



Asiaray Obtains the Exclusive Rights to Operate Advertising and Media Resources in Tianjin Metro Lines 2 and 3

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Further Expands its Presence and Enhances its Leading Position in the Metro Advertising Market of Greater China

(Hong Kong, 31 March 2017) **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 announced that it has obtained the exclusive rights to use and operate the advertising and media resources in Tianjin Metro Lines 2 and 3 through a public tender. The operation of the advertising and media resources will be commissioned to a newly set-up joint venture company which is 60% owned by Shanghai Asiaray (wholly-owned subsidiary) and 40% by Tianjin Metro Resources for a 10-year period starting from 1 January 2017 to 31 December 2026.

Located at the municipal city, Tianjin Metro Lines 2 and 3 are operated by Tianjin Metro Resources. The two metro lines consist of 45 out of the 89 stations in Tianjin in total. Among the 45 stations, eight are interchange stations including some of the busiest ones, such as the public transport interchange at Tianjin Metro Station and Tianjin Binhai International Airport. Tianjin Metro Lines 2 and 3 run from east to west and south to north respectively through the heart of the city, central business districts, residential areas and also major traffic hubs. Currently, these two metro lines cover over a million of passenger traffic per month.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “We are delighted to obtain the exclusive advertising rights of two metro lines in Tianjin under our media resources portfolio. Through setting up a joint venture company with Tianjin Metro Resources, we not only have strengthened our relationship with this landlord, but also ensured a long-term development and continuity of our operations in Tianjin Metro Lines 2 and 3. This cooperation presents a good opportunity for us in riding on the high growth potential of the out-of-home advertising market in Tianjin which is anticipated to benefit from the ‘One Belt One Road’ and other supportive government policies. We also envisage synergies from our operations of media resources at the metro lines in Beijing which is adjacent to Tianjin. With less than an hour of high-speed railway ride between the two first-tier cities, there are increasingly more interaction and cooperation between the capital and the city. Looking ahead, we will continue to identify new airport and metro projects with high growth potential which will contribute to long-term sustainable growth for the Group.”

Apart from Tianjin Metro Lines 2 and 3, Asiaray owns the exclusive concession rights of media resources of 12 metro lines, reaching several millions of metro passengers every day covering in tier 1 cities including Beijing, Hong Kong and Shenzhen.

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About Asiaray Media Group Limited (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 14 metro lines. Currently, the annual aggregate passenger traffic of all airports covered by the Group reached 248.2 million as at the end of 2016, 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.*

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