



Asiaray Obtains the Concession Rights for Media Resources at Sanya Phoenix International Airport Terminal 2

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Further Strengthens its Leading Position in the PRC's Airport Advertising Market

(Hong Kong, 23 June 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 obtained the concession rights for the advertising space at Sanya Phoenix International Airport Terminal 2, Hainan Island, commencing from 20 May 2016 for a period of 5 years.

Mr. Vincent Lam, Founder, Chairman and Chief Executive Officer of Asiaray, said, "The cooperation marks an important progress for the deployment and the strategic planning of Asiaray's out-of-home media resources. Hainan Island is a famous tourist spot and the only offshore duty-free zone in Mainland China¹, attracting tens of millions of visitors every year. As we have already obtained the exclusive concession rights for the advertising space at Haikou Meilan International Airport, with the addition of the concession rights for Sanya Phoenix International Airport Terminal 2, we can create greater synergies by covering the two airports in Hainan Island. Leveraging our space management model, we can provide premium advertising opportunities to advertisers, especially those which aim to capture the benefits of the offshore duty-free shopping policy, such as imported and luxury goods, thus creating higher advertising value for customers."

Sanya Phoenix International Airport is located in Sanya, China's southernmost city. It is one of the major airport hubs with an area of more than 7,000 acres. Since the airport commenced operation on 1 July 1994, it had achieved a safe operation history, with an average annual growth rate of more than 20% in passenger throughput. Its annual passenger throughput exceeded 10 million in 2011 and reached 16.2 million in 2015.

Prior to this announcement, the Group has secured exclusive concession rights to mainstream media resources at 27 airports with an aggregate passenger throughput of 225.6 million, accounting for approximately 25% of the total passenger throughput of all airports in the Mainland China². This concession rights has extended the Group's out-of-home media coverage to 36 cities, further strengthening Asiaray's leading position in the PRC's airport advertising market.

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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 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 31 December 2015. 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.

¹ Offshore duty-free shopping policy in Hainan applies to passengers flying out with limited times, value, quantity and types of good for shopping without import duty. In such case, passengers will need to pay at duty-free shops and receive the goods at restricted area.

² Source: Civil Aviation Administration of China