

SHAREHOLDERS' FAQs

What does Clear Media do?

We provide world-class bus shelters for local governments. In return, we receive 10-15 year concession rights to sell the advertising space to leading international and local advertisers from which we retain all income.

Clear Media is the biggest player in the most dynamic segment of the outdoor industry in China. Our unique, standardized bus shelter network covers 29 key cities and reaches the most affluent consumers in China.

As a high-growth and high-return company, our proven business model has delivered a solid track record of four consecutive years of profitable growth, which enabled us to become the first China-focused outdoor media company to be listed on the Main Board of the Hong Kong Stock Exchange.

Why focus on bus shelter advertising?

We focus on bus shelters because it offers value to all stakeholders, including a sustainable high return on investment.

With the highly fragmented media sector in China, outdoor advertising has become a compelling cost-effective alternative for advertisers. Bus shelters are particularly attractive because they are “always on” for pedestrians, bicyclists, motorists and vehicle passengers. Having developed a standardized and consistently profitable bus shelter network, Clear Media has a solid foundation to grow in both breadth and depth in this dynamic industry.

What are your key competitive edges?

We have brought together the global expertise of Clear Channel and the local knowledge of White Horse. Clear Channel, listed on the New York Stock Exchange, is the world's largest outdoor media and entertainment company which operates in over 60 countries.

Our key competitive edge is our ability to leverage the best from our global and local partners. Our leadership talents are proven professionals in the media advertising industry. Our standardized network spans 29 most affluent cities, offering advertisers the convenience and efficiency of a one-stop shop. We bring sustainable value to everyone – governments, shareholders, advertisers, employees, and the public.

What are your competitors' barriers of entry?

The outdoor advertising market in China is fragmented and complex. Our first mover advantage has secured a supply of long-term contracts from entities authorized by local governmental agencies. We have created strong demand from leading international and local advertisers. Our standardized network of the best locations in 29 key cities is a direct result of our solid relationships, industry reputation and proven track record in the marketplace. The quality of our maintenance ensure long "shelf life" for our network which facilitates further expansion opportunities uniquely available to Clear Media. All these significant barriers to entry make it extremely difficult for any global or local competitors to duplicate our network in the foreseeable future.

What is the competitive playing field like?

No single player has more than a 5% market share nationwide in the outdoor market. This presents a major opportunity for consolidation.

Clear Media is the undisputed leader in the bus shelter segment, with over 12,000 panels in 29 key cities and 50+% market share in the largest cities. With four consecutive years of profitable track record, we have a solid foundation to continue our organic growth and aggressive acquisitions to consolidate this dynamic industry.

How do you sustain profitable growth?

Our four consecutive years of profitable growth is a direct result of our ability to leverage local knowledge with international expertise. We will accelerate our two-pronged strategy of organic growth and aggressive acquisitions.

Reinforcing our leadership position in tier-one cities, we are expanding our sales network into tier-two cities to better serve our international, regional and local advertisers. To complement our core products, we have launched our point-of-sale advertising network to tap the below-the-line ad budget to facilitate our advertisers' integrated marketing campaigns.

What are the implications of the WTO?

China's accession to the WTO will increase the pace of modernization and consumerization, fuelling the need for a world-class outdoor media network. Clear Media is ready, willing and able to take full advantage of this growth opportunity.

In addition to our current well-balanced portfolio of leading advertisers, we look forward to welcoming advertisers originating from "incremental" business from WTO-related industries such as entertainment, leisure and financial services.

What is your long-term goal?

To be the largest and most successful outdoor media company in China.