

[For Immediate Release]



Asiaray Renews Advertising Agency Services Contract with MTR for its Shopping Malls and Commercial Premises

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Affirmation of Trust in Delivering More Innovative Advertising Solutions

(Hong Kong, 30 November 2016) **Asiaray Media Group Limited** (“Asiaray” or the “Group;” stock code: 1993), a leading out-of-home media company with a strategic focus on airport and metro line advertising, has renewed the advertising agency services contract with MTR Corporation Limited (“MTR”) for its shopping malls and commercial premises in Hong Kong following a competitive tender.

The renewed five-year contract with MTR will commence on 1 January 2017, covering outdoor billboards of commercial premises¹ and shopping malls² situated at central business districts and high-traffic areas along the MTR metro lines respectively. Asiaray has been operating the media resources at MTR’s properties and shopping malls since 2008. In addition, the Group is also the exclusive advertising agents of MTR’s four metro lines (including East Rail Line, West Rail Line, Ma On Shan Line and Light Rail), MTR buses and the exhibition areas along the East Rail Line in Hong Kong.

Mr. Vincent Lam, Founder, Chairman, Chief Executive Officer and Executive Director of Asiaray, said, “We are delighted about the successful contract renewal which demonstrates MTR’s recognition of Asiaray’s capability in the out-of-home (OOH) advertising leveraging our pioneering space management model and five senses approach. Asiaray and MTR have been cooperating closely and continuously since 2008. With the new contract signed, our cooperation with MTR is going to last over 10 years. Our commitment to this long-standing relationship has enabled us to achieve outperformance in our metro business in Hong Kong throughout the years. We will continue to be dedicated in enhancing the transit ambience and journeys to the MTR passengers through innovative advertising solutions.”

¹ These include the outdoor billboards at Admiralty Centre, the LED wall at Worldwide House and the outdoor billboards at Hung Hom Station Car Park.

² These include Citylink at Shatin, Luk Yeung Galleria at Tsuen Wan, Maritime Square at Tsing Yi, Ocean Walk at Tuen Mun, Paradise Mall at Heng Fa Chuen, PopCorn at Tseung Kwan O, Telford Plaza at Kowloon Bay and The Lane at Hang Hau.

Recent Advertising Campaigns by Asiaray at MTR's Properties

1. The film advertisement of "Doctor Strange" at Hung Hom Station Car Park fully utilised the "T-shaped" billboard display and 3D visual illusion to portray the stunning effect of a distorted wall, attracting millions of eyeballs.



2. The globally-renowned luxury brand CHANEL displayed its latest campaign at the Worldwide House LED Wall in Central. The exposure at this central business district of Hong Kong has efficiently enhanced the brand exposure for the launch of CHANEL's new version of its N°5 L'EAU perfume.



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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 now secured exclusive concession rights of mainstream media resources at 27 airports* and 12 metro lines. Currently, the annual aggregate passenger throughput of all airports covered by the Group reached 225.6 million as at the end of 2015, approximately one-fourth of all the airports across Mainland China. In August 2016, Asiaray was also appointed as the exclusive advertising agency of FIA Formula E at the Central Harbourfront, Hong Kong. With an extensive nationwide network of media resources covering 37 cities in Greater China, the Group leverages its well-developed space management model 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: www.asiaray.com.

** In addition, the Group has also obtained the concession rights for the advertising space at Sanya Phoenix International Airport Terminal 2, Hainan Island, since May 2016.*

Media and Investor Enquiries

Asiaray Media Group Limited

Jane Yip +852 2539 3939

jane.yip@hk.asiaray.com

Ray Dou +852 2539 3939

ray.dou@hk.asiaray.com