

Grand Vision Media Holdings Plc “GVMH” or “The Company” Announces Interim results to 30th June 2018

London 28th September 2018, Grand Vision Media Holdings Plc today announces its interim results to 30th June 2018. Revenue in the period was HKD7,414K (H1 2017: HKD3,771K – GBP1 = HKD 10.21), representing an increase of 97% for the same period last year. This is mainly attributable to the addition of the Golden Harvest chain of 67 cinemas to our inventory in the corresponding period which took us to over 200 panels. Furthermore, we have been successful in delivering more integrated campaigns and events which supplement the traditional out-of-home (“OOH”) advertising revenue. Revenue from social media marketing also grew by over 10 percent to HKD 2,600K. GVC Holdings Limited (“GVC”) had a loss before tax in the period of HKD6,745K (H1 2017: HKD5,435K).

In conjunction with the successful completion of the acquisition of GVC on 19 June 2018, The Company changed its name to Grand Vision Media Holdings Plc and raised £1,010,000 through the issuance of new shares. The new combined group (the “Group”) looks forward to continuing with the development of the GVC business.

This exciting achievement will provide the resources and profile to build out the business by furthering its penetration of the Chinese market (the company’s current footprint in China represents less than 5% of the market there) and taking our products and services into new markets.

As an integrated out-door digital media company GVMH are deploying innovative display and marketing technologies at strategic, high-traffic locations. Our glasses-free 3D technology in digital OOH media is enabling advertisers to engage with affluent consumers in important and growing markets. Our “space management” approach utilising the cinema space for events and exhibitions offers a total solution for our advertisers, with the potential of direct conversion to sales.

Our network now covers over 180 locations in most of China’s provinces and we are growing our business further within China and taking our technologies and expertise to new markets, specifically Thailand, Korea and Japan, where we have forged alliances and representations to take our business forward.

The digital (OOH) signage market is growing, and will continue to grow in the foreseeable future, and we want to be at the forefront of that growth by providing our customers with the ability to reach Chinese consumers as they become more affluent and seek access to more quality domestic and international products and services.

Two significant trends that are benefitting our growth are the Chinese appetite for foreign products and travel. The Group is well positioned to take advantage of this trend as it acquires international brands and travel destinations as direct customers.

Globally, the digital signage market is expected to reach almost \$30bn by 2024, compared to approximately \$15bn in 2015*. This growth will be driven not only by new, higher resolution displays and new types of technology, but also by integrating digital displays with customers' smart phones.

Jonathan Lo, CEO, said "We believe that we are well placed to benefit from this growth, and we will continue to develop our business in line with our strategy.

In the second half of the year we have been pursuing new opportunities in Thailand, Korea and in Japan where we have entered into a strategic alliance agreement with Eco Century Ltd ("Eco Century"). Eco Century is a Japanese marketing and payment service company, with whom we are offering marketing and WeChat Pay services to Japanese clients with a focus to attract Chinese tourists and consumers. We are also in discussion with these overseas partners to evaluate the possibility to introduce glasses free 3D technology to these countries."

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*Source: KPMG

For further information, photos and enquiries please contact:

Grand Vision Media Holdings plc	Jonathan Lo / Ajay Rajpal info@gvmh.co.uk	Tel: +44 (0) 20 7866 2145
Alexander David Securities Ltd	David Scott david.scott@ad-securities.com James Dewhurst james.dewhurst@ad-securities.com	Tel: +44 (0) 20 7448 9820
Alfred Henry Corporate Finance Ltd	Nick Michaels / Jon Issacs enquiries@alfredhenry.com	Tel: +44 (0) 20 3772 0021
Keene Communications	Alex Glover alex@keenecomms.com Simon Quarendon simon@keenecomms.com	Tel: +44 (0) 7887 610335 Tel: +44 (0) 7850 618418

Company web site: www.gvmh.co.uk