

STRATEGIC CSR NETWORK ORGANISES AND PARTICIPATES IN 17 COMMUNITY EVENTS AND HELPS 1,230 INDIVIDUALS WITHIN SIX MONTHS

(Hong Kong, 31 December 2015) — Since its official launch in July 2015, **Strategic CSR Network Limited** (“Strategic CSR Network”) has effectively operated as a one-stop platform, bringing together different parties, including corporations, NGOs, charities and volunteers; consequently **helping 1,230 individuals** through the assistance of **18 community partners**. In **organising and participating in 17 community events**, Strategic CSR Network has also attracted an aggregate of over **310 volunteers** who contributed a total of **890 service hours**.

Over the past six months, Strategic CSR Network has secured in-kind donations valued at **HK\$640,000**, including meal coupons, packaged food, beverages, cooking oil, household products, pillows, cushions, stationery, toys and paint. The donations represent contributions from many of clients and partners from Strategic Public Relations Group (“SPRG” or the “Group”), including 3D-GOLD Jewellery (HK) Ltd., CEC International Holdings Ltd. (HKEx: 759), China Mengniu Dairy Co. Ltd. (HKEx: 2319), Dah Chong Hong Holdings Ltd. (HKEx: 1828), Fairwood Holdings Ltd. (HKEx: 52), Hin Sang Group (International) Holding Co. Ltd. (HKEx: 6893), Hop Hing Oils & Fats (Hong Kong) Ltd., Hung Fook Tong Group Holdings Ltd. (HKEx: 1446), Melco International Development Ltd. (HKEx: 200), Ocean Park Corporation, Sinomax Group Ltd. (HKEx: 1418) and Yip's Chemical Holdings Ltd. (HKEx: 408). Moreover, three donors have repeatedly made donations to Strategic CSR Network and will continue to do so in 2016.

Besides distributing products, a variety of community services have been established to help beneficiaries, comprising the physically challenged and financially burdened, including families, children and youths, the elderly and the homeless. Among the activities that Strategic CSR Network has been involved in include community centre gatherings, household visits during festive events, health talks and exercise classes, meal box deliveries, on-site visits and variety shows. Most services were offered in districts where there are disproportionately large populations of poor, including Sham Shui Po, Kwai Tsing, Kwun Tong, Yau Tsim Mong, Yuen Long and Eastern District (based on *Poverty Situation Report 2014* findings issued by the HKSAR Government). Strategic CSR Network has also secured support from CUHK • Care Service Team and St. Paul's College, both of which will provide volunteers on a continuous basis.

Richard Tsang, Chairman of SPRG and Strategic CSR Network, in summarising the CSR efforts made by the NGO in 2015 said, “2015 has been a remarkable year for SPRG as we celebrated the Group’s 20th anniversary and we established Strategic CSR Network, a not-for-profit organisation committed to helping society. Through our extensive business and social networks, we are able to reduce the burden of our NGO partners in terms of collecting donated products and matching the products with the needs of beneficiaries, as well as recruiting volunteers with different skill sets. Going forward, we will expand the breadth of services, develop a sustainable partnership with NGOs, encourage more donations from existing donors and broaden the donation network beyond SPRG clients. Also, we will link with more public parties in order to have a larger pool of volunteers available to assist Strategic CSR Network’s efforts.”

There are over 20 CSR events in the pipeline for 2016, with four CSR events confirmed for the first quarter of the new year.

About Strategic CSR Network Limited

Strategic CSR Network Limited (“Strategic CSR Network”) is a registered not-for-profit organisation and a one-stop platform that aims at serving underprivileged communities in Hong Kong on an ongoing basis. Established, funded and supported by Strategic Public Relations Group (“SPRG”) since late 2014, Strategic CSR Network leverages the existing business and social networks of SPRG, as well as its experience in devising and participating in charitable and voluntary works, to connect and bring together different parties, including corporations, NGOs, charities and volunteers to achieve common goals. Strategic CSR Network also welcomes reusable product donations so as to reduce solid waste.

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 players from the automobile, banking and finance, IT, travel and hospitality, healthcare and pharmaceutical, lifestyle, entertainment and sports industries, as well as government bodies and associations.

SPRG has completed over 320 IPO communication programmes to date, involving renowned local brands, enterprises from the PRC and multinational corporations. Currently, the Group is serving more than 160 listed companies in Hong Kong on an ongoing basis. These companies originate from diverse industries, including energy, resource, retail, gaming, pharmaceutical, TMT and property. Through SPRG’s own network and affiliation with a global public relations network, SPRG can assist clients access more than 110 cities around the world.

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