

## **SPRG EXTENDS ITS SERVICE OFFERINGS TO PUBLIC AFFAIRS AND GOVERNMENT RELATIONS THROUGH ASIANET COMMUNICATIONS**

(Hong Kong, 8 July 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has extended its service offerings to public affairs, government relations and lobbying with the welcoming of AsiaNet Communications Limited (“AsiaNet”) to the Group. Wholly-owned by SPRG, AsiaNet will enable the Group to offer an even more comprehensive suite of world-class communications services, which already cover financial communications and corporate/marketing communications.

SPRG is an award winning integrated public relations group and a financial communications specialist that celebrated its 20th anniversary in 2015. AsiaNet, established by Heidi Cheng in 2007 and having been providing strategic PR services to corporations and government bureaus and departments, will strengthen the Group’s scope of services by providing professional business consultancy with a focus on public affairs and government relations. Cheng is a communications veteran with solid experience in media relations, community networking, promotion campaigns and crisis management. The highlights of her career thus far include 16 years of service with the Information Services Department of the Hong Kong Government, during which she handled election campaigns and overseas promotions, established the Environmental Campaign Committee in 1989, and survived the 1998 Asian Financial Turmoil as the Government’s Chief Information Officer responsible for financial matters. As Head of External Affairs of the Mandatory Provident Fund Schemes Authority, Cheng successfully launched the MPF system in 2000. When she joined Airport Authority Hong Kong in 2003, she put together communications programmes that won the “World’s Best Airport” award. Cheng re-joined the Government in 2005 as Press Secretary to the Chief Secretary for Administration.

In welcoming the arrival of Cheng and her team, Richard Tsang, Chairman of SPRG, said, “Heidi has an exceptionally strong background in government and public affairs. We are excited by the prospect of Heidi taking a leadership role in public affairs communications on behalf of SPRG, as well as leveraging her experienced team, which will expand accordingly. We look forward to better connecting to a wider clientele that requires such services in particular, which also complements our plan to aggressively expand the business of AsiaNet.”

Heidi Cheng, Managing Director of AsiaNet, said “SPRG is a market leader and Richard is without doubt an influential veteran in the communications industry. I am honoured to join the SPRG family and am confident that AsiaNet will complement SPRG’s existing range of integrated communications services.”

AsiaNet will continue to operate under Cheng’s leadership and will explore cooperation opportunities with SPRG’s vast portfolio of local, regional and international clientele. Its extensive ties with the public and private sectors will benefit SPRG’s international clients who target to enter the Hong Kong and China markets.

## 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, public affairs and government relations, 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 PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

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|    | 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>Most Outstanding Client/Agency Partnership (2016)</b></li><li>- <b>Best Crisis Management Team (2014)</b></li><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> |
|  | 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>                                                                                                                                                                                                        |
|  | Asia Responsible Entrepreneurship Awards <ul style="list-style-type: none"><li>- <b>Investment in People (2009 &amp; 2016)</b></li><li>- <b>SME CSR (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**.

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