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MEDIA CHINESE INTERNATIONAL LIMITED
世界華文媒體有限公司

(Incorporated in Bermuda with limited liability)

(Malaysia Company No. 995098-A)

(Hong Kong Stock Code: 685)

(Malaysia Stock Code: 5090)

ANNOUNCEMENT

FINANCIAL REPORT

FOR THE SECOND QUARTER ENDED 30 SEPTEMBER 2009

Pursuant to Paragraph 9.22 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad ("Bursa Securities"), Media Chinese International Limited (the "Company"), a public company listed on the main market of Bursa Securities, announced the unaudited condensed consolidated results of the Company and its subsidiaries (collectively the "Group") for the second quarter ended 30 September 2009 to Bursa Securities on 25 November 2009.

This announcement is also made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

25 November 2009

As at the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Mr Tiong Kiu King, Dato' Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Ms Siew Nyoke Chow and Ms Sim Sai Hoon, being executive directors; Mr Leong Chew Meng, being non-executive director; and Mr David Yu Hon To, Tan Sri Dato' Lau Yin Pin and Temenggong Datuk Kenneth Kanyan Anak Temenggong Koh, being independent non-executive directors.

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Income Statement

	(Unaudited)		(Unaudited)	
	Three months ended		Three months ended	
	30 September		30 September	
	2009	2008	2009	2008
	US\$'000	US\$'000	RM'000	RM'000
			(Note)	(Note)
Turnover	95,139	110,652	329,323	383,022
Cost of goods sold	(59,140)	(73,685)	(204,713)	(255,061)
Gross profit	35,999	36,967	124,610	127,961
Other income	1,080	1,922	3,738	6,653
Other gains/(losses), net	727	(562)	2,516	(1,945)
Selling and distribution expenses	(13,908)	(15,726)	(48,142)	(54,436)
Administrative expenses	(8,640)	(10,224)	(29,907)	(35,390)
Other operating expenses	(1,426)	(2,018)	(4,936)	(6,985)
Operating profit	13,832	10,359	47,879	35,858
Finance costs	(186)	(336)	(644)	(1,163)
Profit before income tax	13,646	10,023	47,235	34,695
Income tax expense	(3,816)	(3,887)	(13,209)	(13,455)
Profit for the quarter	9,830	6,136	34,026	21,240
Attributable to:				
Equity holders of the Company	9,946	6,215	34,428	21,513
Minority interests	(116)	(79)	(402)	(273)
	9,830	6,136	34,026	21,240
Earnings per share attributable to the equity holders of the Company				
Basic (US cents/sen) #	0.59	0.37	2.04	1.28
Diluted (US cents/sen) #	0.59	0.37	2.04	1.28

Refer to B13 for calculations of basic and diluted earnings per share

Note: The presentation currency of this unaudited financial information is United States dollars ("US\$"). Supplementary information in Ringgit Malaysia ("RM") for the quarter ended 30 September 2009 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.4615 ruling at 30 September 2009. This translation should not be construed as a representation that the US\$ amounts actually represented have been, or could be, converted into RM at this or any other rate.

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Statement of Comprehensive Income

	(Unaudited)		(Unaudited)	
	Three months ended		Three months ended	
	30 September		30 September	
	2009	2008	2009	2008
	US\$'000	US\$'000	RM'000	RM'000
			<i>(Note)</i>	<i>(Note)</i>
Profit for the quarter	9,830	6,136	34,026	21,240
Other comprehensive income/(expense)				
Currency translation differences	4,334	(10,894)	15,002	(37,710)
Revaluation gain on property, plant and equipment	409	-	1,416	-
Total comprehensive income/(expense) for the quarter	14,573	(4,758)	50,444	(16,470)
Total comprehensive income/(expense) attributable to:				
Equity holders of the Company	14,640	(4,662)	50,676	(16,138)
Minority interests	(67)	(96)	(232)	(332)
	14,573	(4,758)	50,444	(16,470)

Note: The presentation currency of this unaudited financial information is US\$. Supplementary information in RM for the quarter ended 30 September 2009 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.4615 ruling at 30 September 2009. This translation should not be construed as a representation that the US\$ amounts actually represented have been, or could be, converted into RM at this or any other rate.

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Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Income Statement

	(Unaudited) Six months ended 30 September		(Unaudited) Six months ended 30 September	
	2009 US\$'000	2008 US\$'000	2009 RM'000 <i>(Note)</i>	2008 RM'000 <i>(Note)</i>
Turnover	181,696	220,135	628,941	761,997
Cost of goods sold	(117,350)	(143,622)	(406,207)	(497,148)
Gross profit	64,346	76,513	222,734	264,849
Other income	2,274	3,638	7,871	12,593
Other gains/(losses), net	1,187	(102)	4,109	(353)
Selling and distribution expenses	(26,817)	(31,743)	(92,827)	(109,878)
Administrative expenses	(16,985)	(20,817)	(58,794)	(72,058)
Other operating expenses	(2,850)	(3,542)	(9,865)	(12,261)
Operating profit	21,155	23,947	73,228	82,892
Finance costs	(376)	(781)	(1,302)	(2,703)
Profit before income tax	20,779	23,166	71,926	80,189
Income tax expense	(6,353)	(7,921)	(21,990)	(27,419)
Profit for the period	14,426	15,245	49,936	52,770
Attributable to:				
Equity holders of the Company	14,652	15,036	50,718	52,047
Minority interests	(226)	209	(782)	723
	14,426	15,245	49,936	52,770
Earnings per share attributable to the equity holders of the Company				
Basic (US cents/sen) #	0.87	0.89	3.01	3.08
Diluted (US cents/sen) #	0.87	0.89	3.01	3.08

Refer to B13 for calculations of basic and diluted earnings per share

Note: The presentation currency of this unaudited financial information is US\$. Supplementary information in RM for the period ended 30 September 2009 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.4615 ruling at 30 September 2009. This translation should not be construed as a representation that the US\$ amounts actually represented have been, or could be, converted into RM at this or any other rate.

MEDIA CHINESE INTERNATIONAL LIMITED
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Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Statement of Comprehensive Income

	(Unaudited)		(Unaudited)	
	Six months ended		Six months ended	
	30 September		30 September	
	2009	2008	2009	2008
	US\$'000	US\$'000	RM'000	RM'000
			<i>(Note)</i>	<i>(Note)</i>
Profit for the period	14,426	15,245	49,936	52,770
Other comprehensive income/(expense)				
Currency translation differences	12,832	(15,536)	44,418	(53,777)
Revaluation gain on property, plant and equipment	409	-	1,415	-
Total comprehensive income/(expense) for the period	27,667	(291)	95,769	(1,007)
Total comprehensive income/(expense) attributable to:				
Equity holders of the Company	27,860	(519)	96,437	(1,796)
Minority interests	(193)	228	(668)	789
	27,667	(291)	95,769	(1,007)

Note: The presentation currency of this unaudited financial information is US\$. Supplementary information in RM for the period ended 30 September 2009 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.4615 ruling at 30 September 2009. This translation should not be construed as a representation that the US\$ amounts actually represented have been, or could be, converted into RM at this or any other rate.

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Balance Sheet

	(Unaudited) As at 30 September 2009 US\$'000	(Audited) As at 31 March 2009 US\$'000	(Unaudited) As at 30 September 2009 RM'000 (Note)	(Unaudited) As at 31 March 2009 RM'000 (Note)
ASSETS				
Non-current assets				
Property, plant and equipment	103,306	99,692	357,594	345,084
Investment properties	7,804	6,224	27,014	21,544
Leasehold land and land use rights	22,676	22,445	78,493	77,693
Intangible assets	15,445	14,861	53,463	51,441
Goodwill	57,525	54,620	199,123	189,067
Non-current assets held for sale	-	77	-	267
Deferred income tax assets	2,254	2,430	7,802	8,412
Investment in convertible notes – debt portion	247	-	855	-
	209,257	200,349	724,344	693,508
Current assets				
Inventories	66,329	41,948	229,598	145,203
Available-for-sale financial assets	646	646	2,236	2,236
Financial assets at fair value through profit or loss	192	221	664	765
Trade and other receivables	64,191	58,980	222,197	204,159
Income tax recoverable	939	1,057	3,251	3,658
Cash and cash equivalents	69,990	70,205	242,270	243,015
	202,287	173,057	700,216	599,036
Current liabilities				
Trade and other payables	58,205	50,210	201,476	173,802
Income tax liabilities	4,731	2,787	16,376	9,647
Short-term bank loans	18,545	14,579	64,194	50,465
Bank overdrafts, secured	1,011	2,428	3,500	8,405
Current portion of long-term liabilities	1,541	2,074	5,334	7,179
	84,033	72,078	290,880	249,498
Net current assets	118,254	100,979	409,336	349,538
Total assets less current liabilities	327,511	301,328	1,133,680	1,043,046
EQUITY				
Equity attributable to equity holders of the Company				
Share capital	21,672	21,672	75,018	75,018
Share premium	280,160	280,160	969,774	969,774
Other reserves	(109,441)	(122,666)	(378,830)	(424,608)
Retained earnings	112,908	100,652	390,831	348,406
	305,299	279,818	1,056,793	968,590
Minority interests	7,787	8,189	26,954	28,346
Total equity	313,086	288,007	1,083,747	996,936
Non-current liabilities				
Long-term liabilities	2,640	3,072	9,139	10,633
Deferred income tax liabilities	11,785	10,249	40,794	35,477
	14,425	13,321	49,933	46,110
	327,511	301,328	1,133,680	1,043,046
Net assets per share attributable to equity holders of the Company (US cents/sen)	18.13	16.62	62.76	57.53

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MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Statement of Changes in Equity

	(Unaudited)						
	Attributable to equity holders of the Company					Minority interests	Total equity
	Share capital	Share premium	Other reserves	Retained earnings	Total		
US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	
At 1 April 2008	5,167	12,809	196,554	106,746	321,276	7,952	329,228
Profit for the period	-	-	-	15,036	15,036	209	15,245
Other comprehensive (expense)/income:							
Currency translation differences	-	-	(15,555)	-	(15,555)	19	(15,536)
Total comprehensive (expense)/income for the period	-	-	(15,555)	15,036	(519)	228	(291)
Repurchase of ordinary shares	(18)	(360)	18	(18)	(378)	-	(378)
Shares issued as consideration for the exchange of all the ordinary shares of Sin Chew and Nanyang	16,534	267,877	(284,411)	-	-	-	-
Exercise of share options	1	15	-	-	16	-	16
Share compensation costs on share options granted by a listed subsidiary	-	-	36	-	36	23	59
2007-2008 final dividend paid by a listed subsidiary	-	-	-	-	-	(191)	(191)
2007-2008 second interim dividend paid	-	-	-	(15,275)	(15,275)	-	(15,275)
At 30 September 2008	21,684	280,341	(103,358)	106,489	305,156	8,012	313,168
At 1 April 2009	21,672	280,160	(122,666)	100,652	279,818	8,189	288,007
Profit for the period	-	-	-	14,652	14,652	(226)	14,426
Other comprehensive income:							
Currency translation differences	-	-	12,799	-	12,799	33	12,832
Revaluation gain on property, plant & equipment	-	-	409	-	409	-	409
Total comprehensive income/(expense) for the period	-	-	13,208	14,652	27,860	(193)	27,667
Share compensation costs on share options granted by a listed subsidiary	-	-	17	-	17	12	29
2008-2009 final dividend paid by a listed subsidiary	-	-	-	-	-	(221)	(221)
2008-2009 second interim dividend paid	-	-	-	(2,396)	(2,396)	-	(2,396)
At 30 September 2009	21,672	280,160	(109,441)	112,908	305,299	7,787	313,086

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Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Statement of Changes in Equity

	(Unaudited)						Total equity RM'000 (Note)
	Attributable to equity holders of the Company					Minority interests RM'000 (Note)	
	Share capital RM'000 (Note)	Share premium RM'000 (Note)	Other reserves RM'000 (Note)	Retained earnings RM'000 (Note)	Total RM'000 (Note)		
At 1 April 2008	17,886	44,338	680,372	369,501	1,112,097	27,526	1,139,623
Profit for the period	-	-	-	52,047	52,047	723	52,770
Other comprehensive (expense)/income:							
Currency translation differences	-	-	(53,843)	-	(53,843)	66	(53,777)
Total comprehensive (expense)/income for the period	-	-	(53,843)	52,047	(1,796)	789	(1,007)
Repurchase of ordinary shares	(62)	(1,246)	62	(62)	(1,308)	-	(1,308)
Shares issued as consideration for the exchange of all the ordinary shares of Sin Chew and Nanyang	57,232	927,256	(984,488)	-	-	-	-
Exercise of share options	3	52	-	-	55	-	55
Share compensation costs on share options granted by a listed subsidiary	-	-	124	-	124	80	204
2007-2008 final dividend paid by a listed subsidiary	-	-	-	-	-	(661)	(661)
2007-2008 second interim dividend paid	-	-	-	(52,874)	(52,874)	-	(52,874)
At 30 September 2008	75,059	970,400	(357,773)	368,612	1,056,298	27,734	1,084,032
At 1 April 2009	75,018	969,774	(424,608)	348,406	968,590	28,346	996,936
Profit for the period	-	-	-	50,718	50,718	(782)	49,936
Other comprehensive income:							
Currency translation differences	-	-	44,304	-	44,304	114	44,418
Revaluation gain on property, plant & equipment	-	-	1,415	-	1,415	-	1,415
Total comprehensive income/(expense) for the period	-	-	45,719	50,718	96,437	(668)	95,769
Share compensation costs on share options granted by a listed subsidiary	-	-	59	-	59	41	100
2008-2009 final dividend paid by a listed subsidiary	-	-	-	-	-	(765)	(765)
2008-2009 second interim dividend paid	-	-	-	(8,293)	(8,293)	-	(8,293)
At 30 September 2009	75,018	969,774	(378,830)	390,831	1,056,793	26,954	1,083,747

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MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

Condensed Consolidated Cash Flow Statement

	(Unaudited)		(Unaudited)	
	Six months ended		Six months ended	
	30 September		30 September	
	2009	2008	2009	2008
	US\$'000	US\$'000	RM'000	RM'000
			<i>(Note)</i>	<i>(Note)</i>
Cash flows from operating activities				
Cash generated from operations	6,669	42,261	23,081	146,286
Interest on bank loans and overdrafts	(367)	(728)	(1,271)	(2,520)
Interest element of finance lease payments	(9)	(53)	(31)	(183)
Profits tax paid	(3,110)	(3,536)	(10,765)	(12,240)
Long service payments made	(48)	(40)	(166)	(139)
Net cash generated from operating activities	3,135	37,904	10,848	131,204
Cash flows from investing activities				
Purchase of property, plant and equipment	(3,683)	(3,309)	(12,749)	(11,454)
Purchase of intangible assets	(212)	(106)	(734)	(367)
Investment in convertible notes	(290)	-	(1,004)	-
Proceeds from disposal of property, plant and equipment	375	191	1,298	661
Proceeds from disposal of intangible assets	63	-	218	-
Proceeds from disposal of non-current assets held for sale	77	-	267	-
Interest received	326	1,007	1,132	3,486
Dividends received	43	7	149	24
Net cash used in investing activities	(3,301)	(2,210)	(11,423)	(7,650)
Cash flows from financing activities				
Repurchase of ordinary shares	-	(378)	-	(1,308)
Proceeds from exercise of share options	-	16	-	55
Dividends paid	(2,396)	(15,275)	(8,293)	(52,874)
Dividends paid by a listed subsidiary	(221)	(191)	(765)	(661)
Repayment of bank loans	(1,033)	(6,023)	(3,576)	(20,849)
Proceeds from drawdown of short-term bank loans	17,899	10,016	61,957	34,670
Repayment of short-term bank loans	(14,724)	(16,982)	(50,967)	(58,783)
Proceeds from capital element of finance lease payments	-	441	-	1,527
Capital element of finance lease payments	(265)	(368)	(918)	(1,274)
Net cash used in financing activities	(740)	(28,744)	(2,562)	(99,497)
Net (decrease)/increase in cash and cash equivalents, and bank overdrafts	(906)	6,950	(3,137)	24,057
Cash and cash equivalents, and bank overdrafts as at 1 April	67,777	73,597	234,610	254,756
Exchange adjustments on cash and cash equivalents, and bank overdrafts	2,108	(3,742)	7,297	(12,952)
Cash and cash equivalents, and bank overdrafts as at 30 September	68,979	76,805	238,770	265,861

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A. Notes to the financial information

A1. Basis of preparation and changes in accounting policies

a) Basis of preparation

The financial information for the second quarter ended 30 September 2009 has been prepared in accordance with the International Accounting Standard (“IAS”) 34 “Interim Financial Reporting” issued by the International Accounting Standard Board (“IASB”) and with paragraph 9.22 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad (“Bursa Securities”).

The financial information should be read in conjunction with the annual financial statements for the year ended 31 March 2009, which were prepared in accordance with International Financial Reporting Standards (“IFRSs”).

The financial information has not been audited.

b) Accounting policies

The preparation of the financial information in conformity with IFRSs requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group’s accounting policies.

The accounting policies adopted are consistent with those of the annual financial statements for the year ended 31 March 2009 with the adoption of the following standards which are relevant to the Group’s operations and are mandatory for the financial year ending 31 March 2010:

IFRS 8 “Operating Segments”. IFRS 8 replaces IAS 14 “Segment Reporting”. It requires a management approach under which segment information is presented on the same basis as that used for internal reporting purpose and in a manner consistent with the internal reporting provided to the chief operating decision maker. This has resulted in a redesignation of the Group’s reportable segments, but does not have any effect on the reported results or financial position of the Group. Comparatives of segment information have been restated.

IAS 1 (revised) “Presentation of Financial Statements”. The revised standard prohibits the presentation of items of income and expenses (that is “non-owner changes in equity”) in the statement of changes in equity, and requires “non-owner changes in equity” to be presented separately from owner changes in equity. All “non-owner changes in equity” are required to be shown in a performance statement. Entities can choose whether to present one performance statement (the statement of comprehensive income) or two statements (the income statement and statement of comprehensive income). The Group has elected to present two statements: an income statement and a statement of comprehensive income. This financial information has been prepared under the revised disclosure requirements.

The following new standards, amendments to standards and interpretations are mandatory for the first time for the financial year beginning 1 April 2009, but are not currently relevant for the Group.

IAS 23 (revised)	“Borrowing costs”
IAS 32 (amendment)	“Financial instruments: presentation”
IFRS 2 (amendment)	“Share-based payment”
IFRS 7 (amendment)	“Financial instruments: disclosures”
Amendments to IFRS 1 and IAS 27	“Cost of an investment in a subsidiary, jointly controlled entity and associate”
IFRIC - Int 9 (amendment) and IAS 39 (amendment)	“Reassessment of embedded derivatives” and “Financial instruments: recognition and measurement”
IFRIC - Int 13	“Customer loyalty programmes”
IFRIC - Int 15	“Agreements for the construction of real estate”
IFRIC - Int 16	“Hedges of a net investment in a foreign operation”

A. Notes to the financial information (Continued)

A1. Basis of preparation and changes in accounting policies (Continued)

b) Accounting policies (Continued)

Apart from the above, a number of improvements and minor amendments to IFRSs have also been issued and effective for the accounting period ended 30 September 2009 and have no significant impact on these financial information.

c) Functional currency and translation to presentation currency

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates, i.e. the functional currency. However, each entity can present its financial statements in any currency, which can be the same or different from the entity's functional currency. As the Group is having operations worldwide, management considers that it is more appropriate to use US\$, a globally recognised currency, as the presentation currency for the Group's consolidated financial statements. For the entity whose functional currency is not the presentation currency, i.e. US\$, its results and financial position have been translated into US\$.

A2. Auditor's report on preceding annual financial statements

The auditor's report on the Company's consolidated annual financial statements for the year ended 31 March 2009 were not subject to any qualification.

A3. Seasonal or cyclical factors

The business operations of the Group may be affected by major festive seasons or major events that may increase or decrease the advertising expenditure and the travel business.

A4. Unusual items

There were no unusual items during the quarter affecting assets, liabilities, equity, net income or cash flows.

A5. Changes in estimates

There were no material changes in estimates of amounts reported in prior financial years that have a material effect on the results of the current quarter under review.

A6. Changes in debt and equity securities

- a) During the period ended 30 September 2009, the Company repurchased a total of 1,000 of its listed shares on The Stock Exchange of Hong Kong Limited for the purpose of enhancing the net asset value per share of the Company. Details of the repurchases were summarised as follows:

Month/Year	Number of ordinary shares repurchased	Purchase price per share		Aggregate purchase consideration HK\$	Equivalents in US\$
		Highest HK\$	Lowest HK\$		
September 2009	<u>1,000</u>	1.18	1.18	<u>1,180</u>	<u>153</u>

All the shares repurchased during the period were cancelled. Accordingly, the issued share capital of the Company was reduced by the par value of the repurchased shares and the premiums paid on these shares were charged against the share premium account. An amount equivalent to the par value of the shares cancelled was transferred from the Company's retained earnings to the capital redemption reserve.

Save as disclosed above, neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the period.

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(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

A. Notes to the financial information (Continued)

A6. Changes in debt and equity securities (Continued)

- b) Details of the movements in the Company's shares during the period ended 30 September 2009 were as follows:

	(Unaudited) Number of shares
As at 1 April 2009	1,683,898,241
Repurchase of ordinary shares	<u>(1,000)</u>
As at 30 September 2009	<u><u>1,683,897,241</u></u>

A7. Dividend paid

A second tax exempt interim dividend of US0.143 cents per ordinary share totaling US\$2,396,000 in respect of the year ended 31 March 2009 was paid on 13 August 2009.

The actual 2008-2009 second interim dividend paid was different from the proposed 2008-2009 second interim dividend as disclosed in Annual Report 2009. This was caused by the fluctuations in exchange rates between the dividend declaration date and the dividend payment date.

A8. Segment information

The Group has adopted IFRS 8 Operating Segments with effect from 1 April 2009. IFRS 8 requires operating segments to be identified based on internal reporting that is regularly reviewed by the chief operating decision maker. The Group has regarded the Group Executive Committee as its chief operating decision maker in order to allocate resources to segments and to assess their respective performance.

The Group is organised operationally on a worldwide basis in two major business segments: publishing and printing, and travel and travel related services. Publishing and printing is further evaluated on a geographical basis. This is the main measure reported to the Group Executive Committee for the purposes of resources allocation and assessment of segment performance.

The Group Executive Committee assesses the performance of the operating segments based on a measure of profit before tax. Other information provided is measured in a manner consistent with that in the financial report.

Publishing and printing segment is engaged in the production of various newspapers and magazines in Chinese language, and other related print and digital publications. It derives its revenue mainly from advertising and sales of newspapers and magazines. Travel and travel related services segment derives revenue from the sale of travel packages and provision of tour services.

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

A. Notes to the financial information (Continued)

A8. Segment information (Continued)

The Group's turnover and results for the period, analysed by operating segment, were as follows:

	(Unaudited)					Total US\$'000
	Three months ended 30 September 2009					
	Publishing and printing				Travel and travel related services US\$'000	
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	Sub-total US\$'000		
Turnover	56,740	16,982	5,944	79,666	15,473	95,139
Segment profit/(loss) before income tax	12,668	1,010	(238)	13,440	378	13,818
Net unallocated expenses						(172)
Profit before income tax						13,646
Income tax expense						(3,816)
Profit for the quarter						9,830
Other information:						
Depreciation						2,017
Amortisation of leasehold land and land use rights						134
Amortisation of intangible assets						177

	(Unaudited)					Total US\$'000
	Three months ended 30 September 2008					
	Publishing and printing				Travel and travel related services US\$'000	
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	Sub-total US\$'000		
Turnover	62,302	18,972	8,184	89,458	21,194	110,652
Segment profit/(loss) before income tax	12,116	(1,527)	(1,019)	9,570	767	10,337
Net unallocated expenses						(314)
Profit before income tax						10,023
Income tax expense						(3,887)
Profit for the quarter						6,136
Other information:						
Depreciation						2,352
Amortisation of leasehold land and land use rights						139
Amortisation of intangible assets						328

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

A. Notes to the financial information (Continued)

A8. Segment information (Continued)

	(Unaudited)					
	Six months ended 30 September 2009					
	Publishing and printing				Travel and travel related services	Total
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	Sub-total US\$'000	US\$'000	US\$'000
Turnover	111,124	33,007	11,615	155,746	25,950	181,696
Segment profit/(loss) before income tax	21,043	449	(682)	20,810	277	21,087
Net unallocated expenses						(308)
Profit before income tax						20,779
Income tax expense						(6,353)
Profit for the period						14,426
Other information:						
Depreciation						4,035
Amortisation of leasehold land and land use rights						269
Amortisation of intangible assets						354

	(Unaudited)					
	Six months ended 30 September 2008					
	Publishing and printing				Travel and travel related services	Total
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	Sub-total US\$'000	US\$'000	US\$'000
Turnover	126,437	39,532	16,597	182,566	37,569	220,135
Segment profit/(loss) before income tax	23,923	931	(1,888)	22,966	733	23,699
Net unallocated expenses						(533)
Profit before income tax						23,166
Income tax expense						(7,921)
Profit for the period						15,245
Other information:						
Depreciation						4,831
Amortisation of leasehold land and land use rights						375
Amortisation of intangible assets						413

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

A. Notes to the financial information (Continued)

A8. Segment Information (Continued)

The Group's assets by operating segment were as follows:

	(Unaudited)							Total US\$'000
	Publishing and printing				Sub-total US\$'000	Travel and travel related services US\$'000	Elimination US\$'000	
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	US\$'000				
As at 30 September 2009								
Segment assets	316,820	74,341	11,643	402,804	7,635	(2,818)		407,621
Unallocated assets								3,923
Total assets								411,544
As at 31 March 2009								
Segment assets	279,014	76,478	11,896	367,388	5,567	(3,817)		369,138
Unallocated assets								4,268
Total assets								373,406

A9. Property, plant and equipment

The valuations of property, plant and equipment of the Group have been brought forward without amendment from the audited consolidated annual financial statements for the year ended 31 March 2009.

Additions and disposals of property, plant and equipment during the current quarter and the six months ended 30 September 2009 were as follows:

	Three months ended 30 September 2009 US\$'000	Six months ended 30 September 2009 US\$'000
Additions	2,250	3,683
Disposals	(272)	(353)

A10. Subsequent material events

Save as disclosed in note B8, there are no other material events as at the date of this announcement that will affect the financial results of the period under review.

A11. Changes in the composition of the Group

There were no changes in the composition of the Group during the quarter ended 30 September 2009.

A12. Contingent liabilities

As at 30 September 2009, the Company issued financial guarantees in favour of certain of its subsidiaries totaling US\$20,970,000 in connection with general banking facilities granted to those subsidiaries. As at 30 September 2009, total facilities utilised amounted to US\$3,785,000.

A13. Capital commitments

	US\$'000
Plant and equipment, leasehold land and land use rights:	
Authorised and contracted for	12,217
Authorised but not contracted for	1,312
	<u>13,529</u>

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

B. Additional information required by Bursa Securities' Main Market Listing Requirements

B1. Review of performance

	(Unaudited) Three months ended 30 September		(Unaudited) Six months ended 30 September	
	2009 US\$'000	2008 US\$'000	2009 US\$'000	2008 US\$'000
Turnover	95,139	110,652	181,696	220,135
Profit before income tax	13,646	10,023	20,779	23,166

The Group achieved a US\$3,623,000 or 36% growth in profit before income tax against the same quarter last year on the back of a 18% or US\$18,539,000 savings in total operating expenses despite a 14% or US\$15,513,000 drop in turnover.

Publishing and printing segment's revenue dropped 11% from the same quarter last year primarily due to a decline in advertising revenue across the Group's major titles as advertising budgets were significantly cut back amid difficult economic conditions. Nevertheless, an improvement of yield in advertising revenue helped to partly offset the volume decline.

Travel segment's revenue dropped 27% as the economic downturn took its toll on the business which was further hit by the continuing impact of the H1N1 influenza. These significantly reduced the demand for travel in the current quarter which used to be a peak season for summer vacation travel.

The Group's continued effective cost controls, aided by the lower newsprint cost, had more than offset the decline in revenue, resulting in an increase in profit before income tax of 36%.

The advertising and travel downturn which began in the second half of last year continued unabated through the first half of the financial year 2009-2010, thus depressing the Group's financial performance. On an underlying trading basis, revenue declined 17% or US\$38,439,000 to US\$181,696,000, while total operating expenses were reduced by 18% or US\$35,722,000 to US\$164,002,000. This combination resulted in the Group achieving a profit before income tax of US\$20,779,000 for the six months ended 30 September 2009, down 10% from last year corresponding period.

The Group continued to be affected by the fluctuations in the Ringgit Malaysia and the Canadian dollar against the US dollar. The Group's turnover and profit before income tax for the current quarter were negatively impacted by US\$3,511,000 and US\$794,000 respectively. The corresponding impacts on the Group's first six months results were US\$10,170,000 and US\$1,642,000 respectively.

B2. Variation of results against immediate preceding quarter

	(Unaudited) Three months ended 30 September 2009 US\$'000	(Unaudited) Three months ended 30 June 2009 US\$'000	% change
Turnover	95,139	86,557	10%
Profit before income tax	13,646	7,133	91%

The Group recorded a profit before income tax of US\$13,646,000 for the current quarter, up 91% compared to the US\$7,133,000 reported in the immediate preceding quarter. The improved result was driven by 10% growth in revenue, lower newsprint cost and supported by ongoing vigilant cost-containment measures. The increase in revenue during the quarter was mainly due to the increase in advertising revenue.

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

B. Additional information required by Bursa Securities' Main Market Listing Requirements (Continued)

B3. Current year's prospects

In the coming quarters, we believe that advertisers will continue to be cautious with their spending and focus on market leaders. Lately, the rate of decline in advertising in Malaysia and Hong Kong appears to have slowed down but a material recovery in advertising demand is still yet to commence.

Although the advertising market remains challenging, with key strategies in place to contain costs together with intensive efforts to increase revenue, the Group is cautiously optimistic about its results for the remaining of this financial year.

B4. Profit forecast and profit guarantee

The Group has not provided any profit forecast or profit guarantee in any public document.

B5. Taxation

Taxation comprises the following:

	(Unaudited) Three months ended 30 September		(Unaudited) Six months ended 30 September	
	2009 US\$'000	2008 US\$'000	2009 US\$'000	2008 US\$'000
Current income tax expense	3,139	2,911	5,138	6,101
(Over)/under provision in prior years	(184)	168	(224)	168
Deferred income tax expense	861	808	1,439	1,652
	<u>3,816</u>	<u>3,887</u>	<u>6,353</u>	<u>7,921</u>

The effective tax rate of the Group for the current quarter was higher than the applicable Malaysian statutory tax rate mainly due to the higher tax rates applicable to certain subsidiaries operating in foreign jurisdictions.

B6. Unquoted investments and properties

There were no sales of unquoted investments and properties during the quarter under review.

B7. Quoted investments

- a) There were no purchases or disposals of quoted investments during the quarter under review.
- b) Details of investments in quoted and marketable securities held by the Group were as follows:

	US\$'000
Quoted investments as at 30 September 2009	
Total investment at cost	605
Total investment at carrying value (after provision for diminution in value)	189
Total investment at market value	<u>189</u>

B. Additional information required by Bursa Securities' Main Market Listing Requirements (Continued)

B8. Status of corporate proposals

Acquisition of land and construction of the new office building

Reference is made to the announcements dated 14 July 2008, 4 August 2008, 11 September 2008 and pursuant to an ordinary resolution passed at a special general meeting of the Company on 13 November 2008, the proposal of Sin Chew Media Corporation Berhad, a wholly owned subsidiary of the Company, to acquire from Rimbunan Hijau Estate Sdn Bhd ("RHE"), a portion of the land known as PN 3694, Lot No. 50 Seksyen 13, Bandar Petaling Jaya, Daerah Petaling State of Selangor Darul Ehsan, Malaysia, together with buildings thereon at a price of RM37,000,000 (equivalent to US\$10,515,845) and pay the additional building cost to RHE for the construction of a new office building estimated at RM5,000,000 (equivalent to US\$1,421,060) in cash, is still pending approval from the relevant authorities.

Save as aforesaid, there are no other corporate proposals announced but not completed as at the date of this announcement.

B9. Group borrowings

The Group's borrowings as at 30 September 2009 were as follows:

	(Unaudited)		
	As at 30 September 2009		
	Secured	Unsecured	Total
	US\$'000	US\$'000	US\$'000
Loans and financing - non-current			
Bank loans	244	-	244
Obligations under finance leases	799	-	799
	1,043	-	1,043
	(Unaudited)		
	As at 30 September 2009		
	Secured	Unsecured	Total
	US\$'000	US\$'000	US\$'000
Short-term borrowings - current			
Bank overdrafts	1,011	-	1,011
Short-term bank loans	1,141	17,404	18,545
Portion of bank loans, due within 1 year	1,119	-	1,119
Portion of obligations under finance leases, due within 1 year	336	-	336
	3,607	17,404	21,011

The Group's borrowings were denominated in the following currencies:

	(Unaudited)	(Unaudited)
	Long-term loans	Short-term
	and financing	Borrowings
	US\$'000	US\$'000
Ringgit Malaysia	268	18,590
Hong Kong dollars	-	43
United States dollars	-	1,588
Canadian dollars	775	790
Total borrowings	1,043	21,011

B. Additional information required by Bursa Securities' Main Market Listing Requirements (Continued)

B10. Off balance sheet financial instruments

The Group did not have any financial instrument with off balance sheet risk as at 30 September 2009.

B11. Material litigation

There are several libel suits which involve claims against some companies in the Group. The Group has been strongly contesting those claims. Even though the final outcome of the proceedings is still uncertain as of the date of this financial report, the directors are of the opinion that the respective ultimate liability, if any, will not have a material adverse impact upon the Group's financial position.

B12. Dividend payable

The directors have declared a first interim dividend of US0.450 cents (2008: US0.450 cents) per ordinary share payable on 21 January 2010 to shareholders whose names appear on the register of members of the Company at the close of the business on 5 January 2010 in cash in RM or in HK\$ at exchange rates determined on 25 November 2009 by reference to the middle exchange rates applicable to US\$ at 12:00 noon as quoted by Bank Negara Malaysia.

The middle exchange rates at 12:00 noon on 25 November 2009 as quoted by Bank Negara Malaysia of US\$ to RM and US\$ to HK\$, and the amount of first interim dividend payable were as follows:

	Exchange rates	Dividend per ordinary share
US\$ to RM	3.378	1.520 sen
US\$ to HK\$	7.751	HK3.488 cents

No tax is payable on the dividend declared by the Company to be received by Malaysian shareholders as it is income from foreign source in accordance to paragraph 28 of Schedule 6 of Malaysian Income Tax Act 1967.

The register of members in Hong Kong will be closed on Tuesday, 5 January 2010 whereby no transfer of shares will be registered on that date. In order to qualify for the first interim dividend of US0.450 cents per ordinary share, all completed transfer forms accompanied by the relevant share certificates must be lodged with the Company's Hong Kong share registrar and transfer office, Tricor Tengis Limited, at 26th Floor, Tesbury Centre, 28 Queen's Road East, Hong Kong for registration no later than 4:30 p.m. on Monday, 4 January 2010. In respect of shareholders in Malaysia, a depositor in Malaysia shall qualify for the entitlement to the dividend only in respect of: i) shares transferred into the Depositor's Securities Account before 4:00 p.m. on Tuesday, 5 January 2010 in respect of transfers; and ii) shares bought on Bursa Securities on a cum entitlement basis according to the rules of Bursa Securities.

Shareholders who wish to request for transmission of their shares between the Malaysia Register and Hong Kong Register are advised to take note that request for transmission will be suspended from 30 December 2009 to 5 January 2010, both days inclusive.

MEDIA CHINESE INTERNATIONAL LIMITED
(Incorporated in Bermuda with limited liability) (Malaysia Company No. 995098-A)
Financial report for the second quarter ended 30 September 2009

B. Additional information required by Bursa Securities' Main Market Listing Requirements (Continued)

B13. Earnings per share

a) Basic

	(Unaudited) Three months ended 30 September		(Unaudited) Six months ended 30 September	
	2009	2008	2009	2008
Profit attributable to equity holders of the Company (US\$'000)	<u>9,946</u>	6,215	<u>14,652</u>	15,036
Weighted average number of ordinary shares in issue	<u>1,683,897,937</u>	1,684,950,241	<u>1,683,898,088</u>	1,685,290,897
Basic earnings per share (US cent)	<u>0.59</u>	0.37	<u>0.87</u>	0.89

b) Diluted

	(Unaudited) Three months ended 30 September		(Unaudited) Six months ended 30 September	
	2009	2008	2009	2008
Profit attributable to equity holders of the Company (US\$'000)	<u>9,946</u>	6,215	<u>14,652</u>	15,036
Weighted average number of ordinary shares in issue	<u>1,683,897,937</u>	1,684,950,241	<u>1,683,898,088</u>	1,685,290,897
Adjustment for share options	<u>-</u>	456,929	<u>-</u>	814,689
Weighted average number of ordinary shares used to compute diluted earnings per share	<u>1,683,897,937</u>	1,685,407,170	<u>1,683,898,088</u>	1,686,105,586
Diluted earnings per share (US cent)	<u>0.59</u>	0.37	<u>0.87</u>	0.89

By Order of the Board
Media Chinese International Limited

Law Yuk Kuen
Secretary
25 November 2009