

Asiaray Pioneers Advertising Industry to Build Asia's First Outdoor City Digital Gallery with NFT Technology

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Invites Hong Kong Digital Artists to Portray All for Hong Kong Campaign Supports Art Development While Conveying Spirit of Sport

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 launch of the Asia's first outdoor city digital gallery: All for Hong Kong City Digital Exhibition Campaign in collaboration with Hong Kong digital artist Mr. Ryan San. Relevant artworks will be displayed and sold in the form of both physical artwork and non-fungible tokens (“NFT”) digital artwork on Asiaray's extensive outdoor transport media network and online platforms. The All for Hong Kong City Digital Exhibition Campaign once again proves the Group's pioneering Outdoor & Online (“O&O”) New Media strategy, demonstrates its continuous strive for innovation in advertising technology, as well as, through planning and coordinating the Campaign, its care and support for the arts and the sports sector.

The All for Hong Kong Campaign features six physical artworks and six NFT artworks. Asiaray joins hands with digital artist Mr. Ryan San to combine blockchain technology and digital creativity, to showcase the mottoes of six well-known Hong Kong athletes: Men's badminton singles player Angus Ng Ka Long, boxer Rex Tso Sing Yu, swimmer Stephanie Au Hoi Shun, equestrian Ho Thomas Edward Heffernan, retired swimmer Alex Fong Lik Sun and retired Paralympian track athlete So Wa Wai. The athletes respectively represent the mottoes of “Unswerving”, “Fearless to Change”, “Indomitable”, “Resolute”, “Water is a Lifelong Partner” and “Humility”, and “Share” embraced by Mr. Ryan San. To further support the development of art and sport in Hong Kong, the Group has also launched a thematic product – a yoga mat with the above-mentioned mottoes inscribed, in order to encourage more Hong Kong people to support the Campaign, as well as continue to uphold the striving spirit of artist and athletes.

In addition, Asiaray will again apply its “mega transport, multi-media and all-scenario” technological capabilities to support the diverse scenarios the Campaign covers. The Campaign will create an artistic atmosphere and allow digital art to roam around the city, to showcase the local cultures and bring positive energy to the society. Promotion activities of the All for Hong Kong Campaign will commence in mid-May, the relevant NFT artwork will be displayed in both online and offline formats on Asiaray's digital outdoor billboards and the digital billboard at metro lines and bus shelters across Hong Kong to create a unique city outdoor gallery, and multimedia channels such as the social media platforms operated by the Group. While the physical works portraying the most iconic scene of the NFT animation will be showcased at the All for Hong Kong The City Digital Exhibition Campaign press conference on 31 May.

Each individual NFT artwork composes of 240 blocks and will by then be offered on the well-known NFT trading platform “OpenSea”. To express its gratitude to the collectors for their support to the development of arts and sport in Hong Kong, the Group will attach each NFT block with the animation of respective artwork for collection. Besides, the physical artwork and thematic products will be sold on social media platforms. The proceeds, after deducting costs, will be shared to the artist and the athletes, as well as the

sports groups and academies designated by the athletes for public welfare purposes¹.

At the press conference, the athletes will draw an NFT code for their respective NFT artwork, which will be announced after the event. Among the 1,440 NFT codes, if any of the subscriber's matches the one drawn by the athletes, he or she will receive the collections given away by the athletes, including prize medals, boxing gloves, spike shoes, jerseys, and competition apparel worn in international competitions.

Mr. Ryan San, Hong Kong digital artist, said, "I am highly honored to be invited by Asiaray to participate in the All for Hong Kong City Digital Exhibition Campaign. As a native of Hong Kong, I aspire to create art that can clearly convey the spirit of Hong Kong. As an artist, I have used different media, hoping to familiarize the public with my work while absorbing the inspiration to show the endless possibilities of art. This not only presents the opportunity for me to portray the ambitions of Hong Kong athletes, but also, through the cooperation with Asiaray, for my work to break the boundaries between the offline and online world, turning the whole city into a gallery and transmitting this positive energy to more Hong Kong people."

Mr. Ho Thomas Edward Heffernan, a Hong Kong men's equestrian performer, said, "I am very pleased that I can share my motto 'Resolute' with all Hong Kong people in such a novel way and that the proceeds raised can be returned to society. I am a very hardworking dedicated athletes who sweat through constant practices and advance towards my goals day after day. I hope that the people will be encouraged by the ceaseless efforts and perseverance of Hong Kong athletes when they pass by this city gallery."

Mr. Vincent Lam Tak Hing, Founder, Chairman and Executive Director of Asiaray, said, "Asiaray is a pioneer in advertising technology and digitalization and innovation have been important drivers for us to move forward. We are stepping up efforts to integrate the digital out-of-home ('DOOH') and O&O new media strategies to create value for brands and advertisers through DOOH+ solutions. At the same time, we are also leveraging our expertise and experience in the advertising and media sectors to actively explore the opportunities created by the two fundamental global technological trends, namely the Metaverse and NFT. The All for Hong Kong City Digital Exhibition Campaign marks our first step to engage in these trends. Looking ahead, we will continue to utilize our industry-leading technological advantages to provide our business partners with opportunities to present their corporate story and brand strengths in diverse ways in outdoor, online and even the Metaverse arenas."

¹ For details of designated sports charity groups and academies, please refer to the Appendix.

Appendix

Athletes	Motto	Donation Organization
Angus Ng Ka Long	Unswerving	Po Leung Kuk Camoes Tan Siu Lin Primary School
Rex Tso Sing Yu	Fearless to Change	Hong Kong Blood Cancer Foundation
Stephanie Au Hoi Shun	Indomitable	A Drop of Life
Ho Thomas Edward Heffernan	Resolute	Hong Kong Paws Foundation
Alex Fong Lik Sun	Water is lifelong partner	RippleFly Swim Limited
So Wa Wai	Humble	Hong Kong Sports Association for the Physically Disabled