



OUR MISSION

The Group aims to become a leading out-of-home media sales company in the greater China region by selling and marketing its MMOB business in Hong Kong. In doing so, the Group will capitalize on the advertising market represented by passengers who use public transit vehicles and pedestrians along transit vehicle routes. The Group will pro-actively build, consolidate and enhance its reputation, its most important asset, by ensuring and strengthening our stakeholders' understanding and confidence in its long-term plans and developments.

Our objective is to maximize simultaneously the value for money given to our customers and the profit earned by the Company.

The Group will endeavor continuously to improve the quality of our service to meet the needs and expectations of public transport operators and users in the greater China region.