



## **SPRG COMPLETES 300TH IPO COMMUNICATIONS CAMPAIGN LEADS THE IPO COMMUNICATIONS MARKET IN 2015 ANOTHER MAJOR MILESTONE ON ITS 20TH ANNIVERSARY**

(Hong Kong, 23 June 2015) – Hong Kong’s largest public relations and investor relations (“IR”) agency, **Strategic Public Relations Group** (“SPRG” or the “Group”), has completed its 300th listing communications programme today, reaching yet another significant milestone on its 20th anniversary. In so doing, the Group has reinforced its no. 1 position in the IPO/IR communications market, having thus far completed 11 new listings in 2015 – and counting.

In its climb to an industry-leading position, SPRG has handled various high-profile IPOs in Hong Kong over the past two decades, including those involving mainland Chinese incorporated companies (H-shares) and leading privately owned enterprises from the PRC, some of which represent record-breaking listings. Irrespective of company size, SPRG provides the best IPO/IR value to its clients, many of whom go on to build lasting bonds with the investment community.

The Group is also renowned for its pioneering role while assisting foreign corporations tap the Hong Kong/Asia market. SPRG has been responsible for many “firsts of its kind” IPOs, including the first Brazilian, Canadian, Japanese, Korean, Mongolian and Russian listings on the Hong Kong bourse, as well as the first HDR and first fundraising HDR programme. In recent years, SPRG has handled all Japanese new listings in Hong Kong. It also assisted many local brands to get listed by successfully drawing the attention of target investors.

SPRG has devised 37 award-winning financial communications programmes/campaigns for its clients. These industry accolades have been earned locally, regionally and even internationally. Some of the more prestigious awards include The PRWeek Awards, Marketing Excellence Awards, The Asia Pacific SABRE Awards, The Stevie Awards, The Bulldog Awards and The Gold Standard Awards.

The Group’s success can be attributed to an experienced and professional team, whose dedication and loyalty has resulted in the high conversion of IPO clients into long-term retainer clients. Currently, SPRG is serving more than 160 listed companies in Hong Kong on an ongoing basis.

**Mr Richard Tsang, Chairman of SPRG**, remarked, “Our 300th IPO communications programme certainly represents a major milestone, and perfectly coincides with our 20th anniversary. As the hard work and dedication of our colleagues continue to earn the trust and support of a greater number of clients and partners, I trust that SPRG will sustain its growth momentum and attain even greater heights in the years ahead.”

## **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 300 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 members 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 offices and affiliation with a global public relations network, SPRG can assist clients to access more than 110 cities around the world. The World PR Report ranks SPRG plus the other 74 global independent agencies within PROI Worldwide as the 5th largest network in the world by net fee income.

Agency-specific awards earned by SPRG include the following:

	Asian Excellence Award - <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014 &amp; 2015)</b>
	Stevie® Awards – International Business Awards <sup>SM</sup> - <b>Public Relations Agency of the Year in Asia Pacific (2014)</b> - <b>Public Relations Agency of the Year in Asia (2013 &amp; 2014)</b> <b>Grand Stevie® Award (2013)</b>
<b>MARKETING</b>	Agency of the Year - <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 &amp; 2013)</b> - <b>Local Hero – Media Relations Agency of the Year (2010)</b>
	Agency of the Year Awards - <b>Greater China Independent Agency of the Year – Silver (2012)</b> Asia Pacific PR Awards - <b>Asia Pacific Network of the Year (2010)</b>
	Asia Pacific SABRE Awards - <b>Asia Pacific Financial Consultancy of the Year (2011)</b> - <b>Hong Kong Consultancy of the Year (2009)</b>

Campaigns that SPRG devised for clients have won more than 55 awards from such distinguished publications and organisers as the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards and Mer Comm.**

### Enquiries

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