

**SPRG EARNS “BEST FINANCIAL PR FIRM IN ASIA” TITLE
AT 4TH ASIAN EXCELLENCE RECOGNITION AWARDS 2014 –
THE FOURTH CONSECUTIVE YEAR AT THE TOP**

(Hong Kong, 4 April 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”), is pleased to announce that the Group was named **Best Financial PR Firm in Asia** at the **4th Asian Excellence Recognition Awards 2014**, organised by *Corporate Governance Asia* last night. This marks the fourth year in a row that SPRG has received the accolade.

The award has once again spotlighted the company’s outstanding management team, which successfully expanded the Group’s business while at the same time upheld the highest standard of business ethics. From SPRG’s inception to the present, the Group has handled over 270 IPOs. In 2013, the Group completed 26 new listings, and thus comprehensively outperformed its peers as it maintained its number one position in Hong Kong’s IPO communications market.

Richard Tsang, Chairman of SPRG, remarked, ‘We are immensely proud to be named “Best Financial PR Firm in Asia” by *Corporate Governance Asia*. The honour has highlighted the Group’s professionalism in delivering services that are supported by effective and creative strategies – a reason why SPRG is the leader in the financial communications market. We will continue helping clients in the region to reach out to the world, while at the same time enable overseas clients to be in touch with Asia.’



Richard Tsang, Chairman of SPRG, accepts the “Best Financial PR Firm in Asia” Award

About Asian Excellence Recognition Awards

The Asian Excellence Recognition Awards are designed to recognise excellence in investor communications, business ethics, corporate social responsibility (CSR), environmental practices and financial performance. The recognition were based both on the scores from the data submitted by the readers of *Corporate Governance Asia* and from interviews conducted with investors.

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

Agency-specific awards earned by SPRG include the following:

	Stevie Awards – International Business Awards 2013 - Public Relations Agency of the Year in Asia - Grand Stevie Award
	Agency of the Year - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
	Agency of the Year Awards 2012 - Greater China Independent Agency of the Year (Silver) Asia Pacific PR Awards 2010 - Asia Pacific Network of the Year
	Asia Pacific SABRE Awards 2011 - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009) Top 250 Global Rankings 2013 – The only HK-based network - Ranked 66 - Ranked 4 in Asia
	Asian Excellence Recognition Awards (2011, 2012, 2013 & 2014) - Best Financial PR Firm in Asia
	P&G Taiwan - Best Integrated Marketing Case in PR Campaign (2010 & 2011)

Furthermore, SPRG has devised over 30 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards** and **Mer Comm.** etc.

Enquiries

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