



Asiaray is Granted Exclusive Concession Rights for Media Resources at Hong Kong Eastern Harbour Crossing

(Hong Kong, 8 August 2025) **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 management, including airports, metro lines, and high-speed rail lines, has been granted the three-year exclusive concession rights to use and operate the advertising media resources at the Eastern Harbour Crossing by Pacific Infrastructure Limited. The cooperative arrangement has further enhanced the Group’s diversified multi-scenario network spanning Hong Kong’s core area. Leverage its advantages of cross-border media covering the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), the Group is positioned to capitalize on the tremendous opportunities arising from cross-border business and tourism, as well as mega event-driven economies.

The Eastern Harbour Crossing, as a vital transportation hub between Hong Kong Island and Kowloon East, connects the thriving Kwun Tong Business Area and the new Kai Tak Development Area, which integrates commercial, residential, and leisure spaces. Its prime location serves a large residential base while benefiting from Hong Kong’s second core business district (CBD2), attracting dense commercial and passenger traffic. According to the latest data from the Transport Department of the HKSAR Government, the total annual vehicular flow of the Eastern Harbour Crossing in 2023 reached approximately 27 million vehicles, with an average daily traffic volume exceeding 73,000 vehicles. The bidirectional entry/exit media resources granted to the Group occupy a prime location with high exposure, creating synergies with the Group’s exclusive media resources from East Kowloon to the whole of Hong Kong. Closely aligned with major regional events and passenger flows, these resources will effectively reach both business and consumer groups.

Mr. Vincent Lam JP, Founder, Chairman and Executive Director of Asiaray, said: “East Kowloon is experiencing vibrant commercial development, complemented by flourishing cultural and sporting events. We are honored that Pacific Infrastructure Limited has entrusted us with the core media resources of the Eastern Harbour Crossing, a testament to the long-standing recognition we have received across various sectors. This partnership allows us to offer advertisers, brands, and customers seeking opportunities in the bustling gateways of Kowloon East and Hong Kong Island East an even more diverse range of choices. Looking ahead, Asiaray will continue harnessing our strategic advantages in ‘mega transport, multimedia, and full-scenario’ solutions to consolidate the GBA media resource network, including exclusive cross-border media resources such as at the High Speed Rail Hong Kong West Kowloon Station and the Zhuhai Port of Hong Kong-Zhuhai-Macao Bridge. Through precise and innovative advertising solutions, we aim to enhance travel experiences for all—residents, business professionals, and visitors alike—while fostering joint economic and tourism development to achieve mutual benefits for every stakeholder.

Over the years, Asiaray has been growing and advancing alongside Hong Kong, driven by innovative advertising solutions at its core, keeping pace with the city’s evolution and development. From precisely addressing local consumption needs to now fully supporting the development of Hong Kong’s mega-event

economies and facilitating cross-border interaction, the Group's extensive media resource network bridges Hong Kong with other regions. Moreover, the Group continues to expand its strategic footholds to reinforce its leading position in the OOH media sector across Hong Kong, the Greater Bay Area (GBA), the Yangtze River Delta, and Singapore. This includes exclusive media resources in high-traffic locations such as multiple Shenzhen Metro lines and Zhuhai Jinwan Airport in the GBA, as well as key border crossings like Gongbei, Qingmao, Hengqin, and the Hong Kong-Zhuhai-Macao Bridge Zhuhai Port. The Group has also extended its reach into the Yangtze River Delta, securing placements in the Hangzhou and Wenzhou Metros, plus overseas resources such as the Singapore Mass Rapid Transit (MRT). Through these strategic deployments, complemented by the large-scale outdoor billboards across Hong Kong, the Group's advertising campaigns have generated powerful synergies that amplifies brand presence and awareness.

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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 managing mega transport advertising media, including airports, metro lines, and high-speed rail lines. As of now, the Group's business network spans nearly 40 cities in Greater China, with advertising media resources available at over 25 airports (including exclusive concession rights at 22 airports); providing exclusive advertising media resources in a total of 15 metro lines, including the Singapore Thomson-East Coast Line (TEL), and a total of 16 high-speed rail line and railway stations, including the High-Speed Rail Hong Kong West Kowloon Station and the China-Laos Railway (Yumo Line). Additionally, the Group has been granted exclusive advertising media resources at the Hong Kong-Zhuhai-Macao Bridge (Zhuhai Port), as well as on KMB and LWB bus shelters. In recent years, the Group has actively engaged in programmatic advertising transactions with various ad-tech partners such as Google, Hivestack by Perion and The Trade Desk.

Asiaray is also dedicated to investing in corporate social responsibility and environmental protection initiatives. The company has received the "Hong Kong Green Organisation" award and has been recognised as a "Caring Company".

For more detailed information about Asiaray, please visit its official website: www.asiaray.com or follow the Group's WeChat official account via the QR code provided (ID: asiaray_airport or 雅仕維傳媒集團).



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