

**SPRG IS NAMED AGENCY OF THE YEAR BY
ASIA PACIFIC ASSOCIATION COMMUNICATION DIRECTORS**

(Hong Kong, 16 November 2017) – **Strategic Public Relations Group** (“**SPRG**” or the “**Group**”) is delighted to announce that the Group has been crowned “Agency of the Year” by Asia Pacific Association Communication Directors (“APACD”). This marks the fifth agency/consultancy of the year accolade that the Group has garnered in 2017.



While accepting the trophy, Richard Tsang, Chairman and Founder of SPRG, said, “We are immensely proud to be named ‘Agency of the Year’ by APACD. In view of such stiff competition, we are all the more honoured to be bestowed the ‘Agency of the Year’ title. The judging panel obviously appreciated our various achievements over the past year, despite facing multiple challenges. We have reinforced our leading position in the Hong Kong IPO/IR communications market by completing 37 listings so far and 382 listings to date. The Group has also maintained a highly stable management team with a 100% retention rate among office heads and an overall staff retention rate of above 70%. What’s more, we have welcomed Strategic DigitaLab, our newest member, which raises the total number of SPRG regional offices to 15 and total staff number to 310.”

The Group has also further strengthened its commitment to society, extending pro bono services to over 35 organisations/events in 2017. In addition, Strategic CSR Network (“SCSR”), a NGO supported by SPRG, has remained the only NGO that is fully funded and run by a PR agency. Since its establishment in 2015, the platform has collected over HK\$3.60 million in in-kind donations, through the efforts of 1,200 volunteers who contributed 3,165 service hours in 91 events. SCSR has thus far helped over 5,300 beneficiaries from disadvantaged communities of Hong Kong.

About Strategic Public Relations Group

Strategic Public Relations Group 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 310 professionals working from 15 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 in accessing over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014, 2015, 2016 & 2017) - Public Relations Agency of the Year in Asia (2013, 2014, 2015, 2016 & 2017) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>PR Awards</p> <ul style="list-style-type: none"> - Best of Show – Agency (2016) - Best Crisis Management Team (2014) <p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016) - Local Hero – Media Relations Agency of the Year (2010)
	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Corporate Consultancy of the Year (2017) - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 & 2017)
	<p>Asia Pacific Communications Awards</p> <ul style="list-style-type: none"> - Agency of the Year (2017) <p>Asia Pacific Excellence Award</p> <ul style="list-style-type: none"> - Agency of the Year (2017)
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> - Investment in People (2009 & 2016) - SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 130 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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