



**Asiaray Became Designated Media Partner of  
“Jockey Club Homeless World Cup” For the First Time  
And Participated As Teams and Sponsor  
for the Fourth Year in a Row**

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**Echoes Asiaray’s Corporate Culture of  
“Integrity, Excellence & Benevolence”**

(Hong Kong, 26 June 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 advertising, has sponsored the Jockey Club Homeless World Cup (Hong Kong) Fund-raising Tournament (“Homeless World Cup”) for the fourth consecutive year and, for the first time, has become the designated media partner of the event.

The Homeless World Cup was held between 17 and 18 June, 2017. Through advocating team spirit and in cooperation with different parties in the community, the event aims to promote a more inclusive society, encourage and support marginal groups and former prison inmates to build self-confidence and perseverance so that they may re-integrate into the society as soon as possible. This year is the fourth consecutive year where Asiaray sponsored the event, the Group sent two teams under its name which are the only ones from the out-of-home advertising sector among the 27 competing teams. The two Asiaray teams gave their best at the tournament despite the adverse weather, demonstrating fully their tenacity and unyielding spirit, which earned them the second runner-up titles of the Justice Cup (公義盃) and Peace Shield (和平盾).

Apart from participating in the event, Asiaray, as the event’s designated media partner, plans to offer its quality media resources via its out-of-home channels in Hong Kong for post-event publicity in August this year.

**Mr. Vincent Lam, Chairman and Executive Director of Asiaray**, said, “‘Integrity, excellence and benevolence’ represent the essence of our corporate culture. We are very honoured that apart from participating in this year’s Homeless World Cup Fund-raising Tournament, we are also playing an even more helpful role as the event’s designated media partner, using our media channels to increase social awareness of and support for marginal groups for a more inclusive society.”

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## Photo caption



Mr. Ivan Lam, Executive Director and Chief Marketing Officer of Asiaray (middle) receives a souvenir at Jockey Club Homeless World Cup (Hong Kong) Fund-raising Tournament.



Asiaray's football teams are the second runner-ups of the Justice Cup (公義盃) and Peace Shield (和平盾) of the Jockey Club Homeless World Cup (Hong Kong) Fund-raising Tournament respectively.

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

Established in 1993, Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising. The Group has exclusive concession rights to mainstream media resources for 27 airports (as well as Sanya Phoenix International Airport Terminal 2, Hainan) and 16 metro lines over 38 cities. It is the leading privately-owned media company in Greater China in terms of the number of exclusive concession rights for airports, and second largest in terms of the number of metro lines. Annual aggregate airport passenger traffic covered by the Group reached 248 million as at the end of 2016, equivalent to approximately one quarter of the total airports traffic across Mainland China. Asiaray is also committed to invest in its corporate social responsibility and environmental protection initiatives. The Company has officially been awarded “2016 Hong Kong Awards for Environmental Excellence (HKAEE)” and has been named as a “Hong Kong Green Organisation”.

For more details about Asiaray, please visit its official website: [www.asiaray.com](http://www.asiaray.com) or follow the Group’s Wechat via the QR code below (ID: asiaray\_airport or 雅仕維傳媒集團).

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