



## **SPRG REACHES NEW MILESTONE WITH 250TH IPO COMMUNICATIONS CAMPAIGN**

(Hong Kong, 3 September 2013) – The award-winning agency, **Strategic Public Relations Group** (“SPRG” or the “Group”), has completed its 250th listing communications programme today. The achievement reinforces SPRG’s position as leader of the Hong Kong IPO/IR market, and once again highlights its professionalism in delivering tailor-made financial communications campaigns to clients.

Since inception, SPRG has handled various high-profile IPOs in Hong Kong, including those involving Chinese mainland incorporated companies (H-shares) and leading privately owned enterprises from the PRC, some of which represented record-breaking fund raising exercises during their respective listing period. Irrespective of company size, SPRG provides the best IPO/IR services to its clients, many of whom go on to earn the respect of the investment community. As the Group also possesses expertise in assisting foreign corporation tap the Hong Kong/Asia market, it has been responsible for many “first of its kind” IPOs, including the first Brazilian, Canadian, Japanese, Korean, Mongolian and Russian listings, as well as the first HDR and first fundraising HDR programmes.

The financial communications programmes SPRG devised for its clients are well recognised by the industry, and have received local, regional and even international awards, including the Bulldog Awards for Excellence in Media and Publicity Campaign, International Business Awards, Gold Standard Awards, Asia Pacific PR Awards, SABRE Awards and many other accolades.

The Group’s success can be attributed to a stable and professional workforce, whose dedication and loyalty has resulted in the high conversion of IPO clients into long-term partnerships. Currently, SPRG is serving over 150 listed companies in Hong Kong.

### **About Strategic Public Relations Group**

Strategic Public Relations Group (SPRG) is one of the largest public relations networks in Asia and the largest public relations consultancy in Hong Kong.

SPRG is an integrated public relations group and an investor relations and financial communications specialist. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, event consultancy and management, product promotion, CSR communications, new digital media marketing, B2B communications, conference organisation, media skills and presentation training, issues and crisis management, editorial support and production. SPRG clients include prominent players of the automobile, IT, travel and hospitality, healthcare and pharmaceutical, sports, lifestyle, and entertainment industries.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 100 cities around the world.

Among the agency-specific awards earned by SPRG since 2009 include the following:

	<p>2013 International Business Awards<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Grand Stevie Award Winner</b></li> <li>- <b>Gold Stevie® Winner – Public Relations Agency of the Year in Asia</b></li> </ul>
	<p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012 &amp; 2013)</b></li> <li>- <b>Local Hero of the Media Relations Agency of the Year (2010)</b></li> </ul>
	<p>Agency of the Year Awards 2012</p> <ul style="list-style-type: none"> <li>- <b>Silver – Greater China Independent Agency of the Year</b></li> </ul>
	<p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of The Year (2010)</b></li> </ul>
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> </ul> <p>Top 250 Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked 59 in 2012</b></li> </ul> <p>Asia Pacific Market Profile Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked among the Top 5 in 2011</b></li> </ul> <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> <li>- <b>Hong Kong Consultancy of the Year</b></li> </ul>
	<p>Asian Excellence Recognition Awards</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm (Asia) (2012 &amp; 2013)</b></li> </ul>
	<p>P&amp;G Taiwan</p> <ul style="list-style-type: none"> <li>- <b>Best Integrated Marketing Case in PR Campaign (2010 &amp; 2011)</b></li> </ul>

SPRG has also devised some 30 award-winning campaigns for clients; receiving recognition from publications and organisations, including *Marketing magazine*, *Campaign*, *The Holmes Report*, *PRNews*, *PublicAffairsAsia*, *Stevie® Awards* and *Mer Comm*.

Enquiries

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