

SPRG EARNS TWO ACCOLADES AT 2020 ASIA-PACIFIC STEVIE AWARDS

(Asia, 22 September 2020) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is delighted to receive a Gold and Bronze Stevie® statuette respectively at the seventh annual Asia-Pacific Stevie Awards presentation today. Competing against more than 1,000 nominations from organisations across 29 APAC nations, SPRG is honoured that a panel of distinguished judges has once again acknowledged the Group’s commitment to excellence and the delivery of services that always exceed clients’ expectations.

Award for Innovation in Investor Relations	
 <p>2020 GOLD STEVIE® WINNER Strategic Public Relations Group ASIA-PACIFIC STEVIE AWARDS</p>	<p>Gold Winner - Tai Hing Group Holdings Limited (HKEx: 6811)</p> <p>SPRG devised a financial communications campaign aimed at a successful Tai Hing listing. SPRG’s objective was to distinguish Tai Hing from its peers by highlighting its positive figures, multi-brand strategies, long operating history, successful regional expansion and replicable business model.</p> <p>Market response overwhelmingly positive despite global stock market volatility and the fiercely competitive local IPO market. 15 times oversubscribed, making it one of the most oversubscribed stocks in that period despite poor market sentiment due to the worsening Sino-US trade war and civil unrest in Hong Kong.</p>
 <p>2020 BRONZE STEVIE® WINNER Strategic Public Relations Group ASIA-PACIFIC STEVIE AWARDS</p>	<p>Bronze winner - EuroEyes International Eye Clinic Ltd (HKEx: 1846)</p> <p>“Nie wieder Brille! (No More Glasses!)” – Bringing Crystal Clear Vision to Investors is the financial campaign that SPRG developed for EuroEyes. Despite of its German ophthalmology excellence with 25 years of experience, the Hong Kong investment community knew little about EuroEyes or its growth drivers.</p> <p>SPRG crafted a professional image of EuroEyes, emphasising its role as an industry leader that targets the premium market segment. EuroEyes’ public tranche recorded significant oversubscription of approximately 42.7 times, with shares actively traded on its first day of listing and rose as much as 102%. In addition, EuroEyes realised another milestone: becoming the first German eye clinic group to list on the HKEX.</p>



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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 290 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 PRO 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 over 470 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 390 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from PProvoke, 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

Enquiries

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