



## **Asiaray Secures Exclusive Concession Rights to Operate Media Resources at Beijing Metro Line 17**

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### **The First to Deploying a Fully Integrated Digital Media Network for an Exclusive Metro Line Pioneers New O&O Advertising Trend**

(Hong Kong, 13 July 2021) – **Asiaray Media Group Limited** ("Asiaray" or the "Group"; stock code: 1993), an outstanding out-of-home ("OOH") media company with a strategic focus on mega transport advertising media, including airports, metro lines and high speed rail lines, has announced that its indirect wholly-owned subsidiary, Shanghai Asiaray Advertising Company Limited ("Shanghai Asiaray") has entered into an Exclusive Concession Rights Agreement ("the Agreement") with Beijing Metro Line 17 Investment Co., Ltd. ("BJMTR") to exclusively operate, manage, maintain and sell advertising and media resources installed on Beijing Metro Line 17 for a period of 10 years. Phase 1 of the Agreement is to come into effect on 1 January 2022. The Agreement is set to generate tremendous synergies with the Group's existing business network, enlarging its share in the metro advertising market and advancing the new trend of OOH and Online ("O&O") new media advertising in Greater China.

Over the years, Asiaray strongly believes that only through constant pursuit of new opportunities through the changes in the market can create greater value for advertiser, media resources owners and passengers. Hence, the Group has been appointed the media and advertising partner of Beijing Metro Line 17, and plans to build the first digitalized media network for the entire metro line. Beijing Metro Line 17, covers 49.7km, is a traffic artery with a high-volume transportation capacity running north-south. It has 21 stations, about half of which are interchanges, connecting more than 10 of the metro lines such as Line 1, Line 6, Line 10 and Line 13, travel through four administrative districts, namely Tongzhou, Dongcheng, Chaoyang and Changping. The southern section of Beijing Metro Line 17 will first commence operation at the end of this year. Regarding new resources, Asiaray continues to provide advertising solutions which employ omni-channel marketing, in order to help advertisers fully realize the integration of their brands and products, thus maximizing the value of advertising media.

**Mr. Vincent Lam Tak Hing, Founder, Chairman and Executive Director of Asiaray,** said, "We are very pleased to gain the trust of BJMTR again, obtaining the concession rights to operate advertising media for another metro line, but also becoming an investment partner to jointly build the first metro line that exclusively deploys digital media in Beijing and perhaps in the Region. It also proves that our pioneering O&O strategy, which combines traditional outdoor advertising with online activities, supplemented by intelligent technologies such as big data, allows advertising to meet the specific needs of passenger groups and demographics at different times of the day along the journey. While offering a sensational experience to passengers, it also provides them the key to activate the market and reap greater rewards. We believe that our strategy of 'mega transport, multi-media, and full ambience capability' together with diversified advertising solutions do set us apart from the peers to focus on more innovative solutions for our partners while we continue to achieve sustainable business results."

Asiaray is committed to expanding its business footprint in Beijing, with an aim to enlarge its business presence across the Beijing-Tianjin-Hebei region to cover more places in North China. On top of the exclusive concession rights to operate the main media resources of Beijing Metro Lines 4, 14 and 16, and the Daxing Line and Airport Express, the Group also owns the concession rights to operate the media resources of Beijing Daxing International Airport and Beijing Capital International Airport, as well as the exclusive concession rights to operate the advertising and media resources of Tianjin Metro Lines 2 and 3. To realize its vision of becoming the largest transportation media operator in Asia, Asiaray has built a media network covering above ground and underground, allowing advertisers to tell their stories and brand strengths across 32 airports and 28 metro lines spanning nine cities in Asia, as well as various outdoor advertising facilities.

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**About Asiaray Media Group Limited (stock code: 1993.HK)**

Established in 1993, Asiaray is an out-of-home media company in Greater China with a strategic focus on mega transport advertising media, including airport, metro line and high speed rail line. Currently, the Group's business network covers nearly 40 cities in Greater China with media resources at 32 airports (including exclusive concession rights at 27 airports) and a total of 28 metro lines in Mainland China also including the Singapore Thomson-East Coast MRT Line (TEL). Further, the Group was granted the exclusive advertising media resources in Guangzhou Shenzhen Hong Kong High Speed Railway (Hong Kong Section), the Hong Kong-Zhuhai-Macao Bridge (Zhuhai Port) and KMB and LWB (bus exterior and bus shelter). In recent years, the Group was also granted the exclusive advertising media concessions of Chengdu Tianfu International Airport (T1 & T2), Shenzhen metro lines 2/6/8/10 and Beijing metro line 17.

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](http://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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