

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)

PROFIT ALERT

This announcement is made by Media Chinese International Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of Laws of Hong Kong).

The Board of Directors (the “Board”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the information currently available which is subject to further review, the Group is expecting to record a profit attributable to owners of the Company in the range of approximately US\$0.9 million to US\$1.1 million for the six months ended 30 September 2022, as compared to a loss attributable to owners of the Company of approximately US\$0.5 million in the corresponding period of 2021. The profit turnaround was mainly driven by the growth in revenue from the Group’s publishing business, especially its business in Malaysia, as a result of the gradual recovery of economic conditions from the impact of COVID-19.

The information contained in this announcement is only based on a preliminary assessment of the Group’s unaudited consolidated management accounts and information currently available to the Board. Such information has not been reviewed or audited by the Company’s auditor or reviewed by the audit committee of the Company, and may be subject to further adjustments. Detailed financial information and performance of the Group will be disclosed in the Company’s unaudited consolidated financial results announcement for the six months ended 30 September 2022, which is expected to be published in late November 2022.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
Media Chinese International Limited
Tiong Kiew Chiong
Director

8 November 2022

As at the date of this announcement, the Board comprises Ms Tiong Choon, Mr Tiong Kiew Chiong, Mr Wong Khang Yen, Mr Liew Sam Ngan and Ms Tiong Yijia, being executive directors; Dato' Sri Dr Tiong Ik King, being non-executive director; and Mr Ip Koon Wing, Ernest, Datuk Chong Kee Yuon and Mr Khoo Kar Khoon, being independent non-executive directors.