

SPRG ACHIEVES RECORD NUMBERS IN IPO COMMUNICATION CAMPAIGNS

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SEVEN IN 14 TRADING DAYS AND 455 SINCE INCEPTION

(Asia, 1 November 2019) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has completed seven IPO communication campaigns in 14 trading days, including that for ESR Cayman Ltd. (“ESR”; SEHK Stock Code: 1821) listed on the mainboard of HKEX today. It is also the 455th IPO project undertaken by the Group since its inception in 1995, a record in the Hong Kong IPO communication service market, speaking volumes to SPRG’s leadership in the Hong Kong financial communication industry.



Richard Tsang, Chairman of SPRG (5th Right), joins today’s listing ceremony at HKEX.

The listing communication campaign for ESR is the 455th IPO communication campaign completed by SPRG since its inception.

Richard Tsang, Chairman of SPRG, said, “Despite the difficult times we are having this year, SPRG is still able to make strides in the financial communication market handling a record of new listing campaigns. On top of doing its best to secure new clients, SPRG has also remained loyal to its commitment to providing clients with exceptional services, creative ideas and execution meticulous. The Group’s success is very much owed to its experienced and professional team capable of building close and lasting ties with clients, as such many IPO clients ended up as long-term retainer clients. Going forward, we will continue to push to realise our corporate vision of having an ever stronger leadership in the IPO/IR communication market in Hong Kong.”



ESR's Executive Directors, Co-founders and Co-CEOs, Jeffery Shen (Left) and Stuart Gibson (Right), strike the ceremonial gong to mark the start of trading today.

SPRG is delighted to have assisted ESR's listing on HKEX, raising for the client approximately HK\$12.6 billion, making the IPO the second largest in Hong Kong thus far this year.

About Strategic Public Relations Group ("SPRG")

SPRG is one of the largest public relations networks in Asia Pacific and the largest public relations consultancy in Hong Kong.

It has more than 320 professionals working from 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access 140 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed 455 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG's diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered over 380 prominent awards in the client campaign and agency categories, including "Network/Agency of the Year" titles from The Holmes Report, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG's dedication to excellence.

For more information on SPRG and its services visit: www.sprg.asia

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