



## **Asiaray's Chairman and CEO Mr. Vincent Lam**

### **Attended The 14th China OOH Communication Conference and Moderated Opening Summit**

(Hong Kong, 26 May 2017) **Mr. Vincent Lam, the Chairman and Chief Executive Officer of 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, attended **The 14th China OOH Communication Conference** and moderated its prominent opening summit, during which Mr. Lam discussed industry trends of out-of-home ("OOH") advertising in China and shared Asiaray's own development journey with panel speakers amongst distinguished names.

Mr. Lam said, "Technology should not be the decisive factor which dampers the development of OOH advertising and industry players should consider audiences' demands as the basis for developments. Meanwhile, media industry should leverage their own unique attributes for innovations, enabling audiences to be immersed in scenarios-driven advertising, by which OOH solutions can be widely recognized."

**The 14th China OOH Communication Conference** was held in Zhengzhou, Henan. It has become the benchmark for the development of the OOH advertising industry, with focusing on the field of intelligent OOH communication under the environment of the internet of things, and covering planning, operation, technology, creativity and the whole industry chain of branding communication. Through keynote speeches, summit forums, new technology presentations and other various formats, the Conference aims to promote the development and achieve synergy for the whole out-of-home media industry.

26 May 2017

## Photo Captions



Mr. Vincent Lam, the Chairman and Chief Executive Officer of Asiaray, attended The 14th China OOH Communication Conference and moderated its opening summit



The 14th China OOH Communication Conference gathered OOH advertising elites and professionals

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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 now secured exclusive concession rights of mainstream media resources at 27 airports\* and 14 metro lines. Currently, the annual aggregate passenger traffic of all airports covered by the Group reached 248 million as at the end of 2016, approximately one-fourth of all the airports across Mainland China. In August 2016, Asiaray was also appointed as the exclusive advertising agency of FIA Formula E at the Central Harbourfront, Hong Kong. With an extensive nationwide network of media resources covering 38 cities in Greater China, the Group leverages its well-developed space management model to deliver integrated, creative out-of-home media solutions to renowned and diverse advertising customers. For more details about Asiaray, please visit its official website: [www.asiaray.com](http://www.asiaray.com).

\* In addition, the Group has also obtained the concession rights for the advertising space at Sanya Phoenix International Airport Terminal 2, Hainan Island, since May 2016.

### **Media and Investor Enquiries**

#### **Asiaray Media Group Limited**

Karen Lau +852 2539 3939

[karen.lau@hk.asiaray.com](mailto:karen.lau@hk.asiaray.com)

Ray Dou +852 2539 3939

[ray.dou@hk.asiaray.com](mailto:ray.dou@hk.asiaray.com)