

GROUP PROFILE

RoadShow Holdings Limited (the "Company" or "RoadShow" and, together with its subsidiaries, the "Group") is a leading out-of-home media sales company that primarily markets advertising aimed at passengers of transit vehicles through a proprietary Multi-media On-board ("MMOB") system. The Group also manages and markets advertising spaces on the exterior of transit vehicles and advertising displays in transit vehicle shelters and engages in merchandising business in Hong Kong. RoadShow was established by The Kowloon Motor Bus Holdings Limited ("KMB") in 2000 and listed on the Main Board of The Stock Exchange of Hong Kong Limited ("Stock Exchange") in June 2001. KMB, Hong Kong's largest public transport company providing franchised public bus services, holds about a 73.3% interest in RoadShow.

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