



## **Asiaray Secures Exclusive Concession Rights to Operate Advertising and Media Resources of Wenzhou Metro Line**

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**Diversifies Media Resources Network  
Expands Business Presence in Yangtze River Delta Region and  
Reinforces Leading Position in Greater China**

(Hong Kong, 25 March 2019) – **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, is pleased to announce that its indirect wholly-owned subsidiary, Shanghai Asiaray Advertising Company Limited (“Shanghai Asiaray”), has secured the exclusive concession rights to the advertising and media resources in Wenzhou Metro Line S1 (“Line S1”) for 20 years. To use and operate the media resources, the Group has established a joint venture company with Wenzhou MTR and Wenzhou TV. Together with the success in winning a series of new projects secured in the past six months, including media concession rights of Beijing Daxing International Airport, exclusive concession rights of Beijing Metro Line 14, Hangzhou Metro Line 5, Haikou Meilan International Airport, Qionghai Bo'ao Airport in Hainan and two national projects – the Express Rail Link (Hong Kong Section) and the Hong Kong-Zhuhai-Macao Bridge (Zhuhai-Macau Boundary-Crossing Artificial Island) – winning the Line S1 further reinforces the Group’s leading position in the Greater China Region.

**Mr Vincent Lam, Founder, Chairman, Chief Executive Officer and Executive Director of Asiaray**, said, “In view of the continuous planning and development of the Chinese government in the Greater Bay Area, Beijing-Tianjin-Hebei Region and the Yangtze River Delta in recent years, Asiaray has mapped out and executed business strategies in these respective regions. The new projects announced earlier have strengthened the Group’s layout in the Greater Bay Area and the Beijing-Tianjin-Hebei Region. Indeed, our media resources in the Yangtze River Delta Region have been expanding from north to south, from Shanghai, Wuxi in Jiangsu Province to Hangzhou in Zhejiang Province. The rights to Wenzhou Metro Line S1 granted this time further broaden the Group’s business presence in the Yangtze River Delta, which is beneficial for us to seize the opportunities brought by future local economic development there.

“We feel honored to gain the trust of Wenzhou MTR, which has granted Asiaray the exclusive concession rights for 20 years. We are also very pleased to establish a joint venture with two large local enterprises, Wenzhou MTR and Wenzhou TV, to jointly operate the advertising and media resources project for Wenzhou Metro Line S1 in order to create greater synergies. In the future, the Group will strive to expand our coverage in the Greater China market and reinforce the leadership of Asiaray in the industry”.

### **About Wenzhou Metro Line S1**

Wenzhou Metro Line S1 represents a new passenger transport model between inter-city metro and urban rail transit, and is an innovative and pioneering national railway transportation project. Line S1 is approximately 51.9 km long with 20 stations, connecting major transportation hubs including city centers, Longwan International Airport and Oujiangkou New Area, and it is to serve as a quick connection access for two core districts in the Wenzhou metropolitan area in the future. Line S1 is equipped with advanced high-speed train technology, which features both high speed and riding comfort. It also has advantages like a large passenger capacity, fast starting and stopping, and quick boarding and disembarking.

### **Asiaray’s Enormous Media Resources Network Spans Key Development Areas in China**

Guangdong-Hong Kong-Macao Greater Bay Area (“Greater Bay Area”)	<ul style="list-style-type: none"> <li>● Hong Kong-Zhuhai-Macao Bridge (Zhuhai-Macau Boundary-Crossing Artificial Island),</li> <li>● Express Rail Link (Hong Kong Section)</li> <li>● Metro Transit Railway in Hong Kong, including East Rail Line, West Rail Line, Ma On Shan Line, Light Rail and large billboards</li> <li>● Shenzhen International Airport, Shenzhen Metro Line 3 and 4 and large billboards</li> <li>● Zhuhai Airport</li> <li>● Outdoor billboards in Guangzhou</li> </ul>
Beijing-Tianjin-Hebei Region	<ul style="list-style-type: none"> <li>● Beijing Daxing International Airport</li> <li>● Beijing Capital International Airport Terminal II</li> <li>● Beijing Metro Daxing Line, Lines 4, 14 and 16</li> <li>● Beijing Airport Express</li> <li>● Tianjin Metro Lines 2 and 3</li> </ul>
Yangtze River Delta Economic Zone (“Yangtze River Delta”)	<ul style="list-style-type: none"> <li>● Outdoor billboards in Shanghai</li> <li>● Hangzhou Metro Lines 2,4 and 5</li> <li>● Wuxi Metro Lines 1 and 2</li> <li>● Wenzhou Metro Line S1</li> </ul>

**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 provides media resources service in 35 airports (including exclusive concession rights of 30 airports and Sanya Phoenix International Airport Terminal 2, Hainan) and has exclusive concession rights to mainstream media resources for 19 metro lines, Guangzhou-Shenzhen-Hong Kong Express Rail Link (Hong Kong Section) West Kowloon Station and the artificial island in Zhuhai on the Hong Kong-Zhuhai-Macao Bridge, covering 39 cities.

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 (HKAEEx)” in 2016 and 2017, named as a “Hong Kong Green Organisation”, awarded the “Outstanding Import and Export Enterprise Award 2018 – Innovation Excellence Award” and named as a “Caring Company” for Tenth Consecutive Year .

For more details about Asiaray, please visit its official website: [www.asiaray.com](http://www.asiaray.com) or follow the Group’s Wechat via the QR code below (ID: [asiaray\\_airport](https://www.asiaray.com) or 雅仕維傳媒集團).



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