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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 THIRD QUARTER ENDED 31 DECEMBER 2012

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”) and the Group’s interests in associates for the quarter ended 31 December 2012 to Bursa Securities on 28 February 2013.

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.

28 February 2013

As at the date of this announcement, the Board comprises Tan Sri Datuk Sir Tiong Hiew King, Dato’ Sri Dr Tiong Ik King, Mr Tiong Kiew Chiong, Mr Ng Chek Yong and Ms Siew Nyoke Chow, 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 third quarter ended 31 December 2012

CONDENSED CONSOLIDATED INCOME STATEMENT

	(Unaudited)		(Unaudited)	
	Three months ended 31 December		Three months ended 31 December	
	2012	2011	2012	2011
	US\$'000	US\$'000	RM'000	RM'000
			<i>(Note)</i>	<i>(Note)</i>
Turnover	123,058	122,797	376,312	375,513
Cost of goods sold	(70,911)	(71,793)	(216,846)	(219,543)
Gross profit	52,147	51,004	159,466	155,970
Other income	2,289	2,442	7,000	7,468
Other gains, net	627	1,379	1,917	4,217
Selling and distribution expenses	(18,824)	(17,781)	(57,564)	(54,374)
Administrative expenses	(11,997)	(8,618)	(36,687)	(26,354)
Other operating expenses	(1,684)	(1,595)	(5,150)	(4,878)
Operating profit	22,558	26,831	68,982	82,049
Finance costs	(636)	(50)	(1,945)	(153)
Share of losses of associates	(45)	(70)	(137)	(214)
Profit before income tax	21,877	26,711	66,900	81,682
Income tax expense	(6,234)	(6,799)	(19,064)	(20,791)
Profit for the quarter	15,643	19,912	47,836	60,891
Profit attributable to:				
Equity holders of the Company	14,899	19,162	45,561	58,597
Non-controlling interests	744	750	2,275	2,294
	15,643	19,912	47,836	60,891
Earnings per share attributable to the equity holders of the Company				
Basic (US cents/sen) #	0.88	1.13	2.69	3.46
Diluted (US cents/sen) #	0.88	1.13	2.69	3.46

Refer to B11 for calculations of basic and diluted earnings per share

Note: The presentation currency of this unaudited financial information is United States Dollar ("US\$"). Supplementary information in Ringgit Malaysia ("RM") for the quarter ended 31 December 2012 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.0580 ruling at 31 December 2012. 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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CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	(Unaudited)		(Unaudited)	
	Three months ended		Three months ended	
	31 December		31 December	
	2012	2011	2012	2011
	US\$'000	US\$'000	RM'000	RM'000
			<i>(Note)</i>	<i>(Note)</i>
Profit for the quarter	15,643	19,912	47,836	60,891
Other comprehensive (losses) / income				
Currency translation differences	(5,600)	2,643	(17,125)	8,082
Other comprehensive (losses) / income for the quarter, net of tax	(5,600)	2,643	(17,125)	8,082
Total comprehensive income for the quarter	10,043	22,555	30,711	68,973
Total comprehensive income for the quarter attributable to:				
Equity holders of the Company	9,282	21,783	28,384	66,612
Non-controlling interests	761	772	2,327	2,361
	10,043	22,555	30,711	68,973

Note: The presentation currency of this unaudited financial information is US\$. Supplementary information in RM for the quarter ended 31 December 2012 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.0580 ruling at 31 December 2012. 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 third quarter ended 31 December 2012

CONDENSED CONSOLIDATED INCOME STATEMENT

	(Unaudited) Nine months ended 31 December		(Unaudited) Nine months ended 31 December	
	2012 US\$'000	2011 US\$'000	2012 RM'000 <i>(Note)</i>	2011 RM'000 <i>(Note)</i>
Turnover	367,760	368,457	1,124,610	1,126,742
Cost of goods sold	<u>(225,570)</u>	<u>(224,975)</u>	<u>(689,793)</u>	<u>(687,974)</u>
Gross profit	142,190	143,482	434,817	438,768
Other income	6,906	7,332	21,119	22,421
Other gains, net	3,762	2,175	11,504	6,651
Selling and distribution expenses	(54,523)	(52,285)	(166,731)	(159,888)
Administrative expenses	(33,489)	(29,861)	(102,409)	(91,315)
Other operating expenses	<u>(4,994)</u>	<u>(4,922)</u>	<u>(15,272)</u>	<u>(15,051)</u>
Operating profit	59,852	65,921	183,028	201,586
Finance costs	(718)	(266)	(2,196)	(813)
Share of losses of associates	(53)	(252)	(162)	(771)
Gain on dilution of interest in an associate	-	33	-	101
Profit before income tax	59,081	65,436	180,670	200,103
Income tax expense	<u>(14,531)</u>	<u>(16,645)</u>	<u>(44,436)</u>	<u>(50,900)</u>
Profit for the period	44,550	48,791	136,234	149,203
Profit attributable to:				
Equity holders of the Company	43,271	47,773	132,323	146,090
Non-controlling interests	<u>1,279</u>	<u>1,018</u>	<u>3,911</u>	<u>3,113</u>
	44,550	48,791	136,234	149,203
Earnings per share attributable to the equity holders of the Company				
Basic (US cents/sen) #	2.56	2.83	7.83	8.65
Diluted (US cents/sen) #	<u>2.56</u>	<u>2.83</u>	<u>7.83</u>	<u>8.65</u>

Refer to B11 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 31 December 2012 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.0580 ruling at 31 December 2012. 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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CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	(Unaudited) Nine months ended 31 December		(Unaudited) Nine months ended 31 December	
	2012 US\$'000	2011 US\$'000	2012 RM'000 <i>(Note)</i>	2011 RM'000 <i>(Note)</i>
Profit for the period	44,550	48,791	136,234	149,203
Other comprehensive losses				
Currency translation differences	(5,118)	(15,128)	(15,651)	(46,262)
Other comprehensive losses for the period, net of tax	(5,118)	(15,128)	(15,651)	(46,262)
Total comprehensive income for the period	39,432	33,663	120,583	102,941
Total comprehensive income for the period attributable to:				
Equity holders of the Company	38,130	32,593	116,602	99,669
Non-controlling interests	1,302	1,070	3,981	3,272
	39,432	33,663	120,583	102,941

Note: The presentation currency of this unaudited financial information is US\$. Supplementary information in RM for the period ended 31 December 2012 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.0580 ruling at 31 December 2012. 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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CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	(Unaudited) As at 31 December 2012 US\$'000	(Audited) As at 31 March 2012 US\$'000	(Unaudited) As at 31 December 2012 RM'000 (Note)	(Unaudited) As at 31 March 2012 RM'000 (Note)
ASSETS				
Non-current assets				
Property, plant and equipment	156,129	151,049	477,442	461,908
Investment properties	14,637	11,212	44,760	34,286
Leasehold land and land use rights	-	2,025	-	6,192
Intangible assets	78,975	78,124	241,505	238,903
Deferred income tax assets	1,171	1,426	3,581	4,361
Interests in associates	3,235	2,253	9,893	6,890
Investment in an exchangeable bond - equity derivatives	1,167	-	3,569	-
	255,314	246,089	780,750	752,540
Current assets				
Inventories	45,675	57,899	139,674	177,055
Available-for-sale financial assets	97	97	297	297
Financial assets at fair value through profit or loss	222	191	679	584
Investment in convertible notes	-	568	-	1,737
Trade and other receivables	80,299	76,140	245,554	232,836
Income tax recoverable	549	1,625	1,679	4,969
Cash and cash equivalents	104,632	134,657	319,964	411,781
	231,474	271,177	707,847	829,259
Current liabilities				
Trade and other payables	77,974	70,623	238,444	215,965
Dividend payable	11,355	-	34,724	-
Income tax liabilities	6,849	5,520	20,944	16,880
Short-term bank loans	171,902	5,285	525,676	16,162
Current portion of long-term liabilities	146	145	447	443
	268,226	81,573	820,235	249,450
Net current (liabilities)/assets	(36,752)	189,604	(112,388)	579,809
Total assets less current liabilities	218,562	435,693	668,362	1,332,349
EQUITY				
Equity attributable to equity holders of the Company				
Share capital	21,715	21,715	66,404	66,404
Share premium	61,038	280,818	186,654	858,741
Other reserves	(77,381)	(72,679)	(236,630)	(222,251)
Retained earnings				
- Proposed dividend	-	24,431	-	74,710
- Others	191,195	159,279	584,674	487,075
	196,567	413,564	601,102	1,264,679
Non-controlling interests	6,933	6,229	21,200	19,048
Total equity	203,500	419,793	622,302	1,283,727
Non-current liabilities				
Other long-term liabilities	1,275	1,348	3,899	4,122
Deferred income tax liabilities	13,787	14,552	42,161	44,500
	15,062	15,900	46,060	48,622
	218,562	435,693	668,362	1,332,349
Net assets per share attributable to equity holders of the Company (US cents/sen)	11.65	24.51	35.63	74.95

Note: The presentation currency of this unaudited financial information is US\$. Supplementary information in RM as at 31 December 2012 with comparatives is shown for reference only and has been made at the same exchange rate of US\$1 to RM3.0580 ruling at 31 December 2012. 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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CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	(Unaudited)						
	Attributable to equity holders of the Company					Non- controlling 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 2011	21,681	280,299	(67,757)	160,185	394,408	5,457	399,865
Total comprehensive (losses) / income for the nine months ended 31 December 2011	-	-	(15,180)	47,773	32,593	1,070	33,663
Transactions with equity holders in their capacity as owners:							
Exercise of share options	34	520	-	-	554	-	554
Repurchase of ordinary shares	-	(1)	-	-	(1)	-	(1)
2010-2011 final dividend paid by a listed subsidiary	-	-	-	-	-	(286)	(286)
2011-2012 interim dividend paid by a listed subsidiary	-	-	-	-	-	(134)	(134)
2010-2011 second interim dividend paid	-	-	-	(19,437)	(19,437)	-	(19,437)
2011-2012 special dividend paid	-	-	-	(6,749)	(6,749)	-	(6,749)
2011-2012 first interim dividend paid	-	-	-	(13,498)	(13,498)	-	(13,498)
Total transactions with equity holders	34	519	-	(39,684)	(39,131)	(420)	(39,551)
At 31 December 2011	21,715	280,818	(82,937)	168,274	387,870	6,107	393,977
At 1 April 2012	21,715	280,818	(72,679)	183,710	413,564	6,229	419,793
Total comprehensive (losses) / income for the nine months ended 31 December 2012	-	-	(5,141)	43,271	38,130	1,302	39,432
Transactions with equity holders in their capacity as owners:							
Transfer from share premium to contributed surplus	-	(219,780)	219,780	-	-	-	-
A non-controlling interest arising from a newly incorporated subsidiary	-	-	-	-	-	297	297
2012-2013 interim dividends paid by a subsidiary	-	-	-	-	-	(65)	(65)
2011-2012 final dividend paid by a listed subsidiary	-	-	-	-	-	(553)	(553)
2012-2013 interim dividend paid by a listed subsidiary	-	-	-	-	-	(277)	(277)
2011-2012 second interim dividend paid	-	-	-	(24,431)	(24,431)	-	(24,431)
2012-2013 special dividend paid	-	-	(219,341)	-	(219,341)	-	(219,341)
2012-2013 first interim dividend proposed	-	-	-	(11,355)	(11,355)	-	(11,355)
Total transactions with equity holders	-	(219,780)	439	(35,786)	(255,127)	(598)	(255,725)
At 31 December 2012	21,715	61,038	(77,381)	191,195	196,567	6,933	203,500

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CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (Continued)

	(Unaudited)						
	Attributable to equity holders of the Company						
	Share capital RM'000 (Note)	Share premium RM'000 (Note)	Other reserves RM'000 (Note)	Retained earnings RM'000 (Note)	Total RM'000 (Note)	Non- controlling interests RM'000 (Note)	Total equity RM'000 (Note)
At 1 April 2011	66,300	857,154	(207,201)	489,846	1,206,099	16,688	1,222,787
Total comprehensive (losses) / income for the nine months ended 31 December 2011	-	-	(46,421)	146,090	99,669	3,272	102,941
Transactions with equity holders in their capacity as owners:							
Exercise of share options	104	1,590	-	-	1,694	-	1,694
Repurchase of ordinary shares	-	(3)	-	-	(3)	-	(3)
2010-2011 final dividend paid by a listed subsidiary	-	-	-	-	-	(875)	(875)
2011-2012 interim dividend paid by a listed subsidiary	-	-	-	-	-	(410)	(410)
2010-2011 second interim dividend paid	-	-	-	(59,438)	(59,438)	-	(59,438)
2011-2012 special dividend paid	-	-	-	(20,638)	(20,638)	-	(20,638)
2011-2012 first interim dividend paid	-	-	-	(41,277)	(41,277)	-	(41,277)
Total transactions with equity holders	104	1,587	-	(121,353)	(119,662)	(1,285)	(120,947)
At 31 December 2011	66,404	858,741	(253,622)	514,583	1,186,106	18,675	1,204,781
At 1 April 2012	66,404	858,741	(222,251)	561,785	1,264,679	19,048	1,283,727
Total comprehensive (losses) / income for the nine months ended 31 December 2012	-	-	(15,721)	132,323	116,602	3,981	120,583
Transactions with equity holders in their capacity as owners:							
Transfer from share premium to contributed surplus	-	(672,087)	672,087	-	-	-	-
A non-controlling interest arising from a newly incorporated subsidiary	-	-	-	-	-	908	908
2012-2013 interim dividends paid by a subsidiary	-	-	-	-	-	(199)	(199)
2011-2012 final dividend paid by a listed subsidiary	-	-	-	-	-	(1,691)	(1,691)
2012-2013 interim dividend paid by a listed subsidiary	-	-	-	-	-	(847)	(847)
2011-2012 second interim dividend paid	-	-	-	(74,710)	(74,710)	-	(74,710)
2012-2013 special dividend paid	-	-	(670,745)	-	(670,745)	-	(670,745)
2012-2013 first interim dividend proposed	-	-	-	(34,724)	(34,724)	-	(34,724)
Total transactions with equity holders	-	(672,087)	1,342	(109,434)	(780,179)	(1,829)	(782,008)
At 31 December 2012	66,404	186,654	(236,630)	584,674	601,102	21,200	622,302

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CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	(Unaudited)		(Unaudited)	
	Nine months ended 31 December		Nine months ended 31 December	
	2012	2011	2012	2011
	US\$'000	US\$'000	RM'000	RM'000
			<i>(Note)</i>	<i>(Note)</i>
Cash flows from operating activities				
Cash generated from operations	80,110	76,733	244,976	234,650
Interest paid	(718)	(266)	(2,196)	(813)
Income tax paid	(12,639)	(12,350)	(38,650)	(37,766)
Net cash generated from operating activities	<u>66,753</u>	<u>64,117</u>	<u>204,130</u>	<u>196,071</u>
Cash flows from investing activities				
Formation of an associate	(1,032)	-	(3,156)	-
Acquisition of a subsidiary	(75)	-	(229)	-
Purchase of an exchangeable bond - equity derivatives	(1,145)	-	(3,501)	-
Purchases of property, plant and equipment	(14,662)	(4,490)	(44,836)	(13,730)
Purchases of intangible assets	(1,476)	(380)	(4,514)	(1,162)
Purchase of an investment property	(3,402)	-	(10,403)	-
Proceeds from disposal of property, plant and equipment	195	33	596	101
Proceeds from disposal of convertible notes	1,694	-	5,180	-
Proceeds from disposal of subsidiaries	4,480	-	13,700	-
Interest received	2,005	1,847	6,131	5,648
Dividends received	10	10	31	31
Net cash used in investing activities	<u>(13,408)</u>	<u>(2,980)</u>	<u>(41,001)</u>	<u>(9,112)</u>
Cash flows from financing activities				
Repurchase of ordinary shares	-	(1)	-	(3)
Proceeds from exercise of share options	-	554	-	1,694
Dividends paid	(243,772)	(39,684)	(745,455)	(121,353)
Dividends paid to non-controlling interests by a subsidiary	(65)	-	(199)	-
Dividends paid to non-controlling interests by a listed subsidiary	(830)	(420)	(2,538)	(1,285)
Capital injection from a non-controlling interest of a newly incorporated subsidiary	297	-	908	-
Proceeds from bank loans	179,824	13,956	549,902	42,677
Repayments of bank loans	(13,108)	(20,441)	(40,084)	(62,509)
Capital element of finance lease payments	-	(734)	-	(2,245)
Net cash used in financing activities	<u>(77,654)</u>	<u>(46,770)</u>	<u>(237,466)</u>	<u>(143,024)</u>
Net (decrease)/ increase in cash and cash equivalents	(24,309)	14,367	(74,337)	43,935
Cash and cash equivalents at beginning of period	134,657	110,519	411,781	337,967
Exchange adjustments on cash and cash equivalents	(5,716)	(3,624)	(17,480)	(11,082)
Cash and cash equivalents at end of period	<u>104,632</u>	<u>121,262</u>	<u>319,964</u>	<u>370,820</u>

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A. NOTES TO THE FINANCIAL INFORMATION

A1. Basis of preparation and changes in accounting policies

a) Basis of preparation

This financial information for the quarter and period ended 31 December 2012 has been prepared in accordance with International Accounting Standard (“IAS”) 34 “Interim Financial Reporting” issued by the International Accounting Standard Board (“IASB”), Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “HK Stock Exchange”) and with paragraph 9.22 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad (“Bursa Securities”).

This financial information should be read in conjunction with the annual financial statements for the year ended 31 March 2012, which were prepared in accordance with International Financial Reporting Standards (“IFRSs”).

This financial information has not been audited.

b) Accounting policies

Except as described below, the accounting policies applied are consistent with those of the annual financial statements for the year ended 31 March 2012, as described in those annual financial statements.

i) Change in accounting policy

In December 2010, the IASB amended IAS 12, ‘Income taxes’, to introduce an exception to the principle for the measurement of deferred tax assets or liabilities arising on an investment property measured at fair value. IAS 12 requires an entity to measure the deferred tax relating to an asset depending on whether the entity expects to recover the carrying amount of the asset through use or sale. The amendment introduces a rebuttable presumption that an investment property measured at fair value is recovered entirely by sale. The amendment is applicable retrospectively to annual periods beginning on or after 1 January 2012 with early adoption permitted.

As required by the amendment, the Group has re-measured the deferred tax relating to all investment properties according to the tax consequence on the presumption that they are recovered entirely by sales retrospectively, and the impact to the Group’s financial statement is considered as insignificant. The comparative figures for the previous year have not been restated accordingly.

ii) Taxes on income in the interim periods are accrued using the tax rates that would be applicable to expected total annual earnings.

There are no other amended standards or interpretations that are effective for the first time for this interim period that could be expected to have a material impact on the Group.

The Group has not early adopted other new or revised standards and amendments to standards that have been issued but are not yet effective for the accounting period beginning 1 April 2012. The Group is in the process of making an assessment of the impact of these new or revised standards and amendments to standards on the Group’s results and financial position in the period of initial application.

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

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

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. The functional currency of the Company is RM. However, each entity within the Group can present its financial statements in any currency, which can be the same or different from the entity's functional currency. As the Group operates internationally, 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 of the Group's annual financial statements for the year ended 31 March 2012 was 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 revenue.

A4. Unusual items

There were no unusual items affecting the Group's assets, liabilities, equity, net income or cash flows during the quarter under review except for the capital reduction and the payment of a special dividend, which resulted in an increase in bank borrowings, as disclosed in the Company's announcements dated 16 July 2012, 19 October 2012 and 28 November 2012.

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) In August 2012, the Company repurchased a total of 1,000 of its listed shares on the HK Stock Exchange from the open market at the price of HK\$3.80 per share for the purpose of validating the declaration of solvency in relation to the share buyback mandate in accordance with the provision of the Malaysian Companies Act. The repurchase was financed by internally generated funds. Details of the repurchase are summarised as follows:

Month/Year	Number of ordinary shares repurchased	(Unaudited)		Aggregate purchase consideration HK\$	Equivalent in US\$
		Purchase price per share			
		Highest HK\$	Lowest HK\$		
August 2012	1,000	3.80	3.80	3,800	490

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A6. Changes in debt and equity securities (Continued)

All the shares repurchased during the period ended 31 December 2012 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 the Company had redeemed any of the Company's listed securities during the period ended 31 December 2012.

- b) Details of the movements in the Company's shares during the period ended 31 December 2012 are as follows:

	(Unaudited) Number of shares
As at 1 April 2012	1,687,241,241
Repurchase of ordinary shares	<u>(1,000)</u>
As at 31 December 2012	<u>1,687,240,241</u>

A7. Dividends paid

The tax-exempt second interim dividend of US1.448 cents per ordinary share totaling US\$24,431,000 in respect of the year ended 31 March 2012 was paid on 27 June 2012.

The tax-exempt special dividend of US\$0.13 per ordinary share totaling US\$219,341,000 in respect of the year ending 31 March 2013 was paid on 28 November 2012.

A8. Turnover and segment information

The Group has determined the operating segments based on the reports that are reviewed and used by the Group Executive Committee for making strategic decisions.

The Group is organised operationally on a worldwide basis in four major operating segments:

Publishing and printing: Malaysia and other Southeast Asian countries
Publishing and printing: Hong Kong and Mainland China
Publishing and printing: North America
Travel and travel related services

Publishing and printing segment is engaged in the publication of various newspapers and magazines in Chinese language, and other related printed 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.

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

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A8. Turnover and segment information (Continued)

The Group's turnover and results for the quarter ended 31 December 2012, analysed by operating segment, are as follows:

	(Unaudited)					Total US\$'000
	Three months ended 31 December 2012					
	Publishing and printing					
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	Sub-total US\$'000	Travel and travel related services US\$'000	
Turnover	<u>77,245</u>	<u>22,117</u>	<u>6,971</u>	<u>106,333</u>	<u>16,725</u>	<u>123,058</u>
Segment profit before income tax	<u>20,103</u>	<u>4,185</u>	<u>167</u>	<u>24,455</u>	<u>107</u>	24,562
Net unallocated expenses						(2,640)
Share of losses of associates						(45)
Profit before income tax						<u>21,877</u>
Income tax expense						(6,234)
Profit for the quarter						<u>15,643</u>
Other information:						
Interest income	544	52	-	596	2	598
Finance costs - interest expenses	(636)	-	-	(636)	-	(636)
Depreciation of property, plant and equipment	(2,161)	(351)	(123)	(2,635)	(10)	(2,645)
Amortisation of leasehold land and land use rights	-	(5)	-	(5)	-	(5)
Amortisation of intangible assets	(223)	(30)	(21)	(274)	(5)	(279)
Share of losses of associates	-	(45)	-	(45)	-	(45)
Income tax expense	(5,465)	(654)	(42)	(6,161)	(73)	(6,234)

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A8. Turnover and segment information (Continued)

	(Unaudited)					Total US\$'000
	Three months ended 31 December 2011					
	<u>Publishing and printing</u>				Travel and travel related services	
	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	
Turnover	<u>74,024</u>	<u>24,817</u>	<u>7,271</u>	<u>106,112</u>	<u>16,685</u>	<u>122,797</u>
Segment profit before income tax	<u>19,739</u>	<u>6,093</u>	<u>326</u>	<u>26,158</u>	<u>654</u>	26,812
Net unallocated expenses						(31)
Share of loss of an associate						(70)
Profit before income tax						26,711
Income tax expense						(6,799)
Profit for the quarter						<u>19,912</u>
Other information:						
Interest income	575	69	-	644	1	645
Finance costs - interest expenses	(48)	(2)	-	(50)	-	(50)
Depreciation of property, plant and equipment	(2,018)	(377)	(125)	(2,520)	(21)	(2,541)
Amortisation of leasehold land and land use rights	-	(15)	-	(15)	-	(15)
Amortisation of intangible assets	(209)	(23)	(19)	(251)	(3)	(254)
Share of loss of an associate	-	(70)	-	(70)	-	(70)
Income tax expense	(5,535)	(912)	(241)	(6,688)	(111)	(6,799)

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A8. Turnover and segment information (Continued)

The Group's turnover and results for the nine months ended 31 December 2012, analysed by operating segment, are as follows:

	(Unaudited)					Total US\$'000
	Nine months ended 31 December 2012					
	Publishing and printing				Travel and travel related services	
	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	
Turnover	221,567	60,414	20,892	302,873	64,887	367,760
Segment profit / (loss) before income tax	51,272	8,743	(60)	59,955	2,020	61,975
Net unallocated expenses						(2,841)
Share of losses of associates						(53)
Profit before income tax						59,081
Income tax expense						(14,531)
Profit for the period						44,550
Other information:						
Interest income	1,790	210	-	2,000	5	2,005
Finance costs - interest expenses	(718)	-	-	(718)	-	(718)
Depreciation of property, plant and equipment	(6,372)	(1,147)	(367)	(7,886)	(32)	(7,918)
Amortisation of leasehold land and land use rights	-	(35)	-	(35)	-	(35)
Amortisation of intangible assets	(708)	(86)	(62)	(856)	(13)	(869)
Share of losses of associates	-	(53)	-	(53)	-	(53)
Income tax expense	(12,265)	(1,624)	(178)	(14,067)	(464)	(14,531)

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A8. Turnover and segment information (Continued)

	(Unaudited)					Total US\$'000
	Nine months ended 31 December 2011					
	Publishing and printing					
	Malaysia and other Southeast Asian countries US\$'000	Hong Kong and Mainland China US\$'000	North America US\$'000	Sub-total US\$'000	Travel and travel related services US\$'000	
Turnover	219,693	61,412	22,716	303,821	64,636	368,457
Segment profit before income tax	53,525	8,827	1,408	63,760	2,494	66,254
Net unallocated expenses						(599)
Share of loss of an associate						(252)
Gain on dilution of interest in an associate						33
Profit before income tax						65,436
Income tax expense						(16,645)
Profit for the period						48,791
Other information:						
Interest income	1,684	180	-	1,864	4	1,868
Finance costs - interest expenses	(216)	(6)	(44)	(266)	-	(266)
Depreciation of property, plant and equipment	(6,213)	(1,137)	(388)	(7,738)	(59)	(7,797)
Amortisation of leasehold land and land use rights	-	(45)	-	(45)	-	(45)
Amortisation of intangible assets	(659)	(63)	(59)	(781)	(8)	(789)
Share of loss of an associate	-	(252)	-	(252)	-	(252)
Gain on dilution of interest in an associate	-	33	-	33	-	33
Income tax expense	(14,757)	(1,018)	(555)	(16,330)	(315)	(16,645)

Turnover is derived from publishing, printing and distribution of Chinese language newspapers, magazines and books, and provision of travel and travel related services.

Turnover recognised during the current quarter and period are as follows:

	(Unaudited)		(Unaudited)	
	Three months ended 31 December 2012 US\$'000	2011 US\$'000	Nine months ended 31 December 2012 US\$'000	2011 US\$'000
Advertising income, net of trade discounts	78,010	77,885	217,589	215,808
Sales of newspapers, magazines and books, net of trade discounts and returns	28,323	28,227	85,284	88,013
Travel and travel related services income	16,725	16,685	64,887	64,636
	123,058	122,797	367,760	368,457

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A8. Turnover and segment information (Continued)

The segment assets as at 31 December 2012 are 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				
Segment assets	380,527	79,305	18,329	478,161	9,169	(2,724)	484,606
Unallocated assets							2,182
Total assets							486,788
Total assets include:							
Interests in associates	-	3,235	-	3,235	-	-	3,235
Additions to non-current assets (other than investment in an exchangeable bond - equity derivatives and deferred income tax assets)	13,599	2,400	3,522	19,521	19	-	19,540

The segment assets as at 31 March 2012 are as follows:

	(Audited)						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				
Segment assets	408,824	85,138	14,814	508,776	11,352	(6,309)	513,819
Unallocated assets							3,447
Total assets							517,266
Total assets include:							
Interests in associates	-	2,253	-	2,253	-	-	2,253
Additions to non-current assets (other than defined benefit plan assets and deferred income tax assets)	5,949	1,520	203	7,672	114	-	7,786

The elimination between segments represents intercompany receivables and payables between segments.

Segment assets consist of property, plant and equipment, investment properties, leasehold land and land use rights, intangible assets, interests in associates, investment in convertible notes, investment in an exchangeable bond-equity derivatives, inventories, trade and other receivables, and cash and cash equivalents. They exclude deferred income tax assets, available-for-sale financial assets, financial assets at fair value through profit or loss, income tax recoverable and assets held by the Company.

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A9. Property, plant and equipment

The valuations of property, plant and equipment of the Group have been brought forward without amendment from the audited annual financial statements for the year ended 31 March 2012.

Additions and disposals of property, plant and equipment at net book value during the current quarter and period are as follows:

	(Unaudited)	
	Three months ended 31 December 2012 US\$'000	Nine months ended 31 December 2012 US\$'000
Additions	6,681	14,662
Disposals	(20)	(171)

A10. Subsequent material events

There have been no material events subsequent to the end of the current quarter.

A11. Changes in the composition of the Group

There were no material changes in the composition of the Group during the quarter under review, except for the following:

- a) Reference is made to the announcement of the Company dated 16 November 2012 that Ming Pao Enterprise Corporation Limited ("MPE"), an indirect wholly-owned subsidiary of the Company, has disposed to an independent third party 10 shares of US\$1.00 each in Starsome Limited ("Starsome"), a direct wholly-owned subsidiary of MPE, representing 100% of the entire issued and paid-up capital of Starsome (the "Transaction"). The Transaction was completed on 12 November 2012.

Consequently thereon, Starsome and its wholly-owned subsidiaries, namely Intelligent Publications (China) Limited, Cheerlane Development Limited, Intelligent Printing Limited and Guangzhou Kin Ming Printing Limited, ceased to be indirect wholly-owned subsidiaries of the Company.

- b) Reference is made to the announcement of the Company dated 19 December 2012. Ming Pao Holdings Limited, an indirect wholly-owned subsidiary of the Company, has incorporated a new wholly-owned subsidiary known as Shenzhen MediaNet Internet Services Company Limited in the People's Republic of China with a registered share capital of RMB1,000,000.

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A. NOTES TO THE FINANCIAL INFORMATION (Continued)

A12. Capital commitments

Capital commitments outstanding as at 31 December 2012 are as follows:

Property, plant and equipment :	(Unaudited)
Authorised and contracted for	US\$'000
Authorised but not contracted for	3,188
	1,158
	<u>4,346</u>

A13. Related party transactions

	(Unaudited)		(Unaudited)	
	Three months ended		Nine months ended	
	31 December		31 December	
	2012	2011	2012	2011
	US\$'000	US\$'000	US\$'000	US\$'000
Newsprint purchases from a related company (<i>note</i>)	11,163	10,185	31,938	30,591
Consultancy fee to a non-executive director	24	24	80	81
Rental expenses paid to related companies (<i>note</i>)	6	18	18	54
Purchases of air tickets from a related company (<i>note</i>)	19	9	39	21
Provision of services such as air-tickets and accommodation arrangement services to related companies (<i>note</i>)	(2)	-	(11)	-
Scrap sales of old newspapers and magazines to a related company (<i>note</i>)	(693)	(867)	(2,103)	(2,538)
Rental income received from a related company (<i>note</i>)	(27)	(30)	(72)	(70)
Advertising service income received from a related company (<i>note</i>)	-	-	-	(6)
Script fees to a related party	1	-	1	-

Note: Certain shareholders and directors of the Company are shareholders and/or directors of these related companies. All the transactions above have been entered into in the normal course of business and have been charged at predetermined rates agreed mutually by the parties involved.

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**B. ADDITIONAL INFORMATION REQUIRED BY BURSA SECURITIES/
MAIN MARKET LISTING REQUIREMENTS**

B1. Analysis of performance

	(Unaudited) Three months ended 31 December		(Unaudited) Nine months ended 31 December	
	2012 US\$'000	2011 US\$'000	2012 US\$'000	2011 US\$'000
Turnover	123,058	122,797	367,760	368,457
Profit before income tax	21,877	26,711	59,081	65,436

The Group's turnover for the 3rd quarter ended 31 December 2012 totaled US\$123,058,000, compared to US\$122,797,000 in the year-earlier quarter. Profit before income tax was US\$21,877,000, 18.1% or US\$4,834,000 lower than the same quarter last year.

The Group's performance for the quarter was impacted by rising operating expenses, which rose 4.2% mainly due to higher labour costs and finance charges.

During the current quarter, revenue from the Publishing and Printing segment was flat year-over-year at US\$106,333,000. The Malaysian operations reported a marginal growth in revenue, driven mainly by the increase in advertising sales. On the other hand, revenues from the operations in Hong Kong and North America were adversely affected by tightened government policies on the local property markets which led to advertisers cutting back on their spending.

Tour revenue was even with the prior-year quarter at US\$16,725,000. European tours and long haul deluxe tours remained this segment's most popular tour products. Meanwhile, the North American tour operations continued to benefit from strong demand from Asian markets.

The Group's turnover for the nine months ended 31 December 2012 was virtually flat at US\$367,760,000, compared to US\$368,457,000 a year ago. However, profit before income tax was down by 9.7% or US\$6,355,000 to US\$59,081,000 from US\$65,436,000 in the same period last year. The Group's current period performance was negatively impacted by hike in costs.

The appreciation of Ringgit Malaysia and the Canadian dollar during the quarter resulted in positive currency impact on the Group's turnover and profit before income tax of about US\$2,494,000 and US\$626,000 respectively. However, for the nine months period, the Group experienced negative currency impact on its turnover and profit before income tax of about US\$2,955,000 and US\$505,000 respectively.

B2. Variation of results against immediate preceding quarter

	(Unaudited) Three months ended 31 December 2012 US\$'000	(Unaudited) Three months ended 30 September 2012 US\$'000	% change
Turnover	123,058	121,549	+1.2%
Profit before income tax	21,877	16,471	+32.8%

The Group's turnover and profit before income tax for the current quarter were US\$123,058,000 and US\$21,877,000, representing 1.2% and 32.8% above those in the immediate preceding quarter respectively. This improvement in result was primarily due to the festive season in the third quarter.

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B. ADDITIONAL INFORMATION REQUIRED BY BURSA SECURITIES' MAIN MARKET LISTING REQUIREMENTS (Continued)

B3. Current year prospects

The Board is of the view that the Group's performance in the last quarter of the financial year will be adversely affected by the current weak market sentiments.

Nevertheless, the Group will continue to strengthen its business by implementing rigid discipline in cost containment and reinforcing operating efficiencies. Adding to this, the Group will continue to expand and refine its sales efforts to generate more revenues.

B4. Profit forecast and profit guarantee

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

B5. Profit before income tax

Profit before income tax has been arrived at after (charging)/crediting:

	(Unaudited)		(Unaudited)	
	Three months ended		Nine months ended	
	31 December		31 December	
	2012	2011	2012	2011
	US\$'000	US\$'000	US\$'000	US\$'000
Provision for and write-off of trade and other receivables	(199)	(105)	(263)	(35)
Reversal of provision / (provision for and write-off) of inventories	156	(27)	(121)	(83)
Exchange (losses) / gains - net	(200)	506	112	313
Gain on disposal of convertible notes	-	-	1,126	-

Save as disclosed above and in A8, the other items as required under Part A(16) of Appendix 9B of the Bursa Securities' Listing Requirements are not applicable.

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B. ADDITIONAL INFORMATION REQUIRED BY BURSA SECURITIES' MAIN MARKET LISTING REQUIREMENTS (Continued)

B6. Income tax expense

Income tax expense comprises the following:

	(Unaudited) Three months ended 31 December		(Unaudited) Nine months ended 31 December	
	2012 US\$'000	2011 US\$'000	2012 US\$'000	2011 US\$'000
Current period income tax expense	5,503	5,920	14,562	15,738
Under / (over) provision of income tax expense in prior years	361	(50)	507	(312)
Deferred income tax expense / (income)	370	929	(538)	1,219
	<u>6,234</u>	<u>6,799</u>	<u>14,531</u>	<u>16,645</u>

The effective tax rate of the Group for the current quarter was higher than the Malaysian statutory tax rate of 25% mainly due to the non-deductibility of certain expenses for income tax purposes.

The effective tax rate of the Group for the period under review was lower than the Malaysian statutory tax rate of 25% mainly due to the reversal of deferred income tax liabilities as required by the amendment to IAS 12 "income taxes".

B7. Status of corporate proposals

There were no corporate proposals announced but not completed at the latest practicable date, which is not earlier than seven days from the date of issue of this unaudited financial information, except for the following:

Reference is made to the announcement of the Company dated 15 August 2012, the board of directors announced the proposal to spin off the Group's travel and travel related business and to have a separate listing of the same on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited ("GEM") (the "Proposed Spin-off"). For the purpose of the Proposed Spin-off, Charming Holidays International Limited ("CHIL") was incorporated on 15 August 2012 and became an indirect wholly-owned subsidiary of the Company. On 9 October 2012, CHIL has submitted an application for the listing of, and permission to deal in, its shares in issue and to be issued on GEM under the Proposed Spin-off. A circular containing, among other matters, further details of the Proposed Spin-off and a notice convening a special general meeting of the Company will be despatched to the shareholders as soon as practicable.

B8. Group borrowings

The Group's borrowings as at 31 December 2012 are as follows:

	Secured US\$'000	(Unaudited) Unsecured US\$'000	Total US\$'000
Current			
Short-term bank loans	-	171,902	171,902
	<u>-</u>	<u>171,902</u>	<u>171,902</u>

The Group's borrowings were denominated in Ringgit Malaysia.

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**B. ADDITIONAL INFORMATION REQUIRED BY BURSA SECURITIES'
MAIN MARKET LISTING REQUIREMENTS (Continued)**

B9. 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 unaudited financial information, the directors of the Company are of the opinion that the respective ultimate liability, if any, will not have a material adverse impact upon the Group's financial position.

B10. Dividend payable

The tax-exempt first interim dividend of US0.673 cents per ordinary share totaling US\$11,355,000 in respect of the year ending 31 March 2013 was paid on 15 January 2013.

The board of directors does not recommend any distribution of dividend for the current quarter under review.

B11. Earnings per share attributable to the equity holders of the Company

	(Unaudited) Three months ended 31 December		(Unaudited) Nine months ended 31 December	
	2012	2011	2012	2011
a) Basic				
Profit attributable to equity holders of the Company (US\$'000)	14,899	19,162	43,271	47,773
Weighted average number of ordinary shares in issue	1,687,240,241	1,687,241,241	1,687,240,790	1,686,399,717
Basic earnings per share (US cents)	0.88	1.13	2.56	2.83
b) Diluted				
Profit attributable to equity holders of the Company (US\$'000)	14,899	19,162	43,271	47,773
Weighted average number of ordinary shares in issue	1,687,240,241	1,687,241,241	1,687,240,790	1,686,399,717
Adjustment for share options	-	-	-	483,736
Weighted average number of ordinary shares for diluted earnings per share	1,687,240,241	1,687,241,241	1,687,240,790	1,686,883,453
Diluted earnings per share (US cents)	0.88	1.13	2.56	2.83

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**B. ADDITIONAL INFORMATION REQUIRED BY BURSA SECURITIES'
MAIN MARKET LISTING REQUIREMENTS (Continued)**

B12. Disclosure of realised and unrealised retained profits / (accumulated losses)

The following analysis of realised and unrealised retained profits is prepared in accordance with the Guidance on Special Matter No.1 Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Securities Listing Requirements, as issued by the Malaysian Institute of Accountants and based on the prescribed format by Bursa Securities.

	(Unaudited)	
	As at	As at
	31 December	31 March
	2012	2012
	US\$'000	US\$'000
Total retained profits of the Company and its subsidiaries:		
- Realised	230,925	212,437
- Unrealised	(12,910)	(12,182)
	218,015	200,255
Total share of accumulated losses from associates:		
- Realised	(785)	(732)
- Unrealised	33	33
	(752)	(699)
Less : consolidation adjustments	(26,068)	(15,846)
Group's retained profits as per condensed consolidated statement of financial position	191,195	183,710

The disclosure of realised and unrealised retained profits above is solely for complying with the disclosure requirements stipulated in the directive of Bursa Securities and should not be applied for any other purposes.

On behalf of the Board
Media Chinese International Limited

Law Yuk Kuen
Tong Siew Kheng
Joint Company Secretaries
28 February 2013