



Asiaray Secures Exclusive Concession Rights to Operate Media Resources of MTR Tuen Ma Line Phase 1

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Boosts Development in Public Transport Advertising Market Actively Expands Business Presence in Hong Kong

(Hong Kong, 16 February 2020) – **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 the Group was granted the exclusive right from MTR Corporation Limited (“MTR Corporation”) to operate the media resources of the stations along Tuen Ma Line Phase 1 (including the expanded part of Diamond Hill Station). The Group has secured new exclusive concessions rights of media resources from a public transport provider in Hong Kong once again shortly after a recent success. This latest win further strengthens the Group’s business presence in Hong Kong.

MTR Corporation is one of the biggest public transport service providers with approximately 4.32 million passengers carried averagely per weekday¹. Its overall share of the franchised public transport market in Hong Kong in the first five months of 2019 was 48.8%². The ten-station Shatin-to-Central Link, a project managed by MTR Corporation on behalf of the Government, will add another 17 km to MTR’s railway network when completed and connect the New Territories East district and the Central Business District of Hong Kong Island. The first phase of the Tai Wai to Hung Hom Section, will connect the Ma On Shan Line to the West Rail Line through the Diamond Hill and Hung Hom stations, to form the “Tuen Ma Line” Phase 1 of the Tuen-Ma Line will commence service on 14 February 2020 including three new stations, namely Hin Keng Station, the expanded part of Diamond Hill Station and Kai Tak Station, connecting the New Territories North districts, New Territories East districts and East Kowloon districts together.

Mr. Vincent Lam, Founder, Chairman and Executive Director of Asiaray, said, “We are very pleased to secure new concession rights to operate media resources in public transport again a few months after a recent success. This will further strengthen our foundation to penetrate the public transport advertising market, thereby boosting the Group’s future business development. We see huge potential in public transport advertising market, especially with the commencement of operation of other stations of the Tuen Ma Line in the future, we believe that the metro system will continue to expand in order to cope with urban development. Leveraging the comprehensive metro planning, Asiaray’s unique ‘Space Management’ model, extensive media network and OOH capabilities combining online and offline elements, we will be able to further grow our business throughout Hong Kong. Looking ahead, the Group will grasp the trends of metro expansion and urban development. We will not only further strengthen our business presence in Hong Kong, but also will actively explore development opportunities in other regions”.

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1 According to MTR Corporation Limited patronage figures for December 2019

2 According to MTR Corporation Limited 2019 Interim Report



Photo 1: Kai Tak Station

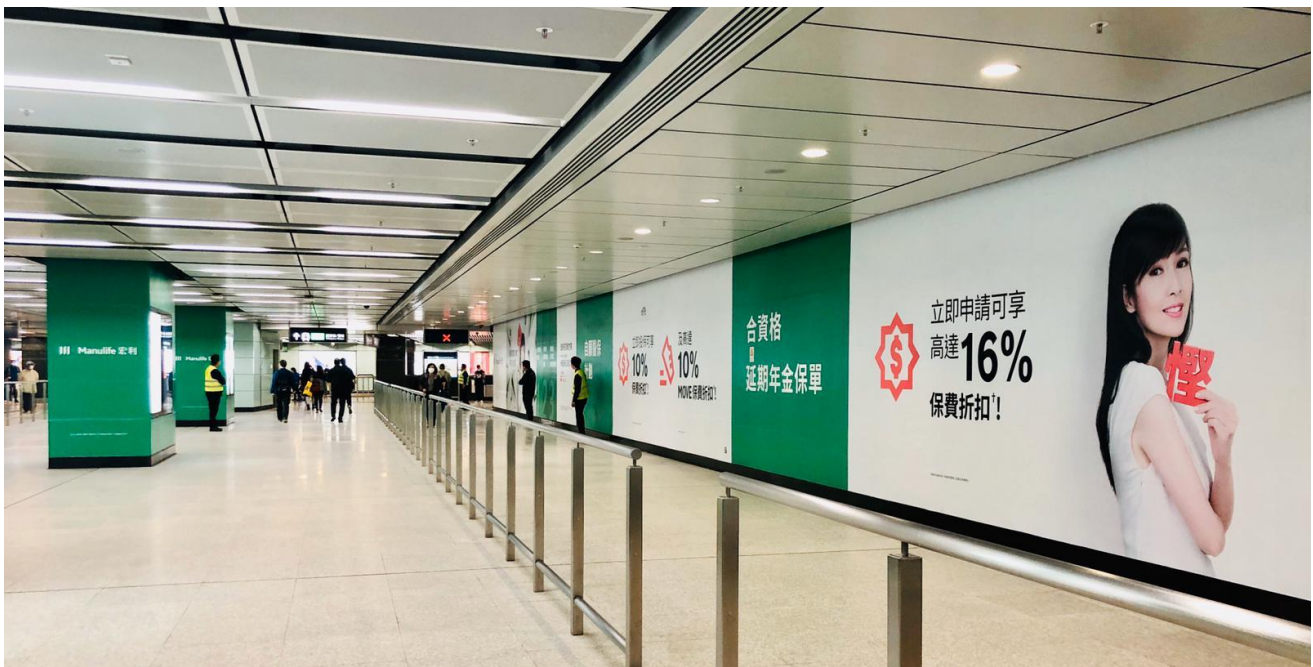


Photo 2: Diamond Hill Station



Photo 3: Hin Keng Station

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. Currently, the Group's business network covers more than 40 cities in Greater China with media resources at over 37 airports (including exclusive concession rights at 30 airports and Sanya Phoenix International Airport Terminal 2, Hainan) and has exclusive concession rights to mainstream media resources of 19 metro lines in Greater China, the High Speed Rail (Hong Kong Section) and the Hong Kong-Zhuhai-Macao Bridge (Zhuhai-Macao Port). And the Group has been appointed as the advertising non-fare operator for the Singapore MRT Thomson-East Coast Line (TEL) in 2019.

Asiaray is also committed to invest in corporate social responsibility and environmental protection initiatives. The Company has been awarded the "Outstanding Import and Export Enterprise Award – Innovation Excellence Award" in 2018; received "Hong Kong Awards for Environmental Excellence (HKAAEE)" and named as a "Hong Kong Green Organisation" for three consecutive years from 2016 to 2018; and also has been named as a "Caring Company" for tenth consecutive year .

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).



Media Enquiries

Strategic Financial Relations Limited

Heidi So	+852 2864 4826	heidi.so@sprg.com.hk
Angelus Lau	+852 2864 4805	angelus.lau@sprg.com.hk
Adrianna Lau	+852 2114 4987	adrianna.lau@sprg.com.hk
Website	www.sprg.com.hk	

Investor Enquiries

Asiaray Media Group Limited

Jocelyn Yiu	+852 3153 1262	jocelyn.yiu@asiaray.hk
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