



**Mr. Vincent Lam, Chairman of Asiaray, Accepted Interview by
“Xin Wen Lian Bo” Programme of China Central Television**

(Hong Kong, 23 March 2018) **The Chairman of Asiaray Media Group Limited** (“Asiaray” or the “Group”; stock code: 1993.HK), a leading out-of-home (OOH) media company with a strategic focus on airport and metro line advertising, **Mr. Vincent Lam** attaches great importance to the national development. As an outstanding representative of Hong Kong's political and business sectors, Mr. Lam accepted the interview by China Central Television (“CCTV”), and appeared on its “Xin Wen Lian Bo” as well as other well-known news programmes 4 times within one week, with demonstrating the enterprise development of Asiaray closely follows national policies and the pulse of the times. Senior management have meticulously studied the new guidelines, written in-depth summary reports and shared their insights, which has delivered this enthusiasm for national policies to the whole company.

Encounter New Opportunity, Imagine New Future

As a representative of Hong Kong, CCTV reporters came to the office of Asiaray to have a personal interview with Mr. Vincent Lam. Meanwhile, Lam’s elaboration on the future development of Asiaray and Hong Kong was respectively broadcast on the “Xin Wen Lian Bo” programme of CCTV 1, at 7pm on March 11, “China News” of CCTV 4, at 12:00 noon on March 15, “Xin Wen Lian Bo” programme of CCTV 1, at 7pm on March 17, as well as “Special Report” of CCTV 1, at 9am on March 18.

Mr. Lam expressed his confidence in Hong Kong’s progress towards “A New Era of High-speed Rail” and the “Guangdong-Hong Kong-Macao Bay Area”, on the basis of Socialism with Chinese Characteristics in the context of the New Times. He said, “We have just obtained exclusive concession rights to mainstream media resources in Zhuhai Airport. Additionally, in the Great Bay Area, we also develop businesses in Hong Kong, Shenzhen, Guangzhou and Macau. Especially in Shenzhen, both of the Group’s strategic focal media resources of airport and metro lines are available.” As a leading OOH advertising media company in Greater China, Asiaray is highly consistent with the Country’s development strategy. In the future, the Group will continue to respond to the call of the Country, play its prominent role in the industry, and vigorously promote business development in the region.

Keep Pace with State Policy, Lead the OOH Industry

Looking back at the development process of Asiaray, Mr. Lam has always been keeping a close eye on the development of Country. As early as the end of the 1980s, he already developed business in the Mainland China with patriotism. Moreover, he knows the national development policies affect the company's development direction, and therefore keeps abreast of new business opportunities such as the “Belt and Road Initiative”. Currently, Asiaray has exclusive concession rights for mainstream media resources in 28 airports and 16 metro lines, covering more than 30 cities in the Greater China.

In addition, “Innovation” is also an important topic that has attracted much attention in recent years in society. As the founder of Asiaray, Lam expressed his high degree of recognition. In recent years, Asiaray has made remarkable achievements in both innovative talents and innovative technologies. The Group officially established the “Central Innovation and Technology Unit” last year, aiming to drive its direction towards Digital OOH advertising with the application for big data.

Asiaray has ushered into its 25th Anniversary this year and the Group has created countless innovative showcases under the “Space Management” model, with numerous recognitions including national top advertising competition “China Advertising Great-wall Award”, overseas “Cannes Lions 2017” and so on. Looking ahead, Asiaray will continue to follow the development of the Country, strive for excellence, and march towards the world-renowned Chinese-owned OOH advertising media group step by step.

Photo Caption



Mr. Vincent Lam accepted the interview by
“Xin Wen Lian Bo” Programme of China Central Television.

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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 28 airports (as well as Sanya Phoenix International Airport Terminal 2, Hainan) and 16 metro lines over 39 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 228 million as at the end of 2017, equivalent to approximately one fifth 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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