



Asiaray Obtains the Exclusive Concession Rights for Media Resources at Xiamen Gaoqi International Airport's Terminal 4

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Strengthens its Leading Position in China's Airport Advertising Market

(Hong Kong, 4 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 announced that Shanghai Asiaray Advertising Limited ("Shanghai Asiaray"), a wholly-owned subsidiary, has been awarded the advertising agency service contract for the Xiamen Gaoqi International Airport Terminal 4, commencing from 1 January 2016 for a period of five years.

Mr. Vincent Lam, Founder, Chairman, Chief Executive Officer and Executive Director of Asiaray, said, "Xiamen Airport and Asiaray have formed a long-term partnership since 2010. The advertising business of Xiamen Gaoqi T4 was commenced on 28 December 2014 and was operated by our associated company, Fujian Zhaoxiang Advertising Company Limited ("Fujian Zhaoxiang"), which is owned as to 70% by Xiamen Iport Group Co., Ltd. (renamed from Xiamen International Airport Group Co., Ltd) and 30% by Shanghai Asiaray. Upon the agreement becoming effective, the operation and management of media resources in Xiamen Gaoqi T4 will be changed to the hands of Shanghai Asiaray from that of Fujian Zhaoxiang. We will further optimize our media resources in the region, thereby strengthening our leading position in China's airport advertising market."

Since beginning operations in 1983, Xiamen Gaoqi Airport has gradually become a major airline hub along the southeast coast of China over the years. It is one of the busiest airports in China¹ in terms of total passenger traffic and cargo traffic, with a passenger throughput exceeding 20 million in 2014.

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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 26 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.

¹ According to the report issued by Civil Aviation Administration of China