



Asiaray Attends 1st China Urban Rail Transit Culture Expo Highlights New Milestone of OOH Media along Metro Lines

(Hong Kong, 8 December 2017) **Asiaray Media Group Limited** (“Asiaray” or the “Group”; stock code: 1993), a leading out-of-home (OOH) media company with a strategic focus on airport and metro line advertising, joins the 1st China Urban Rail Transit Culture Expo (the “Expo”) starting today at the Shenzhen Convention & Exhibition Center till 10 December. As an industry leader, Asiaray will demonstrate the innovative and interactive applications of OOH media along metro lines at the three-day Expo. Key stakeholders including media resources owners who have long and stable partnership with Asiaray also take part in the event to join the crucial discussions on rail transit culture.

Asiaray’s booth at the Expo will highlight the theme of “Excellence Beyond Compare: Asiaray’s Creativity in Advertising on Parade” and, agreeing with the theme, the Group will demonstrate its innovative interactive experiences along metro lines. It will also share with visitors its “Space Management” operational philosophy and fruitful results. The fascinating features in its booth include a physical interaction experience zone, H5 games, interactive photo-taking, to name a few.



Asiaray's creative booth attracts many professionals to visit.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “This first industry cultural expo coincides with Asiaray stepping into its 25th anniversary, and we are honored to have the recognition from the rail transit industry and be invited to join this important industry event. The Group’s development is closely tied to that of rail transportation. In these 25 years, we have obtained exclusive concession rights for the major media resources along 16 metro lines in the Greater China Region, including the fresh additions this year – the Tianjin Metro Lines 2 and 3, and Hangzhou Metro Lines 2 and 4, evidence of us having grown together with metro lines. Furthermore, our cooperation with MTR covers not only the four lines in Hong Kong, but also those in Beijing and Shenzhen. More importantly, with our unique OOH media solution and sophisticated ‘Space Management’ model, we have not only been able to optimize the environment for metro travel and passenger experience, but also have created bigger value for advertisers. We will actively tap the continuous and rapid development of railway and continue to look for metro projects with strong potential, thereby facilitate our long-term sustainable growth.”

The Expo is organized by China Urban Rail Transit Association (中國城市軌道交通協會) and the Shenzhen People's Government with "focusing on urban rail transit industry and fostering urban rail transit culture for all citizens along with promoting city spirit" as the emphasis. Being the first cultural event of the entire industry, the Expo aims to match the status of development of city transit culture and related practical requirements, develop the urban rail transit cultural market, enhance the soft power of city transit culture and satisfy the special cultural needs of industry players and transit rail users in cities.

The Expo is open to the public for sharing the development of urban rail transit operation and related achievements made. Visitors are welcome to visit Asiaray's booth to experience its creativity and strengths.



Details of the 1st China Urban Rail Transit Cultural Expo:

Date	8 December 2017 (Friday) for industry players 9 December 2017 (Saturday) for public 10 December 2017 (Sunday) for public
Time	9:00-17:30
Location	Hall 8, Shenzhen Convention & Exhibition Center
Asiaray's booth no.	8F07

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About Asiaray Media Group Limited (stock code: 1993.HK)

Established in 1993, Asiaray is a leading out-of-home media company in Greater China with a strategic focus on airport and metro line advertising. The Group has exclusive concession rights to mainstream media resources for 27 airports (as well as Sanya Phoenix International Airport Terminal 2, Hainan) and 16 metro lines over 38 cities. It is the largest privately-owned media company in Greater China based on the number of exclusive concession rights and associated revenue derived in respect of airports, and the second largest with regard to metro lines based on the same criteria. Annual aggregate airport passenger traffic covered by the Group's exclusively operated airports reached 248 million as at the end of 2016, equivalent to approximately one quarter of the total airports traffic across Mainland China. Asiaray is also committed to invest in its corporate social responsibility and environmental protection initiatives. The Company has officially been awarded "2016 Hong Kong Awards for Environmental Excellence (HKAE)" and has been named as a "Hong Kong Green Organisation".

For more details about Asiaray, please visit its official website: www.asiaray.com or follow the Group's Wechat via the QR code below (ID: asiaray_airport or 雅仕維傳媒集團).

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