

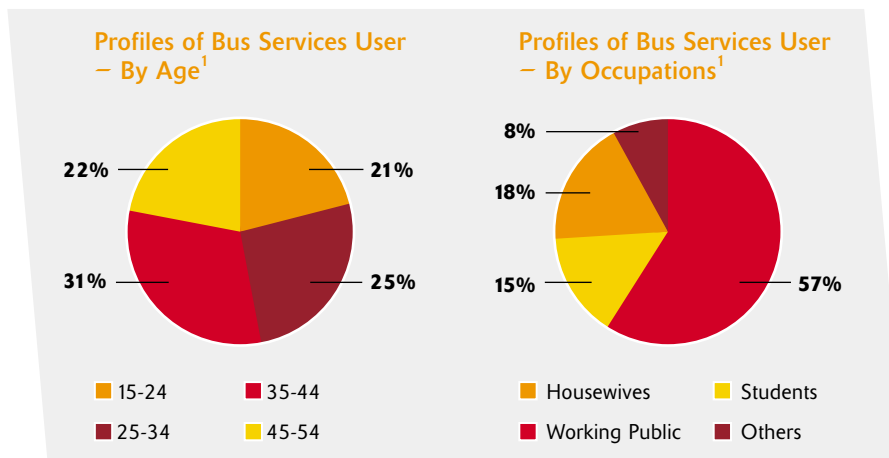
OPERATIONAL REVIEW

The Group's primary activities are conducted under (i) Media sales services; (ii) Media sales management and administrative services and (iii) Merchandising business.



MEDIA SALES SERVICES

The Group's media sales services include Multi-media On-board ("MMOB") business and out-of-home media sales for marketing advertising spaces on transit vehicles shelters.

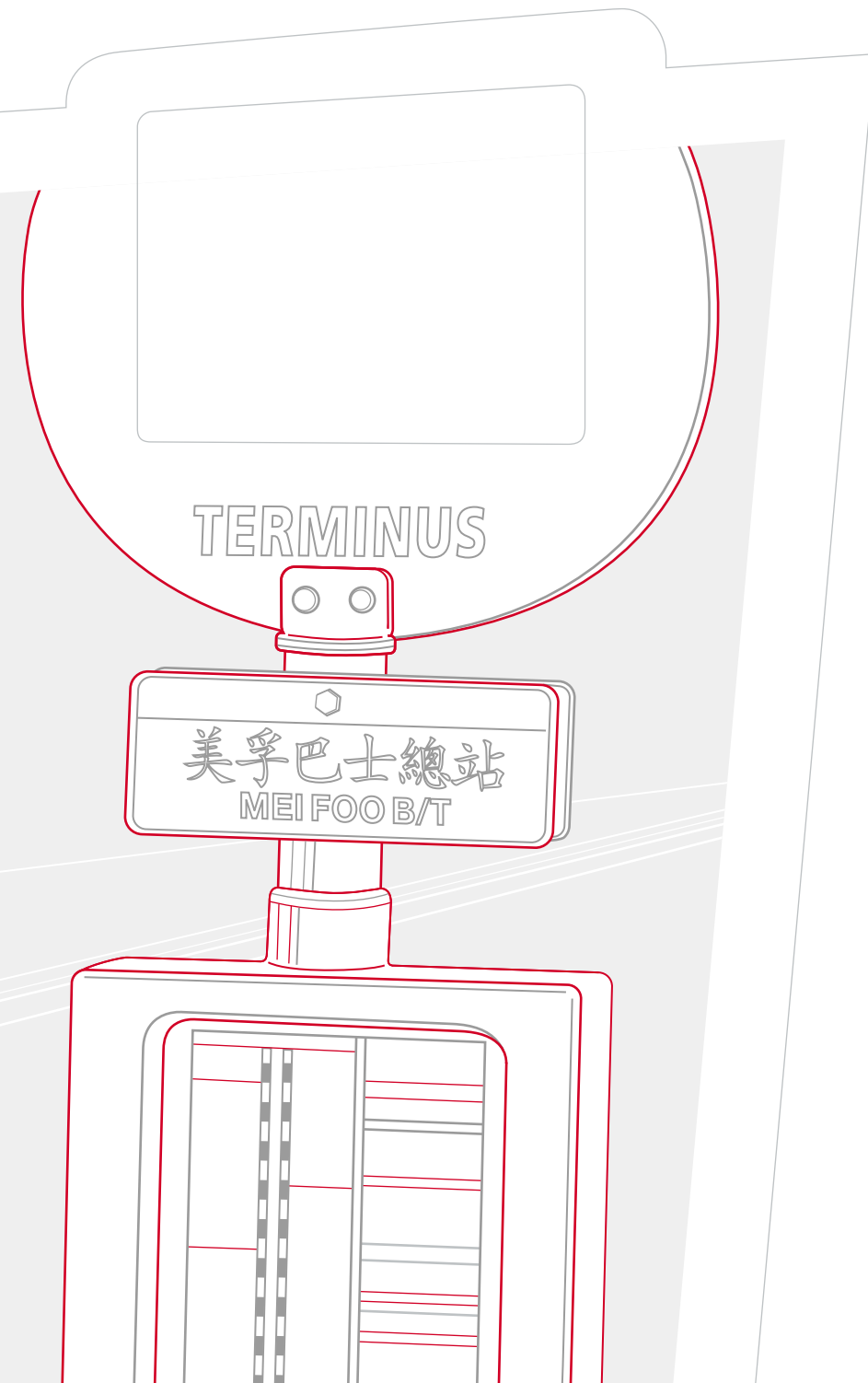


¹Base on the survey conducted by AC Nielsen in January 2002 this year, where a representative sample of 1,022 individuals aged between 15-54 were randomly selected for a telephone interview. Note: figures may not add upto 100% due to rounding.

MMOB BUSINESS The Group's MMOB business involves installing, operating and maintaining equipment and LCD units in transit vehicles for the transmission of tailor-made programming and advertisements, sourcing programme contents and marketing and selling advertising on the MMOB system.

At the beginning of 2001, there were only 200 transit vehicles installed with the MMOB system. At 31 December 2001, about 2,400 buses and 200 public light buses were equipped with the MMOB system and used for selling advertising. Unlike other forms of advertising, the MMOB system is an attractive medium for advertisers because of its ability to reach a sizable audience. MMOB enables the Group to have a significant competitive advantage in the market.

The latest survey conducted by AC Nielsen in January 2002 showed that 71% of those interviewed liked the service and 85% considered MMOB a factor contributing to better bus services. This compared to 69% and 82% respectively in March 2001. Around 96% of those interviewed in January 2002 had experienced MMOB, and more than half of the respondents were regular commuters travelling by bus at least once every day.



PASSENGER SHELTER ADVERTISING

Number of advertising spaces in passenger shelters increased substantially during 2001 as the attractive display posters have been found to be highly effective in communicating with street-level audiences.