



FOR IMMEDIATE RELEASE

**NEXT MEDIA REPORTS IMPROVED FINANCIAL PERFORMANCE
FOR THE YEAR END 31 MARCH 2000**

HONG KONG (July 6, 2000) – Next Media Limited (“Next Media”) today reported that revenue exceeded \$217 million for the year ended 31 March 2000. Losses were cut by more than 60% from the year-earlier period, led by stronger performances from printing and publishing as well as the Group’s e-business.

“This year’s results reflect the advancement of our ongoing strategy to combine parts of the old economy, the printing and magazine-publishing businesses, with the new electronic economy. We will use our traditional “brick-and-mortar” business to further develop our new “click-and-mortar” trade with an aim to benefit the Group and the public as a whole,” stated Jimmy Lai, Chairman of Next Media Limited.

Several factors contributed to the improved results for the Group. The publishing business, through *Easy Finder*, earned profits of HK\$17 million for the period from October 1999 to March 2000. Also, losses from the printing business decreased from HK\$165 million to HK\$70 million, primarily due to the substantial provision for impairment of plant and machinery, and deficit on revaluation of land and buildings that was made in 1999. As part of the acquisition of the magazine-publishing and web businesses from Next Media International Holdings Limited (“Next International”) in October 1999 (the “Acquisition”), Seapower Resources International Limited sold its holding of HK\$105 million convertible notes and assigned the corresponding interest receivable to Next International. Next International has waived 70 percent of the accrued interest. Accordingly, the Group recognized a write back of HK\$21 million for the

current year. The new Internet business of the Group recognized a loss of HK\$25 million for the five months ended 31 March 2000.

For the financial year, the total turnover of Next Media reached HK\$217,171,225 -- with HK\$148,552,063, from the commercial printing division, HK\$67,421,563 from publishing and HK\$1,197,599 from the newly developed web business. The audited consolidated loss of the Group amounted to HK\$78,470,324 for the year ended 31 March, 2000 compared with a loss of HK\$196,659,987 in the last financial year. Turnover surged in the second half of this financial year, resulting in a slight decrease of only 9% from the previous 12 months.

About Next Media:

Next Media, a company listed on The Stock Exchange of Hong Kong Limited, is owned and controlled by Jimmy Lai. Along with its established printing and publishing businesses, Next Media plans to develop a web-based community serving Hong Kong and beyond.

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