

SPRG NAMED AS “FINANCIAL CONSULTANCY OF THE YEAR” BY THE HOLMES REPORT

(Hong Kong, 19 April 2011) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been honoured as the **Financial Consultancy of the Year** by the Holmes Report Asia-Pacific Specialist Agencies of the Year. The latest in a series of the most prestigious industry awards achieved by SPRG, this accolade was part of The Holmes Report, an authoritative PR industry publication which provides credible and independent profiles of leading public relations firms from around the world each year. This award underscores SPRG’s excellence and industry leadership in financial consultancy over the past 16 years.

The award attests to the growing momentum of SPRG’s ongoing success in the Asian financial communications market, especially in Hong Kong. The Group has completed more than 210 IPO communications programmes and has been an IPO/IR market leader since 2000, capturing on average one-fourth of Hong Kong’s IPO communications market each year. Currently, the Group represents more than 150 listed companies and financial institutions on a retainer basis.

SPRG’s more discerning approach has been enabled by its experience in introducing new country markets and industries to the Hong Kong investment community and helping many overseas corporations to tap the Asia-Pacific market as well as organise roadshows in the region. The number of *firsts* on these fronts in 2010 include assisting in the listings of both the very first Russian enterprise, UC RUSAL (stock code: 486), and the first Mongolian company, Mongolian Mining Corporation (stock code: 975) in Hong Kong; the first secondary listing of a Canadian company in Hong Kong, SouthGobi Resources (stock code: 1878); supporting the listing of the first Brazilian company, Vale S.A. (stock code: 6210 & 6230) via the first issue of Hong Kong Depositary Receipts (HDR); and also the listing of China Rongsheng (stock code: 1101), the largest PRC privately-owned enterprise IPO in Hong Kong during 2010. The success of this approach has been acknowledged by the industry as the UC RUSAL IPO communications programme captured the Award – Corporate Awards, Financial Communications Campaign of the Year in the Campaign Asia-Pacific PR Awards 2010. The sum total of these successes underscores the professionalism of SPRG’s team, as well as its industry-leading competence in the sector.

Richard Tsang, Chairman and Managing Director of SPRG, remarked, “We are proud to be named Financial Consultancy of the Year in the Holmes Report. During 2010, SPRG has also garnered the Asia-Pacific Network of the Year Honour at the Campaign Asia-Pacific PR Awards, and the Local Hero of both the PR Agency and Media Relations Agency in Marketing magazine Agency of the Year Awards 2010. These prestigious industry awards testify to our Group’s ability to deliver exceptional services at the highest level of professionalism to enterprises in Asia and around the world. We will continue to successfully compete and sustain our leadership in the market by offering a combination of international experience and local expertise”.

About Strategic Public Relations Group

Established in 1995, Strategic Public Relations Group is the largest Asian independent public relations network and the largest public relations consultancy in Hong Kong.

With over 270 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, it provides clients, both local and international, with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for IT, travel and hospitality, healthcare and pharmaceutical brands, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B communications, automobile marketing communications, conference organisation and event marketing, media skills and presentation training, issues and crisis management, media relations, editorial support and translation and production. With a global affiliation network, SPRG has access to over 130 major countries/cities around the world and currently advises over 200 retainer clients in the Territory.

In 2009-2010, SPRG is named:



“Asia Pacific Network of The Year” – Campaign Asia-Pacific PR Awards 2010



“Local Hero of the Public Relations Agency of the Year” – Agency of the Year 2010, organised by Marketing magazine



“Local Hero of the Media Relations Agency of the Year” – Agency of the Year 2010, organised by Marketing magazine



“Hong Kong Consultancy of the Year” – Asia Consultancy Report Card 2009 by The Holmes Report



“Best Integrated Marketing Case in PR Campaign, 2010 P&G PR Magic Summit”, presented by P&G Taiwan



“The Most Influential Public Relations Consultancy in the PRC 2009” by PRC Management Science Research Institute



No.1 PR Adviser to Asia-Pacific Mid-Market M&A: Value in the Year End 2009 mergermarket League Tables of PR Advisers



“Investment in People” – Asia Responsible Entrepreneurship Awards by Enterprise Asia

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