



Asiaray Wins Bronze Award at 2017 Hong Kong Awards for Environmental Excellence

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Green Initiatives and Achievements Further Advance with Higher Levels of Accolades

(Hong Kong, 4 May 2018) **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 stood out among more than 1,600 contestants to win the only Bronze Award in the Media and Communication category at the 2017 Hong Kong Awards for Environmental Excellence (“HKAEE”). As the highly acclaimed “green Oscars” of Hong Kong, the award serves as testament to the significant progress that Asiaray has achieved in environmental issues, which will be further advocated and promoted to the public via the media resources of the organiser to pay tribute to all awardees. At the Award Presentation Ceremony, **Mr. Vincent Lam, Chairman and Executive Director of Asiaray**, received the award on behalf the Group from **Mr. Lam Chiu-ying, the Chairman of the Environmental Campaign Committee (ECC)**.

With an aim to reduce the carbon footprint in every aspect of business, Asiaray has always been making significant efforts in identifying new and environmentally friendly printing materials, LED lightings and other environmentally friendly applications. In other words, Asiaray has developed a comprehensive Eco-Business Model incorporating Green Leadership, Environmental Programme and Partner Synergy. The Group has proactively invested and managed to recycle or reprocess used advertising materials. Additionally, Asiaray has also introduced innovative and energy saving advertising solutions to partners, including “WrapLED” that capitalizes on natural lighting and thereby reduces overall energy consumption.

Asiaray also places an emphasis on protecting the environment and a highlight of efforts in this aspect was its persistent support for the World Wildlife Fund (WWF) by participating in the annual Earth Hour Campaign. With the joint efforts of landlords and advertisers, Asiaray switches off the spotlights of outdoor billboards in Hong Kong for one hour and further publicized this profound event riding on its extensive media resource network across the Mainland China for several years continuously.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “We are pleased that our green efforts have been recognized by HKAEE with the credit of Hong Kong Green Organisation for two consecutive years, and to win an even more distinguished award this year. As a leading out-of-home advertising media company, we fully support environmental protection and vigorously promote environmental awareness among the general public. Leveraging our strength in media solutions, we will continue to implement our sustainability strategy, and we are confident that our green initiatives will have a positive effect on society as well as benefit all of our stakeholders.”

Photo caption



Mr. Vincent Lam, Chairman and Executive Director of Asiaray (left) receives the Bronze Award in Media and Communication from Mr. Lam Chiu-ying, the Chairman of the Environmental Campaign Committee (ECC) at the 2017 Hong Kong Awards for Environmental Excellence.

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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 “Hong Kong Awards for Environmental Excellence (HKAEE)” in 2016 and 2017 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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