

**SPRG EARNS BRONZE STEVIE IN THE
COMMUNICATIONS/PR CAMPAIGN OF THE YEAR: INVESTOR RELATIONS
CATEGORY OF THE ASIA-PACIFIC STEVIE AWARDS**

(Asia, 9 June 2015) - **Strategic Public Relations Group** (“SPRG” or the “Group”) announces that the IPO communications campaign which it developed for **Hung Fook Tong Group Holdings Ltd.** (“Hung Fook Tong”; HKEx: 1446) was named **Bronze Stevie winner** in the **Communications/PR Campaign of the Year: Investor Relations** category during the **2015 Asia-Pacific Stevie Awards** presentation ceremony in Shanghai. The accolade is in recognition of the Group’s professionalism and excellence in developing an effective PR campaign that fully addressed its client’s needs.



Shufen Tan, General Manager of SPRG Shanghai, is the representative at the Asia-Pacific Stevie Awards presentation ceremony in Shanghai.

Through the IPO communications campaign, SPRG highlighted Hung Fook Tong’s transformation from a traditional herbal tea operator to a modern wellness-concept food and beverage brand, to enhance its appeal to investors. Through the campaign, Hung Fook Tong clearly stood out amidst the fiercely competitive IPO activities, attracting widespread media exposure and subsequent investor interest. The share price on the first trading day jumped 31.5% over the offer price with a trading turnover of approximately HK\$420 million. The campaign also resulted in a public tranche oversubscription of almost 350 times, the second highest among 21 new listings in the one-month period.

About The Asia-Pacific Stevie Awards

The Stevie® Awards are the world’s premier business awards. They were created in 2002 to honour and generate public recognition of the achievements and positive contributions of organisations and working professionals worldwide. The Asia-Pacific Stevie Awards are open to all organisations in the 22 nations of the Asia-Pacific 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 is an integrated public relations group and an investor relations and financial communications specialist. With 300 professionals working from nine offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group 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.

Through its own and affiliation with a global public relations network, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	Asian Excellence Award - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014 & 2015)
	Stevie® Awards – International Business AwardsSM - Public Relations Agency of the Year in Asia Pacific (2014) - Public Relations Agency of the Year in Asia (2013 & 2014) - Grand Stevie® Award (2013)
MARKETING	Agency of the Year - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012 & 2013) - Local Hero – Media Relations Agency of the Year (2010)
	Agency of the Year Awards - Greater China Independent Agency of the Year – Silver (2012) Asia Pacific PR Awards - Asia Pacific Network of the Year (2010)
	Asia Pacific SABRE Awards - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)

Campaigns that SPRG devised for clients have won over 55 awards from such distinguished publications and organisers as the **Bulldog Reporter, Marketing, Campaign, The Holmes Report, IPRA, PRNews, PublicAffairsAsia, Stevie Awards and Mer Comm.**

Enquiries

Strategic Public Relations Group

Eveline WAN

Tel: (852) 2864 4822

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

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

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