



## **Asiaray Secures the Exclusive Operating Rights of Pre-eminent Wheelock House Billboard and Media Booking by LVMH Group**

(Hong Kong, 12 January 2016) **Asiaray Media Group Limited** (“Asiaray” or the “Group;” stock code: 1993), a leading out-of-home media company with a strategic focus on airport and metro line advertising, has signed a License Agreement with the landlord to exclusively operate the billboard of Wheelock House, Central (the “Wheelock House Billboard”) for a period of one year commencing from 11 January 2016. Meanwhile, the Group has also secured a one year media booking from one of the premium brands owned by LVMH Group and the advertisement has been successfully launched yesterday.

**Mr. Vincent Lam, Founder, Chairman, Chief Executive Officer and Executive Director of Asiaray,** said, “We are excited to obtain the exclusive operating rights of the prominently positioned Wheelock House billboard in Central in addition to the media resources in Worldwide House, as well as secure the media booking arrangement with a major brand under LVMH Group in the coming year. This new arrangement has shown that Asiaray has gone beyond from providing standard in-house media resources at airports and metros, to working closely with brand owners in negotiating desirable third party media resources as in this case.

“Benefitting from the synergy arising from the close collaboration with L Capital Asia, the private equity arm of LVMH Group and our shareholder, we have gained ample opportunities to provide a range of media solutions to a number of famous brands owned by LVMH Group. By offering an abundance of quality media resources in both the PRC and Hong Kong, we believe there are great potential to cooperate with them again in the future.”

Wheelock House Billboard is one of the most sought-after outdoor media to target business elites and affluent consumers in the Central business district due to its outstanding location and prominent visibility. This is the third project that the Group has announced following the Zhengzhou Airport Terminal 2 and Xiamen Airport Terminal 4 within the last two weeks.

**Mr. Lam** continued, “As we approach the first anniversary of our listing on the Hong Kong Stock Exchange this coming Friday, we are happy that Asiaray has continued its fast growth in the past year. We are confident that by leveraging our pioneering Space Management approach, we can continue to deliver integrated and creative out-of-home media solutions to advertisers, helping them to develop a more powerful connection with their consumers, thus creating a win-win situation for landlords, advertisers, audiences and Asiaray.”

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**Photo Caption**

The advertisement booked by one of the premium brands owned by LVMH Group has been successfully launched yesterday at Asiaray's exclusively operated Wheelock House Billboard in Central.



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

Established in 1993 and listed on the Main Board of The Hong Kong Stock Exchange in 2015, Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising. It is currently ranked first among privately-owned media companies in terms of number of airports and second in terms of number of metro lines with exclusive concession rights to mainstream media resources and revenue in Greater China. Through its constant efforts in expanding media resources with strategic value, the Group has secured exclusive concession rights to mainstream media resources at 27 airports and 11 metro lines as at 4 January 2016. With an extensive nationwide network of media resources covering 35 cities in Greater China, the Group leverages its well-developed space management approach to deliver integrated, creative out-of-home media solutions to renowned and diverse advertising customers. For more details about Asiaray, please kindly visit its official website: [www.asiaray.com](http://www.asiaray.com).