



Asiaray Secures Concession Rights for Chengdu Tianfu International Airport's Advertising Media

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Enhances Offline-and-Online New Media Development Integrates Branding and Sales Strategy

(Hong Kong, 11 August 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, metro line and high speed rail line advertising, is pleased to announce that its indirectly-owned subsidiary Shanghai Asiaray Advertising Company (“Shanghai Asiaray”) has signed a concession rights agreement with Chengdu Tianfu International Airport. Pursuant to the agreement, the five-year exclusive concession rights have been granted to Shanghai Asiaray for using and operating certain advertising and media resources located at Terminal 1 and 2 of Chengdu Tianfu International Airport. The agreements will be effective from 1 August 2021. After the completion of Chengdu Tianfu International Airport, Asiaray will make full use of its advanced equipment, thus to launch the latest programmatic buying, which will utilise big data and places advertising content that suits the audience better at different scenarios. Through this innovation, the Group hopes to bring in more advertisers who do not usually advertise in airports especially those who are active in the online platforms. It will further strengthen the Group's integrated branding and sales strategy for Offline-and-Online (“O&O”) new media, thus to maximise the benefits for its customers at the same time.

According to the *Airport Development Index Report for the First Half of 2020*, in terms of passenger throughput for the first half of this year, Chengdu Shuangliu International Airport, which is currently in operation, has exceeded that of China's three major airport hubs, namely Beijing Capital International Airport, Shanghai Pudong International Airport and Guangzhou Baiyun International Airport, rising to the country's top position. Moreover, the *Global Airports and Airlines On-time Performance Report for the First Half of 2020* also revealed that the departure air traffic of Chengdu Shuangliu International Airport in May this year already revived to a level of more than 70% compared with the same period last year, becoming the world's busiest airport in May. Occupying a planned site area of 52 km², the soon-to-be-completed Chengdu Tianfu International Airport will cater for the growing air traffic in the future. Its construction has started since May 2016, and the airport is expected to commence operation in 2021. Its phase one planning includes the construction of two terminals and three runways, while the long-term planning will cover the construction of four terminals and six runways. After the construction is completed, the terminals will occupy a total area of approximately 1,260,000 m², capable of handling an annual passenger throughput of 90,000,000, an annual cargo and mail throughput of 2,000,000 tonnes and 710,000 flight traffic movements. When Chengdu Tianfu International Airport commences operation, Chengdu will be the third city in China, after Shanghai and Beijing, to have two international airports, making it a key aviation gateway to Europe, the Middle East and South East Asia.

Mr Vincent Lam, Founder, Chairman and Executive Director of Asiaray, said, “We are so pleased to have secured the concession rights of Chengdu Tianfu International Airport's advertising media. In this brand new modern airport, we will unveil the latest programmatic buying, which utilises the usage of big data and enable advertisers to place appropriate advertisements for various scenarios, thus reduce advertising wastage and significantly improve efficiency. It also simplifies the process of advertising placement, attracting more advertisers who have not placed advertisements at airports before, particularly those from the online platforms. It again demonstrates the strength of our O&O New Media strategy. Besides, it is worth noting that another wholly-owned subsidiary of Asiaray has also won the bid for the overall creative design for all the advertising media of this airport. We will continue to use innovative technologies to add value to the advertising media in all aspects. After the cooperation with top KOL Viya in O&O promotion in Kunming, we have continued to introduce more interactive O&O activities in Hong Kong by integrating traditional advertising with online activities as part of our unique O&O New Media strategy. Chengdu Tianfu International Airport will soon become one of the important airports in Mainland China. As an airport hub, its annual passenger throughput is expected to exceed 100,000,000 by 2025, higher than the anticipated passenger throughput of Beijing Daxing International Airport and Shanghai Pudong International Airport in 2025. Chengdu Tianfu International Airport will be a new foothold added to the Group's business presence in Western China after its establishing of comprehensive and large market coverage in Yunnan Province. Armed with Asiaray's leading position in the airport advertising, the extensive business presence, the advantage of possessing 'mega transport, multi-media and fully comprehensive' settings as well as its diverse advertising solutions, we are confident that we will be able to seize the opportunities presented by more infrastructure development projects in the future, so as to continuously expand our market coverage around China and generate better returns for shareholders.”

Together with the Group's previously secured media resources in Yunnan Province, with all airports in Yunnan Province including Kunming Changshui International Airport, Kunming Metro Line 3, Kunming airport shuttle bus and Kunming railway stations, Asiaray is actively expanding its network in Western China, aiming for a nationwide media resource network. Combining the existing aviation media network of more than 30 airports and the metro media network of 20 lines in nine cities in Asia, the Group is set to generate greater synergies and get one step closer to its goal of becoming the media operator of “the largest transportation hub in Asia”.

Photo caption



Occupying a planned site area of 52 km², the soon-to-be-completed Chengdu Tianfu International Airport is expected to commence operation in 2021.

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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 nearly 40 cities in Greater China with media resources at over 34 airports (including exclusive concession rights at 26 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, Guangzhou Shenzhen Hong Kong High Speed Railway (Hong Kong Section), the Hong Kong-Zhuhai-Macao Bridge (Zhuhai Port), and the Singapore Thomson-East Coast MRT Line (TEL). In recent years, the Group was also granted the exclusive advertising media concessions of KMB and LWB and the advertising media concessions of Kunming Railway Station.

Asiaray is also committed to invest in corporate social responsibility and environmental protection initiatives. The Company has been awarded the "Hong Kong Awards for Environmental Excellence (HKAEE)" and the "Hong Kong Green Organisation" for four consecutive years; and also named a "Caring Company" for ten consecutive years.

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
Adrianna Lau	+852 2114 4987	adrianna.lau@sprg.com.hk
Suzanne Leung	+852 2864 4873	suzanne.leung@sprg.com.hk
Website	www.sprg.com.hk	



Investor Enquiries

Asiaray Media Group Limited

+852 3153 1262 ir@asiaray.hk

