



Asiaray's Contributions to Business Community and Public Welfare Continues to Receive Esteemed Recognition

Chairman and Executive Director, Mr. Vincent Lam, Awarded Multiple Honors Including His Appointment as Justice of the Peace

(Hong Kong, 11 August 2023) – **Asiaray Media Group Limited** (“Asiaray” or the “Group”; stock code: 1993), an outstanding out-of-home (“OOH”) media company with a strategic focus on large-scale transport advertising media, including airports, metro lines, and high-speed rail lines, is pleased to announce that the Group has been widely commended across multiple domains. **Mr. Vincent Lam, the Chairman and Executive Director of Asiaray Media Group, was appointed Justice of the Peace by the Chief Executive of the Hong Kong Special Administrative Region (SAR) of the People’s Republic of China (PRC), Mr. John Lee, on July 1, 2023. He was also invited by the World Out of Home Organization (WOO) to become its first and currently sole Chinese board member. In terms of public welfare, Mr. Lam has been actively fulfilling his social responsibilities and has been involved in various public welfare and charitable projects over a prolonged period of time. He was honored with the “Individual Donor” award at the 12th China Charity Award, which is the top government award in the public welfare and charitable sector of China organized by the Ministry of Civil Affairs of the PRC. Asiaray has taken an active leading role in promoting the development of the industry, and Mr. Lam’s pioneering “space management” business philosophy has been recognized by Harvard Business Publishing Education as case studies.** It introduces the concept of OOH advertising in context and provide the basis for further discussion on specific aspects such as value creation in the advertising industry, sustainable advantage in a competitive market, and business strategy arising from economic and technological changes.

The multiple commendations bestowed upon Mr. Lam and Asiaray are a testament not only to their exceptional accomplishments in the business community, advertising industries, and public welfare including Mr. Lam’s excellent leadership and business acumen which have enabled the Group to grow steadily and spearhead innovation in the industry, but also to their commitment to delivering positive values to the community as part of the Group’s corporate responsibility.

Bestowed with the Honorable Title of Justice of the Peace

Mr. Vincent Lam, Chairman and Executive Director of Asiaray, said, “I am honored to have been appointed Justice of the Peace by the Chief Executive, Mr. John Lee, as well as to have been invited by the WOO to become its first Chinese board member. I am also grateful that the Harvard Business School has recognized the Group’s philosophy and contributions to the industry’s value chain. I would like to take

this opportunity to express my heartfelt gratitude to our team for upholding the Group's mission of providing the best OOH advertising solutions with the highest return-on-investment and effectiveness for our clients. This, in turn, has promoted harmony, efficiency and camaraderie within our workforce, community awareness within the enterprise, and professional excellence in the industry. Looking ahead, I will continue to use my influence and the Group's leading position in the industry to uphold Asiaray's core values of 'Integrity, Excellence, Benevolence'. This means being honest and truthful towards people, continuously improving and pursuing excellence, and taking social responsibility and caring for the community. We will continue to grow with the market and bring real benefits to our customers, brands, media resource owners, audiences, and the community. We will also work with various stakeholders to shoulder our social responsibility and encourage more people to actively participate in public welfare activities, making greater contributions to the advancement of the industry and the prosperity of Hong Kong."

Mr. John Lee, the Chief Executive of the Hong Kong Special Administrative Region of the People's Republic of China, has appointed 65 individuals as Justices of the Peace in 2023. Of these, 52 are non-official Justices of the Peace, while 13 are official Justices of the Peace. For more details, please refer to the government website and news release regarding Justices of the Peace of the Hong Kong SAR: <https://www.info.gov.hk/jp/tc/index.htm>.

Acknowledged for Exemplary Social Responsibility: China's Prestigious Charity Awards Commend the Commitment

Mr. Lam has been honored with the "Individual Donor" award in the recently announced "Announcement on Publicizing the List of Nominees for the 12th 'China Charity Award'" by the Ministry of Civil Affairs of the People's Republic of China. The "China Charity Award" is organized by the Ministry of Civil Affairs and is the most authoritative, influential, and widely participated charity award in China. It aims to recognize individuals, organizations, charitable projects, and charitable trusts that have made outstanding contributions and have had a wide-ranging impact in charitable activities. Past winners include Sir Run Run Shaw GBM, CBE, Henry Fok Ying Tung GBM, Sir Li Ka-shing GBM, KBE, JP, Jackie Chan SBS, MBE, PMW, Li Ning, and Han Hong. The specific award information is yet to be announced by the Ministry of Civil Affairs. For the list of nominees, please refer to:

https://www.mca.gov.cn/n152/n165/c1662004999979994186/content.html?fromModule=lemma_middle-info.

Enhancing Industry Growth: Garnering Global Recognition through Prominent Initiatives

Asiaray revolutionized the industry practice of "buy wholesale, sell retail" by managing spaces so that they create lasting impressions on target audiences – employing its space management approach approximately 10 years ago. The Group then extended the approach from the physical realm to the virtual realm, pioneering the Outdoor and Online ("O&O") New Media strategy. As a true innovator, the Group creates immersive experiences that leave audiences awestruck. Leveraging the O&O New Media strategy, the Group employs digital intelligence and big data analytics to establish the DOOH+ solution, going

beyond simply digitizing hardware in its Digital OOH (“DOOH”) solutions.

In its ongoing commitment to offering impactful campaigns that meet market needs and foster industry development, the Group has been entrusted with several landmark projects. One such project included in the Harvard Business School case study involves the promotion campaign for a TV drama series produced and presented by the video-streaming platform Youku. Asiaray created a man-made peach blossom forest inside the Xidan metro station, which is one of the busiest stations found in the heart of Beijing. The walkway was decorated with peach flowers, ornaments, and billboards. The wraparound wallpaper created a movie-set ambiance, while scent machines and the playing of a love ballad added to the experience. On Valentine's Day, fresh flowers were given to couples exiting the station to promote the brand and product in a memorable way. The campaign was a resounding success and generated tremendous response and engagement that far exceeded the estimated foot traffic of 500,000 passengers that would pass by Xidan station on an average day. Another project highlighted in the case study pertains to an impressive collection of three-dimensional illustration billboards in Hong Kong, showcasing major brands and products, including a British automotive marque, an American multinational mass media and entertainment conglomerate, a French brand of mobile handsets, and a Japanese multinational conglomerate corporation. As part of the project, the Group also transformed the banner space outside a multistory car park, which sees a daily flow of over 100,000 vehicles, into a captivating quasi-gallery space. The design incorporated the appearance of the car park, resulting in a seamless, borderless billboard. This innovative approach showcases the Group's ability to create impactful campaigns that break new ground and captivate audiences in unexpected ways.

Asiaray is not only focused on achieving commercial success, but also on promoting positive values such as kindness, fairness, and respect through its own media network. It is the objective of Asiaray to raise public awareness and highlight the significance of healthy lifestyles, environmental awareness, health consciousness, and other positive values to society. The Group is equally committed to advancing public welfare activities and encouraging the public to participate in charitable and volunteer service events to increase the impact and participation in social welfare initiatives. For example, the Group was one of the first batch of media companies in Hong Kong to answer the call for anti-pandemic publicity under the “Together We Fight the Virus” campaign. The campaign involved the launch of advertisements on hundreds of OOH media platforms, including digital screens, subway stations, bus shelters and buses, in order to raise public awareness of pandemic prevention. In terms of serving local citizens, the Group has collaborated with a number of organizations in Kowloon City to launch activities on its self-developed “Where We Wow” platform. Apart from informing the public about the history of Kowloon City, it has also contributed to the revival of a consumption atmosphere in the district.

Established in 1959, the World Out of Home Organization (WOO) is currently the only worldwide association of outdoor advertising companies. Its board is made up of globally renowned outdoor advertising entrepreneurs from China, the United States, the United Kingdom, France, Germany, Canada, Australia, and other countries. The organization is committed to communicating with authorities, international organizations, political opinion leaders, and media outlets worldwide on outdoor advertising,

providing the latest information about the outdoor advertising market, and playing a leading role in the standardization of outdoor advertising research. Mr. Vincent Lam was invited to become the first and currently the only Chinese board member of the WOO. He attended the association's board meeting as well as WOO Annual Congress – Lisbon 2023 held in Portugal in June of this year. Mr. Lam, along with about 500 outdoor advertising leaders from around the world, explored the development trends of outdoor advertising. For further details, please refer to: <https://www.worldooh.org/>.

Harvard Business School has always been known as the “cradle of managers” in the U.S. The School pioneered the case method of teaching in the 1920s, becoming a foundation teaching practice at numerous tertiary education institutions, commercial firms and research institutions in the world. For more details about Asiaray's Space Management case study, please refer to: <https://hbsp.harvard.edu/product/ST110-PDF-ENG>.

Photo captions

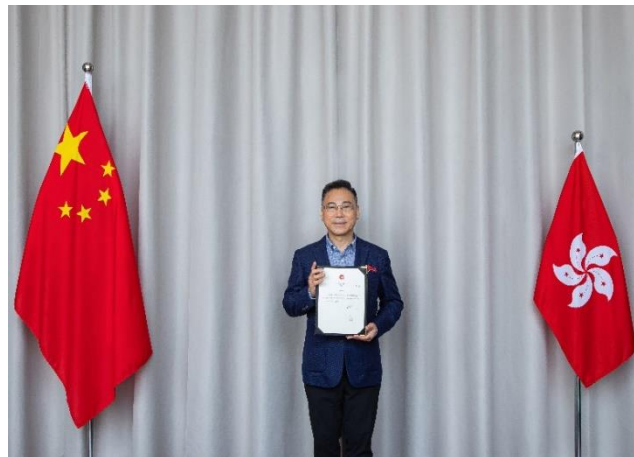


Photo 1: **Mr. Vincent Lam, Chairman and Executive Director of Asiaray**, is appointed Justice of the Peace by the Chief Executive of the Hong Kong SAR. In his new role, he will continue to serve society and promote Hong Kong's prosperity and stability.



Photo 2: **Mr. Vincent Lam, Chairman and Executive Director of Asiaray**, is invited to become the first and presently the only Chinese board member of the WOO. He attended the WOO Annual Congress – Lisbon 2023 held in early June.



Photo 3: **Asiaray's** innovative space management projects are included in the Harvard Business School case studies. One project involved the promotion campaign for a TV drama series that brought together technologies and creativity to stimulate all five human senses. A second project involved 3D illustration billboards that seamlessly incorporated the appearance of a car park into the graphic design.

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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 large-scale transport advertising media management, 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 over 28 airports (including exclusive concession rights at 25 airports), a total of 19 metro lines in Mainland China also including the Singapore Thomson-East Coast Line (TEL), and high speed rail line stations including Guangzhou Shenzhen Hong Kong High Speed Railway (Hong Kong Section) and China-Laos Railway (Yumo Line). Further, the Group was granted the exclusive advertising media resources in Hong Kong-Zhuhai-Macao Bridge (Zhuhai Port), and KMB, LWB (bus exterior and bus shelter). The Group is proactively engaged in programmatic advertising transactions with various ad-tech partners such as Google, 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 five consecutive years; and also named as 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).



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