

**SPRG NAMED “BEST FINANCIAL PR FIRM IN ASIA”  
AT ASIAN EXCELLENCE AWARD THE SIXTH CONSECUTIVE YEAR**

(Hong Kong, 17 June 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been named the **Best Financial PR Firm in Asia** at the Asian Excellence Awards 2016 (“the Award”) organised by Corporate Governance Asia. This is the sixth consecutive wins of the Group at the Award since its inception in 2011.



*Richard Tsang, Chairman of SPRG and his team is presented the trophy by Corporate Governance Asia*

The title is presented to a public relations agency that helps facilitate effective communication between a company and the investor community while upholding integrity and adhering to business ethics.

SPRG concluded the year of 2015 with 34 new listings, reinforcing its leadership in the IR/IPO communications market in Hong Kong. It completed to date over 330 new listings. In these two decades, the Group has handled many high-profile and “first-of-its-kind” new listings and is currently advising over 170 listed companies on investor relations and financial communications in Hong Kong. SPRG is devoted to promoting best practices in IR and financial communications by actively participating in related business and academic seminars and conferences. Being able to thoroughly understand clients’ business objectives, the Group has tailored for its clients many creative and impactful campaigns, some of which garnered regional and international industry accolades and awards, giving the clients maximum exposure.

## About Asian Excellence Awards

The Asian Excellence Recognition Awards recognises excellence in investor communications, business ethics, corporate social responsibility (CSR), environmental practices and financial performance of a public relations company.

## 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 network and affiliation with a global public relations network, SPRG can assist clients' access to over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Stevie® Awards – International Business Awards <sup>SM</sup> <ul style="list-style-type: none"><li>- <b>Public Relations Agency of the Year in Asia Pacific (2014 &amp; 2015)</b></li><li>- <b>Public Relations Agency of the Year in Asia (2013, 2014 &amp; 2015)</b></li><li>- <b>Grand Stevie® Award (2013)</b></li></ul>
<b>MARKETING</b>	Agency of the Year <ul style="list-style-type: none"><li>- <b>Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 &amp; 2016)</b></li><li>- <b>Local Hero – Media Relations Agency of the Year (2010)</b></li></ul>
<b>campaign</b> <small>PANA-PACIFIC</small>	Agency of the Year Awards <ul style="list-style-type: none"><li>- <b>Greater China Independent Agency of the Year – Silver (2012)</b></li></ul> Asia Pacific PR Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Network of the Year (2010)</b></li></ul>
TheHolmesReport	Asia Pacific SABRE Awards <ul style="list-style-type: none"><li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li><li>- <b>Hong Kong Consultancy of the Year (2009)</b></li></ul>
	Asian Excellence Award <ul style="list-style-type: none"><li>- <b>Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 &amp; 2016)</b></li></ul>

Campaigns that SPRG has devised for clients have won more than 70 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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