



## **SPRG MAINTAINS LEADERSHIP IN IPO COMMUNICATIONS FROM PREVIOUS QUARTER DESPITE ADVERSE MARKET CONDITIONS**

(Hong Kong, 4 July 2013) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is proud to maintain its leading position in the IPO and financial communications markets from the previous quarter, despite volatile conditions.

SPRG was responsible for devising communications programmes for three of 11 new listings on the Hong Kong stock exchange during the second quarter of this year, capturing one-quarter of the market. Just as significant, all of its clients were able to achieve outstanding performance on their first trading day. The closing price per share of PPS International (Holdings) Ltd. (HKEx: 8201) and Beijing Tong Ren Tang Chinese Medicine Co. Ltd. (HKEx: 8138) were up 236.7% and 114.8% respectively, exceeding the performance of all stocks listed this year to date.

Despite the recent phenomenon of real estate IPOs performing poorly on their debuts, and the halting of listing plans by companies; the Group’s client, Wuzhou International Holdings Limited (HKEx: 1369) not only proceeded with its listing, gaining solid support from investors, but its shares also recorded a 5.7% rise in value on first trading day – despite the Hang Seng Index experiencing a drop. This is in contrast with the slump in share price of another IPO that was listed on the same day.

Similarly, KVB Kunlun Financial Group Limited (HKEx: 8077), another SPRG client, was successfully listed yesterday. In addition to being actively traded, the company’s shares performed admirably, achieving an intraday high that was 92% above its placing price, and a closing price still noticeably above the placing price despite a major contraction in the Hong Kong stock market.

The momentum will continue to build when SPRG manages the publicity campaign for the listing of S. Culture International Holdings Limited (HKEx: 1255) in July.

In respect of financial services, SPRG has handled the first Hong Kong-domiciled ETF offered by The Vanguard Group, Inc. SPRG’s involvement in the listing of Vanguard FTSE Asia ex Japan Index ETF (HKEx: 2805) has further enriched its experience in handling “first-of-its-kind” financial PR campaigns, having previously been entrusted with projects involving the introduction of players from markets and industries foreign to the local investment community.

### **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 is an integrated public relations group and an investor relations and financial communications specialist. Leading the way in Hong Kong’s IPO/IR communications market, SPRG has completed over 240 new listings since its founding, and presently advises more than 150 listed companies. With 290 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, and all dedicated to serving over 250 retainer clients, it has become a trusted corporate and marketing communications leader. Among the industries that SPRG’s clients hail from include automotive, IT, travel and hospitality, healthcare and pharmaceutical, sports, lifestyle, and entertainment.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 100 cities around the world.

Agency-specific awards earned by SPRG since 2009 include the following:

	<p>Agency of the Year</p> <ul style="list-style-type: none"> <li>- <b>Local Hero of the Public Relations Agency of the Year (2010, 2011, 2012 &amp; 2013)</b></li> <li>- <b>Local Hero of the Media Relations Agency of the Year (2010)</b></li> </ul>
	<p>Agency of the Year Awards 2012</p> <ul style="list-style-type: none"> <li>- <b>Greater China Independent Agency of the Year (Silver)</b></li> </ul>
	<p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Network of The Year (2010)</b></li> </ul>
	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> <li>- <b>Asia Pacific Financial Consultancy of the Year (2011)</b></li> </ul> <p>Top 250 Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked 59 in 2012</b></li> </ul> <p>Asia Pacific Market Profile Global Rankings – The only HK-based network</p> <ul style="list-style-type: none"> <li>- <b>Ranked among the Top 5 in 2011</b></li> </ul> <p>The Holmes Report Asia Consultancy Report Card 2009</p> <ul style="list-style-type: none"> <li>- <b>Hong Kong Consultancy of the Year</b></li> </ul>
	<p>Asian Excellence Recognition Awards 2012</p> <ul style="list-style-type: none"> <li>- <b>Best Financial PR Firm (Asia)</b></li> </ul>
	<p>P&amp;G Taiwan</p> <ul style="list-style-type: none"> <li>- <b>Best Integrated Marketing Case in PR Campaign (2010 &amp; 2011)</b></li> </ul>

Furthermore, SPRG has devised 20 award-winning campaigns for clients, which are recognised by the *Marketing magazine*, *Campaign*, *Holmes Report*, *PRNews*, *PublicAffairAsia*, *International Business Awards* and *Mer Comm*. etc.

#### Enquiries

Strategic Public Relations Group

Eveline WAN

Tel : (852) 2864 4822

Email : [eveline.wan@sprg.com.hk](mailto:eveline.wan@sprg.com.hk)

Website : [www.sprg.asia](http://www.sprg.asia)

Member companies : Hong Kong | Beijing | Shanghai | Guangzhou | Taiwan | Singapore | Malaysia

– End –