



Asiaray Wins Three Awards at The Spark Awards for Media Excellence 2016

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Honors for Three Consecutive Years Recognising Asiaray's Professionalism and Excellence in Outdoor Advertising Market

(Hong Kong, 15 August 2016) **Asiaray Media Group Limited** ("Asiaray" or the "Group;" HKSE stock code: 1993), a leading out-of-home media company with a strategic focus on airport and metro line advertising, is pleased to have won three awards at The Spark Awards for Media Excellence 2016 organized by Marketing Magazine in Hong Kong. These accolades underscore Asiaray's professionalism and excellence in the outdoor advertising industry.

Mr. Vincent Lam, Founder, Chairman and Chief Executive Officer of Asiaray, said, "We are honored to have received the top honors of The Spark Awards consecutively for the third year since its launch. Our team is delighted that both our billboard and MTR advertising campaign have been recognized by the judges. These awards have acknowledged our dedication in partnering with our clients in delivering innovative and engaging out-of-home advertising solutions leveraging our O2O and 'space management' approach. With our nationwide network of media resources located at over 36 cities in the Greater China region, we will continue to dedicate our efforts in enhancing the ambience and enriching the passengers' journeys through our outstanding outdoor advertising campaigns."

The Spark Awards recognizes the most innovative, creative and effective campaigns and strategies spanning Hong Kong's entire media industry. These include the critical areas of audience engagement, subscriptions, content, research, events, programming and technology.

At the presentation ceremony of The Spark Awards for Media Excellence 2016, Asiaray has garnered the following accolades:

McDonald's - Russell Street Giant Interactive Outdoor LED

McDonald's as well as Hong Kong's first large-scale Outdoor LED with O2O Mobile Game

- Silver Award for Most Innovative Technology
- Silver Award for Best Outdoor Innovation

Chow Tai Fook Jewellery - Shake for Luck, The New O2O Experience

First O2O advertising campaign with iBeacon devices installed in MTR trains in Hong Kong

- Bronze Award for Best Media Campaign – Mobile



McDonald's won the Silver Award for the Most Innovative Technology and the Silver Award for the Best Outdoor Innovation. Ms. KK Fung, Deputy General Manager (Sales) of Asiaray Advertising Media Ltd. (middle), representatives of advertiser McDonald's, and OMD accepted awards in the presentation ceremony of The Spark Awards



Chow Tai Fook Jewellery won the Bronze Award for the Best Media Campaign – Mobile. Ms. KK Fung, Deputy General Manager (Sales) of Asiaray Advertising Media Ltd. (third from left), and representatives of advertiser Chow Tai Fook Jewellery accepted awards in the presentation ceremony of The Spark Awards

About Asiaray Media Group Limited (HKSE stock code: 1993)

Established in 1993 and listed on the Main Board of The Hong Kong Stock Exchange in 2015, Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising. It is currently ranked first among privately-owned media companies in terms of number of airports and second in terms of number of metro lines with exclusive concession rights to mainstream media resources and revenue in Greater China. Through its constant efforts in expanding media resources with strategic value, the Group has secured exclusive concession rights to mainstream media resources at 27 airports and 12 metro lines as at 15 August 2016. With an extensive nationwide network of media resources covering 36 cities in Greater China, the Group leverages its well-developed space management approach to deliver integrated, creative out-of-home media solutions to renowned and diverse advertising customers. For more details about Asiaray, please visit its official website at www.asiaray.com.

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