

# ADVERTISING WILL ALWAYS BE A MODERN ART

Advertising reinvents itself with every new wave of consumers, producers and advertisers — with manufacturers creating new products, advertisers reaching new customers, and consumers being entertained and enlightened.

Clear Media provides a broad canvas for advertisers to reach their audience and for that audience to connect with new trends and technologies. In this year's annual report, we are pleased to showcase the talent of a young Chinese artist as she combines her traditional art of painting with the modern art of advertising.



## CORPORATE PROFILE

Clear Media Limited (SEHK:100) is the largest outdoor media company in China listed on the main board of the Stock Exchange of Hong Kong and we derive 100% of our revenue from the PRC. One of our unique strengths is our strong shareholder base — a union of Clear Channel Outdoor (NYSE: CCO), the world's largest outdoor media company, and White Horse, a renowned diversified company in China. In the past nine years, Clear Media has created a standardized, nationwide bus shelter outdoor advertising network that covers 30 key cities in China, reaching the most affluent PRC consumers. We enjoy a leading market share in key cities and serve international and local advertisers.



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