

Our Mission >

The Group aims to remain a leading media sales company in the Greater China region by selling and marketing its MMOB business advertising spaces in Hong Kong and providing value added media sales, products and services at competitive pricing. In doing so, RoadShow will capitalise on the advertising market represented by passengers who use public transit vehicles and pedestrians along transit vehicle routes. The Group will selectively pursue acquisition opportunities in the Greater China region and in other countries to maximize simultaneously the value for money given to our customers and the profit earned by the Company. The Group will pro-actively build, consolidate and enhance our reputation, our most important asset, by ensuring and strengthening our stakeholders' understanding and confidence in our long-term plans and developments.

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