



**Asiaray Appointed as the Exclusive Advertising Agency of
2017 FIA Formula E Hong Kong E-Prix for Second Consecutive Year**

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**Further Demonstrates its Capabilities beyond Traditional Venues
Doubling the Types of Advertising Space Exclusively Managed**

(Hong Kong, 10 August 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 been appointed as the exclusive advertising agency of the 2017 FIA Formula E Hong Kong E-Prix (“Hong Kong E-Prix”) for the second consecutive year. The Hong Kong E-Prix is to be held in Central on 2-3 December 2017, marking the start of the fourth season of the FIA Formula E Championship and the second E-Prix in Hong Kong.

In light of excellent “Space Management” model of Asiaray, especially in creatively exploring and utilizing advertising spaces, the types of media to be managed by Asiaray this time have been doubled from last year. On top of the advertising spaces of Spectator Fence, the IFC Footbridge and the Central Terminal Building banner, Asiaray is granted more media resources at key locations in both the racing venue and public area, including the LED Wall Banner, the Grandstand Banner and Freestanding Flags. In recognition of the overwhelming response last year with more than 20,000 people attending the inaugural Hong Kong E-Prix, a broadcast audience of 18.1 million worldwide and more than 100 key sponsors and partners, the Hong Kong E-Prix is set to be not only a mega sporting event with the focus on environmental protection, but also a travel attraction for Hong Kong and a golden high-profile advertising opportunity for leading brands.

For the first Hong Kong E-Prix, Asiaray managed to accomplish all preparation of sophisticated facilities within a one-month period, despite the tight schedule and technical difficulties. This impressive feat included around 30 days for both printing and installation of appropriately 2,500 running meters of outdoor advertisement from Central to Admiralty. This experience has equipped Asiaray for another year of successful cooperation with Hong Kong E-Prix relying on its demonstrated professionalism and efficiency.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “We are honored and delighted to be appointed as the exclusive advertising agency for the Hong Kong E-Prix for the second consecutive year. The stunning success of the 2016 Hong Kong E-Prix is a solid testimony that we are capable of not only providing innovative media solutions at airports and metro lines, but also extending our expertise beyond traditional venues and advertising caliber for international events. The further enhanced cooperation across more media types also underlines the organizer’s appreciation of Asiaray’s professionalism and efficiency in accomplishing complicated preparations across a wider area within a tight schedule.”

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

About Hong Kong E-Prix

The FIA Formula E Championship, the world’s first fully electric racing series, blasted off the grid in 2014 and is driving the future with its fusion of motorsport and entertainment. It has attracted vast global attention since its launch, with global TV audience of more than 190 million during first season. The championship is centered on the three core values of energy, the environment and entertainment. The first FIA Formula E season included races on the streets of 10 cities, from China to North America and Europe. For more details about Hong Kong E-Prix, please visit its official website: www.hkformulae.com.

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