

## GROUP PROFILE

### 集團簡介

**The Group is engaged in Multi-media On-board ("MMOB") advertising aimed at passengers riding public transit vehicles in Hong Kong and also manages a nationwide advertising network in Mainland China covering more than 200 cities.**

集團在香港經營流動多媒體，向客運車輛上的乘客銷售廣告，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。

RoadShow was established in 2000 by Transport International Holdings Limited (formerly known as The Kowloon Motor Bus Holdings Limited), Hong Kong's largest public transport company providing franchised public bus services, which holds an interest of about 73% in RoadShow.

路訊通由載通國際控股有限公司（前稱九龍巴士控股有限公司）於二零零零年成立。載通國際控股有限公司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。