

## OUR MISSION 方針



The Group aims to maintain its position as a leading media sales company in the Greater China region. To achieve this objective, RoadShow will capitalise on a vibrant advertising market that consists of passengers who use public transit vehicles and pedestrians traversing transit vehicle routes by selling and marketing its MMOB business advertising spaces in Hong Kong and providing value added media sales, products and services at competitive prices.

集團致力保持其為大中華區主要媒體銷售公司的地位。為實現此目標，路訊通將透過銷售及推廣香港的流動多媒體廣告位服務，並以相宜價格提供增值媒體銷售、產品和服務，充分發揮選乘公共客運車輛乘客和交通車輛沿線行人的強大市場推廣優勢。

Besides, the Group will selectively pursue profitable opportunities in the Greater China region and in other countries to maximise simultaneously the value for money given to our customers and our profitability.

The Group will aggressively build, consolidate and enhance its reputation by ensuring and strengthening stakeholders' understanding of, and confidence in its long-term strategic plans and developments.

The Group will endeavour to consistently improve the quality of its services to meet the needs and expectations of public transport operators and users in the Greater China region.

此外，集團將細心挑選大中華地區與其他國家有利可圖的商機，務求同時向客戶提供合乎經濟效益的服務和將我們的盈利能力提升至最高水平。

集團將維繫及加強各界人士對集團的長遠計劃與發展的了解和信心，從而積極建立、鞏固和加強集團的聲譽和形象等寶貴資產。

集團將不斷努力提高服務質素，以迎合大中華地區公共運輸服務機構及乘客的需求和期望。