



Asiaray Renews Service Contract for Four Metro Lines with MTR Corporation and Secures New Exhibition and Display Sites along East Rail Line

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Its Space Management Approach Captures Enormous Opportunities Arising from the Airport and Metro Building Boom in Greater China

(Hong Kong, 14 December 2015) **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 announced that it had renewed the advertising agency service contract with MTR Corporation Limited (“MTR Corporation”) for the (i) East Rail Line; (ii) West Rail Line; (iii) Ma On Shan Line; (iv) Light Rail; and (v) MTR Buses. It has also secured new advertising areas in designated exhibition and display sites situated along the MTR East Rail Line, including some of the busiest stations such as Sha Tin Station and Kowloon Tong Station.

Mr. Vincent Lam, Founder, Chairman, Chief Executive Officer and Executive Director of Asiaray, said, “We are excited not only about our continued cooperation with MTR Corporation, but also the expanded coverage of media resources in the new contract. This is a strong recognition of our pioneered Space Management approach in executing out-of-home advertising. Space Management attempts to enrich the passengers’ journey with creative and interactive advertisements, stimulating their five senses through integrating innovative technology and knowhow, instead of using the traditional visual advertisements. As a result, the overall ambience of the environment is enhanced, creating a win-win situation for landlords, advertisers and passengers.”

The renewed three-year contract with MTR Corporation is effective from 1 January 2016 to 31 December 2018, with conditional renewal option of another three years. The contract covers all forms of advertisements including advertising units, special advertising and digital advertising (excluding in-train TVs). Asiaray and MTR Corporation have been cooperating continuously based on the same contract since January 2008. This renewed contract includes the additional items of designated exhibition and display sites along the East Rail Line, which were previously operated by MTR itself.

Mr. Lam continued, “Asiaray’s mission is to enrich the passengers’ experience and to enhance the overall ambience of the environment. This is achieved through the creative use of space; creating a full sensory experience for passengers; matching the characteristics of the environment with the needs of advertisers; and integrating different technology and knowhow to deliver the desired effect. The aforementioned aspects are embodied by our innovative Space Management approach, which is distinctly different from the traditional ‘buy wholesale, sell retail’ approach. We aim to revolutionize the out-of-home advertising industry by delivering a full sensory and emotional experience inspired by innovative ideas. By utilising our well-developed Space Management approach, we are confident that we can secure more new contracts in the future, and deliver more effective advertising campaigns for our advertisers. Hence, we are well-positioned to capture the enormous opportunities arising from the airport and metro building boom in Greater China, thereby bringing better investment returns to our shareholders in the future.”

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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 ranked first among privately-owned media companies in terms of number of airports and third in terms of number of metro lines with exclusive concession rights to mainstream media resources and revenue in Greater China in 2013. Through its constant efforts in expanding media resources with strategic value, the Group has exclusive concession rights to mainstream media resources at 26 airports and 12 metro lines as at 14 December 2015 marking significant progress in its market position since 2013. 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.