



Powered by Online Data, Asiaray and Hivestack Deliver Hong Kong's First Programmatic Audience-Driven DOOH Campaign

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New Dimension for Outdoor Media Placement at Higher Quantitative Level Compliments Unique Branding Effect

(Hong Kong, 18 August 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 the completion of the first campaign in partnership with [Hivestack](#) ("Hivestack") in Hong Kong, the world's leading full-stack programmatic digital out-of-home (DOOH) platform. The partnership leverages the advantages of the two industry-leading players to expand programmatic trading via DOOH screens on bus shelters and digital billboards in prime locations across Hong Kong.

Leveraging proven programmatic trading technology experience, Asiaray has extended its network and started the partnership with Hivestack in early 2021 to further penetrate the market via Hivestack's programmatic technology. The partnership enables Asiaray's DOOH media to be programmatically activated from international marketers outside of Hong Kong. The first campaign ran in June 2021, for one of the biggest consumer packaged goods ("CPG") companies in the world. The campaign activated programmatic DOOH advertising on more than 100 spectacular screens at bus shelters across Kowloon and digital billboards in Causeway Bay. Through the Hivestack platform, advertisers can reach target audiences with precision and access unparalleled audience measurement tools. Marrying the best of DOOH with data-driven and programmatic flexibility, the partnership offers a new dimension for OOH media placement.

Mr. Vincent Lam Tak Hing, Founder, Chairman and Executive Director of Asiaray, said, "We are very pleased to have completed the first programmatic advertising transaction on the Hivestack platform, exposing our outdoor advertising media inventory to a major source of advertisers. KMB has an extensive bus service network with a large number of bus shelters. With these data and scenario driven features, we enable our advertisers to target their desired audience more precisely. This is another showcase of our hallmark 'Out-of-Home & Online New Media Strategy'. We target to deliver more projects in the near future that can bring maximum advertising value to customers."

Mr. Troy Yang, Managing Director of Hivestack North Asia said, "We are thrilled to announce the delivery of the first programmatic digital out-of-home (DOOH) campaign in Hong Kong. By coupling programmatic DOOH with a mobile channel, we've significantly improved overall retargeting capabilities, which demonstrates an exciting and significant milestone for the market in North Asia."

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About Hivestack

Hivestack is the global, full stack, marketing technology company that powers the buy and sell-side of programmatic digital out of home (DOOH) advertising. On the buy side, marketers use Hivestack's Demand-Side Platform to create measurable campaigns that activate DOOH screens in real time based on consumer behaviour and audience movement patterns. On the sell-side, DOOH media owners use Hivestack's Supply-Side Platform & Ad Exchange to attract programmatic revenue. DOOH media owners can also use Hivestack's Ad Server to power audience-based, directly sold campaigns. Attribution is central to the first class-citizen throughout Hivestack's platform, offering buyers and sellers the ability to measure business outcomes at all stages of the consumer sales funnel.

Hivestack is headquartered in Montreal, Canada, and has global operations in Toronto, Tokyo, London, Spain, Germany, France, Italy, New York, Mexico City, Shanghai, Singapore, Sydney, Hong Kong, Seoul, Taiwan and Guadalajara.

For more information, please visit <https://www.hivestack.com> or follow us on LinkedIn, Twitter and Facebook @hivestack.

Hivestack Media Contact:

Ginny Bourne
Marketing Director EMEA
ginny@hivestack.com

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 management, including airports, metro lines and high speed rail lines. Currently, the Group's business network covers nearly 40 cities in Greater China with media resources at over 32 airports (including exclusive concession rights at 27 airports) and a total of 28 metro lines in Mainland China and also including the Singapore Thomson-East Coast MRT Line (TEL). Further, the Group was granted the exclusive advertising media resources in the 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). The Group is proactively engaged in programmatic advertising transaction with various ad-tech partners such as Google, The Trade Desk, Magnite and Hivestack in recent years.

Asiaray is also committed to investing 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
Doris Ho	+852 2114 4916	doris.ho@sprg.com.hk
Website	www.sprg.com.hk	

Investor Enquiries

Asiaray Media Group Limited

+852 3153 1225 ir@asiaray.hk

