



Asiaray Won 3 Heavyweight Accolades in the 5th TopDigital Innovation Award

* * *

Swept up the Top Award from the Out-Of-Home Media Category

(Hong Kong, 7 July 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, with its unique "space management" model and creative strategies of "stimulating audiences' five senses," obtained 3 heavyweight accolades and swept up the top award from the Out-Of-Home Media Category at the 5th TopDigital Innovation Award on July 5 2017. In addition to demonstrating recognition from industry professionals, these awards also generated considerable buzz while leading the latest trends in innovation for the out-of-home advertising industry.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, "Our 'space management' model enables us to fully exploit the creative potential of the advertising space, to bring about a deep interactive experience for audiences and further establish our clients' brand awareness. Asiaray is delighted to provide effective and innovative advertising solutions for the scenario-driven out-of-home media marketing."

TopDigital Innovation Award is an authoritative industry award that acknowledges industry innovations from digital industry players with outstanding brand building, product creativity, sales and marketing, unique point of views, business models and technological innovation. Over 470 companies from the Internet, service providers, technology, media and other industries participated at this years' TopDigital Innovation Award.

2017 The 5th TopDigital Innovation Award Winner List

➤ Silver Award

Eternal Love (Beijing Metro)

➤ Bronze Award

Tencent Cloud "CNY Blessing" campaign (Shenzhen Airport)

Budweiser promotional campaign with electronic music festival (Xiamen Airport)

Asiaray Won 3 Heavyweight Accolades in the 5th TopDigital Innovation Award
Swept up the Top Award from the Out-Of-Home Media Category
7 July 2017

Photo caption



Asiaray won 3 heavyweight accolades in the 5th TopDigital Innovation Award
and swept up the top award from the Out-Of-Home Media Category.

- End -

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 or follow the Group's Wechat via the QR code below (ID: asiaray_airport or 雅仕維傳媒集團).

Media and Investor Enquiries

Asiaray Media Group Limited

Karen Lau	+852 2539 3939	karen.lau@hk.asiaray.com
Ray Dou	+852 2539 3939	karen.lau@hk.asiaray.com

