

**SPRG EARNS SEVENTH STRAIGHT WIN FOR
“BEST FINANCIAL PR FIRM IN ASIA”**

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**SPRG ALSO RECEIVES BRONZE AWARD –
FINANCIAL COMMUNICATIONS CAMPAIGN OF THE YEAR
AT PR AWARDS ASIA 2017**

(Hong Kong, 13 June 2017) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has been bestowed with the “Best Financial PR Firm in Asia” title at 7th Asian Excellence Award 2017, organised by Corporate Governance Asia. This marks the Group’s seventh straight win since the Award’s inception. Such an accomplishment underscores the recognition that SPRG enjoys from the industry and clients, specifically for its leadership and commitment to providing the best and most professional IPO/IR and financial PR services.



*SPRG representatives embrace the
“Best Financial PR Firm in Asia” trophy from Corporate Governance Asia*

In addition to the abovementioned achievement, SPRG has also earned a Bronze Award in the “Financial Communications Campaign of the Year” category of PR Awards Asia 2017. The award was in recognition of the IPO communications programme that it devised for Human Health Holdings Limited (HKEX: 1419 and “the Client”). Despite the fierce competition and unfavourable IPO market conditions at the time of the campaign, the strategy SPRG devised not only assisted the Client to successfully list on The Stock Exchange of Hong Kong Limited, but also achieve the highest oversubscription rate among IPOs during the same period.



About Asian Excellence Awards

The Asian Excellence Recognition Awards recognises excellence in investor communications, business ethics, corporate social responsibility (CSR), environmental practices and financial performance of a public relations company.

About PR Awards Asia

Running in its 16th 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 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 310 professionals working from 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, public affairs and government relations, 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 PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients access over 140 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014, 2015 & 2016) - Public Relations Agency of the Year in Asia (2013, 2014, 2015 & 2016) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>PR Awards</p> <ul style="list-style-type: none"> - Best of Show – Agency (2016) <p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Best Crisis Management Team (2014) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016)
<p>campaign <small>Asia Pacific</small></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
<p>Corporate Governance Asia</p>	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015, 2016 & 2017)
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> - Investment in People (2009 & 2016) - SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 120 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

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