STRATEGIC FINANCIAL RELATIONS LIMITED
縱橫財經公關顧問有限公司

[For Immediate Release]

Asiaray Media Group
雅仕維傳媒集團

Asiaray Posts 26.4% Gross Profit Surge to RMB145.6 Million Driven by High-Value Ad Solutions

* * *

Outdoor & Online Integration and DOOH+ Platform Drive Innovation Across Diversified OOH Scenarios

(Hong Kong, 28 August 2026) **Asiaray Media Group Limited** ("Asiaray" or the "Group"; stock code: 1993.HK), a leading out-of-home ("OOH") media company specialising in the management of large-scale transport advertising media, has announced its interim results for the six months ended 30 June 2026 (the "Period"). The Group reported resilient performance despite cautious market spending, underscoring the effectiveness of its strategic focus and cost control.

The Group recorded revenue of RMB402.1 million (six months ended 30 June 2025: RMB422.0 million). Driven by the strong performance of higher-value-added advertising solutions, gross profit increased significantly by 26.4% to RMB145.6 million, with the gross profit margin expanding to 36.2% (six months ended 30 June 2025: RMB115.2 million and 27.3%, respectively). EBITDA amounted to RMB162.0 million (six months ended 30 June 2025: RMB201.4 million). Consequently, profit for the Period was RMB14.3 million (six months ended 30 June 2025: RMB14.6 million). As at 30 June 2026, the Group maintained a solid financial position. Cash and cash equivalents (including restricted cash) stood at RMB171.9 million (31 December 2025: RMB200.3 million), providing a firm foundation for future business expansion.

Mr Vincent Lam JP, Chairman and Executive Director of Asiaray, said, "As advertisers increasingly prioritise budget efficiency, Asiaray's OOH solutions continue to demonstrate their distinctive value, attracting new and emerging brands while strengthening relationships with long-term clients. Our focus on efficiency and measurable results, together with our 'Space Management' business model – which was featured as a Harvard Business School case study – has enabled us to navigate market headwinds and deliver resilient performance. By pushing creative boundaries across diverse transit and urban environments – most notably through Hong Kong's first ever 'floating cinema', alongside high-impact full wraps and large-scale space takeovers and landmark building wraps – we continue to consolidate our core competitiveness amid evolving market demands."

Business Highlights

Driving Strategic Value Through O&O Integration and DOOH+ Platform

The Group's Outdoor and Online ("O&O") New Media Strategy and DOOH Plus ("DOOH+") platform remain central to its growth blueprint. In a landmark collaboration with a global luxury brand, the Group transformed Hong Kong's Victoria Harbour into an open-air floating cinema for the premiere of the brand's first fragrance-themed microfilm. Deploying Hong Kong's first large-scale mobile LED advertising vessel, the campaign wove the film into the harbour skyline, breaking the boundaries of traditional static OOH advertising.

Asiaray was the first in Hong Kong to launch programmatic DOOH ("pDOOH") back in 2018, and this early-mover advantage has given it a strong foundation for continuous innovation. During the Period, the Group executed a real-time, weather-triggered campaign for a global personal care brand. Through direct API integration with the Hong Kong Observatory, dynamic displays automatically broadcast live UV updates on sunny days exceeding 30°C to promote the brand's sun protection line. These pioneering projects exemplify how technological advancements have elevated audience relevance and brand interaction, while also reinforcing the Group's position as a trusted partner in the OOH field.

Metro, Billboards and Building Solutions Segment Expands via High-Impact Campaigns

Revenue from this segment increased by 6.8% to RMB239.7 million, with gross profit rising 11.2% to RMB91.1 million and the gross profit margin expanding to 38.0%. Growth was primarily driven by the strong performance of the metro media network as passenger traffic recovered, and the implementation of one-stop high-impact campaigns across these assets, such as the multi-city FIFA World Cup 2026 activations. Meanwhile, the billboard and building solutions divisions advanced tech-driven O2O engagement. Highlights included an interactive virtual pinball game screen in Causeway Bay for a premium ice cream brand that drove direct in-store redemption, and landmark facade countdown displays near Kai Tak Sports Park on New Year's Eve. These initiatives clearly demonstrated the commercial value of converting physical spaces into interactive touchpoints.

Airport Segment Refines Portfolio Mix to Support Long-term Growth

Segment revenue was RMB125.0 million, while gross profit increased by 139.2% to RMB49.7 million, expanding the gross profit margin to 39.7%. This margin expansion reflects the segment's successful portfolio rebalancing, which involved exiting underperforming resources in favour of high-growth strategic sites secured on favourable terms. While this restructuring temporarily affected revenue, the improvement in profitability has built a stronger base for sustainable growth.

Prospects

Navigating uncertainties requires deep market knowledge, discipline, and creativity. It is precisely thanks to Asiaray's decades of operating experience and nuanced understanding of diverse market dynamics that it has been able to weather this turbulent period safely and fruitfully. Heading into the second half of 2026, macroeconomic uncertainties persist. Nevertheless, the core policies set out in the National 15th Five-Year Plan, together with a suite of strategic economic measures introduced by the Hong Kong SAR Government, are poised to create a supportive and stable operating environment.

The outdoor advertising sector continues to shift towards the application of cutting-edge technology, emotionally resonant storytelling, and O2O engagement. Demand is also rising for cross-city integrated campaigns, particularly for one-stop services covering the Greater Bay Area. This structural shift validates Asiaray's forward-looking strategy, strengthening the resilience and first-mover advantages of its "mega transport, multimedia, full-scenario" O&O network.

To maintain its competitive strengths, the Group is actively harnessing AI tools to streamline operating costs, boost operational agility, and pioneer groundbreaking media applications, further cementing its position as an industry leader. Backed by prudent capital management and a tech-centred creative strategy, Asiaray has a cautiously positive outlook on its business prospects. The Group is well positioned to navigate evolving market dynamics, sustain high-quality growth, and deliver lasting value to all stakeholders.

— End —

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 Hivestack by Perion, and Vistar Media by T-Mobile.

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).

Media Enquiries

Strategic Financial Relations Limited

Heidi So	+852 2864 4826	heidi.so@sprg.com.hk
Doris Ho	+852 2114 4916	doris.ho@sprg.com.hk
Kelvin Cheung	+852 2114 4951	kelvin.cheung@sprg.com.hk
Website	www.sprg.com.hk	

Investor Enquiries

Asiaray Media Group Limited

+852 3153 1225 ir@asiaray.hk