



Media Sales Business

RoadShow offers marketers and advertisers an unparalleled variety of innovative and effective means for spreading their messages to their target audiences every day.

ROADSHOW HOLDINGS LIMITED AND ITS SUBSIDIARIES

RoadShow Holdings Limited ("RoadShow") was established by the Group as its media sales arm. The Group currently has a 73.0% interest in RoadShow, which has been separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001.

BUS-TV

RoadShow's Bus-TV business specialises in the broadcast of tailor-made programmes and advertisements, handling programme content production and sourcing as well as the marketing and selling of airtime. In July 2012, RoadShow's exclusive contract with New World First Bus and Citybus came to an end, leading to a reduction in the number of buses with Bus-TV from 4,800 to 3,600. This means that, as at 31 December 2012, a variety of programmes on culture, lifestyle, entertainment and news were being shown to an estimated 2.6 million bus passengers in Hong Kong each day on around 14,400 liquid crystal display ("LCD") units.

In the coming year, RoadShow will continue to integrate Bus-TV with other RoadShow platforms with the aim of offering advertisers enhanced brand service through greater synergy.

IN-BUS

Since its launch in 2009, In-Bus advertising has performed well. In 2012, the platform's attractiveness was enhanced by rolling out new advertising formats as well as enhancing creativity and interactivity by means of more innovative use of technology.

BUS-BODY

Since 2009, Bus-Body has been a powerful means for advertisers to penetrate Hong Kong with their messages. Currently, advertising on the exteriors of around 3,700 franchised buses is managed by RoadShow. Advertisers and agencies have responded positively to the unique integration of Bus-TV, Bus-Body and In-Bus via RoadShow's "Theme Bus" advertising package, thereby endorsing Bus-Body as a highly creative and effective platform for brand promotion.

BUS-SHELTERS

The licence for RoadShow's Bus-Shelter advertising business, operated in conjunction with JCDecaux Cityscape Limited since 2001, was extended on 3 July 2012 for the period from 1 August 2012 to 30 June 2017. In 2012, Bus-

Shelter advertising continued to boost RoadShow's market share and enhance its status as Hong Kong's foremost out-of-home advertising specialist.

INTEGRATED MARKETING SERVICES

2012 saw marked growth in the demand for RoadShow's market-leading Integrated Marketing Services. Key customers include advertisers and event management and production specialists, as well as creative development and public relations professionals. The upswing in demand was accompanied by a rise in the number of integrated campaigns organised for RoadShow clients.

In 2012, RoadShow's Integrated Marketing Services platform extended its coverage beyond Bus-TV and Bus-Body to include Billboard, E-Portal and Mobile Application Software, incorporating the widespread production of customised programmes. Event management services provided included the organisation of product launches, catwalk shows, talent contests, award presentation ceremonies and concerts, including the "2011 Hong Kong Awards for Environmental Excellence" and the "Konica Minolta Green Concert 2012".

RoadShow remains well positioned to meet agencies and advertisers' needs in the area of integrated media and marketing services.

BILLBOARD

Since December 2012, a wholly owned subsidiary of RoadShow has become the Government Property Agency's exclusive media representative for the management of outdoor billboards at Hung Hing Road, Causeway Bay. Prominently situated at the entrance to the busy Cross-Harbour Tunnel, RoadShow's prime display area offers unprecedented exposure and impact to advertisers wishing to reach a vast target audience.

In 2012, RoadShow also entered into a licence agreement with Route 3 (CPS) Company Limited for the management of billboard advertising spaces on Route 3 in the New Territories commencing in March 2013. By expanding its operations into the billboard business segment, RoadShow is not only solidifying its leading role in the out-of-home media market, but also accelerating the integration of its multi-dimensional platforms.

In the coming year, RoadShow will continue to expand its Billboard network and further strengthen its market share.