

## Group Profile 集團簡介

The RoadShow Group is a leading media sales company in the Greater China region. The Group markets advertising aimed at passengers of transit vehicles through a proprietary MMOB system, manages and markets display advertising spaces on bus shelters, billboards, panel light boxes, bus bodies and telephone booths. RoadShow was established by KMB in 2000. KMB, Hong Kong's largest public transport company providing franchised public bus services, holds about a 73% interest in RoadShow.

路訊通集團是大中華地區一家佔有領導地位的媒體銷售公司。集團主要透過在客運車輛上的流動多媒體系統向客運車輛上的乘客推銷廣告、管理和銷售巴士候車亭、廣告牌、廣告燈箱、巴士車身及電話亭的廣告位。路訊通由九巴於二零零零年成立。九巴是全港最大的專營公共巴士服務機構，持有路訊通約73%權益。