

SPRG IS AWARDED WITH 10 YEAR PLUS CARING COMPANY LOGO

(Hong Kong, 10 March 2017) – **Strategic Public Relations Group** (“SPRG” or the “Group”) and its three subsidiaries, specifically, Strategic Financial Relations Limited, Strategic Financial Relations (China) Limited and Strategic Communications Consultants Limited were presented with the “10 Year Plus Caring Company Logo”. Since the Group’s inception, it has upheld the highest principles of corporate citizenship and has been committed to creating a more cohesive society. SPRG seeks to advance the same concerns by which the Caring Company Scheme evaluates companies, specifically, “Caring for the Community”, “Caring for the Employees” and “Caring for the Environment”. The Group is honoured to receive the distinction, which is a testament to the efforts of everyone at SPRG over the past decade – all dedicated to promoting sustainable development and advancing society.

“Caring for the Community” to SPRG means encouraging staff members to participate in voluntary works. It has consequently organised visits to underprivileged communities prior to the Mid-Autumn Festival, Christmas and Lunar New Year – all conducted during business hours. Colleagues are also invited to bring their family members and loved ones to participate. Among the beneficiaries include the elderly, children and young people, physically/mentally challenged individuals and low-income families. In 2014, the Group established Strategic CSR Network, a not-for profit organisation that leverages the resources and networks of SPRG to connect and bring together different parties, including corporations, NGOs, charities and volunteers to serve the community.

Given that SPRG considers its employees as its most valuable assets, “Caring for the Employees” can be considered an integral part of the Group’s corporate culture. Correspondingly, the management provides its workforce with an ideal environment and attractive benefits, including leaves and insurance that surpasses the requirements set out by the Employment Ordinance. Moreover, it provides a nursing room and organises various staff gatherings. It is worth noting as well that the Group has been offering paternity leave since its inception in 1995. Even now, the Group offers five-day paternity leave, which is more than the legal requirement of three days. This is one of many initiatives that the Group has taken to express its care for employees.

The Group is also a proponent of environmental protection. In “Caring for the Environment” SPRG wholeheartedly observes a 4R policy (“Reduce, Reuse, Recycle and Replace”). To reduce energy consumption, the Group installs T5 fluorescent lamps in offices and switches off unnecessary lighting during lunch time and non-office hours, among other practices. And it is just as assiduous towards waste management, as substantiated by the earning of the “Wastewi\$e Label” from the Environmental Campaign Committee for the past several years.

Launched by The Hong Kong Council of Social Service in 2002, the Caring Company Scheme aims to build a cohesive society by promoting strategic partnerships among business and social service partners and inspiring corporate social responsibility through caring for the community, employees and the environment.

About Strategic Public Relations Group

Strategic Public Relations Group 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 310 professionals working from 15 offices in Hong Kong, Beijing, Shanghai, Guangzhou, Taiwan, Singapore and Malaysia, the Group delivers tailored solutions in investor relations, corporate and marketing communications, public affairs and government relations, 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 network and affiliation with PROI Worldwide, the world's largest independent affiliation partnership, SPRG can assist clients access over 110 cities around the world.

Agency-specific awards earned by SPRG include the following:

	<p>Stevie® Awards – International Business AwardsSM</p> <ul style="list-style-type: none"> - Public Relations Agency of the Year in Asia Pacific (2014, 2015 & 2016) - Public Relations Agency of the Year in Asia (2013, 2014, 2015 & 2016) - Grand Stevie® Award (2013)
<p>MARKETING</p>	<p>PR Awards</p> <ul style="list-style-type: none"> - Best of Show – Agency (2016) <p>Agency of the Year</p> <ul style="list-style-type: none"> - Most Outstanding Client/Agency Partnership (2016) - Best Crisis Management Team (2014) - Local Hero – Public Relations Agency of the Year (2010, 2011, 2012, 2013 & 2016)
<p>campaign <small>Asia-Pacific</small></p>	<p>Agency of the Year Awards</p> <ul style="list-style-type: none"> - Greater China Independent Agency of the Year – Silver (2012) <p>Asia Pacific PR Awards</p> <ul style="list-style-type: none"> - Asia Pacific Network of the Year (2010)
<p>TheHolmesReport</p>	<p>Asia Pacific SABRE Awards</p> <ul style="list-style-type: none"> - Asia Pacific Financial Consultancy of the Year (2011) - Hong Kong Consultancy of the Year (2009)
	<p>Asian Excellence Award</p> <ul style="list-style-type: none"> - Best Financial PR Firm in Asia (2011, 2012, 2013, 2014, 2015 & 2016)
	<p>Asia Responsible Entrepreneurship Awards</p> <ul style="list-style-type: none"> - Investment in People (2009 & 2016) - SME CSR (2016)

Campaigns that SPRG has devised for clients have won more than 110 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

Fax: (852) 2114 4948

Email: eveline.wan@sprg.com.hk

Website: www.sprg.asia

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