

## OUR MISSION

### 方針

**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 prices.**

集團致力保持成為大中華區的主要媒體銷售公司，銷售及推廣香港的流動多媒體廣告位服務，並以相宜價格提供增值媒體銷售、產品和服務。

In doing so, RoadShow will capitalise on the advertising market consisting of passengers who use public transit vehicles and pedestrians traversing transit vehicle routes. The Group will selectively pursue profitable opportunities in the Greater China region and in other countries to maximize simultaneously the value for money given to our customers and the profit we earn. The Group will aggressively build, consolidate and enhance our reputation by ensuring and strengthening our stakeholders' understanding of, 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.

為此，路訊通將利用選乘公共客運車輛乘客和交通車輛沿線行人的市場推廣優勢。集團將細心挑選大中華地區與其他國家有利可圖的商機，務求同時向客戶提供合乎經濟效益的服務和將我們的盈利提升至最高水平。集團將維繫及加強各界人士對集團的長遠計劃與發展的了解和信心，從而建立、鞏固和加強集團的聲譽和形象等寶貴資產。

集團將努力提高服務質素，以迎合大中華地區公共運輸服務機構及乘客的需求和期望。