

Media Sales Business

The RoadShow Group is probably Hong Kong's premier provider of comprehensive integrated marketing and advertising services. We remain a valued partner of choice for leading advertisers wishing to maximise awareness of their brands.



RoadShow Holdings Limited and its Subsidiaries

Established as the Group's media sales arm, RoadShow Holdings Limited ("RoadShow") has been separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001. The Group currently holds a controlling 73.0% interest in RoadShow.

BUS-BODY

2016 was another satisfactory year for BUS-BODY in spite of the increasingly fierce competition. This channel continues to play a major role in enabling RoadShow to extend its client base by attracting new partners, especially from the lucrative blue-chip sector. The positive response of advertisers and agencies to BUS-BODY's seamless integration with BUS-TV and IN-BUS via Theme Bus underlines its sustained attractiveness. BUS-BODY is poised to increase its value by enabling advertisers to broaden their appeal in 2017 and beyond.

The Single Deck Super Whole Bus and the Double Deck Super Whole Bus constitute another pioneering RoadShow format that has been acclaimed by top advertisers and agencies. This innovative channel not only lets brands enjoy a dominant presence at optimal cost but also guarantees them an outstanding means of creating year round top-of-mind awareness.

IN-BUS

IN-BUS maintained its encouraging forward momentum in 2016, with advertisers and agencies pleased with the effectiveness and flexibility offered by the various formats of IN-BUS for optimising brand awareness. In 2016, RoadShow enhanced IN-BUS's creativity and interactivity by leveraging state-of-



the-art technologies, making IN-BUS the first choice for advertisers and agencies striving to strengthen links between their Offline and Online (O2O) marketing initiatives.

Bus-Shelters

Set up in 2001 and operating in tandem with JCDecaux Cityscape Limited, RoadShow's bus shelter business also posted favourable growth figures for 2016. The channel's sizeable market share and status as probably Hong Kong's foremost out-of-home (OOH) advertising specialist were also further strengthened, and its revenue and profitability significantly boosted.

BUS-TV

In 2016, BUS-TV continued to produce a broad spectrum of programming providing general infotainment, entertainment and environmental news. During the year, RoadShow further integrated BUS-TV with its other core online platforms and social media.

Billboards

RoadShow has been granted sole and exclusive rights to several high-profile outdoor advertising spaces. In addition to the Aberdeen Tunnel and Hip Kee Godown No.1 and No.2 in Hung Hom, locations include Cheong Wan Road at the entrance of the Cross-Harbour Tunnel in Tsim Sha Tsui.

Digital & Social Media

The roadshow.hk portal is a fine example of the way in which RoadShow has cemented its position as one of Hong Kong's top integrated advertising platforms. In 2016, RoadShow expanded its social media channels' promotional capabilities by offering clients a tailor-made video feed via the RoadShow Facebook Fan Page, which is attracting high page view figures.

Integrated Marketing Services

RoadShow's optimally-balanced integration of essential marketing

services provides a powerful tool for empowering advertising agencies and brand managers with the flexibility needed to create ground-breaking marketing campaigns. Demand for RoadShow's expertise in this highly specialised area remained consistently strong in 2016.

In addition to leveraging RoadShow's popular BUS-TV and BUS-BODY platforms, the Integrated Marketing Services team capitalises on its content production and event management support. Extensions of coverage to include Billboards, roadshow.hk and the RoadShow Facebook Fan Page ensure that RoadShow remains well placed to benefit its clients by bringing them a comprehensive spectrum of essential services.