



## Asiaray Wins “Outstanding Import & Export Enterprise Awards 2017 – Market Development Excellence Award”

(Hong Kong, 10 November 2017) Asiaray Media Group Limited (“Asiaray” or the “Group;” stock code: 1993), a leading out-of-home (“OOH”) media company with a strategic focus on airport and metro line advertising, announced that it won the “Outstanding Import & Export Enterprise Awards 2017 – Market Development Excellence Award” yesterday. **Mr. Vincent Lam, Chairman and Executive Director of Asiaray**, received the award on behalf the Group from **Mr. Paul Chan, Financial Secretary of the Hong Kong Special Administrative Region**. The accolade represents recognition for Asiaray’s outstanding market development strategies and increasing market share, as well as its corporate social responsibility efforts by the community and the industry.

**Mr. Lam** said, “We are very honoured to receive the Market Development Excellence Award. On its roots in Hong Kong, the Group has been serving the Mainland China market for almost 25 years. Albeit challenges in the business environment, we have been able to stand out applying our unique ‘Space Management’ model and claimed leadership in the OOH advertising market. Currently, Asiaray has metro and airport advertising resources in 38 cities in the Greater China region. At the same time, the Group places much importance on diversifying business to expand customer bases and also strengthening its sales team to secure customers from emerging industries such as 3C products (Computer, Communication and Consumer Electronics), telecommunications, and Internet and applications.”

“Furthermore, Asiaray has expanded its business beyond the scope of conventional OOH advertising. For example, it was appointed as the exclusive advertising agency of the FIA Formula E Hong Kong E-Prix for the second consecutive year in 2017. Braced by our existing network coverage, our rich OOH advertising experiences and favourable policies, we are confident of our ability to grasp development opportunities in the industry and lead the growth of digital OOH advertising, hence offering quality advertising solutions to more customers and contributing to the Greater China advertising market.”

Organised by The Hong Kong Chinese Importers' & Exporters' Association, the Outstanding Import & Export Enterprise Awards rates enterprises on areas including company performance, industry reputation, corporate social responsibility and corporate governance. It aims to recognise and encourage outstanding efforts and contribution of import and export enterprises to the development of the Hong Kong economy. Since establishment, the Association has been dedicated to promoting trade relations between enterprises and parties in different markets around the world and helping enterprises access business information by organising economic forums and seminars.

Photo Caption



**Asiaray Media Group Limited wins the "Outstanding Import & Export Enterprise Awards 2017 – Market Development Excellence Award".**

**Mr. Vincent Lam, Chairman and Executive Director of Asiaray, receives the award from Mr. Paul Chan, Financial Secretary of the Hong Kong Special Administrative Region.**

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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 largest privately-owned media company in Greater China based on the number of exclusive concession rights and associated revenue derived in respect of airports, and the second largest with regard to metro lines based on the same criteria. Annual aggregate airport passenger traffic covered by the Group's exclusively operated airports 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 (HKAAE)" 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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