



Asiaray Partners with Rubicon Project to Pioneer Digital Out-of-Home Programmatic Trading

Offers Advertisers Greater Flexibility Further Penetrates Market Share in Hong Kong and Singapore

(Hong Kong, 22 January 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, has completed a programmatic transformation project with Rubicon Project, one of the world’s largest advertising exchanges, enabling Asiaray to programmatically trade its Digital Out-of-Home (DOOH) display and video inventory across Hong Kong and Singapore.

With the project completed, the Group will be able to revolutionise its OOH buying model. It can provide a flexible buying schedule and serve as an ad platform based on the number of the audience in front of the screen equipped with image recognition technology. With the technology supporting audience segmentation and verification measurement, powerful next-generation DOOH campaigns can be devised. In addition, the partnership allows the Group to avail its brand-safe inventory platform to demand-side-platforms (DSP) and trading desks, as well as the tens of thousands for advertisers whom they represent. Advertisers will be able to monetise their audience, while automating the process of packaging, negotiating and executing reserved premium buys.

According to the partnership, advertisers will be able to place dynamic and responsive advertisements that can adapt quickly to the fast-changing preferences of commuters on the Thomson-East Coast Line, Phase I of which will start operation by end of January 2020. The entire rail line will have a total of 32 stations. The Group has secured the exclusive advertising concession rights of Thomson-East Coast Line and expects to strengthen its business presence in Singapore with this new platform.

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “Given the fast-growth of DOOH in the advertisement industry, we are delighted to have Rubicon Project as a partner and, with the programmatic transformation project completed, we are ready to expand the scope of our business in the high-potential DOOH market, as well as further develop business in Singapore and Hong Kong. We expect the cooperation to be a win-win generating great synergies for both parties. Looking ahead, we will look for more possible cooperation opportunities and strive to develop even more effective online and offline strategies”.

Mr. Yogesh Sehgal, Regional Manager, Asia for Rubicon Project commented: “Digital out-of-home is a rapidly growing channel for reaching audiences in our region, creating an opportunity for marketers to achieve more unified campaigns. This partnership with Asiaray will deliver exceptional reach and enable data-enriched buying options for advertisers looking at DOOH to achieve their campaign goals.”

About Rubicon Project

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by providing the tools and expertise to sell ads easily and securely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly-traded company (NYSE:RUBI) headquartered in Los Angeles, California.

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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. 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).



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