

SPRG WINS SILVER AWARD OF FINANCIAL COMMUNICATIONS CAMPAIGN OF THE YEAR AT PR AWARDS ASIA 2016

RICHARD TSANG NAMED IN PRWEEK'S GLOBAL POWER BOOK 2016

(Hong Kong, 16 June 2016) – **Strategic Public Relations Group** (“SPRG” or the “Group”) announced that the communications campaign it developed for Regina Miracle International (Holdings) Limited (stock code: 2199) has won the Silver Award—**Financial Communications Campaign of the Year** at PRWeek’s **PR Awards Asia 2016**, the highest award given out in that category. The accolade it received last night at the award presentation ceremony held in Hong Kong speaks once again to the Group’s professionalism in delivering superior PR services to its clients.



For Regina Miracle’s IPO communications campaign, SPRG developed unique messages to promote to and educate investors and the public about the client as a trendsetting IDM (Innovates, Designs and Manufactures), differentiating it from many of its ODM competitors. Various PR channels were employed to convey those messages. The campaign ensured that Regina Miracle’s IPO stood out among its fiercely competitive likes and secured widespread media exposure and investor interest. There were five IPOs on the same day and the share price of Regina Miracle rose 16.1% on the first trading day, and by end of December 2015, its share price had doubled the offer price, making it one of the best performing IPOs in 2015.

Richard Tsang, Chairman of SPRG, has been included in PRWeek Global Power Book 2016

Also, SPRG is pleased to announce that **Mr Richard Tsang, Chairman of SPRG**, has been included in **PRWeek Global Power Book 2016**. The global power book contains information of the top 350+ most influential professionals in the PR world. Richard is the only agency owner in Hong Kong on the list. Richard’s accomplishments and contributions to the industry have been recognised by

PRWeek once again. He was included in the 2015 Global Power Book and the “Asia Power List 2014 - The 50 Most Influential People in PR”.

About PR Awards Asia

Running in its 15th year, the PR Awards are the region’s most prestigious awards programme, recognising inspired and successful campaigns, companies and individuals in Asia-Pacific’s communications industry.

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 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 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:

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|  | Stevie® Awards – International Business Awards SM - Public Relations Agency of the Year in Asia Pacific (2014 & 2015) - Public Relations Agency of the Year in Asia (2013, 2014 & 2015) - Grand Stevie® Award (2013) |
|  | Agency of the Year - Most Outstanding Client/Agency Partnership (2016) - Best Crisis Management Team (2014) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016) - Local Hero – Media Relations Agency of the Year (2010) |
|  | Agency of the Year Awards - Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards - Asia Pacific Network of the Year (2010) |
|  | Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009) |
|  | Asian Excellence Award - Best Financial PR Firm in Asia (2011-2016) |

Campaigns that SPRG has devised for clients have won more than 70 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

Strategic Public Relations Group

Evelyn Ip

Tel: (852) 2114 4931

Fax: (852) 2114 4948

Email: evelyn.ip@sprg.com.hk

Website: www.sprg.asia

Member Companies: Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia