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)

CHANGE OF GROUP CHIEF EXECUTIVE OFFICER
APPOINTMENT OF CHIEF EXECUTIVE OFFICER OF HONG KONG OPERATIONS
CHANGE OF AUTHORISED REPRESENTATIVE AND PROCESS AGENT

The board of directors (the "Board") of Media Chinese International Limited (the "Company", which together with its subsidiaries, the "Group") hereby announces the retirement of Mr Tiong Kiew Chiong ("Mr Tiong"). Mr Tiong has expressed his wish not to stand for re-election due to his intention to retire at the conclusion of forthcoming annual general meeting of the Company to be held on 14 August 2026. Mr Tiong will retire from his role as executive director of the Company ("Executive Director"), Group chief executive officer ("Group CEO") of the Company, and an authorised representative (the "Authorised Representative") of the Company under Rule 3.05 of the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange") and the authorised representative for accepting service of process and notices on the Company's behalf in Hong Kong as required under Rule 19.05(2) of the Listing Rules and Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (the "Process Agent") with effect from 14 August 2026.

Mr Tiong confirmed that he has no disagreement with the Board and there is no matter in relation to his retirement that needs to be brought to the attention of the shareholders of the Company or the Hong Kong Stock Exchange.

The Board would like to take this opportunity to express its sincere gratitude to Mr Tiong for his invaluable contributions to the Company during his tenure of office and wish him the best in all his future endeavours.

Upon the retirement of Mr Tiong Kiew Chiong, the Board is pleased to announce the following appointments, all with effect from 15 August 2026**:**

(a) Mr Khoo Kar Khoon ("Mr Khoo"), currently an Executive Director and the Chief Executive Officer of the Group's Malaysia Operations, will be appointed as the Group CEO; and

(b) Ms Tiong Yijia ("Ms Tiong")**,** currently an Executive Director, will be appointed as the Chief Executive Officer of the Hong Kong Operations, an Authorised Representative and a Process Agent of the Company.

BIOGRAPHICAL DETAILS AND OTHER INFORMATION OF MR KHOO

Mr Khoo, Malaysian, aged 61, was appointed as an executive director of the Company and Chief Executive Officer of the Malaysian operations of the Group on 1 September 2025. He is a member of the Group Executive Committee and Sustainability Committee. Prior to this, he served as an independent non-executive director of the Company from 23 June 2016 to 31 May 2025.

Mr Khoo has extensive experience in the media and advertising industry and 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 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 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. Mr Khoo was appointed as an independent director of RH Petrogas Limited, a listed company in Singapore on 8 February 2023, he subsequently served as a non-executive non-independent Director of the company from 29 August 2025 to 28 April 2026.

Save as disclosed above, Mr Khoo does not hold any directorship in any other public listed companies in the last three years or any other positions with the Company or other members of the Group.

As at the date of this announcement, Mr Khoo does not have any interest in shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO").

Mr Khoo has entered into service agreement with the subsidiary of the Company for a term of two years commencing from 1 September 2025 until 31 August 2027 which shall remain effective unless either the company or Mr Khoo serves written notice of termination to the other party. Pursuant to his adjusted remuneration package as Group CEO, Mr Khoo will be entitled to RM72,000 per month, as well as an annual management bonus, the amount of which shall be determined at the discretion of the Board and the remuneration committee (the "Remuneration Committee") of the Company and his individual performance. Mr Khoo's remuneration package was determined with reference to the recommendation from the Remuneration Committee based on his duties and responsibilities in accordance with the remuneration policy of the Company and the prevailing market conditions.

Save as disclosed above, the Company is not aware of any other information relating to the appointment of Mr Khoo that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules or any other matter that needs to be brought to the attention of the shareholders of the Company.

BIOGRAPHICAL DETAILS AND OTHER INFORMATION OF MS TIONG

Ms Tiong, Singaporean, aged 41, was appointed as an executive director of the Company on 1 July 2021. She is a member of the Group Executive Committee and Sustainability Committee. She is the Chief Executive Officer of Ming Pao Newspapers Limited and a director of Ming Pao Holdings Limited and WAW Creation Limited.

Ms Tiong joined the Group in 2011 and has experience in business development, media operations, sales, marketing and corporate management. She oversees the Group's digital transformation, company's AI strategy and development. She drove the creation of a joint AI content innovation platform for the commercial deployment of enterprise solutions. She leads the adoption of applied artificial intelligence and has built a comprehensive ecosystem for Education Services with AI technology partners—spanning cloud AI platforms, speech and language models, analytics, and school-based large language models—which she formalised into the MP Education Hub. She holds Bachelor degrees in Commerce and Arts from the University of Melbourne.

Ms Tiong was appointed as an independent non-executive director of FWD Group Holdings Limited ("FWD") (stock code: 1828) since May 2021. FWD was listed on the Main Board of the Hong Kong Stock Exchange on 7 July 2025.

Ms Tiong is a niece of Dato' Sri Dr Tiong Ik King and the late Tan Sri Datuk Sir Tiong Hiew King, a cousin of Ms Tiong Choon and a distant relative of Mr Tiong Kiew Chiong. Both Dato' Sri Dr Tiong Ik King and the late Tan Sri Datuk Sir Tiong Hiew King are substantial shareholders of the Company. In addition, Ms Tiong Choon and Mr Tiong Kiew Chiong are directors of the Company.

Save as disclosed above, Ms Tiong does not hold any directorship in any other public listed companies in the last three years or any other positions with the Company or other members of the Group.

As at the date of this announcement, Ms Tiong does not have any interest in shares or underlying shares of the Company within the meaning of Part XV of the SFO.

Ms Tiong has entered into service agreement with the subsidiary of the Company and such service agreement does not have a fixed service term and shall remain effective unless either the company or Ms Tiong serves written notice of termination to the other party. Pursuant to her adjusted remuneration package as Chief Executive Officer of Hong Kong operations, Ms Tiong will be entitled to HK$100,000 per month, as well as an annual management bonus, the amount of which shall be determined at the discretion of the Board and the Remuneration Committee and her individual performance. Ms Tiong's remuneration package was determined with reference to the recommendation from the Remuneration Committee based on her duties and responsibilities in accordance with the remuneration policy of the Company and the prevailing market conditions.

Save as disclosed above, the Company is not aware of any other information relating to the appointment of Ms Tiong that is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules or any other matter that needs to be brought to the attention of the shareholders of the Company.

The Board would extend its warmest congratulations and welcome to Mr Khoo and Ms Tiong on their appointments.

By order of the Board
Media Chinese International Limited
Tiong Choon
Chairman

12 August 2026

As at the date of this announcement, the Board comprises Mr Tiong Kiew Chiong, Mr Khoo Kar Khoon, 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.