





# Strengthening our partnerships

Key partnerships are critical to maintaining our leading status in the public transport industry



## Overview and Strategies

TIH's reputation as one of the world's top providers of public transport has continued to grow. Statistics show that we keep on attaining higher efficiency levels. Our safety and mechanical records reflect our world-class operating standards. At the same time, we continue to focus on innovation. We work closely with our bus suppliers and engine manufacturers to seek operational improvements without compromising our stringent environmental standards and safety codes. As a result, our customers are experiencing smoother and safer bus rides. Our bus fleet is constantly being upgraded both in respect of engine performance and in terms of bus saloon design. With these upgrades, we are able to achieve higher environmental protection standards and improve passenger comfort.

All of the above reflects TIH's business and operational philosophy. It is based on offering quality service and value for money to our customers. We continue to review our service frequency, and the number of buses and ferries to be deployed in the light of actual travel demand. When and where necessary, we strengthen or rationalise our operations — be they franchised public bus or non-franchised transport services. These strategies are constantly reviewed internally for cost effectiveness and operational excellence.

|   |   |   |
|---|---|---|
| 1 | 2 | 4 |
|   | 3 | 5 |

- 1 Franchised public buses of The Kowloon Motor Bus Company (1933) Limited
- 2 Non-franchised bus of Sun Bus Limited
- 3 Ferry of Park Island Transport Company Limited
- 4 Media production of RoadShow Holdings Limited
- 5 "Manhattan Hill" of Lai Chi Kok Properties Investment Limited

## Franchised Public Bus Operations

- The Kowloon Motor Bus Company (1933) Limited
- Long Win Bus Company Limited



## The Kowloon Motor Bus Company (1933) Limited (“KMB”)

KMB operates extensive bus services covering Kowloon, the New Territories and Hong Kong Island. It currently employs some 12,000 staff and owns a fleet of more than 4,000 buses serving about 2.7 million passenger trips a day on around 400 routes.

### Aiming for Excellence

The service philosophy underpinning KMB's operations focuses on safety, comfort and convenience of passengers. Its operational efficiency is based on innovation and the ongoing improvement of all aspects of KMB's operations. KMB has been operating in Hong Kong for over 72 years. It has in-depth understanding of the local public transport market. Being the flagship of TIH, KMB has a reputation as one of the world's best public transport operators.

KMB adapts and designs its operations to suit Hong Kong's market conditions and service requirements. Most of its buses are air-conditioned double-deckers. The latest generation buses feature straight staircases for easier access to the upper deck. Surveys undertaken over the years show that passengers recognise these innovations which have enhanced the quality, reliability and excellent value for money of KMB's services.

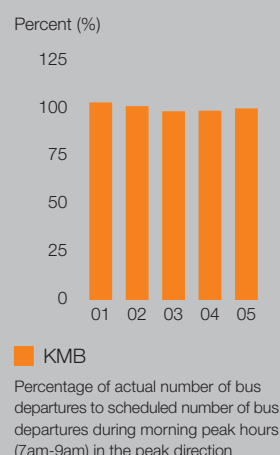
KMB was ISO 9001:1994 certified on an organisation-wide basis in 1999. The upgrade audits for ISO 9001:2000 certificates over the last few years have reconfirmed the quality of KMB's management systems at the headquarters level, within the traffic department and depots, and at the overhaul centre and bus body construction depot. A similar approach to quality management is reflected in the ISO 14001:1996 Environmental Management System certification awarded to the depots at Lai Chi Kok and Sha Tin, demonstrating KMB's commitment to high standards of environmental protection. We believe that KMB is the only public bus company in Hong Kong accredited with ISO 9001 and ISO 14001 certifications.

### Performance Assurance

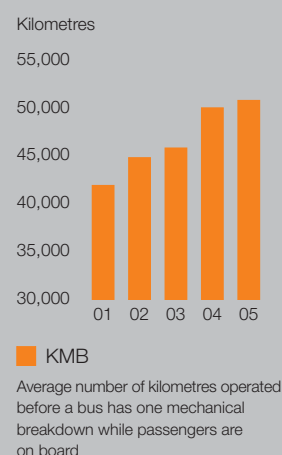
Performance statistics are key benchmarks of operational standards across all TIH companies. KMB's statistics show that for the 12 months ended 31 December 2005,

the fleet achieved 50,857:1 on mechanical reliability against a target of 45,000:1. For the same period, the operational capability achieved by KMB was 99.8% against a target of 100%. Mechanical reliability is defined as the average number of kilometres a bus operates before it experiences one mechanical breakdown on the road with passengers on board. Operational capability is the ratio of actual to scheduled departures in the peak direction during the peak operational hours of 7:00 a.m. to 9:00 a.m. across the entire bus network.

#### Operational capability



#### Mechanical reliability



### Depots

We have continued to improve productivity at our depots. Currently, KMB's four permanent depots offer routine maintenance and repair services for its entire fleet. In addition, there are 12 satellite depots which provide bus parking spaces and minor maintenance services, a bus body construction depot for the assembly of new buses and a centre for the major overhaul of buses.



The skyline of Hong Kong Island forms a splendid backdrop to KMB's Star Ferry Bus Terminus at Tsim Sha Tsui

## Our Depot Network Serving KMB and LWB Buses:

| Depot                                   | Areas served/<br>purpose of depot | Gross floor area<br>(square metres) | Number of<br>buses served at<br>31 December 2005 | Year in which<br>operations<br>commenced |
|---|-----------------------------------|-------------------------------------|--|--|
| <b>KMB depots:</b>                      |                                   |                                     |  |  |
| Kowloon Bay Depot*                      | East Kowloon                      | 71,379                              | 1,131  | 1990                                     |
| Sha Tin Depot*                          | East New Territories              | 66,915                              | 734  | 1988                                     |
| New Lai Chi Kok Depot*                  | South and West Kowloon            | 60,311                              | 876  | 2002                                     |
| Tuen Mun Depot*                         | North and West New Territories    | 13,844                              | 1,288  | 1979                                     |
| Tuen Mun Overhaul Centre                | Bus overhaul                      | 35,401                              |  | 1983                                     |
| Tuen Mun Bus Body<br>Construction Depot | Bus body construction             | 9,843                               | (note 1)   | 1978                                     |
| <b>LWB depot:</b>                       |                                   |                                     |  |  |
| Siu Ho Wan Depot                        | Lantau Island                     | 7,660                               | 148  | 1998                                     |
| <b>Total</b>                            |                                   | <b>265,353</b>                      | <b>4,177</b>                                     |  |

Notes: 1 The Bus Body Construction Depot provides facilities for building new buses.

2 KMB also operates 12 temporary depots in various locations in Hong Kong for bus parking purpose at the end of 2005.

\* KMB's permanent depots for routine bus maintenance and repair services

# Serving with passion Aiming for prosperity

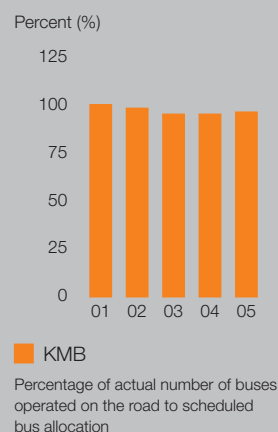


## Fleet Upgrades

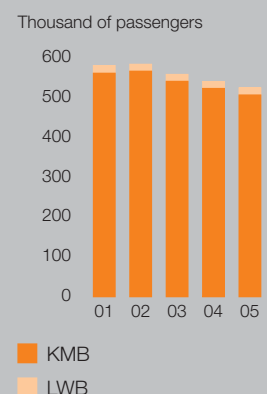
Fleet upgrades are an ongoing operational priority for service improvement. In 2005, KMB continued to purchase the latest generation super-low floor double-deck buses which have straight rather than the traditional spiral staircases. Ease of access to the upper deck is improved with this design feature. These new buses are also equipped with wheelchair access and have wider bodies which improve accessibility for passengers with disabilities.

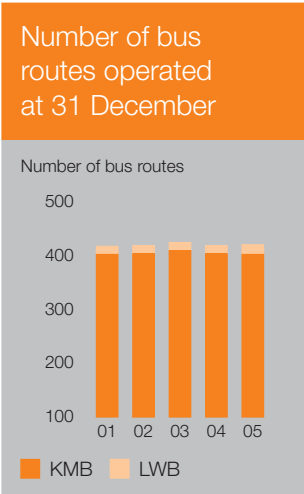
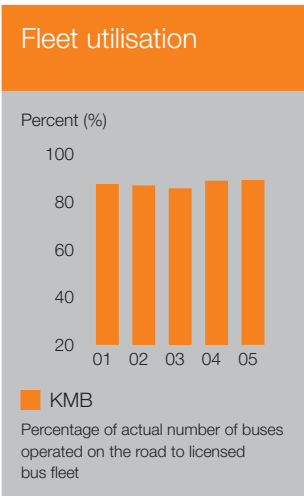
The number of air-conditioned buses deployed by KMB increased from 3,625 at the beginning of the year to 3,650 at the year-end. The latter figure comprised 3,494 double-deck and 156 single-deck buses. At the end of 2005, 90.6% of KMB's bus fleet was air-conditioned. KMB expects to take delivery of another 147 super-low floor air-conditioned double-deck buses in 2006.

## Achievement of schedule



## Total fleet capacity at 31 December





| KMB's bus fleet      | Air-conditioned double-deck buses | Air-conditioned single-deck buses | Non air-conditioned double-deck buses | Total number of buses |
|----------------------|-----------------------------------|-----------------------------------|---------------------------------------|-----------------------|
| At 1 Jan 2005        | 3,450                             | 175                               | 525                                   | 4,150                 |
| Addition during year | 47                                | –                                 | –                                     | 47                    |
| Disposal during year | (3)                               | (19)                              | (146)                                 | (168)                 |
| At 31 Dec 2005       | 3,494                             | 156                               | 379                                   | 4,029                 |

Bus Tracking Capability

Our development of a bus tracking system for providing real-time bus location information has continued. Such system involves complex technologies, including global positioning satellite systems. Testing and evaluation continued over the past year with a view to identifying an integrated tracking and communication system that will enable us to locate buses on our network at any time accurately and cost effectively.

Electronic Tachograph

The electronic tachograph (commonly known as the “black box”), which records the speed of a bus as well as other operational information, is now standard equipment on all new KMB buses. This device monitors the driving performance of our bus captains and enhances safety for our passengers. By the end of 2005, 2,690 KMB buses were equipped with the electronic tachograph.

Bus Routes and Service Networks

Bus Routes

At the end of 2005, KMB operated 404 bus routes. Despite intensifying competition from the expanding railway networks within its service areas, KMB continues to develop new market niches. During the year, KMB launched five new routes. One of these was a special service between Diamond Hill and Hong Kong Science Park, whilst two other new routes were launched to serve the New Territories to meet overnight travel demands on the eve of Lunar New Year. Another two routes were introduced to provide cross-harbour services from Central (Ferry Piers) and Ocean Park to Mong Kok to cater for the festive demand arising from the Cheung Chau Bun Festival and Halloween respectively.







Automatic bus body washing systems keep the KMB fleet clean every day



KMB introduced the latest generation of buses to its fleet every year

## Bus Network Reorganisation

Careful strategic and fiscal planning has enabled KMB to better compete with the railways. Following the opening of the Kowloon Canton Railway Corporation ("KCRC") Ma On Shan Rail ("MOSR") in December 2004, KMB reorganised its bus network serving the Sha Tin, Ma On Shan and Sai Kung areas by cancelling some bus routes and making adjustments to the others. The resources that were saved as a result of the reorganisation were deployed to areas with increasing demand or eliminated through natural attrition.

A summary of the reorganisation is tabulated below:

|                              | Number of<br>bus routes<br>involved | Number of<br>buses<br>saved |
|------------------------------|-------------------------------------|-----------------------------|
| Cancellation/rationalisation | 4                                   | 17                          |
| Frequency adjustments        | 40                                  | 75                          |
| <b>Total</b>                 | <b>44</b>                           | <b>92</b>                   |

## Information Technology

Through extensive use of information technology, KMB has been able to closely monitor and effectively optimise operating performance. By the end of 2005, there were a total of 1,543 personal computers installed within all KMB facilities. These computers are inter-linked to 135 computer servers located at KMB headquarters via high-speed communication lines. There are some 40 software applications including in-house developed programs and proprietary software used for day-to-day operational and financial management. By constantly upgrading information technology systems, we improve cost controls, customer service as well as fleet and depot operations.

## Advanced Finance and Administration System

Our use of SAP e-Business Software has improved both financial and human resources management. Our company-wide electronic document management system has substantially reduced paper usage and the amount of time required for document distribution, filing and retrieval.

## Traffic Operations Management System

KMB's in-house developed Traffic Operations Management System ("TOMS") has improved the efficiency of our bus captain duty assignment and despatch process. With TOMS, our bus captains simply have to apply their personalised Octopus cards to a system reader to retrieve daily assignment information such as the route number, vehicle registration number, duty schedule and any ad hoc arrangement from the system when reporting for duty at our depots.

## Electronic Bus-stop Announcement System

For the convenience of passengers, we have extended the on-board electronic bus stop announcement system to 97% of KMB's bus fleet. This system delivers voice announcements and shows the name of the upcoming bus stop on light emitting diode ("LED") displays. KMB will have the system installed on its entire fleet by the end of 2006.

## Bus Service Information

KMB's Integrated Bus Service Information Display Systems ("IBSID Systems") are the foundation of information dissemination programmes. Three newly installed IBSID Systems were commissioned in 2005 at the Park Avenue, Leung King and University Station bus termini, bringing the total number of termini equipped with these systems to 22. Large LED or plasma display panels located at the termini provide information on bus route destinations, departure times and fares. Emergency messages such as major traffic disruptions can also be shown. The closed circuit television systems also enable monitoring of local traffic and operating conditions from both the termini and KMB headquarters.

The earlier generation of the IBSID Systems has been upgraded to incorporate an Electronic Terminus Management System ("ETMS") — another information management system developed in-house by KMB. The ETMS enables terminus supervisors to use personal data assistants ("PDAs") to record bus arrival and departure times and facilitates expedient information flow from termini to bus depots and relevant departments for faster operational decision-making. By the end of 2005, 38 termini were installed with this system.



LWB links Hong Kong International Airport, Tung Chung New Town and tourism developments on North Lantau Island

## Long Win Bus Company Limited (“LWB”)

LWB was established in 1996 to operate bus routes between the New Territories and Hong Kong International Airport and North Lantau Island. Today, LWB’s service area has expanded to include the newly opened Hong Kong Disneyland and the rapidly expanding developments near Hong Kong International Airport.

LWB links Hong Kong International Airport (the “Airport”), Tung Chung New Town and tourism developments on North Lantau Island with the New Territories. During the year, the market environment for LWB showed steady growth as a result of the continuous population intake at Tung Chung New Town and the recovery of travel demand to and from the Airport. LWB’s bus network grew over the past 12 months with the recent opening of Hong Kong Disneyland and AsiaWorld-Expo, a major convention and exhibition centre located near the Airport. Both facilities are expected to attract more visitors to Hong Kong and generate more patronage for LWB. In 2005, LWB introduced three recreational bus service routes running to and from Hong Kong Disneyland and extended one shuttle service route plying between Tung Chung MTR Station and AsiaWorld-Expo. With these new routes, LWB can further strengthen its foothold in the North Lantau area by providing a better, direct and preferred mode of transport to our passengers for their different demands.

Opportunities will also come up in line with the commencement of operations of the cable car system to Ngong Ping in the middle of 2006 together with a well-developed infrastructure and transport network which will boost the development of tourism. LWB should be benefited from the increase in people’s mobility to and from urban and rural areas. With its first recreational routes launched in 2005, LWB has been further exploring opportunities arising from the continuous development of North Lantau Island.

At the end of 2005, LWB employed 417 staff and operated 139 air-conditioned double-deck buses and nine air-conditioned single-deck buses across 18 routes. All LWB’s super-low floor double-deck buses are equipped with wheelchair access, electronic bus stop announcement system and Euro II or newer engines. By the end of 2005, about 94% of LWB’s buses were installed with electronic tachographs which record the speed of a bus as well as other operational information. LWB will take delivery of more super-low floor double-deck buses over the coming years to further strengthen its service levels for the travelling public.

| LWB’s bus fleet      | Air-conditioned double-deck buses | Air-conditioned single-deck buses | Total number of buses |
|----------------------|-----------------------------------|-----------------------------------|-----------------------|
| At 1 Jan 2005        | 136                               | 9                                 | <b>145</b>            |
| Addition during year | 3                                 | –                                 | <b>3</b>              |
| At 31 Dec 2005       | 139                               | 9                                 | <b>148</b>            |

For the year ended 31 December 2005, LWB’s buses achieved 52,507:1 on mechanical reliability and 101.74% on operational capability. Mechanical reliability is defined as the average number of kilometres a bus operates before it experiences one mechanical breakdown on the road with passengers on board. Operational capability is the ratio of actual to scheduled departures in the peak direction during the peak operational hours of 7:00 a.m. to 9:00 a.m. across the entire bus network. Our goal is to ensure the highest standards of safety and reliability are applied across our fleet.

The depot at Siu Ho Wan provides support services to LWB buses such as daily maintenance, refuelling, bus washing and fleet parking. It is also equipped with a waste water treatment system, which serves to ensure waste water quality complies with the statutory requirements before the water is discharged into the public drainage system.



## Non-franchised Transport Operations

- Sun Bus Holdings Limited and its subsidiaries
- Park Island Transport Company Limited
- New Hong Kong Bus Company Limited



## Sun Bus Holdings Limited and its subsidiaries (the “SBH Group”)

In Hong Kong, the SBH Group provides prestige premium services for customers seeking high quality transportation, and general services for customers wanting high value for money.

The SBH Group is a major operator in Hong Kong’s competitive non-franchised bus industry. Currently, it comprises eight business units, with Sun Bus Limited being the flagship, and provides a range of bus services tailored to specific niche markets. Its fleet serves large residential estates, shopping malls, major employers, local travel agents and schools, as well as the general public through chartered hire services.

At the end of 2005, the SBH Group had a fleet of 249 buses, an increase of 19 buses compared with the previous year end. The SBH Group has continued to move into new business segments such as the tourism sector. By working closely with major travel agencies, the SBH Group has repositioned itself to benefit from opportunities associated with the newly opened Hong Kong Disneyland and the growing inbound tourism market, particularly tour groups travelling from the Mainland of China. During the year, the SBH Group was awarded a new contract to transport hotel guests and the entertainment conglomerate’s cast members between Hong Kong Disneyland, Hong Kong Disneyland Hotel, Disney’s Hollywood Hotel, Inspiration Lake and the Public Transport Interchange at Sunny Bay. The SBH Group has designated a fleet of 24 themed-coaches specifically for this service in Hong Kong Disneyland.



PITC provides bus and ferry links to Ma Wan Island



SBH Group serves various types of customers

## Park Island Transport Company Limited (“PITC”)

PITC, which operates shuttle bus and ferry services for Park Island on Ma Wan Island, has become an indirect wholly-owned subsidiary (previously a 65% owned subsidiary) of TIH since 13 December 2005.

In line with our business diversification strategy and to strengthen our role in the provision of bus and ferry services to Ma Wan Island, the Group acquired the remaining 35% equity interest in PITC from the former minority shareholder of PITC on 13 December 2005.

PITC has been operating shuttle bus and ferry services for Park Island, a prestigious residential development on Ma Wan Island, since December 2002. It operates a ferry fleet of four 38-metre 412-seat catamarans, one 28-metre 403-seat catamaran and two 26-metre 223-seat catamarans, as well as an air-conditioned bus fleet of 11 super-low floor single-deck buses, three diesel-electric hybrid super-low floor single-deck buses and one 28-seat mini-bus to serve the residents and visitors of Park Island.

Currently, PITC operates two ferry routes between Ma Wan and Central and between Ma Wan and the Tsuen Wan Public Pier. The bus services are operated 24 hours



NHKB continues to record increasing patronage





a day between Ma Wan (Tung Wan Bus Terminus) and Tsing Yi Airport Railway Station, and between Ma Wan (Tung Wan Bus Terminus) and Kwai Fong. With the continuous population growth on Ma Wan Island, PITC will closely monitor the travel demand and adjust its operational resources as appropriate.

## New Hong Kong Bus Company Limited (“NHKB”)

NHKB jointly operates the cross-boundary shuttle bus service, known as the Huang Bus service, with its Shenzhen counterpart, serving regular commuters and holiday travellers between Lok Ma Chau in Hong Kong and Huanggang in Shenzhen.

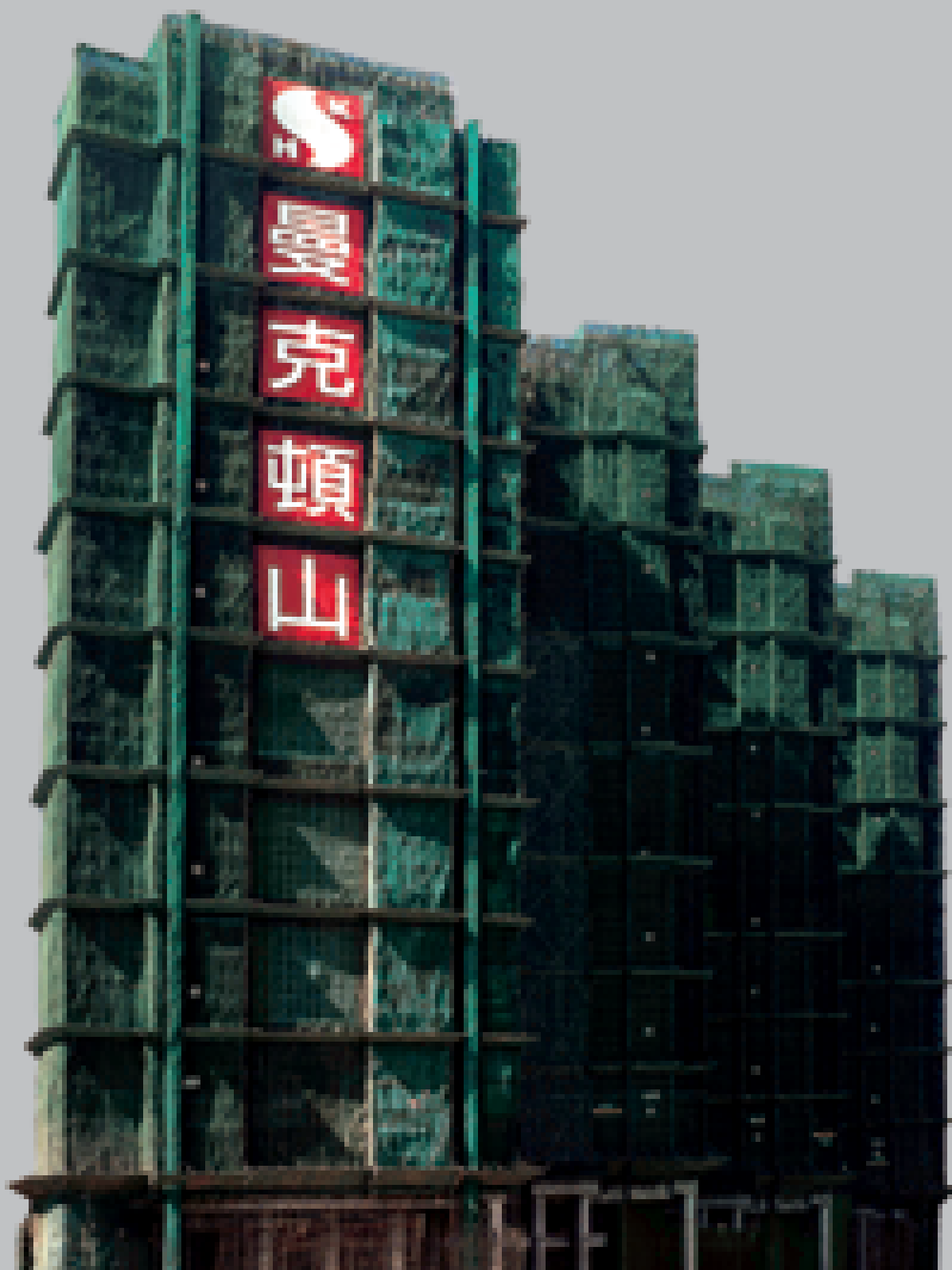
Currently NHKB operates a fleet of 15 air-conditioned super-low floor single-deck buses between Lok Ma Chau and Huanggang for its 24-hour cross-boundary shuttle bus service. Due mainly to the increase in economic activities between Hong Kong and the Mainland as a result of the Closer Economic Partnership Agreement (CEPA) and the increase in Mainland visitors following the extension of the Individual Visit Scheme to more Mainland cities, NHKB’s patronage continued to grow during 2005. NHKB will closely monitor its patronage level and deploy more resources to meet the increasing service demand as required.

During the year, NHKB opened a new waiting facility inside the new terminal building at San Tin Public Transport Interchange. This new facility, which contains four air-conditioned passenger waiting lounges and a passenger information display system, improves the waiting environment and services for customers.



## Property Holdings and Development

- Lai Chi Kok Properties Investment Limited
- LCK Real Estate Limited



## Lai Chi Kok Properties Investment Limited (“LCKPI”)

LCKPI is a wholly-owned subsidiary of TIH and the developer of Manhattan Hill, an upscale luxurious residential and commercial complex located in Lai Chi Kok, Kowloon.

The sales campaign for the residential flats at Manhattan Hill is scheduled to begin in mid-2006. The development contains 1,115 luxury residential units, ranging from 720 square feet to 4,750 square feet in size. This gives LCKPI a total gross floor area of more than one million square feet in residential space for sale. A two-level retail podium of about 50,000 square feet is also included within the development, providing residents and the surrounding neighbourhood with high quality retail facilities.

By the end of 2005, 98% of the building structure was completed and the external glazing, exterior finishing and interior fitting-out were in progress. The project is scheduled for completion by the end of 2006. An impressive sales and marketing venue, which comprises show flats as well as a sales office, is located within the retail podium of the complex. This sales and marketing venue will be transformed into a luxury shopping arcade once the sales campaign is finished.

## Manhattan Hill — Unrivalled Luxury

The concept of metropolitan “Manhattan Living” is integral to all aspects of the development’s design. The complex with its gleaming stone entrance lobbies, landscaped podium and contemporary interior details offers a quality lifestyle in the hub of West Kowloon, Hong Kong.

The five high-rise residential towers, ranging from 41 storeys to 43 storeys above podium level, overlook Victoria Harbour and Stonecutters Island with panoramic views extending to the Central and Wan Chai waterfronts on Hong Kong Island. The five-storey podium contains a luxurious residential clubhouse of about 50,000 square feet, landscaped podium gardens of about 40,000 square feet and public open spaces of about 45,000 square feet. Four levels of car park provide some 390 car parking spaces for the residents, tenants and visitors of Manhattan Hill.

Residents will have the convenience of the nearby MTRC and KCRC network links, as well as a KMB passenger terminus interchange. A dedicated elevated footbridge with escalators and lifts connects the residential towers to key public transport locations. Highway access roads and ramps ensure Manhattan Hill’s residents will be just a short drive from the Airport, West Kowloon Expressway and the planned Route 9 East-West Corridor.

The Group is committed to redeveloping the site in an environmentally conscious manner. Innovative features include a double-height sky garden located at the mid point of each residential tower. Landscaped gardens cover the podium deck providing a “green lung” to the neighbourhood.

Each apartment has a high ceiling and large window openings which provide generous flows of natural light. Energy efficient glazing together with natural and cross ventilation reduce the need for constant mechanical ventilation and cooling.

Sun Hung Kai Real Estate Agency Limited, a wholly-owned subsidiary of Sun Hung Kai Properties Limited which is one of Hong Kong’s leading property developers, is overseeing the construction management, marketing and sales programme, and property management of the project on behalf of LCKPI. A team of leading architects and interior designers has also been engaged by LCKPI to ensure top quality throughout the whole development.

## LCK Real Estate Limited (“LCKRE”)

LCKRE is a wholly-owned subsidiary of TIH and the owner of the headquarters building of the Group.

LCKRE owns a 17-storey commercial office building situated at No. 1 Po Lun Street, Lai Chi Kok, Kowloon, Hong Kong with a total gross floor area of about 156,700 square feet. The building is currently used by the Group for office and administrative purposes.

## Media Sales Business

- RoadShow Holdings Limited and its subsidiaries



## RoadShow Holdings Limited and its subsidiaries (the “RoadShow Group”)

RoadShow Holdings Limited (“RoadShow”), established by the Group to launch multi-media services, has been separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001. Currently, the Group has a 73.0% interest in RoadShow.

The RoadShow Group is a leading media sales company in Hong Kong and Greater China. It is engaged in marketing advertising aimed at passengers riding public transit vehicles in Hong Kong through a proprietary Multi-media On-board (“MMOB”) system, and outdoor advertising in Hong Kong and major cities on the Mainland such as Beijing, Shanghai and Guangzhou. The RoadShow Group also provides tailor-made advertising services for its customers and placements on advertising networks across the China Mainland.

### Hong Kong

The MMOB business of the RoadShow Group involves installing, operating and maintaining equipment and Liquid Crystal Display (“LCD”) units in transit vehicles for the transmission of tailor-made programmes and advertisements, sourcing programme contents and marketing and selling advertising on the MMOB system. The MMOB system has about 16,000 LCD monitors in transit vehicles and telecasts a vast variety of programmes and advertisements to passengers daily. Currently, over 4,700 transit vehicles including franchised buses and public light buses are equipped with MMOB, reaching an audience of close to four million commuters every day.

The MMOB system is an attractive medium for advertisers because of its ability to reach a sizable audience daily. The RoadShow Group’s customers cover all major advertisers in Hong Kong including advertising agencies and companies in different industries. Besides offering tailor-made sales packages to suit advertisers with diverse campaign objectives and budgets, the RoadShow Group employs various techniques to encourage customers to commit to advertising bookings, including discounts, bonus spots and special advertising packages for long-term commitments.

MMOB programme contents are specifically tailored to hold the interest of transit vehicle passengers. Contents include music videos, movie trailers, drama series, animation, travelogues, auctions and interactive games on iClub and a variety of infotainment programmes. Our MMOB programmes have attracted much attention from public transit vehicle passengers due to the creative, unique, informative and entertaining contents. With the growth in popularity of the Short Message Service (SMS) provided by telecommunication companies, the RoadShow Group launched iClub in 2003, which provides an interactive platform for both advertisers and passengers. At year-end 2005, iClub had nearly 145,000 members who participate in the daily quiz games and enjoy special offers.

### China Mainland

The RoadShow Group’s operations on the Mainland achieved impressive year-on-year growth in turnover during the year. With the full year operation of the bus shelters in Beijing in 2005, the turnover generated from the related media sales increased. During the year, the RoadShow Group successfully obtained advertising contracts from a number of valuable customers, including some leading PRC telecommunication companies and multi-national beverage companies. The RoadShow Group provides full advertising services involving creative design, production, media planning and placement as well as television media sales nationwide.

Beijing, Shanghai and Guangzhou are the centres of growth in advertising expenditures on the Mainland and offer immense business opportunities for the RoadShow Group. The RoadShow Group will leverage its experience and success in Hong Kong to explore future growth opportunities in other parts of the Mainland, but the focus will be on high potential markets with high consumer spending and dense populations. The RoadShow Group will continue to prudently expand its existing core business on the Mainland and overseas.