

## Group Profile

### 集團簡介

**The RoadShow Group is a leading media sales company in the Greater China region.**

**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。**

The Group is engaged in outdoor advertising in Beijing, Shanghai, Guangzhou, Shenzhen and Hong Kong and in Multi-media On-board ("MMOB") advertising aimed at passengers riding public transit vehicles in Hong Kong. It also manages a nationwide multi-dimensional advertising network on China Mainland covering more than 200 cities. RoadShow was established in 2000 by KMB, Hong Kong's largest public transport company providing franchised public bus services, which holds an interest of about 73% in RoadShow.

集團在北京、上海、廣州、深圳及香港經營戶外廣告，以及在香港經營流動多媒體，向客運車輛上的乘客銷售廣告。集團亦在中國大陸超過200個城市管理全國性的全方位廣告網絡。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。