



Asiaray Chairman and CEO Vincent Lam

Delivered Keynote Message at “2017 The Thirteenth China Advertising Forum”

(Hong Kong, 19 May 2017) **Mr. Vincent Lam, the Chairman and Chief Executive Officer of Asiaray Media Group Limited** (“Asiaray” or the “Group”; stock code: 1993.HK), a leading out-of-home media company with a strategic focus on airport and metro line advertising, spoke as keynote speaker at “**2017 The Thirteenth China Advertising Forum**” on 18 May, 2017. Giving his insights on “Media Companies’ financing model and the path towards IPO”, Mr. Lam shared the successful business practices of Asiaray as an industry leader in Greater China with advertising elites and professionals, on industry overview and prospects, as well as Asiaray’s own development journey.

Mr. Lam sees great potentials for China's outdoor advertising industry, such as considerable advertising demands driven by national economic growth in recent years, a large number of airports, metros and other infrastructure under constructions, and consolidation leading to M&A opportunities for out-of-home advertising market in China. Going forward, Asiaray will continue to implement its “space management” model, capitalizing on digital out-of-home advertising opportunities.

Aptly titled, “Technology-driven, Quality Communication, Cross-border Integration”, “2017 The Thirteenth China Advertising Forum” was held in Wuhan, Hubei, spearheaded by The State Administration for Industry and Commerce of the PRC and organized by China Advertising Association. China Advertising Forum is a high-end, large-scale and influential forum, reputed as the “Davos” of China's advertising industry, gathering officials, industry organizations, academics, advertising enterprises, research institutions, media organizations, in addition to experts from marketing agencies to discuss upcoming trends and other key issues in the advertising industry.

Photo Caption



Mr. Vincent Lam, the Chairman and Chief Executive Officer of Asiaray, acted as the keynote speaker for “2017 The Thirteenth China Advertising Forum”



“2017 The Thirteenth China Advertising Forum” gathered many advertising elites and professionals

– End –

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 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 38 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

Karen Lau +852 2539 3939

karen.lau@hk.asiaray.com

Ray Dou +852 2539 3939

ray.dou@hk.asiaray.com