hereof, Mr Khoo does not have any interest in the shares or underlying shares of the Company within the meaning of Part XV of the SFO.

Mr Khoo has entered into a letter of appointment with the Company for a term commencing from 1 September 2025 to and including 31 March 2027 and is subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the Bye-Laws of the Company. He will be entitled to receive a remuneration of RM720,000 (equivalent to approximately US\$171,400) per annum, as well as bonus and other benefits to be determined by the Board from time to time, with reference to his duties and responsibilities with the Company, the Company's performance and the prevailing market condition.

Mr Khoo has obtained the legal advice on 21 August 2025 pursuant to Rule 3.09D of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and has confirmed that he understood his obligations as a director of the Company.

Save as disclosed above, there are no other matters relating to Mr Khoo's appointment that need to be brought to the attention of the shareholders of the Company and there is no other information which is discloseable nor is/was he involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

In making the recommendation to the Board for the appointment of new Executive Director, the Nomination Committee of the Company has considered among other factors including (i) the educational background, experience and qualifications of Mr Khoo; (ii) the diversity of the Board in terms of his perspectives, skill and experiences that he can bring. The Nomination Committee of the Company believes that with the background of Mr Khoo, he will be able to make valuable contributions to the Company as new Executive Director.

The Board would like to take this opportunity to express its warmest welcome to Mr Khoo in joining the Company.

By order of the Board
Media Chinese International Limited

Tiong Choon
Chairman

25 August 2025

As at the date of this announcement, the Board comprises Mr Tiong Kiew Chiong, Mr Wong Khang Yen, Mr Liew Sam Ngan and Ms Tiong Yijia, being executive directors; Ms Tiong Choon, being non-executive director; and Mr Ip Koon Wing, Ernest, Ms Lim Seang Lee and Mr Yong Voon Kar, being independent non-executive directors.