

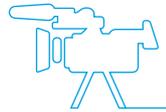
Media Sales Business

RoadShow provides marketing and advertising professionals with a wide range of innovative ways of spreading their messages effectively to their audiences.



RoadShow's billboard at the entrance to the Cross-Harbour Tunnel is a powerful advertising platform





ROADSHOW HOLDINGS LIMITED AND ITS SUBSIDIARIES

RoadShow Holdings Limited ("RoadShow") was established by the Group as its media sales arm. The Group currently has a 73.0% interest in RoadShow, which has separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001.

BUS-TV

RoadShow's Bus-TV business specialises in the broadcast of tailor-made programmes and advertisements, looking after the production and sourcing of programme content as well as the marketing and selling of airtime. 2013 was a challenging year for Bus-TV owing to a significant reduction in the number of buses on which it operates from 4,800 in July 2012 to 3,600 thereafter. RoadShow was able to adapt to such changes quickly and effectively by implementing a number of initiatives designed to improve its overall sales approach. To this end, RoadShow further enhanced and strengthened its broadcast syndication and soft implementation capabilities.

In the coming year, RoadShow will continue to fully integrate Bus-TV with other RoadShow platforms in line with its ultimate aim of achieving greater synergy and better serving its clients.

BUS-BODY

Bus-Body advertising continued to perform with healthy, steady business growth in 2013. The already strong client base was reinforced and sustained progress was made in attracting new partners, especially in the highly lucrative blue-chip sector. The positive response of advertisers and agencies to the unique integration of Bus-TV, Bus-Body and In-Bus via Theme Buses shows that Bus-Body

is a highly creative and impactful platform with which brands can strengthen their appeal among their target audiences.

IN-BUS

The performance of the In-Bus segment was stable in 2013. During the year, RoadShow implemented many special measures to ensure it could achieve further growth and continue to move forward. Examples include increasing the attractiveness of its platforms by unveiling new advertising formats and enhancing creativity and interactivity through more innovative leveraging of technology.

BUS-SHELTERS

RoadShow has operated its Bus-Shelter business in conjunction with JCDecaux Cityscape Limited since 2001. In 2013, the encouraging growth of this division contributed significantly to increasing its market share and strengthening its market position as one of the leading out-of-home advertising agencies in Hong Kong.

INTEGRATED MARKETING SERVICES

2013 also witnessed a phenomenal surge in demand for RoadShow's market-leading Integrated Marketing Services. Key customers include not only advertisers, event management and production specialists, but also creative development and public relations professionals. To maintain the demand growth, RoadShow will strive to organise tailor-made integrated campaigns for such customers in order to create more value for them.

Through its multi-media platforms, unique content production and high-quality event management services, RoadShow remains perfectly placed to meet agencies and advertisers' integrated media and marketing service

needs. In addition to its established Bus-TV and Bus-Body platforms, RoadShow further extended its coverage by the end of 2013 to include Billboard, E-Portal, and Mobile Application Software. The content production team continued to produce many customised programmes for different clients. RoadShow further added to its already excellent reputation in event management by organising a variety of product launches, concerts and other events. RoadShow continues to be the go-to option when it comes to creating a multi-media matrix for impactful advertising campaigns that far exceed partners' expectations.

BILLBOARD

Since its inauguration in December 2012, Billboard has proven an innovative new business direction for RoadShow. The prime display site at the entrance to the Cross-Harbour Tunnel offers unprecedented impact for advertisers wishing to reach a vast target audience. Since March 2013, RoadShow has also been managing various billboard advertising spaces on Route 3 (Country Park Section), including the toll plaza of the Tai Lam Tunnel.

By expanding its operations into the billboard arena, RoadShow has not only further reinforced its leading role in the out-of-home media market, but has also added new elements to its multi-dimensional platforms.

In the coming year, RoadShow will continue its efforts in expanding its Billboard network to further enhance its market share. RoadShow also plans to invest more resources in its sustained expansion, as it continues to look to develop new technologies and advertising formats with which it can enhance its advertising displays and create maximum impact across Hong Kong.