

**SPRG EARNS THE GOLD STANDARD AWARD  
FOR CORPORATE FINANCIAL COMMUNICATIONS  
FROM PUBLICAFFAIRSASIA**

(Hong Kong, 9 December 2014) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is pleased to announce that it has been presented with **The Gold Standard Award for Corporate Financial Communications** for the Group’s bespoke campaign for **Magnum Entertainment Group Holdings Limited** (“MAGNUM ENT”) (HKEx: 2080). SPRG accepted the award during the **Gold Standard Awards 2014** presentation ceremony, organised by *PublicAffairsAsia*, in turn earning further recognition for its ability to deliver PR services that combine innovation with creativity.

The latest honour is the seventh accolade bestowed on the MAGNUM ENT IPO project in 2014. The campaign also garnered a **Gold Award for Excellence in Public Relations** at **Marketing Excellence Awards 2014 Hong Kong**, as well as one **Gold Award for Best Investor Relations Campaign** and one **Bronze Award for Best IPO Strategy** at **PR Awards 2014 Hong Kong** – both events organised by *Marketing Magazine*. In addition, the project earned one **Silver Stevie® Award** in the **Investor Relations** category and one **Bronze Stevie® Award** in the **Issues Management** category at **Stevie® Awards - International Business Awards 2014**. Further, it was recognised with a **Bronze Award for Best Use of Public Relations** at **PMAA Dragons of Asia 2014**.



“A Toast to Success” is the financial communications campaign that SRPG developed for MAGNUM ENT to assist the company in its crucial primary listing and fund raising exercise in Hong Kong. The campaign attracted a public tranche subscription of over 3,500 times, which represented a new record for an IPO in Hong Kong, as well as achieved widespread media exposure. In addition, MAGNUM ENT is the first clubbing entertainment operator to list in Hong Kong.

**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, 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:

<p><b>MARKETING</b></p>	<p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero – Public Relations Agency of the Year</b> (2010, 2011, 2012 &amp; 2013)</li> <li>- <b>Local Hero – Media Relations Agency of the Year</b> (2010)</li> </ul>
 <p><b>campaign</b> <small>Asia-Pacific</small></p> <p>TheHolmesReport</p>	<p>Stevie® Awards – International Business Awards<sup>SM</sup></p> <ul style="list-style-type: none"> <li>- <b>Public Relations Agency of the Year in Asia Pacific</b> (2014)</li> <li>- <b>Public Relations Agency of the Year in Asia</b> (2013 &amp; 2014)</li> <li>- <b>Grand Stevie Award</b> (2013)</li> </ul> <p>Agency of the Year Awards 2012</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year (Silver)</b></li> </ul> <p>Asia Pacific PR Awards 2010</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of the Year</b></li> </ul> <p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year</b> (2011)</li> <li>- <b>Hong Kong Consultancy of the Year</b> (2009)</li> </ul> <p>Top 250 Global Rankings 2014 – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked 74th</b></li> <li>- <b>Ranked 5th in Asia</b></li> </ul>
	<p>Asian Excellence Recognition Awards</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm in Asia</b> (2011, 2012, 2013 &amp; 2014)</li> </ul>

SPRG has devised over 50 award-winning campaigns for clients, which are recognised by the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards, Mer Comm.** etc.

Enquiries

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