



STRATEGIC PUBLIC RELATIONS GROUP
縱橫公共關係顧問集團

SPRG Dazzles with Three Trophies from the Prestigious Stevie® Awards In the 2023 International Business Awards®

(Hong Kong, 14 August 2023) – Strategic Public Relations Group (“SPRG” or the “Group”) is pleased to announce that the Group has garnered two Gold trophies in PR agency awards and one Silver trophy for client’s campaign in the 20th Annual International Business Awards®.

This is the eighth time that SPRG has been named gold winner of PR Agency of the Year in Asia, Australia and New Zealand, and the sixth time in Asia, respectively. With agility and visionary leadership, the exceptional management team at SPRG has been instrumental in navigating the Group through challenging times, ensuring a sound and healthy financial status. The resounding success is also a result of the collective efforts and relentless pursuit of excellence from colleagues who continue to uphold professionalism in the face of economic uncertainty.



On the client front, SPRG devised a holistic communications campaign for OrbusNeich, a leading medical device manufacturer, providing support when they faced an uphill climb in their quest to be listed on the Hong Kong Stock Exchange. Thanks to the client's trust and the account team's hard work and perseverance, in the span of only one month, SPRG was able to attract widespread media coverage, generating over 800 media reports valued at approximately HK\$30.7 million. Furthermore, OrbusNeich's share price rose 44.5% from the offer price – outperforming the Hang Seng Index and Hang Seng Healthcare Index during the same period. OrbusNeich has been included in the Hang Seng Composite Index as well as Stock Connect.

SPRG is thrilled to be honoured by the Stevie IBA and won this esteemed recognition, which was no small feat, considering the fierce competition this year, with over 3,700 nominations from organizations of all sizes and in virtually every industry in 61 nations and territories.

About Strategic Public Relations Group (“SPRG”)

Established in 1995 as an investor relations specialist in Hong Kong, SPRG has grown since and is today an integrated PR group that prides exceptional services to local and international clients in Asia Pacific. SPRG has 250+ professionals working from 18 offices across Asia Pacific, providing clients with holistic communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access over 165 cities globally. Visit www.sprg.asia for more information.

Enquiries

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