

SPRG WINS GOLD ACCOLADE AT 2022 ASIA-PACIFIC STEVIE AWARDS

(Asia, 29 June 2022) – **Strategic Public Relations Group** (“SPRG” or the “Group”) is delighted to receive a Gold Stevie® statuette at the ninth annual Asia-Pacific Stevie Awards for the IPO communications campaign it devised for **Tam Jai International Co. Limited** (“TJI”) (2217.HK).

SPRG developed a multifaceted IPO communications programme for TJI, one of the largest and most popular fast casual restaurant chains in Hong Kong. Through carefully conceived communication strategies backed by effective implementation, the public and investment community were able to become well acquainted with TJI’s strengths, investment value and growth potential. The subsequent over-subscription further demonstrated the overwhelmingly positive response received from investors despite the uncertain state of the stock market, culminating in the company’s successful listing on the HKEX Main Board.



Ms Iris Lee, Managing Director of SPRG’s financial arm - Strategic Financial Relations, said, “This is certainly a seal of approval of our colleagues’ dedication and flawless execution, which contributed to the success of this campaign. Still, this could not have been accomplished without the trust of our client, who knew their flotation programme would be handled by very capable hands.”

About Strategic Public Relations Group (“SPRG”)

Founded in 1995, SPRG is one of the largest public relations networks in Asia-Pacific and the largest public relations consultancy in Hong Kong.

Fueled by a workforce of 250 professionals from 18 offices across the region and complemented by PROI Worldwide partners and other affiliates, SPRG provides one-stop, integrated communications services to clients in over 165 cities globally.

SPRG leads the Hong Kong IPO market and has proven its expertise in investor relations and financial communications since its inception. Underscoring SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, marketing and digital communications as well as issues and crisis communication management.

SPRG is a prolific award-winning agency, garnering multiple “Network/Agency of the Year” accolades from authoritative publications and prominent organisations. In addition, it is the only Hong Kong-based PR network to be ranked by PRovoke and PRWeek on their global top-tier lists. Visit www.sprg.asia for more information.

Enquiries

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