


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 2025**

Unaudited Financial Highlights

	(Unaudited) Three months ended 31 December			(Unaudited) Nine months ended 31 December		
	2025 US\$'000	2024 US\$'000	% Change	2025 US\$'000	2024 US\$'000	% Change
Turnover	38,587	37,786	+2.1%	122,235	124,583	-1.9%
Loss before income tax	(1,978)	(2,309)	+14.3%	(8,003)	(4,167)	-92.1%
EBITDA loss	(1,330)	(1,547)	+14.0%	(6,393)	(1,851)	-245.4%

(23 February 2026) - **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 2025.

For the quarter ended 31 December 2025, the Group’s turnover increased by 2.1% year-on-year to US\$38,587,000 from US\$37,786,000, driven by a 39.8% revenue growth in the travel segment, partially offset by a 12.1% revenue decline in the publishing segment.

The Group reported a loss before income tax of US\$1,978,000, representing a 14.3% reduction from the US\$2,309,000 loss recorded in the same quarter last year. Besides increased profit contribution from the travel segment, the improved result was also driven by cost savings, particularly in paper costs, depreciation charges and bad debt provisions.

Compared to the corresponding quarter of the previous year, EBITDA loss for the quarter in review decreased from US\$1,547,000 to US\$1,330,000.

During the current quarter, both the Malaysian Ringgit ("RM") and the Canadian dollar ("C\$") strengthened against the US dollar, resulting in positive currency impacts of approximately US\$827,000 and US\$3,000 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 turnover fell 12.1% year-on-year to US\$24,108,000 from US\$27,426,000. The decline stemmed mainly from the publishing sector's challenging operating environment, marked by increasing economic pressure, rapid digital transformation, and shifting consumer behavior.

Despite the lower turnover, the segment's loss before income tax narrowed by 3.5% year-on-year to US\$2,129,000 from US\$2,206,000. The improvement was mainly driven by cost savings, particularly in newsprint costs, reflecting more favourable newsprint prices, as well as depreciation charges and bad debt provisions.

Malaysia's publishing segment recorded an 11.6% decline in turnover, decreasing to US\$15,562,000 from US\$17,606,000 a year earlier. The decline in turnover, which was partially mitigated by ongoing cost-management initiatives and lower paper costs, resulted in the segment reporting a 59.0% decrease in profit before income tax to US\$420,000 from US\$1,025,000 in the same quarter last year. On a more positive note, turnover in Malaysia's publishing segment was supported by higher advertising revenue from special projects and integrated marketing campaigns undertaken to counter the broader slowdown in print and digital media. These initiatives included 'The 2nd MCIL Trend Forum' and the 'CP Outstanding Entrepreneurs Award', as well as a series of AI workshops and year-end promotional campaigns across both online and print platforms. Additional revenue was also generated through themed and commemorative special publications, which collectively helped mitigate the impact of weaker performance in traditional advertising markets.

Turnover of the Hong Kong and Taiwan publishing segment fell 12.7% to US\$7,340,000 from US\$8,403,000 in the year-ago quarter, mainly due to softer advertising demand. Despite the turnover decline, the segment's loss before income tax narrowed by 11.6% to US\$2,124,000 from US\$2,404,000 in the same quarter last year, supported by ongoing cost-control measures and increased exchange gains. The segment's classified advertising revenue was adversely affected by a slowdown in Hong Kong's recruitment activities, while property advertisements remained subdued amid cautious market conditions. These declines were partially offset by revenue generated from various events held during the quarter, including the 2025 Smart Ageing Expo and the Third (GBA) Hong Kong Schools Expo Education Fair, which contributed positively to the segment's performance in the current quarter.

The North American publishing segment recorded a 14.9% year-on-year decline in turnover to US\$1,206,000 from US\$1,417,000, reflecting prolonged structural challenges facing the print media industry in the region. Despite lower revenue, the segment's loss before income tax improved by 48.6%, narrowing from US\$827,000 to US\$425,000, mainly due to cost savings and funding received from Google for the use of the Group's news content. The continued deterioration in operating conditions led to persistent underperformance of the Group's publishing business in North America. This ultimately resulted in the Group's decision to announce the closure of its North American publishing operations effective from 1 February 2026.

Travel and travel related services

The Group's travel segment continued its growth momentum during the current quarter, with turnover rising 39.8% year-on-year to US\$14,479,000 from US\$10,360,000. The growth was primarily driven by increased demand for tours operated by the segment's Hong Kong operation, including its signature CEO-led luxury trips. These luxury trips continued to receive strong support from loyal customers, boosted by new offerings such as cruises aboard the Yangtze Explorer down to the three Gorges of the Yangtze River and luxury train rides along the Silk Road, while Northern Europe Aurora Borealis tours have also seen increased demand. In Canada, Rockies tours remain popular among travellers. Driven by the growth in revenue, the travel segment's profit before income tax improved by 240.4% to US\$303,000 from US\$89,000 in the year-ago quarter.

Nine months of FY 2025/2026

For the nine months ended 31 December 2025, the Group's turnover declined by 1.9% to US\$122,235,000 from US\$124,583,000 in the corresponding period last year. The reduction was mainly attributable to prolonged structural challenges facing the print media industry, resulting in the Group's publishing segment recorded a 10.9% year-on-year decline in turnover to US\$70,877,000 from US\$79,531,000. This decrease was partially offset by a 14.0% growth in the travel segment's turnover, which rose to US\$51,358,000 from US\$45,052,000 in the prior-year period. Driven by the decline in turnover, the Group's loss before income tax widened by 92.1% to US\$8,003,000 from US\$4,167,000 in the same period last year.

The Group's EBITDA loss for the period was US\$6,393,000, which was 245.4% higher than the US\$1,851,000 in the corresponding period last year.

During the nine months ended 31 December 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\$2,716,000 on the Group's turnover and a negative currency impact of approximately US\$100,000 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 traditional media industry has been facing structural challenges for an extended period, and these conditions are expected to continue in the remaining quarter of the current financial year. In response, the Group is proactively diversifying its product offerings and enhancing its promotional strategies.

The overall business environment remains challenging, with subdued advertising spending in both Malaysia and Hong Kong. However, recent developments in Hong Kong such as interest rate cuts, stamp duty reductions and a resurgent stock market are expected to boost consumer sentiment and stabilise the residential property market, which may in turn support advertising demand, particularly in the property segment.

For the travel segment, the Group will continue to explore and develop new routes and bespoke itineraries for its luxury customer base, leveraging growing demand for premium and experiential travel offerings.

As part of its ongoing restructuring efforts, the Group expects the cessation of the North American publishing operations will allow it to concentrate resources and management attention on its other business units.

While the outlook remains challenging and uncertain, the Group will maintain strict cost discipline and pursue new revenue opportunities to improve performance for the coming quarters."Mr. TIONG concluded.

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