



Asiaray Granted Exclusive Concession Rights to Operate Media Resources of the Express Rail Link in Hong Kong

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Well-equipped to Capture Exciting Opportunities beyond the Greater Bay Area through Broadened Media Resources of National Strategic Projects

(Hong Kong, 21 September 2018) – **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, has announced that it has entered into a service agreement with MTR Corporation Limited (“MTR”) for the exclusive concession rights to operate the media resources at the Hong Kong West Kowloon Station of the Express Rail Link. The 11-hectare underground station is a unique premium domestic terminus, connecting the Central Business Districts in both Hong Kong and major cities across Mainland China, with transportation significance analogous to that of the Hong Kong International Airport.

The currently over 25,000km long High Speed Rail network in Mainland China is the world’s longest connecting 44 destinations. It is expected to cover 80% of the country’s major cities by 2020, with the ultimate aim of operating eight east-west and eight north-south lines (「八縱八橫」). In 2017, its annual patronage exceeded 1.5 billion and after being extended to Hong Kong, the Express Rail Link enables the city to be connected to a broader railway network in Mainland China, opening new frontiers for Hong Kong people in the mainland and positioning Hong Kong as an international hub between overseas locations and domestic regions.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “Ten years ago, we began the metro line media business with MTR. Since then, we have proudly grown to be the second-largest metro media company while the largest in the airport media sector in Greater China. And now we are eager to leverage our competitive advantages to become a leader in the huge nationwide high speed rail media market originating from our cooperative ties with MTR this time.

“The Hong Kong West Kowloon Station of the Express Rail Link is indeed another national strategic project won hard on the heels of securing the media rights of the Hong Kong-Zhuhai-Macao Bridge. Our two-newly obtained projects, both the largest-scale of their kind in the world, are set to substantially improve our presence in the prosperous Greater Bay Area, and also further enrich our already well-established media resources network in Mainland China covering nearly 40 cities. Nonetheless, our vision extends far beyond that. More exciting opportunities are emerging in the country brought by the infrastructure boom drive of the Belt and Road, as well as the booming Yangtze River Delta Area and the Beijing-Tianjin-Hebei region, Asiaray is in a unique and favorable position to leverage our leading position in the airport and metro media sectors, our expansive network as well as innovative advertising solutions to seize the outstanding opportunities ahead, with a goal of emerging as a leading industry player in the world.”

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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 airport 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 (HKAEE)" 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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