

**SPRG WINS SIX STEVIE® AWARDS
AT THE 2014 INTERNATIONAL BUSINESS AWARDSSM**

* * * *

**THE ONLY AGENCY ACCREDITED WITH PR AGENCY OF THE YEAR
IN ASIA PACIFIC AND ASIA**

(Hong Kong, 15 August 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has won the **Gold Stevie® – Public Relations Agency of the Year (Asia, Australia and New Zealand)** and **Silver Stevie® – Public Relations Agency of the Year in Asia (China, Japan and Korea)**. The Group also earned **four other Stevie® awards** from client-related campaigns. SPRG has consequently won six **Stevie® awards** at the **2014 International Business AwardsSM**, a year in which over 3,500 nominations from more than 60 nations and territories joined the competition. All of these accolades help to further strengthen the Groups’ reputation internationally, as well as highlight its professionalism and creativity in delivering PR services to its clients.

Gold Stevie® Winner - Public Relations Agency of the Year (Asia, Australia and New Zealand)



**Public Relations Agency of the
Year (Asia, Australia and
New Zealand)**

SPRG, one of the largest PR networks in Asia, has stood out as a leader in public relations, investor relations and financial communications, as well as a trusted partner in corporate and marketing communications. In FY2013/14, SPRG recorded organic growth of 18% in fee income.

A leader in the IPO/IR sector, SPRG completed 26 new listings in Hong Kong in 2013 alone, maintaining its leading position in the IPO communications market.

Apart from SPRG’s achievements in IPO communications, its prowess in corporate and marketing communications has led to a healthy inflow of business, which accounted for 53% of the Group’s total fee income during FY2013/14. Its diverse client portfolio includes industry titans such as FOX International Channels, Herbalife, LG, Lindt, Logitech, Red Bull, Sentosa, Sony, etc.

To go beyond traditional PR, SPRG has officially established a digital team and a creative team in 2014 to continue working with clients in such areas.

Silver Stevie® Winner - Public Relations Agency of the Year in Asia (China, Japan and Korea)



**Public Relations Agency of
the Year in Asia (China,
Japan and Korea)**

In Greater China, SPRG is a leader in the automobile, IPO/IR, IT and healthcare and pharmaceutical sectors. SPRG is proud to be advising over 160 listed companies on their investor relations programme on a retainer basis. Clients include Air China, China Mengniu, DYNAM JAPAN, Lenovo, Soho China, UC RUSAL and ZTE. Corporate marketing clients include Allergan, BT, Eli Lilly, Google, KFC, Lamborghini, Merck, Microsoft, Nestle, OYNX Hospitality Group, P&G, Pfizer and Volkswagen, to name just a few.

SPRG’s success can be attributed to a stable, 235 strong workforce in Greater China. With a retention rate as high as 74%, this has been mirrored by a retainer client retention rate of 79%. The loyal and professional staff has clearly contributed to the establishment of long-term ties between SPRG and its clients.

The communications campaigns SPRG devised for its clients also won four Stevie® awards.

Award	Category
	<p>International Housewares Retail Company Limited (“IH Retail”) – IPO project received the following Stevie® award:</p> <p>Communications or PR Campaign/Programme of the Year – - Gold Stevie® Winner – Investor Relations</p> <p>SPRG developed a multifaceted financial communications programme for IH Retail (HKEx: 1373). The programme strategically promoted the co-founders of IH Retail as local self-made entrepreneurs, and drew parallels between IH Retail’s rise in prominence with that of Hong Kong’s own climb to success, thus generating goodwill. SPRG also emphasised IH Retail’s “high value” products, which are sourced from around the world, as a means of enabling the investors and media to distinguish the company from its rivals.</p> <p>IH Retail was successfully listed on the HKEx, receiving overwhelmingly positive market response and outperforming other newly listed companies that were launched during the same period.</p>
 	<p>Magnum Entertainment Group Holdings Limited (“MAGNUM”) – IPO project was honoured with two Stevie® awards as follows:</p> <p>Communications or PR Campaign/Programme of the Year - Silver Stevie® Winner – Investor Relations - Bronze Stevie® Winner – Issues Management</p> <p>“A Toast to Success” is the financial campaign that SPRG developed for MAGNUM (HKEx: 2080) to assist the company in its crucial primary listing and fund raising exercise in Hong Kong. Through carefully executed campaigns, SPRG created a high-end, luxurious image of MAGNUM, emphasising its role as an industry leader that targets the premium market segment.</p> <p>The campaign attracted public tranche subscription of over 3,500 times, which represented a new record for an IPO in Hong Kong, as well as achieved widespread media exposure. In addition, MAGNUM realised another milestone; becoming the first clubbing entertainment operator to list in Hong Kong</p>
	<p>Singapore Kindness Movement (“SKM”) - The Singa Project won a Stevie® award in the following category:</p> <p>Communications or PR Campaign/Programme of the Year - - Bronze Stevie® Winner – Public Service – Asia</p> <p>To draw attention to the issues of graciousness and tolerance in Singapore, SPRG developed a campaign for SKM using the satirical resignation of SKM’s fictional but well-loved mascot, Singa the Lion. The campaign captured the imaginations of Singaporeans and stimulated healthy debate, opening the door for opinion pages and notable commentators to weigh in on the issue. Though Singaporeans were split in their support for Singa, they couldn’t avoid discussing the core issues: tolerance, kindness and graciousness.</p>

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, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment, and sports industries, as well as government bodies and associations.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards SM 2013 - Public Relations Agency of the Year in Asia - Grand Stevie® Award
MARKETING	Agency of the Year - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
campaign <small>Asia-Pacific</small>	Agency of the Year Awards 2012 - Greater China Independent Agency of the Year (Silver) Asia Pacific PR Awards 2010 - Asia Pacific Network of the Year
TheHolmesReport	Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009) Top 250 Global Rankings 2014 – The only HK-based network - Ranked 74th - Ranked 4th in Asia
	Asian Excellence Recognition Awards - Best Financial PR Firm in Asia (2011, 2012, 2013 & 2014)
P&G	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

SPRG has devised over 30 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter**, **Marketing**, **Campaign**, **The Holmes Report**, **IPRA**, **PRNews**, **PublicAffairsAsia**, **Stevie Awards**, **Mer Comm**. etc.

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

Member companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia