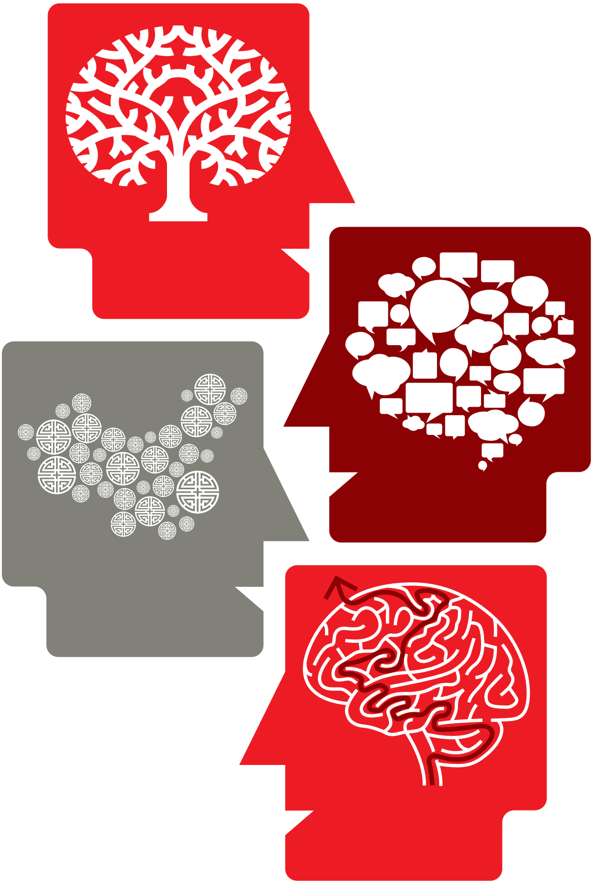
Moving Forward with **Strength** and **Stamina**

Interim Report 2011



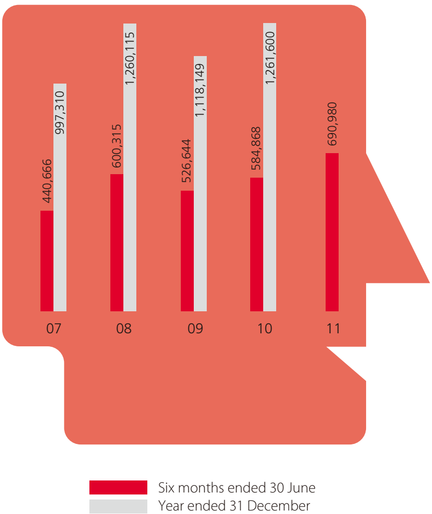
CLEAR MEDIA LIMITED
白馬戶外媒體有限公司

Stock Code: 100

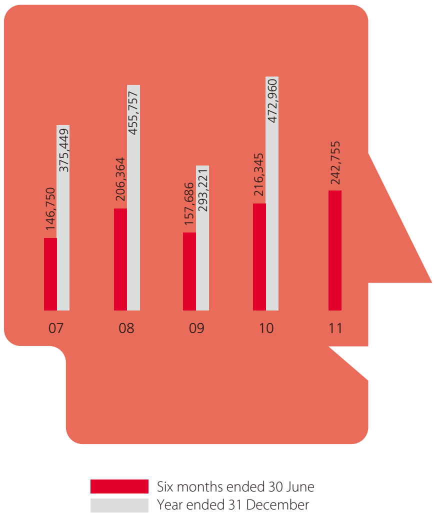
Contents

- Group turnover increased by 18% to HK$691 million
- EBITDA increased by 12% to HK$243 million, including the effect of the Share Option Expense Adjustment[1] of HK$20 million booked in the six months ended 30 June 2010. If the impact of the Share Option Expense Adjustment[1] is excluded, EBITDA would have increased by 24%.
- Net profit[2] decreased by 6% to HK$73 million, including the effect of the Share Option Expense Adjustment[1] of HK$20 million booked in the six months ended 30 June 2010. If the impact of the Share Option Expense Adjustment[1] is excluded, net profit[2] would have increased by 27%.
- Basic earnings per share decreased by 6% to HK 13.77 cents, including the effect of the Share Option Expense Adjustment[1] of HK$20 million booked in the six months ended 30 June 2010.

Turnover (HK$'000)



EBITDA (HK$'000)



1 *Please refer to the Management Discussion and Analysis – Financial Review – Expenses section for description on the Share Option Expense Adjustment booked in the six months ended 30 June 2010.*

2 *Net profit attributable to shareholders of the Company.*

INDUSTRY REVIEW

The global economy continues to show signs of volatility as concerns over the sovereign debt crisis in Europe linger and a spate of mixed economic data points to slowing recovery in the United States. In China, despite tightening measures to tame inflation, domestic demand continues to be one of the main engines driving the country's economic growth. Rising income, the dramatic pace of urbanization and the evolving tastes of consumers have fuelled growth in the mainland Chinese advertising market. In addition, industries such as group coupons and ecommerce also provided new avenues for growth in the advertising market in China.

Continuing the trend of 2010, advertising spending in China grew in the first half of 2011. Advertisers have taken a more proactive attitude in their advertising spending and contract commitment, although at the same time asking for more flexibility in the packages. On the supply side, investment sentiment of the overall advertising industry experienced a decline in the last two years as a result of the global financial crisis in 2008. Meanwhile, the tightening of regulatory policies, as seen in Shanghai and Guangzhou in the last couple of years has driven out a number of less-efficient operators from the market. These conditions have enabled a more rational discussion on pricing between advertisers and media operators.

OPERATION REVIEW

Core Bus Shelter Advertising Business:

As of 30 June 2011, Clear Media operated the most extensive standardized bus shelter advertising network in China, with a total of over 33,000 panels in 28 major cities across the country. Despite the lack of any major event such as the 2010 Shanghai World Expo in the first half of 2011, turnover of our core bus shelter advertising business increased by 16% to HK$630 million for the six months ended 30 June 2011, from HK$542 million in the previous year.

The Group achieved increases in both the average selling price ("ASP") and the occupancy rate. Notwithstanding the adjustment to our Shanghai ASP this year after the Shanghai World Expo event, overall ASP increased by 4% for the six months ended 30 June 2011 compared to the previous year. Overall occupancy rate improved from 56% to 61%.

The total number of bus shelter panels increased from approximately 32,000 as of 30 June 2010 to approximately 33,000 as of 30 June 2011. The average number of bus shelter panels available for sale, calculated on a time-weighted basis, increased by 3% to 30,223 panels (1H2010: 29,298 panels).

The Group managed to secure relatively sizable new customers operating in a variety of industries including beverages, fashion, information technology and internet group purchase. A combination of our existing customers increasing their advertising spend as they expanded to second and third tier cities and additional demand from new customers contributed towards our Group's revenue growth during the six months ended 30 June 2011.

OPERATION REVIEW (continued)

Core Bus Shelter Advertising Business: (continued)

The top three industries contributing to Clear Media's turnover were beverages, telecommunications and food – with the fashion, information technology, and entertainment industries showing increasing interests in the outdoor bus shelter advertising format.

Key Cities

In the first half of 2011, our Group was able to achieve good revenue growth without any stimulation from any large scale events like the Shanghai World Expo. Sales generated by the top three cities – Beijing, Shanghai and Guangzhou – increased by 20% to HK$352 million (1H2010: HK$293 million), mainly due to a 1% increase in ASP, an improvement in the occupancy rate from 54% to 60%, and a 9% increase in the average number of bus shelter panels available for sale. Sales in the top three cities accounted for 56% of the total sales of our core bus shelter business (1H2010: 54%) while the average number of bus shelter panels accounted for 43% of the Group's total number of panels (1H2010: 41%).

Beijing

Strong customer demand, coupled with our Group's solid local market position, saw sales revenue from Beijing increased by 33% for the six months ended 30 June 2011 to HK$169 million (1H2010: HK$127 million) mainly due to a 14% increase in ASP and an improvement in the occupancy rate from 57% to 66%.

Shanghai

Mainly as a result of the extra demand due to the Shanghai World Expo, sales revenue from Shanghai increased by as much as 42% for the six months ended 30 June 2010. After the conclusion of the Shanghai World Expo, sales revenue decreased by 11% to HK$82 million for the six months ended 30 June 2011 (1H2010 : HK$92 million). ASP decreased by 28% year-on-year while the occupancy rate improved from 47% to 50%.

The Group re-constructed and replaced a number of existing bus shelters (the "Old Bus Shelters") with the newly-designed format approved by local authorities; this was completed before the opening of the Shanghai World Expo in 2010. As a result of the re-construction project, the average number of bus shelter panels available for sale in Shanghai increased by 17%. The Group will continue to invest in and expand its bus shelter network in Shanghai, and will also make further adjustments in ASP to secure the occupancy rate in the Shanghai market.

OPERATION REVIEW (continued)

Core Bus Shelter Advertising Business: (continued)

Guangzhou

Sales revenue from Guangzhou increased by 38% to HK$101 million (1H2010: HK$74 million), mainly due to a 13% increase in ASP and an improvement in occupancy rate to 59% (1H2010: 56%). The average number of bus shelters increased by 17% during the current period.

Mid-Tier Cities

Revenue from all mid-tier cities increased by 11% to HK$278 million for the six months ended 30 June 2011 from HK$249 million in the previous year. ASP increased by 4% and the occupancy rate improved from 57% to 61%. The average number of bus shelter panels, on the other hand, decreased by 1%, mainly due to the temporary dismantling and relocation of bus shelters in Shenzhen in preparation for the World University Games to be held in August 2011.

During the same period, among various cities where we operate in, our operations in Hangzhou, Shenzhen, Xian and Shenyang performed relatively well. Our business performance in Chengdu was relatively flat due to competition. A small portion of our Group's bus shelter panels in Nanjing was suspended mainly due to the preparation for the 2014 Youth Olympics and this has led to single digit decline in our Group's revenue from Nanjing during the six months ended 30 June 2011.

Shenzhen Bus Body Advertising Business:

Since early 2007, the Group began to lease, operate and manage the bus body advertising business of 3,000 buses in Shenzhen. This operation performed well during the period. For the six months ended 30 June 2011, sales from this business venture amounted to HK$60 million, representing a 42% increase compared to HK$42 million in the previous year.

FINANCIAL REVIEW

Turnover

The Group achieved good turnover growth despite the absence of any major event such as the Shanghai World Expo as catalysts during the first half of the year by leveraging on the robust economic growth in China as well as the Group's sound business foundation. The Group's turnover increased by 18% to HK$691 million for the six months ended 30 June 2011 from HK$585 million in the same period last year. The entire turnover was derived from mainland China and the core bus shelter advertising business continued to generate over 90% of total revenue. Total sales from bus shelter advertising increased by 16% to HK$630 million for the six months ended 30 June 2011 (1H2010: HK$542 million).

The Shenzhen bus body advertising business generated HK$60 million of revenue for the current six-month period, an increase of 42% from HK$42 million for the same period last year.

FINANCIAL REVIEW (continued)

Expenses

During the six months ended 30 June 2011, the Group's total direct operating costs, including rental, electricity, maintenance, sales and cultural levies and production cost, increased by 19%, to HK$322 million, from HK$272 million for the same period last year.

Total rental costs increased by 17% for the current six-month period mainly due to the general increase in the number of bus shelter panels and the revision of rental levels in certain cities. Total rental costs, as a percentage of total revenue, however, decreased to 25% for the current six-month period, from 26% in the same period last year. Cleaning and maintenance costs, and sales and cultural levies, increased slightly to 9% of total revenue owing to more repair work on the bus shelters and the new city construction tax and education surcharge imposed since December 2010 while electricity costs remained at 4% of total revenue.

Amortisation charges incurred on the bus shelters and other advertising formats increased by 12% to HK$129 million (1H2010: HK$116 million). As a percentage of total sales, amortisation expenses decreased to 19% compared to 20% for the same period last year.

Total selling, general and administrative expenses, excluding depreciation and amortization, appeared to have increased by 26% to HK$121 million for the six months ended 30 June 2011 (1H2010: HK$96 million), mainly due to the write-back of HK$20 million share option expenses in the same period last year. The Company granted 6,500,000 shares of options in June 2007 (the "2007 Options"). The vesting condition of the 2007 Options was not met and as such the corresponding share option expenses recognized in previous years amounting to HK$20 million were reversed on 30 June 2010, the vesting date for the 2007 Options ("Share Option Expense Adjustment"). Excluding the Share Option Expense Adjustment, total selling, general and administrative expenses, excluding depreciation and amortization, increased by 5% to HK$121 million mainly due to higher staff costs during the current six-month period.

The Group continued to impose control over selling, general and administrative expenses. Total selling, general and administrative expenses, excluding depreciation, amortisation and the Share Option Expense Adjustment, as a percentage of total sales, decreased to 18% for the current six-month period from 20% in the same period last year.

Other expenses increased from HK$1 million of the same period last year to HK$4 million mainly representing the one-off loss on disposal and write down of concession rights in relation to the dismantling of bus shelters in Shenzhen in preparation for the World University Games.

FINANCIAL REVIEW (continued)

EBITDA

The Group's earnings before interest, tax, depreciation and amortisation ("EBITDA") increased by 12% to HK$243 million for the six months ended 30 June 2011 from HK$216 million in the same period last year mainly due to the higher turnover in the current period. EBITDA margin decreased from 37% to 35%. Excluding the impact from the Share Option Expense Adjustment, EBITDA increased by 24% to HK$243 million while EBITDA margin increased to 35% from 34% in the same period last year.

EBIT

The Group's earnings before interest and tax ("EBIT") increased by 13% to HK$110 million for the current six-month period from HK$97 million in the same period last year. Excluding the impact from the Share Option Expense Adjustment, EBIT increased by 42% to HK$110 million, mainly due to higher sales turnover coupled with control over direct and indirect costs.

Finance Costs

During the period under review, the Group carried no debt hence the finance cost incurred was minimal at HK$1 million (1H2010: HK$1 million).

Taxation

During the period, taxes provided for by the Group increased to HK$29 million for the six months ended 30 June 2011 from HK$18 million for the same period last year. This was primarily due to the increase in assessable profits as a result of the higher turnover during the current period and an increase in the underlying corporation tax rate as explained below.

According to the new PRC Enterprise Income Tax Law effective 1 January 2008, the WHA Joint Venture, an indirect majority-owned subsidiary of the Company established in the Hainan Special Economic Zone of the PRC, was subject to a corporate income tax at an average rate of 24.5% (2010: 23.5%) on its assessable profits arising in the PRC for the current period. The tax rate will increase eventually to 25% in 2012. The deferred tax balances have been adjusted accordingly to reflect the tax rate increment applicable to the respective periods when the assets are realised or the liabilities are settled.

Net Profit

Net profit decreased by 6% to HK$73 million for the six months ended 30 June 2011 from HK$77 million for the same period last year, while net profit margin decreased to 11% from 13%. Excluding the impact of the Share Option Expense Adjustment in the same period last year, net profit increased by 27%.

FINANCIAL REVIEW (continued)

Cashflow

Net cash flows from operating activities for the six months ended 30 June 2011 increased to HK$213 million from HK$105 million for the same period last year, mainly due to the higher operating profit for the current period and improvement in working capital management.

Net cash flows used in investing activities during the current period decreased to HK$52 million from HK$141 million for the same period last year due to lower level of capital expenditure in the first half of the year.

Net cash flows from financing activities during the current period decreased to HK$29 million from HK$57 million in the same period last year mainly due to lower amount of pledged deposits and there were no proceeds on the exercise of share option in the current period.

Free cash flow, defined as EBITDA (before losses on disposal and writedown of concession rights and other assets and equity-settled share option expenses) less cash outflow on capital expenditure, less income tax and net interest expense, increased to HK$169 million for the current six-month period compared to HK$40 million in the same period last year. The increase was mainly due to a lower level of capital expenditure during the period and higher EBITDA generated in the current period.

Trade Receivables

The Group's accounts receivable balance due from third parties increased by 19% to HK$530 million as at 30 June 2011 from HK$445 million as at 31 December 2010. This was mainly due to the higher sales during the current period. None of the accounts receivable was due from connected persons, as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"). Accounts receivable from Guangdong White Horse Advertising Company Limited ("GWH"), a connected party, are disclosed separately and discussed below.

The Group's trading terms with its customers are mainly on credit, except for new customers where payment in advance is normally required. The credit period is generally 90 days, extending up to 180 days for major customers. The Group maintains control over its outstanding receivables. Overdue balances are reviewed regularly and processes are in place to ensure balances are collected. The accounts receivable relates to a large number of diversified customers.

Average accounts receivable outstanding days, on a time-weighted basis, improved to 119 days for the current six-month period from 129 days for the same period last year. As at 30 June 2011, the provision for impairment of accounts receivables increased to HK$40 million from HK$39 million as at 31 December 2010. We will continue to closely monitor the accounts receivable balance and ensure the level of provision is appropriate but prudent.

FINANCIAL REVIEW (continued)

Due from Related Party

As at 30 June 2011, the amount due from GWH increased to HK$158 million from HK$142 million as at 31 December 2010, mainly due to a higher sales sourced from GWH during the current six-month period. We will continue to work closely with GWH to expedite collection.

Prepayments, Deposits and Other Receivables

The Group's total prepayments, deposits and other receivables as at 30 June 2011 decreased to HK$245 million from HK$261 million as at 31 December 2010.

Total prepayments, deposits and other receivables included the receivables from Beijing Pangu Investment Co., Ltd. (formerly known as Beijing Morgan Investment Company, Limited) ("BMIC") amounting to RMB25 million (31 December 2010: RMB80 million). RMB15 million was settled subsequent to period end. The remaining balance of RMB10 million is expected to be repaid during the remainder of the second half of 2011.

Total prepayments, deposits and other receivables as at 30 June 2011 also included a HK$39 million rental prepayment in connection with the Shenzhen bus body advertising business (31 December 2010: HK$1 million).

The decrease of prepayments, deposits and other receivables was mainly due to the repayment of BMIC receivable amounting to RMB55 million during the period, partially offset by the increase of rental prepayment of approximately HK$38 million in connection with the Shenzhen bus body advertising business.

In addition, the balance of prepayments, deposits and other receivables as at 30 June 2011 also included a deposit amounting to HK$25 million (31 December 2010: HK$25 million), which has been placed with an independent third party in Guangzhou (the "Guangzhou Bus Body Advertising Rights Deposit"). The arrangement has been terminated in November 2009 and the deposit is due for repayment in November 2011.

Long-term Prepayments, Deposits and Other Receivables

Total long-term prepayments, deposits and other receivables included a non-current portion of a prepaid bus shelter lease payment amounting to HK$14 million (31 December 2010: HK$15 million).

Other Payables and Accruals

The Group's total payables and accruals as at 30 June 2011 were HK$405 million, compared to HK$377 million as at 31 December 2010. The increase was mainly due to increase in bus shelter rental cost payables. It would be inappropriate to give the turnover days against sales figures as the payable is more closely related to capital expenditure incurred for the acquisition of bus shelter concession rights.

FINANCIAL REVIEW (continued)

Assets and Liabilities

As at 30 June 2011, the Group's total assets amounted to HK$3,455 million, a 6% increase from HK$3,253 million, as at 31 December 2010. The Group's total liabilities increased to HK$504 million as at 30 June 2011, from HK$447 million as at 31 December 2010. Net assets as at 30 June 2011 increased by 5% to HK$2,952 million from HK$2,806 million as at 31 December 2010. This was mainly a result of the retention of the net profit earned in the six months ended 30 June 2011 and the foreign exchange gain from translation of the Group's RMB operations in mainland China. Net current assets increased from HK$1,148 million as at 31 December 2010, to HK$1,348 million as at 30 June 2011.

As at 30 June 2011, the Group's total cash and bank balances amounted to HK$861 million (31 December 2010: HK$671 million). The Group also had pledged deposits of RMB6 million (approximately HK$8 million) to banks as security for bills payable of RMB13 million (approximately HK$16 million).

Share Capital and Shareholders' Equity

There was no change in share capital during the period. Total shareholders' equity for the Group as at 30 June 2011 rose by 5%, to HK$2,952 million, from HK$2,806 million as at 31 December 2010. The Group's reserves as at 30 June 2011 amounted to HK$2,832 million, a 5% increase over the corresponding balance of HK$2,694 million as at 31 December 2010. This was mainly a result of the retention of the net profit earned in the six months ended 30 June 2011 and the foreign exchange difference from translation of the Group's RMB operation in mainland China. The Group undertook no share repurchases during the period.

Exposure to Foreign Exchange Risk

The Group's only investment in China remains its operating vehicle, the WHA Joint Venture, which solely conducts business within the PRC. Leaving aside interest payable, repayment of foreign currency loans obtained to finance the WHA Joint Venture's operations, and any potential future dividend the WHA Joint Venture may declare to its shareholders, the bulk of its turnover, capital investment and expenses is denominated in RMB. As at the date of this report, the Group has not experienced any difficulties in obtaining government approval for its necessary foreign exchange purchases. During the period under review, the Group did not issue any financial instruments for hedging purposes.

The average exchange rate of the RMB has appreciated by 4.48% against the Hong Kong Dollar during the period ended 30 June 2011 as compare with the same period last year. The Group's turnover and costs are largely denominated in RMB, which will largely offset each other. However, as the Group's net profit is reported in Hong Kong Dollars, the appreciation of RMB will have a positive impact on the Group's net profit.

The majority of our operating assets are located in the PRC and are denominated in RMB. The foreign exchange rate of the RMB has appreciated against the Hong Kong Dollars during the period, and has resulted in an increase of foreign currency translation reserve of approximately HK$63 million (1H 2010: HK$23 million).

FINANCIAL REVIEW (continued)

Liquidity, Financial Resources, Borrowing and Gearing

The Group financed its operations and investment activities mainly with internally generated cash flow.

As of 30 June 2011, the Group's total cash and cash equivalents amounted to HK$861 million (HK$671 million as at 31 December 2010). As at the same period end, the Group had bills payable of HK$16 million (31 December 2010: HK$71 million). The Group had no short-term or long-term debt outstanding as at 30 June 2011 (31 December 2010: Nil).

The Group's current policy is to maintain a low level of gearing. This policy will be reviewed on an annual basis. We will continue to invest and expand our bus shelter network and explore investment opportunities in alternate media assets with an aim to maximise return to shareholders.

Capital Expenditure

For the six months ended 30 June 2011, the Group spent HK$53 million on the construction of new bus shelters and acquisition of concession rights, and HK$2 million on fixed assets, compared to HK$145 million and HK$4 million, respectively, for the same period last year. Total capital expenditure decreased for the current period mainly due to lower level of capital expenditure in the first half of the year.

Material Acquisitions and Disposals

There were no other material acquisitions or disposals of any subsidiaries, associates or joint ventures of the Group during the six months ended 30 June 2011.

Employment, Training and Development

As at 30 June 2011, the Group had a total of 503 employees, a decrease of 6% over the same period in 2010. Total wages and salaries increased by 15% during the current six-month period mainly due to salary increment and higher sales commission earned by our employees.

As a matter of policy, employees are remunerated based on their performance, experience and the prevailing industry practices, and compensation policies and packages are reviewed on a regular basis. Bonuses are linked to the performance of both the Group and the individual as recognition of value creation. Share options are also granted to senior management in an effort to align individual interests with the Group's interests. Training courses and conferences aimed at improving team members' knowledge and skills were organised throughout the period.

FINANCIAL REVIEW (continued)

Charges on Group Assets

There was no outstanding charge on the Group's assets as at 30 June 2011, other than time deposits of RMB6 million (approximately HK$8 million) pledged as securities for bills payable of RMB13 million (approximately HK$16 million).

Capital Commitments

As at 30 June 2011, the Group had capital commitments contracted but not provided for in relation to the construction of bus shelters amounting to HK$18 million (31 December 2010: HK$15 million).

Contingent Liabilities

During the six months ended 30 June 2011, neither the Company nor any of its subsidiaries has engaged in any litigation or arbitration of material importance and, so far as the Directors are aware, no litigation or arbitration of material importance is pending or threatened against the Company or any of its subsidiaries.

OUTLOOK

We are optimistic about the second half of 2011 while we also remain cautious about issues that include uncertainty over the global economic environment, the overall credit situation in mainland China, and the sustainability of revenue in the information technology sector. The power of the Chinese consumer is increasingly felt by company brands as China has become one of their fastest-growing markets. China is already the world's largest or second-largest consumer of a variety of products, including bikes, motorcycles, shoes, automobiles, mobile phones, home appliances, and consumer electronics.

The year 2011 marks the beginning of Clear Media's new three-year development plan. We will continue in expansion mode with targeted investments. Our Group will continue to expand our bus shelter network in cities where we have a strong presence, and in other cities with high growth potential. We will also keep an eye on expanding our footprint beyond the bus shelter advertising industry.

The Company will continue to implement its core strategy of striking an optimal balance between occupancy rates, ASP and client numbers. By fostering a customer-centric mindset in our sales force, we will tailor business plans, introduce more flexibility to our product packages, and offer more support in after-sales service. Efforts will also be made to improve the competitiveness of our product offering by enhancing the look of our bus shelters.

OUTLOOK (continued)

In addition to giving more responsibility to our district sales centers, we will increase their resources by offering more staff training and conducting client presentation roadshows to grow the base of mid– to small-tier local clients.

We will introduce a more effective internal operating management system, enhance our operating efficiency and improve the quality of our after-sales services to raise the Company's overall asset quality and yield.

The Company will maintain a leadership position in China's outdoor advertising industry and strive for greater business opportunities with its strong financial position, high-caliber management team, talented employee pool and solid business foundation.

CONDENSED CONSOLIDATED INCOME STATEMENT

For the six months ended 30 June 2011

	Notes	For the six months ended 30 June 2011 (Unaudited) HK$'000	2010 (Unaudited) HK$'000
Revenue	3	**690,980**	584,868
Cost of sales	5	**(451,556)**	(387,306)
Gross profit		**239,424**	197,562
Other income	3	**1,549**	1,279
Selling and distribution costs		**(70,252)**	(62,099)
Administrative expenses		**(55,201)**	(37,357)
Other expenses	5	**(4,470)**	(829)
Finance costs	4	**(1,456)**	(1,398)
PROFIT BEFORE TAX		**109,594**	97,158
Tax	6	**(28,661)**	(18,245)
PROFIT FOR THE PERIOD		**80,933**	78,913
ATTRIBUTABLE TO:			
Owners of the parent		**72,853**	77,333
Non-controlling interests		**8,080**	1,580
		80,933	78,913
EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT			
Basic	7	**HK13.77 cents**	HK14.72 cents
Diluted	7	**HK13.62 cents**	HK14.54 cents

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

For the six months ended 30 June 2011

	For the six months ended 30 June	
	2011	2010
	(Unaudited)	(Unaudited)
	HK$'000	HK$'000
Profit for the period	**80,933**	78,913
Other comprehensive income:		
Exchange differences on translating foreign operations	**62,300**	22,278
Income tax	**–**	–
Other comprehensive income for the period, net of tax	**62,300**	22,278
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	**143,233**	101,191
TOTAL COMPREHENSIVE INCOME ATTRIBUTABLE TO:		
Owners of the parent	**136,234**	100,028
Non-controlling interests	**6,999**	1,163
	143,233	101,191

CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2011

	Notes	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
NON-CURRENT ASSETS			
Property, plant and equipment	9	**27,436**	33,228
Concession rights	10	**1,612,042**	1,650,998
Long-term prepayments, deposits and other receivables	11	**14,013**	14,588
Total non-current assets		**1,653,491**	1,698,814
CURRENT ASSETS			
Trade receivables	12	**530,082**	445,312
Prepayments, deposits and other receivables	13	**245,310**	260,788
Due from a related party	14	**158,087**	141,531
Pledged deposits		**7,771**	35,489
Cash and cash equivalents		**860,645**	671,338
Total current assets		**1,801,895**	1,554,458
CURRENT LIABILITIES			
Other payables and accruals		**405,150**	376,624
Deferred income		**14,683**	7,717
Tax payable		**33,829**	22,131
Total current liabilities		**453,662**	406,472
NET CURRENT ASSETS		**1,348,233**	1,147,986
TOTAL ASSETS LESS CURRENT LIABILITIES		**3,001,724**	2,846,800
NON-CURRENT LIABILITIES			
Net deferred tax liabilities		**50,016**	40,577
Total non-current liabilities		**50,016**	40,577
Net assets		**2,951,708**	2,806,223
EQUITY			
Equity attributable to owners of the parent			
Issued capital	15	**52,900**	52,900
Retained earnings		**1,132,960**	1,060,107
Other components of equity		**1,699,130**	1,633,497
		2,884,990	2,746,504
Non-controlling interests		**66,718**	59,719
Total equity		**2,951,708**	2,806,223

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended 30 June 2011

	Attributable to owners of the parent								
	Issued share capital HK$'000	Share premium account HK$'000	Share option reserve HK$'000	Contributed surplus HK$'000	Foreign currency translation reserve HK$'000	Retained earnings HK$'000	Total HK$'000	Non-controlling interest HK$'000	Total equity HK$'000
As at 1 January 2010	52,437	767,043	35,712	351,007	386,864	894,039	2,487,102	50,959	2,538,061
Profit for the period	–	–	–	–	–	77,333	77,333	1,580	78,913
Other comprehensive income	–	–	–	–	22,695	–	22,695	(417)	22,278
Total comprehensive income for the period	–	–	–	–	22,695	77,333	100,028	1,163	101,191
Share option exercised	463	22,349	(6,554)	–	–	–	16,258	–	16,258
Share issue expenses	–	(4)	–	–	–	–	(4)	–	(4)
Equity-settled share option arrangements	–	–	(17,300)	–	–	–	(17,300)	–	(17,300)
At 30 June 2010 (unaudited)	52,900	789,388	11,858	351,007	409,559	971,372	2,586,084	52,122	2,638,206
As at 1 January 2011	52,900	795,246	8,700	351,007	478,544	1,060,107	2,746,504	59,719	2,806,223
Profit for the period	–	–	–	–	–	72,853	72,853	8,080	80,933
Other comprehensive income	–	–	–	–	63,381	–	63,381	(1,081)	62,300
Total comprehensive income for the period	–	–	–	–	63,381	72,853	136,234	6,999	143,233
Equity-settled share option arrangements	–	–	2,252	–	–	–	2,252	–	2,252
At 30 June 2011 (unaudited)	52,900	795,246	10,952	351,007	541,925	1,132,960	2,884,990	66,718	2,951,708

CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

For the six months ended 30 June 2011

	For the six months ended 30 June 2011 (Unaudited) HK$'000	2010 (Unaudited) HK$'000
Cash generated from operations	**222,393**	109,055
Interest paid	**(422)**	–
Income taxes paid	**(8,945)**	(4,552)
NET CASH FLOWS FROM OPERATING ACTIVITIES	**213,026**	104,503
NET CASH FLOWS USED IN INVESTING ACTIVITIES	**(52,238)**	(140,512)
NET CASH FLOWS FROM FINANCING ACTIVITIES	**28,542**	56,594
NET INCREASE IN CASH AND CASH EQUIVALENTS	**189,330**	20,585
Cash and cash equivalents at beginning of period	**671,338**	420,719
Effects of foreign exchange rate changes, net	**(23)**	4
CASH AND CASH EQUIVALENTS AT END OF PERIOD	**860,645**	441,308

1. BASIS OF PREPARATION AND ACCOUNTING POLICIES

The unaudited condensed consolidated financial statements have been prepared in accordance with Hong Kong Accounting Standard ("HKAS") 34 "Interim Financial Reporting" issued by the Hong Kong Institute of Certified Public Accountants.

These condensed consolidated financial statements should be read in conjunction with the annual financial statements for the year ended 31 December 2010.

The accounting policies and methods of computation used in the preparation of these unaudited condensed consolidated financial statements are consistent with those used in the annual financial statements for the year ended 31 December 2010, except for the adoption of the following amendments mandatory for annual periods beginning on or after 1 January 2011:

HKFRS 1 Amendment	Amendment to HKFRS 1 *First-time Adoption of Hong Kong Financial Reporting Standards – Limited Exemption from Comparative HKFRS 7 Disclosures for First-time Adopters*
HKAS 24 (Revised)	*Related Party Disclosures*
HKAS 32 Amendment	Amendment to HKAS 32 *Financial Instruments: Presentation – Classification of Rights Issues*
HK(IFRIC) – Int 14 Amendments	Amendments to HK(IFRIC) – Int 14 *Prepayments of a Minimum Funding Requirement*
HK(IFRIC) – Int 19	*Extinguishing Financial Liabilities with Equity Instruments*

Apart from the above, the Group also adopted *Improvements to HKFRSs 2010* which sets out amendments to a number of HKFRSs primarily with a view to removing inconsistencies and clarifying wording.

The adoption of the new and revised HKFRSs has had no significant financial effect on these financial statements.

2. SEGMENT INFORMATION

Outdoor media sales is the only major reportable operating segment of the Group which comprises the display of advertisements on bus shelters, unipoles and bus bodies. Accordingly, no further business segment information is provided.

In determining the Group's geographical segment, revenues and results are attributed to the segments based on the location of the customers, and assets are attributable to the segments based on the location of the assets. As the Group's major operations and markets are located in the PRC, no further geographical segment information is provided.

3. REVENUE AND OTHER INCOME

	For the six months ended 30 June	
	2011	2010
	(Unaudited)	(Unaudited)
	HK$'000	HK$'000
Revenue		
Rental revenue from outdoor advertising spaces	**690,980**	584,868
Other income		
Interest income	**1,549**	1,279

4. FINANCE COSTS

	For the six months ended 30 June	
	2011	2010
	(Unaudited)	(Unaudited)
	HK$'000	HK$'000
Other finance costs	**1,456**	1,398

5. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging/(crediting):

	For the six months ended 30 June 2011 (Unaudited) HK$'000	2010 (Unaudited) HK$'000
Cost of services provided	**146,477**	121,316
Operating lease rentals on bus shelters, unipoles and bus body operations	**175,891**	150,322
Amortisation of concession rights	**129,188**	115,668
Cost of sales	**451,556**	387,306
Impairment of trade receivables	**2,430**	10,058
Auditors' remuneration	**850**	845
Depreciation of property, plant and equipment	**4,066**	3,400
Other expenses:		
Gain on disposal of items of property, plant and equipment	**(58)**	(124)
Loss on disposal and write off of concession rights	**4,528**	953
	4,470	829
Operating lease rentals on buildings	**12,057**	10,506
Employee benefits expense (including directors' remuneration):		
Wages and salaries	**64,340**	56,134
Equity-settled share option expenses		
– Reversal of previous years*	**–**	(20,000)
– Current year	**2,252**	2,700
Pension scheme contributions**	**88**	92
	66,680	38,926
Foreign exchange losses/(gains), net	**23**	(4)
Interest income	**(1,549)**	(1,279)

5. PROFIT BEFORE TAX (continued)

Notes:

* On 29 June 2007, the Company granted 6.5 million share options with an exercise price of HK$8.53 ("the 2007 Options"). The 2007 Options would not become vested unless the Company achieves an average annual earnings per share growth of 5% each year in the first three full financial years after the grant date.

As the vesting condition has not been met, the share option expenses of the 2007 Options recognised in previous years amounting to HK$20 million were reversed in 2010.

** At 30 June 2011, the Group had no forfeited contributions available to reduce its contributions to the pension scheme(s) in future years (six months ended 30 June 2010: Nil).

6. TAX

	For the six months ended 30 June	
	2011	2010
	(Unaudited)	(Unaudited)
	HK$'000	HK$'000
Current – Hong Kong profits tax	**–**	–
Current – PRC corporate income tax	**19,222**	10,808
Deferred tax	**9,439**	7,437
Total tax charge for the period	**28,661**	18,245

Hong Kong profits tax has not been provided as the Group has no assessable profits arising in Hong Kong during the period. Taxes on profits assessable in the PRC have been calculated at the prevailing tax rates, based on existing legislation, interpretations and practices in respect thereof.

According to the new Enterprise Income Tax Law of the PRC effective on 1 January 2008, Hainan White Horse Advertising Media Investment Company Limited (the "WHA Joint Venture"), a subsidiary of the Company established in the Hainan Special Economic Zone of the PRC, was subject to a corporate income tax at an average rate of 24.5% (2010: 23.5%) on its assessable profits arising in the PRC for the current interim period. The tax rate will increase eventually to 25% in 2012. The deferred tax balances have been adjusted to reflect the tax rates that are expected to apply in the respective periods when the assets are realised or the liabilities are settled.

As at 30 June 2011, no deferred tax has been recognized by the Group for withholding taxes that would be payable on the unremitted earnings of WHA Joint Venture as management considered that it is not probable that WHA Joint Venture will distribute such earnings in the foreseeable future.

7. EARNINGS PER SHARE

The calculation of the basic earnings per share for the period is based on the profit attributable to ordinary equity holders of the parent of HK$72,853,000 (six months ended 30 June 2010: HK$77,333,000) and the weighted average number of 529,000,500 (six months ended 30 June 2010: 525,470,000) ordinary shares in issue during the period.

The calculation of the diluted earnings per share for the period is based on the profit attributable to ordinary equity holders of the parent of HK$72,853,000 (six months ended 30 June 2010: HK$77,333,000). The weighted average number of ordinary shares used in the calculation is the 529,000,500 (six months ended 30 June 2010: 525,470,000) ordinary shares in issue during the period, as used in the basic earnings per share calculation; and the weighted average of 5,873,000 (six months ended 30 June 2010: 6,472,000) ordinary shares assumed to have been issued at no consideration on the deemed exercise of all share options during the period.

8. DIVIDEND

The Board of Directors resolved not to pay any interim dividend to shareholders in respect of the six months ended 30 June 2011 (six months ended 30 June 2010: Nil).

9. PROPERTY, PLANT AND EQUIPMENT

During the six months ended 30 June 2011, the Group acquired property, plant and equipment with a cost of HK$1,626,000 (six months ended 30 June 2010: HK$4,409,000), and incurred construction in progress with a cost of HK$4,422,000 (six months ended 30 June 2010: HK$35,865,000).

Property, plant and equipment with a net book value of HK$4,000 were disposed of by the Group during the six months ended 30 June 2011 (six months ended 30 June 2010: HK$1,000), resulting in a net gain on disposal of HK$58,000 (six months ended 30 June 2010: HK$124,000).

10. CONCESSION RIGHTS

During the six months ended 30 June 2011, the Group acquired concession rights with a cost of HK$57,049,000 (six months ended 30 June 2010: HK$143,362,000), including concession rights transferred from construction in progress of HK$8,383,000 (six months ended 30 June 2010: HK$34,132,000).

Concession rights with a net book value of HK$4,572,000 were disposed of by the Group during the six months ended 30 June 2011 (six months ended 30 June 2010: HK$1,143,000), resulting in a net loss on disposal of HK$4,528,000 (six months ended 30 June 2010: HK$953,000).

11. LONG-TERM PREPAYMENTS, DEPOSITS AND OTHER RECEIVABLES

The balance as at 30 June 2011 included a non-current portion of a prepaid bus shelter lease payment amounting to HK$14,013,000 (31 December 2010: HK$14,588,000).

12. TRADE RECEIVABLES

The Group's trading terms with its customers are mainly on credit, except for new customers, where payment in advance is normally required. The credit period is generally 90 days extending up to 180 days for major customers. Overdue balances are reviewed regularly by senior management. The Group's trade receivables relate to a large number of diversified customers and are non-interest-bearing.

An aged analysis of the trade receivables as at the end of the reporting period, based on the invoice date, is as follows:

	Group	
	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Current to 90 days	**294,441**	220,660
91 days to 180 days	**131,583**	135,561
Over 180 days	**143,617**	127,792
	569,641	484,013
Less: Provision for impairment of trade receivables	**(39,559)**	(38,701)
Total trade receivables, net	**530,082**	445,312

12. TRADE RECEIVABLES (continued)

The movements in provision for impairment of trade receivables are as follows:

	For the six months ended 30 June 2011 (Unaudited) HK$'000	2010 (Unaudited) HK$'000
At 1 January	**38,701**	37,317
Impairment losses recognised (note 5)	**2,430**	10,058
Amount written off as uncollectible	**(1,572)**	(4,124)
At 30 June	**39,559**	43,251

The above provision for impairment of trade receivables is a provision to cover balances for which the Group may not be able to recover the amounts from the customers in full. The Group does not hold any collateral or other credit enhancements over these balances.

The aged analysis of the trade receivables that are not considered to be impaired is as follows:

	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Neither past due nor impaired	**386,042**	320,522
Less than 3 months past due	**69,003**	69,201
Over 3 months past due	**30,609**	1,923
	485,654	391,646

Receivables that were neither past due nor impaired relate to a large number of diversified customers for whom there was no recent history of default.

12. TRADE RECEIVABLES (continued)

Receivables that were past due but not impaired relate to a number of independent customers that have a good track record with the Group. Based on past experience, the directors of the Company are of the opinion that no provision for impairment is necessary in respect of these balances as there has not been a significant change in credit quality and the balances are still considered fully recoverable. The Group does not hold any collateral or other credit enhancements over these balances.

13. PREPAYMENTS, DEPOSITS AND OTHER RECEIVABLES

The balance of prepayments, deposits and other receivables as at 30 June 2011 included a receivable with Beijing Pangu Investment Co., Ltd. ("BMIC") amounting to RMB25,000,000 (31 December 2010: RMB79,950,840). RMB15,000,000 was settled subsequent to period end. The remaining balance of RMB10,000,000 is expected to be repaid during the remainder of the second half of 2011.

In addition, the balance of prepayments, deposits and other receivables as at 30 June 2011 included a deposit amounting to HK$25,000,000 (31 December 2010: HK$25,000,000), which has been placed with an independent third party in connection with the acquisition of the rights to place advertisements on certain outdoor advertising media. The arrangement was terminated in November 2009 and the deposit is due for repayment in November 2011. The carrying amount of the deposit approximates to its fair value and is secured by the title to certain assets.

14. DUE FROM A RELATED PARTY

An aged analysis of the amounts due from Guangdong White Horse Advertising Company Limited ("GWH") as at the end of the reporting period, based on the invoice date, is as follows:

	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Current to 90 days	**47,255**	34,191
91 days to 180 days	**43,357**	45,005
Over 180 days	**67,475**	62,335
	158,087	141,531

The balance with GWH is unsecured, interest-free and is repayable on demand.

15. ISSUED CAPITAL

	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Shares		
Authorised:		
1,000,000,000 ordinary shares of HK$0.10 each	**100,000**	100,000
Issued and fully paid:		
529,000,500 ordinary shares of HK$0.10 each (31 December 2010: 529,000,500)	**52,900**	52,900

16. RESERVES

The amount of the Group's reserves and the movements therein for the current period and prior period are presented in the consolidated statement of changes in equity on page 17 of the report.

17. RELATED PARTY TRANSACTIONS

(a) In addition to the transactions detailed elsewhere in these condensed interim financial statements, the Group had the following transactions with related parties during the period, which fall under the definition of "Continuing connected transactions" under Chapter 14A of the Listing Rules.

	Notes	**For the six months ended 30 June 2011 (Unaudited) HK$'000**	2010 (Unaudited) HK$'000
Agency commission paid to Guangdong White Horse Advertising Company Limited ("GWH")	(i)	**13,485**	16,751
Sales to GWH	(ii)	**97,136**	94,920
Creative services fees payable to GWH	(iii)	**1,790**	1,710

17. RELATED PARTY TRANSACTIONS (continued)

(a) (continued)

Notes:

(i) The agency commission paid to GWH was based on the standard percentage of gross sales rental revenue for outdoor advertising spaces payable to other major third party agencies used by the Group. On 8 February 2010, the WHA Joint Venture entered into a three-year framework agreement with GWH for the years 2010, 2011 and 2012 on substantially the same terms as the framework agreements previously entered into between the WHA Joint Venture and GWH. GWH is a related party of the Company because of one of the directors of the Company, Mr. Han Zi Dian, is able to exercise influence over the management and day-to-day operations as director and general manager of GWH and controls the composition of a majority of the board of directors of GWH with his indirect interest of 14.2% in GWH.

(ii) The sales to GWH were made according to published prices and conditions similar to those offered to other major customers and advertising agencies of the Group.

(iii) On 3 March 2011 the WHA Joint Venture entered into a creative services agreement with GWH effective from 1 January 2011 to 31 December 2013, whereby GWH agreed to provide creative design services for poster, sales and marketing materials and company profiles to the Group. These transactions were entered into on terms no less favourable than those available to or from independent third parties.

Other than the above, the Group entered into an option agreement as follows:

On 10 January 2010, China Outdoor Media Investment (Hong Kong) Company Limited ("China Outdoor Media (HK)"), an indirect wholly owned subsidiary of the Company, and Hainan White Horse Advertising Company Limited ("Hainan White Horse"), signed an agreement to amend the Joint Venture Agreement, extending the term of the China Outdoor Media (HK)'s entitlement of 90% of the after tax profits of the WHA Joint Venture for a further year to the end of the fiscal year 2010. In consideration of extension of such profit sharing arrangement, China Outdoor Media (HK) made a one-off payment of HK$250,000 to Hainan White Horse in 2010.

China Outdoor Media (HK) has an option to further extend such profit sharing agreement to the end of the fiscal year 2011, subject to a further one-off payment of HK$250,000 to Hainan White Horse.

(b) Outstanding balances with a related party

The Group had outstanding receivables from GWH of HK$158,087,000 (31 December 2010: HK$141,531,000), as at the end of the reporting period. The balance is unsecured, interest-free and has no fixed terms of repayment.

17. RELATED PARTY TRANSACTIONS (continued)

(c) Compensation of key management personnel of the Group

	For the six months ended 30 June 2011 (Unaudited) HK$'000	2010 (Unaudited) HK$'000
Short term employee benefits	**5,226**	4,926
Equity-settled share option expenses		
– Reversal of previous years	**–**	(10,743)
– Current year	**1,316**	1,316
Pension scheme contributions	**54**	49
Total compensation paid to key management personnel	**6,596**	(4,452)

18. COMMITMENTS

(a) Capital commitments

	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Contracted, but not provided for:		
The construction of bus shelters for which concession rights are held	**18,381**	15,058

(b) Commitments under operating leases

The Group leases certain of its office buildings and concession rights under operating lease arrangements. Leases for office buildings are negotiated for terms ranging from 1 to 9 years, and those for concession rights are negotiated for terms ranging from 5 to 15 years.

18. COMMITMENTS (continued)

(b) Commitments under operating leases (continued)

At 30 June 2011, the Group had total future minimum lease payments under non-cancellable operating leases falling due as follows:

	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Within one year	**282,614**	265,980
In the second to fifth year, inclusive	**789,428**	759,311
After five years	**1,027,368**	1,057,564
	2,099,410	2,082,855

(c) The Group has entered into a media rental contract under which the Group has committed to pay to a media owner a minimum guaranteed payment calculated based on the arrangements as stipulated in the respective contract. As at 30 June 2011, the amount of the total minimum guaranteed payment under the above contract is analysed as follows:

	30 June 2011 (Unaudited) HK$'000	31 December 2010 (Audited) HK$'000
Within one year	**35,583**	69,551

In addition to the minimum guaranteed payment, the contract also contains a profit sharing arrangement whereby operating profit exceeding certain threshold as stipulated in the contract will be shared between the two parties at pre-agreed ratio.

19. APPROVAL OF THE INTERIM FINANCIAL REPORT

These condensed interim financial statements were approved and authorised for issue by the board of directors on 3 August 2011.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES

As at 30 June 2011, the interests and short positions of the directors, the chief executive or their associates in the share capital of the Company or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")), as recorded in the register required to be kept by the Company pursuant to Section 352 of the SFO, or as otherwise notified to the Company and The Stock Exchange of Hong Kong Ltd. (the "Stock Exchange") pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix 10 of the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") (the "Model Code"), were as follows:

A. Long Positions in Ordinary Shares of the Company as at 30 June 2011:

	Number of shares held, capacity and nature of interest					
Name of director	Directly beneficially owned	Through spouse or minor children	Through controlled corporation (Note)	Beneficiary of a trust	Total	% of the Company's issued share capital
Han Zi Jing	–	–	7,700,000	–	7,700,000	1.46%
Zhang Huai Jun	349,000	–	–	–	349,000	0.07%

Note: The 7,700,000 shares are held by Outdoor Media China, Inc. ("OMC"), a company incorporated in Western Samoa of Offshore Chambers. As at 30 June 2011, Mr. Han Zi Jing held approximately 98% of the issued share capital of Golden Profits Consultants Limited, which is the beneficial holder of 100% of the shares in OMC. The effective interest of Mr. Han in OMC is therefore 98%.

The interests of the directors in the share options of the Company are separately disclosed on pages 35 to 40.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES (continued)

B. Long Positions in the Shares of Clear Channel Outdoor Holdings, Inc. as 30 June 2011: (Note 1)

	Number of shares held, capacity and nature of interest: shares					
Name of director	Directly beneficially owned	Through spouse or minor children	Through controlled corporation	Beneficiary of a trust	Total	% of issued share capital
William Eccleshare	7,507	–	–	–	7,507	0.002
Jonathan Bevan	14,358	–	–	–	14,358	0.004
Mark Thewlis	10,708	–	–	–	10,708	0.003

1. Clear Channel Outdoor Holdings, Inc. is an indirect holding company of the Company.

C. Right to Acquire Shares in Clear Channel Outdoor Holdings, Inc. as at 30 June 2011:

Name of director	Date of grant	Number of outstanding options as at 30 June 2011	Option period	Subscription price per share of Clear Channel Outdoor Holdings, Inc.
William Eccleshare	10/09/2009	20,000	10/09/2010 – 10/09/2019	US$7.02
	10/09/2009	20,000	10/09/2011 – 10/09/2019	US$7.02
	10/09/2009	7,680	10/09/2010 – 10/09/2019	US$7.02
	10/09/2009	7,680	10/09/2011 – 10/09/2019	US$7.02
	10/09/2009	15,361	10/09/2011 – 10/09/2019	US$7.02
	10/09/2009	7,680	10/09/2012 – 10/09/2019	US$7.02
	10/09/2009	15,360	10/09/2012 – 10/09/2019	US$7.02
	10/09/2009	7,681	10/09/2013 – 10/09/2019	US$7.02
	10/09/2009	15,361	10/09/2013 – 10/09/2019	US$7.02
	24/02/2010	15,523	24/02/2011 – 24/02/2020	US$9.57
	24/02/2010	15,524	24/02/2012 – 24/02/2020	US$9.57
	24/02/2010	15,523	24/02/2013 – 24/02/2020	US$9.57
	24/02/2010	15,524	24/02/2014 – 24/02/2020	US$9.57
	10/09/2010	15,895	10/09/2011 – 10/09/2020	US$10.40
	10/09/2010	15,896	10/09/2012 – 10/09/2020	US$10.40
	10/09/2010	15,895	10/09/2013 – 10/09/2020	US$10.40
	10/09/2010	15,897	10/09/2014 – 10/09/2020	US$10.40
	13/12/2010	5,120	10/09/2011 – 13/12/2020	US$13.75
	13/12/2010	5,120	10/09/2012 – 13/12/2020	US$13.75
	13/12/2010	5,120	10/09/2013 – 13/12/2020	US$13.75
	21/02/2011	22,500	21/02/2012 – 21/02/2021	US$15.06
	21/02/2011	22,500	21/02/2013 – 21/02/2021	US$15.06
	21/02/2011	22,500	21/02/2014 – 21/02/2021	US$15.06
	21/02/2011	22,500	21/02/2015 – 21/02/2021	US$15.06

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES (continued)

C. Right to Acquire Shares in Clear Channel Outdoor Holdings, Inc. as at 30 June 2011: (continued)

Name of director	Date of grant	Number of outstanding options as at 30 June 2011	Option period	Subscription price per share of Clear Channel Outdoor Holdings, Inc.
Jonathan Bevan	11/11/2005	3,293	12/01/2008 – 12/01/2012	US$17.89
	11/11/2005	3,294	12/01/2009 – 12/01/2012	US$17.89
	11/11/2005	6,588	12/01/2010 – 12/01/2012	US$17.89
	13/02/2006	3,125	13/02/2009 – 13/02/2013	US$19.85
	13/02/2006	3,125	13/02/2010 – 13/02/2013	US$19.85
	13/02/2006	6,250	13/02/2011 – 13/02/2013	US$19.85
	23/05/2007	6,625	23/05/2008 – 23/05/2017	US$29.03
	23/05/2007	6,625	23/05/2009 – 23/05/2017	US$29.03
	23/05/2007	6,625	23/05/2010 – 23/05/2017	US$29.03
	23/05/2007	6,625	23/05/2011 – 23/05/2017	US$29.03
	16/05/2008	13,750	16/05/2009 – 16/05/2018	US$20.64
	16/05/2008	13,750	16/05/2010 – 16/05/2018	US$20.64
	16/05/2008	13,750	16/05/2011 – 16/05/2018	US$20.64
	16/05/2008	13,750	16/05/2012 – 16/05/2018	US$20.64
	06/02/2009	15,480	06/02/2010 – 06/02/2019	US$5.28
	06/02/2009	15,480	06/02/2011 – 06/02/2019	US$5.28
	06/02/2009	15,480	06/02/2012 – 06/02/2019	US$5.28
	06/02/2009	15,481	06/02/2013 – 06/02/2019	US$5.28
	24/02/2010	15,863	24/02/2011 – 24/02/2020	US$9.57
	24/02/2010	15,863	24/02/2012 – 24/02/2020	US$9.57
	24/02/2010	15,863	24/02/2013 – 24/02/2020	US$9.57
	24/02/2010	15,862	24/02/2014 – 24/02/2020	US$9.57
	21/02/2011	16,000	21/02/2012 – 21/02/2021	US$15.06
	21/02/2011	16,000	21/02/2013 – 21/02/2021	US$15.06
	21/02/2011	16,000	21/02/2014 – 21/02/2021	US$15.06
	21/02/2011	16,000	21/02/2015 – 21/02/2021	US$15.06

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES (continued)

C. Right to Acquire Shares in Clear Channel Outdoor Holdings, Inc. as at 30 June 2011: (continued)

Name of director	Date of grant	Number of outstanding options as at 30 June 2011	Option period	Subscription price per share of Clear Channel Outdoor Holdings, Inc.
Mark Thewlis	13/02/2006	6,250	13/02/2009 – 13/02/2013	US$19.85
	13/02/2006	6,250	13/02/2010 – 13/02/2013	US$19.85
	13/02/2006	12,500	13/02/2011 – 13/02/2013	US$19.85
	23/05/2007	6,625	23/05/2008 – 23/05/2017	US$29.03
	23/05/2007	6,625	23/05/2009 – 23/05/2017	US$29.03
	23/05/2007	6,625	23/05/2010 – 23/05/2017	US$29.03
	23/05/2007	6,625	23/05/2011 – 23/05/2017	US$29.03
	16/05/2008	13,250	16/05/2009 – 16/05/2018	US$20.64
	16/05/2008	13,250	16/05/2010 – 16/05/2018	US$20.64
	16/05/2008	13,250	16/05/2011 – 16/05/2018	US$20.64
	16/05/2008	13,250	16/05/2012 – 16/05/2018	US$20.64
	06/02/2009	11,610	06/02/2010 – 06/02/2019	US$5.28
	06/02/2009	11,610	06/02/2011 – 06/02/2019	US$5.28
	06/02/2009	11,610	06/02/2012 – 06/02/2019	US$5.28
	06/02/2009	11,611	06/02/2013 – 06/02/2019	US$5.28
	24/02/2010	11,897	24/02/2011 – 24/02/2020	US$9.57
	24/02/2010	11,897	24/02/2012 – 24/02/2020	US$9.57
	24/02/2010	11,897	24/02/2013 – 24/02/2020	US$9.57
	24/02/2010	11,897	24/02/2014 – 24/02/2020	US$9.57
	21/02/2011	13,750	21/02/2012 – 21/02/2021	US$15.06
	21/02/2011	13,750	21/02/2013 – 21/02/2021	US$15.06
	21/02/2011	13,750	21/02/2014 – 21/02/2021	US$15.06
	21/02/2011	13,750	21/02/2015 – 21/02/2021	US$15.06
Teo Hong Kiong	11/11/2005	2,500	11/11/2010 – 11/11/2015	US$18.00

Save as disclosed above, none of the directors or the chief executive had registered an interest or short position in the shares, underlying shares of the Company or any of its associated corporations that was required to be recorded pursuant to Section 352 of the SFO, or as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code.

DIRECTORS' RIGHTS TO ACQUIRE SHARES

Apart from as disclosed under the headings "Directors' and Chief Executive's Interests and Short Positions in Shares and Underlying Shares" above and "Share Option Schemes" below, at no time during the six months ended 30 June 2011 were rights to acquire benefits by means of the acquisition of shares in the Company granted to any director, or his or her respective spouse or minor children, or were any such rights exercised by them; or was the Company, or any of its holding companies, subsidiaries or fellow subsidiaries, a party to any arrangement to enable the directors to acquire such rights in any other body corporate.

SHARE OPTION SCHEMES

Prior to 28 November 2008, the Company operated, among others, a share option scheme (the "Old Scheme") for the purpose of providing incentives and rewards to eligible participants who contributed to the Group's operations. The Old Scheme became effective on 28 November 2001 and expired on 28 November 2008, after then no further options had been granted under the Old Scheme. Options which were granted during the life of the Old Scheme shall continue to be exercisable in accordance with their terms of issue.

At the annual general meeting of the Company on 13 May 2009, an ordinary resolution was passed to approve and adopt a new share option scheme (the "New Scheme"). The purpose of the New Scheme is to enable the Company to grant options to eligible participants of the Company or any subsidiaries of the Company, as determined by the board of directors in recognition of their contributions to the Group. Under the New Scheme, the directors may, at their discretion, offer to grant options to any employees, directors or consultants of any company in the Group. The New Scheme became effective on 19 May 2009 and, unless otherwise cancelled or amended, will remain in force for 10 years from that date.

The total number of shares which may be issued upon exercise of all options to be granted under the New Scheme shall be subject to a maximum limit of 10% of the shares in issue as at 13 May 2009 (excluding shares which may be issued upon exercise of options granted under the Old Scheme, whether such options are exercised, outstanding, cancelled or lapsed), unless the Company obtains an approval from shareholders in a general meeting to refresh such 10% limit in accordance with the Listing Rules. Options lapsed in accordance with the terms of the New Scheme will not be counted for the purpose of calculating such 10% limit. The limit on the number of shares which may be issued upon exercise of all outstanding options granted and yet to be exercised under the New Scheme and any other share option schemes of the Company and/or any of its subsidiaries must not exceed 30% of the shares of the Company in issue from time to time, and no options may be granted under the New Scheme or any other share option schemes of the Company and/or any of its subsidiaries if that will result in such 30% limit being exceeded.

No option may be granted to any person such that the total number of shares issued and to be issued upon the exercise of options granted and to be granted to such person in any 12-month period up to the date of the latest grant exceeds 1% of the issued share capital of the Company from time to time.

An option may be exercised in accordance with the respective terms of the New Scheme or Old Scheme at any time during the option period. The option period was determined by the board of directors and communicated to each grantee. The board of directors may provide restrictions on the period during which the options may be exercised. There are no performance targets which must be achieved before any of the options can be exercised except for the share options granted on 29 June 2007. Share options granted on 29 June 2007 (the "2007 Options") would not become vested unless the Company has achieved an average annual earnings per share growth of 5% each year in the first three full financial years after the grant date. As the vesting condition has not been met, the share option expenses of the 2007 Options recognised in previous years amounting to HK$20 million were reversed in 2010.

The subscription price for the Company's shares under the New Scheme and the Old Scheme would be a price determined by the board of directors and notified to each grantee. The subscription price would be the highest of: (i) the nominal value of a share; (ii) the closing price of the shares as stated in the Stock Exchange's daily quotation sheet on the date of grant, which must be a business day; and (iii) the average closing price of the shares as stated in the Stock Exchange's daily quotation sheets for the five business days immediately preceding the date of grant. An option shall be deemed to have been granted and accepted by an eligible participant (as defined in the respective schemes) and to have taken effect when the acceptance form as described in the respective schemes is completed, signed and returned by the grantee with a remittance in favour of the Company of HK$1.00 by way of consideration for the grant.

As at 30 June 2011, the aggregate number of shares issuable under share options granted under both the New Scheme and the Old Scheme was 19,750,000, which represented approximately 3.73% of the Company's shares in issue as at that date. The exercise in full of the outstanding share options would, under the present capital structure of the Company, result in the issue of 19,750,000 additional ordinary shares of HK$0.10 each in the Company and proceeds, before relevant share issue expenses, of approximately HK$90,457,500.

The maximum number of shares issuable under share options which may be granted to each eligible participant under the New Scheme within any 12-month period up to the date of the latest grant is limited to 1% of the shares of the Company in issue at any time. Any further grant of share options in excess of this limit is subject to shareholders' approval in a general meeting.

The share options granted and outstanding under the New Scheme and Old Scheme for a consideration of HK$1.00 per grant are set out below:

		Number of share options									Price of the Company's shares ***		
Name or category of participant	Type of share option scheme	At the beginning of the period	Granted during the period	Exercised during the period	Expired during the period	Forfeited during the period	At the end of the period	Date of grant of share options*	Exercise period	Exercise price per share** HK$	At grant date of options HK$	Immediately before the exercise date HK$	At exercise date of options HK$
Director													
Han Zi Jing	The Old Scheme	1,500,000	–	–	–	–	1,500,000	29/06/2007	30/06/2010 to 29/06/2014	8.53	8.50	–	–
	The New Scheme	866,666	–	–	–	–	866,666	20/05/2009	21/05/2012 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	866,666	–	–	–	–	866,666	20/05/2009	21/05/2013 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	866,668	–	–	–	–	866,668	20/05/2009	21/05/2014 to 20/05/2016	2.73	2.73	–	–
		4,100,000	–	–	–	–	4,100,000						
Teo Hong Kiong	The Old Scheme	800,000	–	–	–	–	800,000	29/06/2007	30/06/2010 to 29/06/2014	8.53	8.50	–	–
	The New Scheme	500,000	–	–	–	–	500,000	20/05/2009	21/05/2012 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	500,000	–	–	–	–	500,000	20/05/2009	21/05/2013 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	500,000	–	–	–	–	500,000	20/05/2009	21/05/2014 to 20/05/2016	2.73	2.73	–	–
		2,300,000	–	–	–	–	2,300,000						

Name or category of participant	Type of share option scheme	Number of share options: At the beginning of the period	Granted during the period	Exercised during the period	Expired during the period	Forfeited during the period	At the end of the period	Date of grant of share options*	Exercise period	Exercise price per share** HK$	Price of the Company's shares ***: At grant date of options HK$	Immediately before the exercise date HK$	At exercise date of options HK$
Zhang Huai Jun	The Old Scheme	800,000	–	–	–	–	800,000	29/06/2007	30/06/2010 to 29/06/2014	8.53	8.50	–	–
	The New Scheme	533,333	–	–	–	–	533,333	20/05/2009	21/05/2012 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	533,333	–	–	–	–	533,333	20/05/2009	21/05/2013 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	533,334	–	–	–	–	533,334	20/05/2009	21/05/2014 to 20/05/2016	2.73	2.73	–	–
		2,400,000	–	–	–	–	2,400,000						
Zou Nan Feng	The Old Scheme	400,000	–	–	–	–	400,000	29/06/2007	30/06/2010 to 29/06/2014	8.53	8.50	–	–
	The New Scheme	400,000	–	–	–	–	400,000	20/05/2009	21/05/2012 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	400,000	–	–	–	–	400,000	20/05/2009	21/05/2013 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	400,000	–	–	–	–	400,000	20/05/2009	21/05/2014 to 20/05/2016	2.73	2.73	–	–
		1,600,000	–	–	–	–	1,600,000						

Name or category of participant	Type of share option scheme	Number of share options: At the beginning of the period	Granted during the period	Exercised during the period	Expired during the period	Forfeited during the period	At the end of the period	Date of grant of share options*	Exercise period	Exercise price per share** HK$	Price of the Company's shares ***: At grant date of options HK$	Immediately before the exercise date HK$	At exercise date of options HK$
Others													
Members of senior management and other employees of the Group	The Old Scheme	3,000,000	–	–	–	(200,000)	2,800,000	29/06/2007	30/06/2010 to 29/06/2014	8.53	8.50	–	–
	The New Scheme	2,366,666	–	–	–	(183,333)	2,183,333	20/05/2009	21/05/2012 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	2,366,666	–	–	–	(183,333)	2,183,333	20/05/2009	21/05/2013 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	2,366,668	–	–	–	(183,334)	2,183,334	20/05/2009	21/05/2014 to 20/05/2016	2.73	2.73	–	–
		10,100,000	–	–	–	(750,000)	9,350,000						
In aggregate	The Old Scheme	6,500,000	–	–	–	(200,000)	6,300,000	29/06/2007	30/06/2010 to 29/06/2014	8.53	8.50	–	–
	The New Scheme	4,666,665	–	–	–	(183,333)	4,483,332	20/05/2009	21/05/2012 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	4,666,665	–	–	–	(183,333)	4,483,332	20/05/2009	21/05/2013 to 20/05/2016	2.73	2.73	–	–
	The New Scheme	4,666,670	–	–	–	(183,334)	4,483,336	20/05/2009	21/05/2014 to 20/05/2016	2.73	2.73	–	–
		20,500,000	–	–	–	(750,000)	19,750,000						

* The vesting period of the share options is from the date of grant until the commencement of the exercise period except for the 2007 Options which will not become vested until the end of the third year after the grant date unless the Company achieved an average annual earnings per share growth of 5% each year for the first three full financial years after the grant date. As the vesting condition has not been met, the share option expenses of the 2007 Options recognised in previous years amounting to HK$20 million were reversed in 2010.

** The exercise price of the share options is subject to adjustment in the case of rights or bonus issues, or other similar changes in the Company's share capital.

*** The price of the Company's shares disclosed as at the date of the grant of the share options is the Stock Exchange closing price on the trading day immediately prior to the date of the grant of the options. The price of the Company's shares disclosed as at the date of the exercise of the share options is the weighted average of the Stock Exchange closing prices over all of the exercises of options within the disclosure line.

During the six months ended 30 June 2011, no share options were granted by the Company.

Apart from the foregoing, at no time during the six months ended 30 June 2011 was the Company, or any of its subsidiaries, a party to any arrangement to enable the directors or any of their respective spouse or minor children to acquire benefits by means of the acquisition of shares in or debentures of the Company or any other body corporate.

SUBSTANTIAL SHAREHOLDERS' AND OTHER PERSONS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES

As at 30 June 2011, the following interests and short positions of 5% or more in the issued share capital and share options of the Company were recorded in the register of interests required to be kept by the Company pursuant to Section 336 of the SFO:

Long Positions:

Name	Note	**Number of shares held**	**Percentage of the Company's issued share capital**
Clear Channel KNR Neth Antilles NV	1	271,579,500	51.34%
International Value Advisers, LLC	2	101,559,770	19.20%

Notes:

1. As at 30 June 2011, Clear Channel KNR Neth Antilles NV was an indirect non-wholly owned subsidiary of CC Media, in which one-third or more of the voting was indirectly held by each of Bain Capital Investors, LLC and Thomas H Lee Advisors LLC. Each of the intermediate holding companies of Clear Channel KNR Neth Antilles NV notified the Stock Exchange that as at 31 July 2008, 271,579,500 shares were held by them in the capacity as corporation controlled by the substantial shareholder.

2. International Value Advisers, LLC notified the Stock Exchange that as at 11 May 2011, 101,559,770 shares were held by it. Subsequent to 30 June 2011, International Value Advisers, LLC notified the Stock Exchange that as at 17 July 2011, 105,851,770 shares were held by it.

FACTSHEET AT A GLANCE

Listing:	Main Board of The Stock Exchange of Hong Kong Limited
Listing Date:	19 December 2001
Ordinary Shares:	
• Shares in issue as at 30 June 2011	529,000,500 shares
Nominal Value:	HK$0.10 per share
Market Capitalization:	
• as at HK$4.21 per share *(based on closing price on 30 June 2011)*	HK$2,227 million (approximately US$286 million)
Stock Code:	
• Hong Kong Stock Exchange	100
• Reuters	0100.HK
• Bloomberg	100 HK
Financial Year End:	31 December
Business Area:	Outdoor Media

DIRECTORS:

Jingsheng Huang *(Non-Executive Chairman of the Board)*
Han Zi Jing *(Executive Director and Chief Executive Officer)*
Teo Hong Kiong *(Executive Director and Chief Financial Officer)*
Zhang Huai Jun *(Executive Director and Chief Operating Officer)*
William Eccleshare *(Non-Executive Director)*
Peter Cosgrove *(Non-Executive Director)*
Jonathan Bevan *(Non-Executive Director)*
Mark Thewlis *(Non-Executive Director)*
Han Zi Dian *(Non-Executive Director)*
Desmond Murray *(Independent Non-Executive Director)*
Leonie Ki Man Fung *(Independent Non-Executive Director)*
Wang Shou Zhi *(Independent Non-Executive Director)*
Zou Nan Feng *(Alternate Director to Zhang Huai Jun and Han Zi Dian)*

Company Secretary:	Jeffrey Yip
Head Office:	16th Floor, Sunning Plaza 10 Hysan Avenue Causeway Bay Hong Kong
Registered Office:	Clarendon House 2 Church Street Hamilton HM 11 Bermuda
Legal Advisors:	*Hong Kong and United States Law* Freshfields Bruckhaus Deringer *PRC Law* King & Wood PRC Lawyers *Bermuda Law* Conyers Dill & Pearman
Auditors:	Ernst & Young
Principal Bankers:	Shanghai Pudong Development Bank HSBC

PRINCIPAL SHARE REGISTRAR:
Butterfield Corporate Services Limited
11 Rosebank Centre
Bermudiana Road
Hamilton Bermuda

HONG KONG SHARE REGISTRAR:
Tricor Tengis Limited
26/F Tesbury Centre
28 Queen's Road East
Hong Kong

AUTHORISED REPRESENTATIVES:
Teo Hong Kiong
Jeffrey Yip

INVESTOR RELATIONS CONTACT:
Jeffrey Yip

PR CONSULTANT:
iPR Ogilvy Ltd.

CORPORATE WEBSITES:
www.clear-media.net
www.irasia.com/listco/hk/clearmedia