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SPRG COMPLETES 300TH IPO COMMUNICATIONS CAMPAIGN

PROI Worldwide partner agency leads the IPO communications market in 2015

Hong Kong's largest public relations and investor relations ("IR") and PROI Worldwide partner agency, **Strategic Public Relations Group** ("the Group") has completed its 300th listing communications program, reaching yet another significant milestone on its 20th anniversary. In so doing, the Group has reinforced its no. 1 position in the IPO/IR communications market, having thus far completed 11 new listings in 2015 – and counting.

In its climb to an industry-leading position, SPRG has handled various high-profile IPOs in Hong Kong over the past two decades, including those involving mainland Chinese incorporated companies (H-shares) and leading privately owned enterprises from the PRC, some of which represent record-breaking listings. Irrespective of company size, SPRG provides the best IPO/IR value to its clients, many of whom go on to build lasting bonds with the investment community.

The Group is renowned for its pioneering role while assisting foreign corporations tap the Hong Kong/Asia market. SPRG has been responsible for many "firsts of its kind" IPOs, including the first Brazilian, Canadian, Japanese, Korean, Mongolian and Russian listings on the Hong Kong bourse, as well as the first HDR and first fundraising HDR program. In recent years, SPRG has handled all Japanese new listings in Hong Kong. It also assisted many local brands to get listed by successfully drawing the attention of target investors.

"The Group's success can be attributed to an experienced and professional team, whose dedication and loyalty has resulted in the high conversion of IPO clients into long-term retainer clients. Currently, SPRG is serving more than 160 listed companies in Hong Kong on an ongoing basis.

Mr Richard Tsang, Chairman of SPRG, and Chairman of PROI Worldwide's Development Group in APAC Region remarked, "Our 300th IPO communications programme certainly represents a major milestone, and perfectly coincides with our 20th anniversary. As the hard work and dedication of our colleagues continue to earn the trust and support of a greater number of clients and partners, I trust that SPRG will sustain its growth momentum and attain even greater heights in the years ahead."

SPRG is one of several leading PROI Worldwide IR agencies in APAC Region. Others include India's largest agency, Adfactors PR, and Citadel MAGNUS in Australasia. Together the agencies are market leaders in APAC Region.

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, which employs 300 professionals in nine offices 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.

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 4,400 experienced staff servicing 4,850+ clients worldwide. PROI Worldwide's combined fee turnover exceeds US\$615m., positions it as the 5th largest partnership in the world by net fee income.