



Asiaray Wins Two Awards at The 17th IAI International Advertising Awards

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Recognition for Asiaray's Professionalism and Excellence in Out-of-home Advertising Market

(Hong Kong, 22 May 2017) **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, is pleased to announce the Group has won two awards at **The 17th IAI International Awards**, co-organized by China Advertising Association of Commerce and Communication University of China, and supported by CCTV Advertising Management Center on 17 May 2017. These accolades underscore Asiaray’s professionalism and excellence in the outdoor advertising industry.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “We are delighted that our airport advertising campaigns have been recognized by the judges. These awards have acknowledged our dedication in delivering value-added out-of-home advertising solutions via leveraging our ‘space management’ model. With our nationwide network of media resources located across 38 cities in the Greater China region, we will continue to dedicate our efforts in enhancing the ambience of media and enriching passengers’ journeys through our outstanding outdoor advertising campaigns.”

Aptly titled, “Tradition • Marketing Future”, The 2017 IAI Festival cum The 17th IAI International Awards has gathered domestic and overseas advertisers, top advertising agencies, A-list media and international creative talents and other marketing elites. With close to 3,000 participants from amongst academia, advertising, media, business and brand owners joining the event, IAI Festival has become a key event for annual brand marketing in China.

At the presentation ceremony of **The 17th IAI International Awards**, Asiaray has garnered the following accolades:

Tmall International’s Carousel Wrap (Hangzhou Airport)

Creative use of luggage carousels, with nearly 2,000 m² wrap

- Bronze Award

Aliyun Interactive Exhibition (Shenzhen Airport)

Integration of AR technology and giant 3D floor-length stickers and other advertising solutions

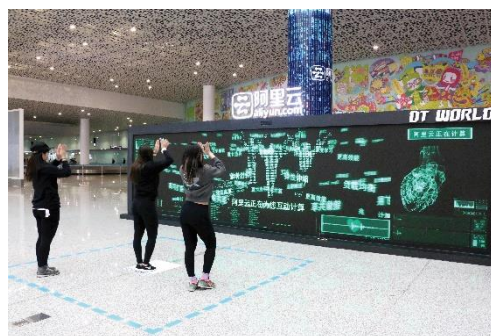
- Merit Award

Photo Captions :

1. Representative (third from left) from Asiaray Media Group Limited accepts awards



2. Asiaray's advertising campaigns for "Tmall International" (left) and "Aliyun" (right)



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About Asiaray Media Group Limited (stock code: 1993.HK)

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.

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