



Asiaray Launches Singles' Day Promotion Campaign in Hong Kong for LVMH and Tmall

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Demonstrates Capability to Provide Customised and Integrated Media Solutions to Luxury Brands and Emerging Industries

(Hong Kong, 13 November 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, has launched a tailored Singles' Day promotion advertising campaign in Hong Kong for luxury goods conglomerate LVMH and Alibaba Group-operated online retail platform Tmall to capture opportunities in the flourishing Internet-related industries.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, "LVMH Group has been a major long-term advertising customer of Asiaray. As an expert in space management and innovative media solutions, we have won its trust over the years and its private equity arm was our cornerstone investor before listing and is still our major shareholder today. Capable of using outdoor media with impact that complements customers' online campaigns to reach and influence wide audiences, we expect to see more cooperation opportunities with LVMH Group tying in with flourishing Internet-related platforms.

"We are also excited to provide media solutions for Tmall's first Singles' Day promotion campaign in Hong Kong, giving us the chance to tap the business potential in an emerging industry. We have forged strong partnership with Alibaba Group along with its branding strategy and have created a few successful showcases for it with baggage carousel wrap, 3D sticker, AR technology and other innovative elements at the Hangzhou Xiaoshan International Airport and Shenzhen Bao'an International Airport, generating tremendous market response and substantial coverage in the PRC from second mass transmission. With a proven track record in outdoor advertising and providing creative, quality media solutions, we are confident of establishing long-term partnership with these iconic advertisers and continuing to achieve an all-win for advertisers, consumers and Asiaray."

The Group is managing a series of media resources for the Singles' Day promotion for LVMH and Tmall. Some of LVMH's cosmetic brands was available at Tmall's 11.11 Global Shopping Festival for the first time, which is boldly displayed on an iconic Chinese junk boat – the Aqua Luna II – and paraded in the Victoria Harbour along the waterfront for maximum appeal. Furthermore, Asiaray has tailored media solutions for Tmall at various high-traffic locations including LED Walls at Worldwide House in Central, Lin Fook House in Causeway Bay, as well as T-shaped billboard at the Cross-Harbour Tunnel in Hung Hom.

Photo Captions:



Asiaray Launches tailored Singles' Day Promotion Campaign for LVMH and Tmall, which is displayed on an iconic Chinese junk boat – the Aqua Luna II – and paraded in the Victoria Harbour.



Asiaray has tailored media solutions for Tmall at LED Walls at Worldwide House in Central, a high-traffic location.

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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 (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).

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