



## SPRG Proves Its Mettle with 12 Recognitions Including Three Awards by the Holmes Report

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HONG KONG, Nov. 9, 2011 /PRNewswire-Asia/ – **Strategic Public Relations Group** ("SPRG" or the "Group") is honoured to announce that it has earned three grand awards and was a finalist on eight occasions in the 2011 Asia Pacific SABRE Awards, organised by The Holmes Report. The SABRE awards also represent the world's largest competition for the public relations industry; hence the Group's strong showing added credence to its assertion that SPRG is a leader in the corporate and financial communications sectors.

SPRG was named "**Asia Pacific Financial Consultancy of the Year**", and was proud to assist clients in garnering awards, including the finalist in major categories despite keen competition from close to 600 entries this year.

2011 marks the first year that The Holmes Report has assembled winners from the Asia Pacific, North America and EMEA regions to present a global prize. The communications campaign that SPRG devised for SBI Holdings, Inc. ("SBI") (Hong Kong stock code: 6488) was subsequently named a **finalist in the Global SABRE Awards**, having been the winner of the Asia Pacific segment.

Awardees	Project Title/Location	Award/Category
Strategic Public Relations Group	-- Asia Pacific	<b>Financial Consultancy of the Year</b>
SBI Holdings, Inc.	<b>Light up Japan</b> -- Hong Kong	<b>Winner</b> Financial Communications
		<b>Finalist</b> Financial Communications -- Global SABRE Awards
		<b>Finalist</b> Greater China
3D-GOLD Jewellery (HK) Limited	<b>The Return to Glory of 3D-GOLD</b> -- Hong Kong	<b>Winner</b> Corporate Image
		<b>Finalist</b> Consumer Products/Services
Tang Palace (China) Holdings Limited	<b>Initial Public Offering Financial Communications Campaign</b> -- Hong Kong	<b>Finalist</b> Financial Communications
United Company RUSAL Plc.	<b>Bringing the Best of Russia to Hong Kong</b> -- Hong Kong	<b>Finalist</b> Financial Communications
Lindt & Sprungli	<b>PR Campaign in China</b> -- Shanghai	<b>Finalist</b> Food and Beverage
BONIA	<b>"Scents" of Achievement and Brand Expression --Launching BONIA Parfums</b> -- Malaysia	<b>Finalist</b> Fashion Beauty and Luxury
Procter & Gamble (Taiwan)	<b>"Six Minutes Protect a Life"</b> <b>CSR Campaign</b> -- Taiwan	<b>Finalist</b> Healthcare
Singapore Furniture Industries Council	<b>"Design-Centric" Campaign in Singapore</b> -- Singapore	<b>Finalist</b> Associations

### **Asia-Pacific Financial Consultancy of the Year**

From a solid foundation, SPRG has grown to become a leader in the IPO/IR communications industry, completing over 220 new listings, and since 2000, has claimed an average of around 25% of the IPO communications market each year. Already, SPRG has handled 17 new listings as at the end of October this year. What is more, the Group is adept at introducing new markets and industries to the investment community while at the same time aiding many overseas corporations tap the Asia-Pacific region, including companies from Russia, Brazil, Mongolia, Canada and Japan. The client conversion rate from IPO to retainer is high, and SPRG is currently advising over 160 listed companies and financial communications clients on a retainer basis.

**Richard Tsang, Chairman and Managing Director of SPRG**, remarked, "We are immensely proud to be named 'Asia Pacific Financial Consultancy of the Year', as well as garner the 'Financial Communications' and 'Corporate Image' honours for campaigns developed for SBI and 3D-GOLD respectively. SPRG has received prominent regional and global recognition from industry and clients for efforts that range from corporate communications and integrated marketing to media relations and financial communications. We will continue to strengthen our lead positions in the IPO, financial and corporate and marketing communications sectors, and will strive to be the preferred PR partner to our clients, delivering a combination of international insight and local expertise that benefits their business."

### **About Strategic Public Relations Group**

Established in 1995, 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 with major focus on investor relations and financial communications. With 280 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group provides clients with a comprehensive suite of world-class public relations services covering investor relations, corporate and marketing communications, consultancy and event management for automobile, IT, travel and hospitality, healthcare and pharmaceutical, luxury, sports and lifestyle service and product promotion, CSR communications, new digital media marketing, B2B 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 100 cities around the world.

In 2009-2011, SPRG earned the following accolades:

Asia-Pacific SABRE Awards 2011 <b>-- Asia Pacific Financial Consultancy of the Year</b> <b>-- Winner –Financial Communications (Client: SBI Holdings, Inc.)</b> <b>-- Winner –Corporate Image (Client: 3D-GOLD Jewellery (HK) Limited)</b> The Holmes Report Top 250 Global Rankings 2011 <b>-- Ranked 64 --the ONLY Hong Kong-based PR network on the list</b> The Holmes Report Asia Consultancy Report Card 2009 <b>-- Hong Kong Consultancy of the Year</b>
Marketing magazine's Agency of the Year <b>-- Local Hero of the Public Relations Agency of the Year (2010 &amp; 2011)</b> <b>-- Best PR Campaign –Media Relations (2011) (Client: United Company RUSAL Plc.)</b> <b>-- Local Hero of the Media Relations Agency of the Year (2010)</b>
Campaign Asia-Pacific PR Awards 2010 <b>-- Asia Pacific Network of The Year</b> <b>-- Financial Campaign of The Year (Client: United Company RUSAL Plc.)</b>
P&G Taiwan <b>-- Best Integrated Marketing Case in PR Campaign 2010</b>
PRC Management Science Research Institute <b>-- The Most Influential Public Relations Consultancy in the PRC 2009</b>
mergermarket League Tables of PR Advisers <b>-- No.1 PR Adviser to Asia-Pacific Mid-Market M&amp;A: Value (2009)/Volume (2008)</b>

#### Media Enquiries

Strategic Public Relations Group  
 Eveline WAN  
 Tel: +852-2864-4822  
 Fax: +852-2114-4948  
 Email: [eveline.wan@sprg.com.hk](mailto:eveline.wan@sprg.com.hk)  
 Website: [www.sprg.asia](http://www.sprg.asia)

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