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 2025**

Unaudited Financial Highlights

	(Unaudited) Three months ended 30 September			**(Unaudited) Six months ended 30 September**		
	2025 US$'000	2024 US$'000	% Change	**2025 US$'000**	2024 US$'000	% Change
Turnover	**40,783**	43,456	-6.2%	**83,648**	86,797	-3.6%
Loss before income tax	**(4,022)**	(981)	-310.0%	**(6,025)**	(1,858)	-224.3%
EBITDA loss	**(3,554)**	(211)	-1,584.4%	**(5,063)**	(304)	-1,565.5%

(27 November 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 second quarter ended 30 September 2025.

The Group's turnover for the second quarter of FY 2025/2026 was US$40,783,000, a 6.2% decline from US$43,456,000 in the same quarter last year. The decrease was primarily due to a generally weak economic environment and reduced advertising spend in the markets where the Group operates, resulting in a 12.0% decline in revenue from the Group's publishing business. The decline was partially offset by a 3.3% increase in revenue from the travel segment.

EBITDA loss for the quarter increased to US$3,554,000 from US$211,000 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 a positive currency impact of approximately US$663,000 on the Group's turnover and a negative currency impact of approximately US$33,000 on the Group's loss before income tax.

Publishing and Printing

The publishing and printing segment experienced a 12.0% decrease in turnover, falling to US$23,593,000 from US$26,813,000 in the prior year's corresponding quarter. This decline resulted in widening of the segment's loss before income tax to US$4,293,000 from US$1,687,000 in the same quarter last year.

Malaysia's economy faced a mix of global headwinds and domestic structural challenges during the quarter in review. Amid these challenging business conditions, the Group's Malaysian operations recorded an 11.8% decline in turnover to US$14,932,000 from US$16,934,000 in the same quarter last year. As a result, the segment reported a loss before income tax of US$680,000 for the quarter in review, compared with a profit before income tax of US$952,000 a year ago. To drive revenue, the Group continued engaging audiences and advertisers through various initiatives, including community events and a golf tournament, both of which garnered positive feedback. Meanwhile, strict financial discipline will be maintained through operational cost controls to improve profitability.

The Group's operations in Hong Kong and Taiwan also faced challenging market conditions, including rising unemployment and a weak property market amid global uncertainties. These difficulties were exacerbated by reduced local consumption, as many Hong Kong residents chose to spend their holidays in Mainland China. The Hong Kong and Taiwan segment reported an 11.3% decline in turnover, dropping to US$7,477,000 from US$8,427,000 in the prior year's corresponding quarter. The decrease was primarily attributed to reduced advertising revenue from the recruitment and property sectors. Amid Hong Kong's challenging economic environment, business and government sectors slowed their recruitment activities, negatively affecting the Group's recruitment advertising business. Driven by the decline in revenue, the segment's loss before income tax widened to US$2,715,000 from US$1,704,000 in the same quarter last year.

The Group's North American operations posted a turnover of US$1,184,000, reflecting an 18.5% decline compared to US$1,452,000 recorded in the prior year quarter. Despite the revenue decline, the segment's loss before income tax narrowed to US$898,000 from US$935,000 in the same quarter a year earlier, primarily driven by cost savings.

Travel and travel related services

The travel segment continued to see solid growth in the second quarter of FY 2025/2026, with turnover rising by 3.3% to US$17,190,000 from US$16,643,000 in the prior year's corresponding quarter. Despite increased revenue, the segment's profit before income tax declined by 53.4% to US$413,000 from US$886,000 in the same quarter last year. This was primarily due to lower profit margins resulting from intensified market competition, rising operating costs, and increased exchange losses.

The segment's CEO-led luxury group tours remain a strong differentiator, building a loyal community of travellers who value premium experiences and curated itineraries. The Group remains a leading player in the luxury travel segment, bolstered by strategic partnerships with key operators in Mainland China, enabling access to premium deals and enhancing its competitive edge. While other market players have begun to replicate this model, the Group continues to innovate by introducing new experiences, such as exclusive cruise itineraries and luxury expeditions to adventurous destinations.

First half of FY 2025/2026

For the six-month period ended 30 September 2025, the Group reported a turnover of US$83,648,000, a 3.6% decline from US$86,797,000 in the same period of the previous year. This decrease was driven by a 10.2% decline in revenue from the Group's publishing and printing segment, partially offset by a 6.3% increase in revenue from the travel segment.

The Group's loss before income tax for the period increased to US$6,025,000 from US$1,858,000 in the same period last year, primarily due to challenges in the publishing business.

Accordingly, the Group's EBITDA loss increased to US$5,063,000 from US$304,000 in the corresponding period last year.

During the six months ended 30 September 2025, the RM strengthened against the US dollar while the C$ weakened against the US dollar, resulting in a positive currency impact of approximately US$1,889,000 on the Group's turnover and a negative currency impact of approximately US$103,000 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 a challenging yet gradually improving operating environment in the second half of FY 2025/2026. Persistent macroeconomic headwinds — geopolitical tensions, inflationary pressures and trade conflicts — are expected to continue to cloud global growth, dampen consumer sentiment, and constrain advertising demand and discretionary spending.

However, government stimulus measures are expected to provide moderate support: Malaysia's SARA and MADANI Aid will spur consumption; Hong Kong's talent-attraction policies, mega-events, and Kai Tak Sports Park are boosting tourism and business confidence.

The travel segment remains a growth driver, with portfolio expansion into new destinations and immersive single-destination offerings tailored to evolving consumer trends.

The Group remains cautiously optimistic, focusing on:
1. Cost discipline and operational resilience;
2. Revenue diversification via digital and experiential streams;
3. AI-driven innovation to optimise content creation, enhance productivity and strengthen client engagement.

With a strong brand portfolio, diversified revenues, and prudent financial management, the Group is agile and well-positioned to capture emerging opportunities as market conditions gradually improve."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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