

## 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，向公共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, 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於二零零零年成立。載通國際控股有限公司是全港最大的公共運輸公司，提供專營公共巴士服務，並持有路訊通約73%權益。