

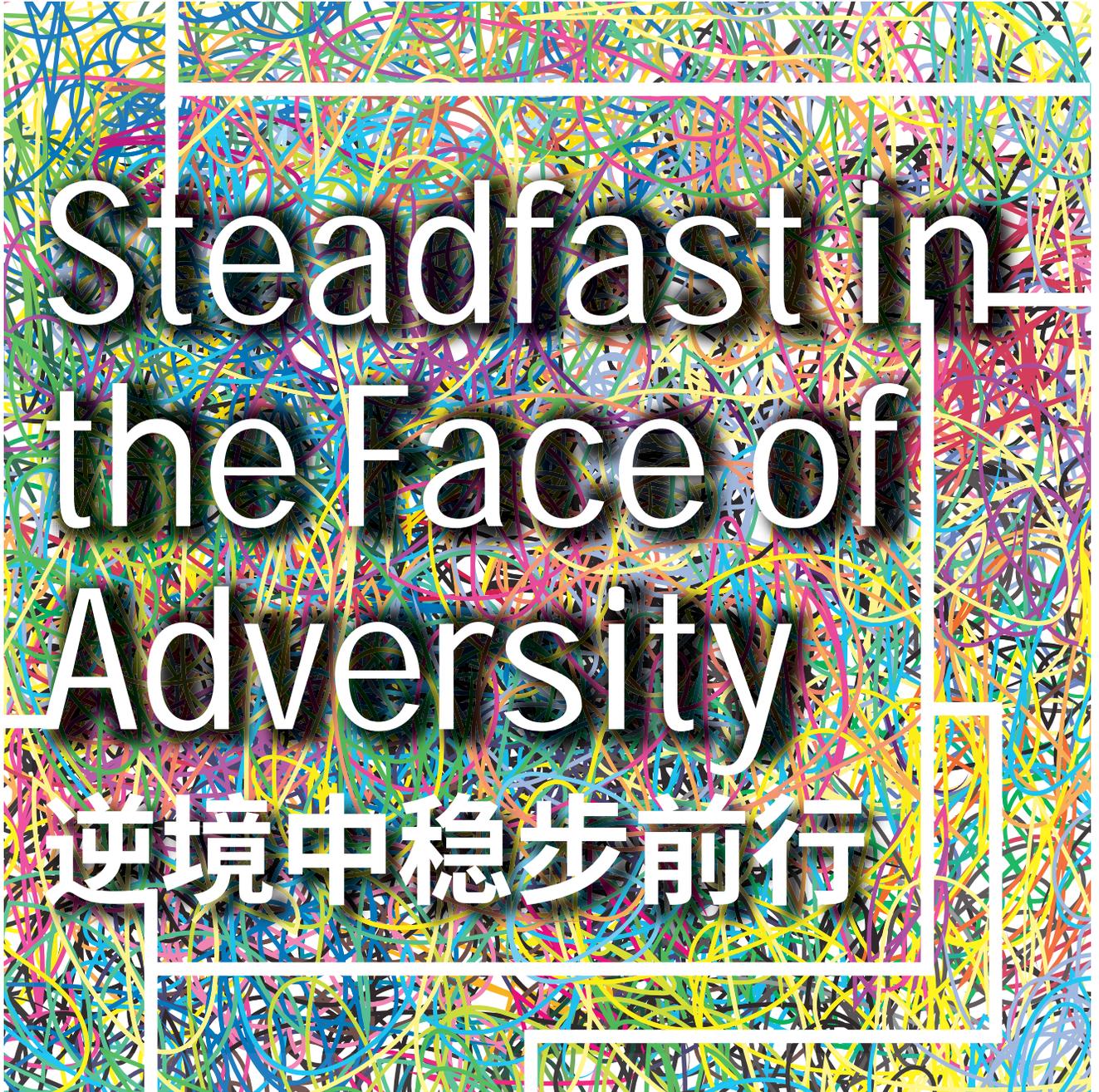
An integrated PR group 综合传讯顾问集团

SPRG

纵横公关集团



<http://sprg.asia>
2019 issue



Steadfast in
the Face of
Adversity
逆境中稳步前行

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2019 was a year filled with uncertainty. Global economic growth remained relatively weak, the trade war between China and the US continued, and the social movement that broke out in Hong Kong in June had a massive impact on the local economy as well as on society. All of these developments warranted serious concern.

To the credit of all our colleagues, they remained firm and steadfast in the face of adversity. Consequently, SPRG continued to expand during the period, growing its footprint in the southern hemisphere by acquiring 20% equity interest in **Financial & Corporate Relations Pty Limited** ("FCR"), a renowned IR and financial communication consultancy in Australia. Founded 35 years ago, FCR is an independent strategic consultancy that specialises in investor, corporate and financial communications. The link-up between SPRG and FCR will not only strengthen the capabilities and service offerings of both parties, but will also allow the two companies to seize new business opportunities in the coming years.

Back at the Hong Kong office, I am pleased to note that it completed 26 IPO communication campaigns over the past year, which included ESR Cayman Ltd — a leading APAC-focused logistics real estate platform that raised approximately HK\$14 billion, and EuroEyes — the first German eye clinic operator to list in the SAR. This latest tally has thereby raised the total number of IPO communication projects completed by the Group to 459 since its inception, a new record in the Hong Kong IPO communication services market. The Group is definitely a standout in another sense, being once again the only Hong Kong-based PR group to be in the top-100 list of PRvoke's Global Top PR Agency Ranking 2019 and PRWeek Global PR Agency Business Report 2019.

While being an industry leader is important, corporate citizenship is no less important, hence despite tremendous adversity, we completed various PR projects pro bono as usual. In addition, our headquarters reached out to over 2,000 beneficiaries through our registered NGO platform, Strategic CSR Network. What is more, we distributed donated supplies valued at nearly HK\$1.25 million.

Certainly another concern that is on the back of everyone's mind is COVID-19, which, as of the writing of this letter, had infected 10 million people worldwide and brought global economic activity to a standstill. Soon after the COVID-19 outbreak, I reiterated SPRG's corporate philosophy to our regional colleagues via email. Specifically, as a responsible employer, there would be no lay-off and no pay-cut due to the economic fallout from the pandemic. Furthermore, we would stand up to adversity and face it side by side with our staff. Colleagues at our Hong Kong headquarters have also taken decisive action to combat the disease, thus far collecting supplies and monetary donations valued at nearly HK\$400,000, which have been used to help approximately 5,000 people.

I would like to take this opportunity to thank all of our clients and colleagues for their unwavering support over the past year. I trust that through foresight and a proactive approach, combined with the acumen and agility that our PR professionals possess, we will be able to help clients navigate through the challenging times and turn crises into opportunities in the future.

2019年的国际局势波谲云诡。环球经济增长持续偏软、中美贸易战硝烟未散，香港在六月开始爆发的社会运动更是激起千尺巨浪，如斯局面对企业发展造成沉重打击。

所幸同事们坚守岗位，纵使面临般逆境，纵横公关顾问集团继续稳步前行。集团在期内收购了澳洲著名投资者关系及财经传讯顾问公司 **Financial & Corporate Relations Pty Limited** ("FCR") 百分之二十股权，将集团业务向南半球延伸。FCR成立至今三十五年，是一家独立传讯策略顾问公司，主要提供投资者、企业及财经传讯顾问服务。这次收购令双方的竞争力及服务范畴得到提升和扩展，开拓了更辽阔的发展空间。

香港分公司于年内完成了26个新上市传讯项目，包括集资约140亿港元的亚太地区著名的最大物流地产平台 ESR Cayman Limited 以及港股中唯一一家来自德国的视力矫正医疗专科企业德视佳国际眼科。自成立以来，集团完成了459个新上市传讯项目，继续保持新股上市传讯市场的纪录。另外，集团继续成为 PRvoke 2019 全球最佳公关顾问榜及 PRWeek 全球公关公司报告上唯一一置身前一百分位的香港公关顾问公司。

我们在繁重的工作之余亦不忘履行企业公民责任，同时肩负义务公关工作，并透过集团的注册非政府机构平台——纵横社会责任网络向超过二千人施以援手，去年筹集物资总值接近125万港元。

执笔之时，新冠肺炎全球感染人数突破一千万。这场席卷全球的世纪危机冲击世界经济运行。疫症爆发不久，我即透过电邮向区内同事重申集团作为负责的企业信念和宗旨，绝不因为经济不景而裁员或减薪。集团将与同事一起共渡难关，同时调整部署，为复苏做好准备。疫症之下，香港总部的同事更联同客户一起投入抗疫行动，为社会有需要人士出一分力，至今赠出物资和善款总值逾40万港元，受惠人士接近五千人。

最后，我衷心向客户和辛勤的同事们致谢！并冀望我们以积极进取的心态砥砺前行，同时运用公关特有的敏锐触角和机动灵活助客户履险如夷、转危为机。



Richard Tsang
Chairman
主席 曾立基



SPRG Invests in FCR | 入股FCR

SPRG acquires a 20% stake in Financial & Corporate Relations Pty Limited, a leading Australian IR/financial communications agency. The latest exercise aligns with the objective of the Group to continue growing its footprint in Asia Pacific.

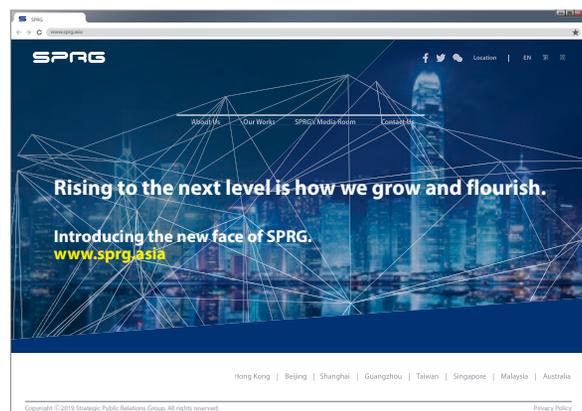
纵横公关集团收购澳洲著名投资者关系及财经传讯顾问公司 Financial & Corporate Relations Pty Limited 百分之二十股权，将集团业务覆盖范围进一步扩展至亚太区。



459 New Listings | 新上市个案

Despite the difficult times, SPRG is still able to make strides in the financial communication market in 2019. The Group has completed 459 IPO project since its inception in 1995, a record in the Hong Kong IPO communication services market, which speaks volumes about SPRG's leadership in the industry.

纵使2019年的营商环境极为艰巨，纵横公关集团仍然创下佳绩。集团成立以来共完成459个新上市传讯项目，刷新香港新上市传讯市场的纪录，同时进一步突显了集团的领导地位。



Launches New Website 集团网站新貌



Get to know us better!
了解更多

20 Awards and Recognition



1



2



3



4

1 The Stevie® Awards

International Business Awards 国际商业大奖

Group Awards 集团奖项

Public Relations Agency of the Year in Asia, Australia and New Zealand
亚洲、澳洲及新西兰年度公关顾问

Public Relations Agency of the Year in Asia (China, Japan and Korea)
亚洲年度公关顾问 (日本、中国及韩国)

Client Campaign Awards 客户项目奖项

PSB Academy

Mansion International 民信国际

Tai Hing Group Holdings Limited 太兴集团

Bestinet Sendirian Berhad

Richard Tsang's Personal Award 曾立基个人奖项

Lifetime Achievement Award-Business Services Industries
终生成就奖—商业服务界别

2 Marketing

Marketing Excellence Awards

AstraZeneca

3 PRCA Malaysia Secretariat

Malaysia Public Relations Awards (MPRA) 2019

Bestinet Sdn Bhd

4 The Stevie® Awards

The Asia-Pacific Stevie® Awards 亚太区Stevie®大奖

LH Group 叙福楼集团

Miricor Enterprises Holdings Limited 卓珈控股

Award to FCR | FCR 的奖项

Public Relations Institute of Australia

Golden Target Awards 2019

Wallenius Wilhelmsen Ocean

Recognition 殊荣





Getaways by SPRG offices
开心小旅行



Team bonding
共渡好时光



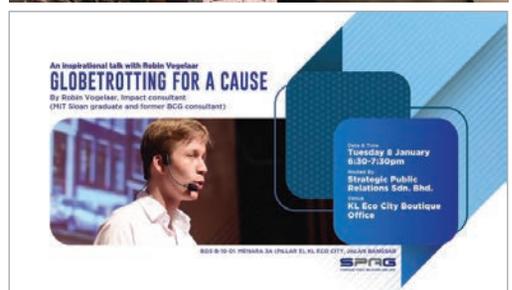
Annual dinner parties by SPRG offices
周年晚宴



Giving warmth to pupils of Yunnan Primary School
关怀云南小学生慈善活动



Happy retirement Susan!
Susan荣休之喜!



Offering insights
集思广益



PROI Worldwide International Meeting
国际公关联盟会议

Bringing Great Minds Together 群英荟萃

Global Partners and Communication Professionals
环球伙伴及传讯专才



PROI Worldwide
Asia Pacific Regional Meeting
国际公关联盟亚太区会议



Sunny Side Up, Japan
日本



fischerAppelt, Germany
德国



Finn Partners, US
美国



Montieth & Company, UK
英国



Klenk & Hoursch AG, Germany
德国



Spark Communications, Thailand
泰国



In2 Innovation Summit 2019



Marketing Pulse Talk



National Public Relations Congress

Talks and Sharing 讲座及分享



Business-School Partnership Programme 商校合作计划



Interns and Career Exploration Programmes 实习生及职场体验计划



SPRG Scholarship Programme 纵横公关奖学金计划





About Strategic CSR Network 关于纵横社会责任网络

Strategic CSR Network Limited (“SCSR”) was set up by Strategic Public Relations Group (“SPRG”) in late 2014 and is fully funded and supported by SPRG. SCSR is a registered non-governmental organisation and a tax-exempt charity under Section 88 of the Inland Revenue Ordinance. In 2017, it became an agency member of The Hong Kong Council of Social Service.

SCSR is a one-stop platform dedicated to serving underprivileged communities in Hong Kong. Leveraging SPRG’s business and social networks and drawing on its experience in devising and partaking in charitable and voluntary works, SCSR connects and brings together different parties, including corporations, NGOs, charities and volunteers to help those in need. It also welcomes the donation of reusable products to help save resources.

纵横公共关系顾问集团(「集团」) 于2014年底成立纵横社会责任网络有限公司(「纵横社会责任网络」), 并负责承担其所有日常营运开支。纵横社会责任网络注册为非政府机构, 并根据《税务条例》第88条获得豁免缴税。纵横社会责任网络于2017年成为香港社会服务联会机构会员。

集团成立纵横社会责任网络是希望透过现有业务和社会脉络, 筹办及参与慈善和义务工作的丰富经验而凝聚社会各方力量, 包括企业、非政府机构、慈善团体和义工, 携手在这一站式平台上为香港的弱势社群提供持续服务。纵横社会责任网络亦欢迎可循环再用物品的捐赠, 以减少资源浪费。

Our Vision 我們的理念

WE CARE 关心

We cherish the communities in which we live and work, and are committed to making a difference in society through our actions.
我们珍视自己生活及工作所在的社区, 承诺身体力行, 为社会带来改变。

WE CONNECT 连心

We connect corporations, NGOs, charities and volunteers; working together as long-term partners to support local communities.
我们将不同企业、社福机构、慈善团体和义工连系起来, 成为长期合作伙伴, 齐心服务本地社区。

WE CONTRIBUTE 爱心

We collect products donated by corporations, and through organising/participating in community events on a regular basis, we distribute such products to those in need.
我们向不同企业募集物资, 再透过举办或参与各种社区活动, 赠予有需要人士。

How the CSR Platform Works 纵横社会责任网络如何运作

Donors 捐赠者

All donated products are sorted and kept in our storeroom, and are managed by our CSR officer.

项目主任收集及整理募集而来的物资,并妥善存放在纵横社会责任网络的仓库中。

NGOs/Charities 社福机构

Suitable beneficiaries and their daily needs are identified through reputable NGO/charity partners. Products are distributed through their regular community services or activities organised by Strategic CSR Network.

在信誉良好的非牟利/慈善机构伙伴的帮助下,确认合适的受助人及了解其生活需要。物资于合作伙伴定期举办及纵横社会责任网络筹办的社区服务活动交予受助人。

Volunteers 义工

Volunteers from different sectors are involved in distributing products, as well as offering emotional support.

汇聚各界义工于同一平台,一起参与物资分配,并向受助人送上关怀。

Beneficiaries 受助人

Elderly | Family and Community | Children and Young People | Physically/Mentally Challenged

长者 | 家庭及社区 | 儿童及青少年 | 体能或智力不足者

Achievements in 2019 成果

HK\$1,247,064.23

Donations valued at
捐赠物资总值

290

Volunteers on
aggregate
合计义工人次

730

Service hours
社会服务时数

10

Corporate donors
企业捐赠者

2,131

Beneficiaries
受助人

27

Partners
合作伙伴

34

Community events
社区活动

Corporate Donors 企业捐赠者



Community Partners 社区合作伙伴



ELCHK, Ma On Shan District Elderly Community Centre



ELCHK, Radiance Hub



ELCHK Tai Wo Integrated Youth Service Centre



Hong Kong Christian Service Bliss District Elderly Community Centre 香港基督教服務處乐晖长者地区中心



Hong Kong Christian Service Cheung Fat Home for the Elderly 香港基督教服務處 长发安老院



Hong Kong Christian Service Chih Ai Parents' Association 香港基督教服務處智爱家长会



Hong Kong Federation of the Blind



循道卫理观塘 社会服务处



The Mong Kok Kai Fong Association Limited Chan Hing Social Service Centre 旺角街坊会陈庆社会服务中心



The Salvation Army Cheung Hong Community Day Rehabilitation and Residential Service 救世军长康社区展能暨宿舍服务



The Salvation Army Integrated Service for Street Sleepers 救世军露宿者综合服务



The Salvation Army Tai Po Multi-service Centre for Senior Citizens 救世军大埔长者社区服务中心



Wan Chai Methodist Centre for the Seniors 循道卫理湾仔长者服务中心



Volunteer Partners 义工伙伴



Elderly 长者

Family and Community
家庭及社区



Children and Young People
儿童及青少年



Physically/Mentally Challenged
体能或智力不足者



Entertainment 娱乐



It is the 25th anniversary of Discovery! Discovery launched the first brand event in its history – “Power People’s Passion”. The event brought together 10 national and overseas actors and attracted the participation of over 10,000 fans.

庆祝来台开播25周年, Discovery首度推出史上第一次家族品牌活动—「Discovery探索生活节」。活动从海内外动员10位明星, 吸引上万名粉丝参与!



The Antarctica Expedition Team takes the stage during the Discovery Premiere Press Conference.

Discovery全新《前进南极点》首映记者会。



Animal Planet Channel promotion event.

动物星球频道推广活动。



Emperor Cinemas mark its entry into Malaysia with the launch of its first luxe outlet at R&F Mall in Johor Bahru.

英皇戏院进驻马来西亚, 在新山富力广场开设首间豪华戏院。



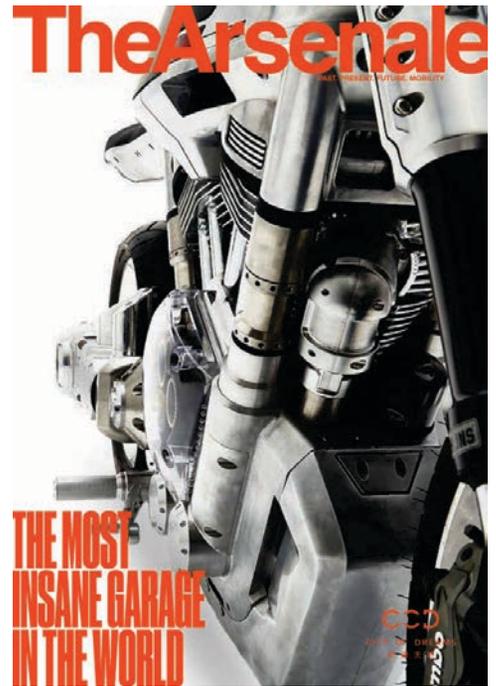
Medialink invites journalists to visit its exhibition booth at the Hong Kong Animation Comics & Games Conference.

羚邦集团邀请传媒朋友参观其于香港动漫电玩节的参展摊位。



One of the largest cinema chains in Malaysia, MBO Cinemas, launches their first Onyx Cinema LED hall in the country in partnership with Samsung Electronics.

马来西亚最大型的连锁电影院之一MBO Cinemas, 伙拍Samsung Electronics 开设首间Onyx Cinema LED影院。



The first TheArsenale showroom in Asia opens at City of Dreams Macau, attracting the superstar Aaron Kwok and a large number of media friends.

TheArsenale首个亚洲珍品展览「奢迷空间」进驻澳门新濠天地, 吸引天王郭富城及大批传媒朋友到场参观体验。



Lifestyle 生活时尚



A press conference is organised to announce the 15th anniversary of 3DG Jewellery and Kelly Chen partnership as well as the launch of new products.

金至尊珠宝与陈慧琳合作15周年庆典暨新品发布会。



The 520 brand ambassador contract signing ceremony of 3DG Jewellery and Xu Kai is held successfully in Beijing.

金至尊珠宝 x 许凯520品牌代言人签约仪式于北京启动。



Thanying Restaurant enters the PRC market by opening a branch in Shanghai. SPRG helped to increase brand awareness and foot traffic.

泰迎餐厅于上海开设首间分店作为打入中国市场的第一步。纵横公关集团成功为其提升品牌知名度和人流。



The OZO Phuket trip allows the media to become familiar with OZO, one of the core brands of Onyx Hospitality Group.

媒体前往布吉OZO酒店考察后,进一步认识这个隶属Onyx 曜丽酒店集团的品牌。



SPRG is appointed Singapore Art Week's creative agency.

纵横公关集团全力筹备2020年新加坡艺术周。



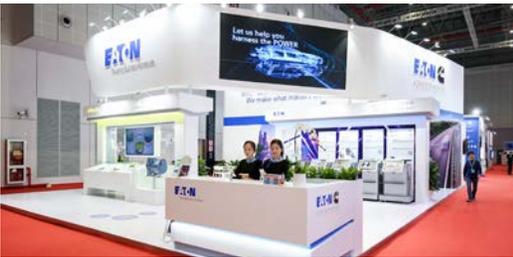
Nuna TRIV pushchair is launched in Taiwan.

明星御用育儿神器—Nuna TRIV推车在台首亮相。



Phoebe Huang and her daughter Poppy attend Tiger Family's first backpack show.

黄嘉千和女儿夏天出席Tiger Family首场书包秀。



Eaton Vehicle Group officially announces the introduction of its vehicle electrification division e-Mobility to the PRC at the 18th Shanghai International Automobile Industry Exhibition. 伊顿车辆集团于第18届上海国际汽车工业展览会上宣布在中国成立车辆电气化事业部 e-Mobility。



Beijing is the home to Starbucks' first store in the PRC. To celebrate the 20th anniversary of Starbucks entry into the PRC and the milestone of 300-store openings in Beijing, SPRG initiates a super fan to promote interaction with local fans.

北京是星巴克在中国的第一家门店所在地。正值星巴克入主中国20周年纪念以及北京达300家门店数量这一里程碑之际，纵横公关集团设计了一个精巧的传播方式与北京粉丝互动。



Lamborghini reveals four masterpieces during the 2019 Shanghai International Automobile Exhibition.

兰博基尼汽车携四款超凡杰作震撼登陆2019上海国际车展。



All the on-sale models of Vespa appear at Beijing "Vespa Night 2019". The event presented an unparalleled visual feast to all of the distinguished guests.

所有Vespa品牌在售车型闪耀亮相「2019 Vespa品牌之夜」，为贵宾奉上一场无与伦比的视觉盛宴。



SPRG supports the kickoff of the "Enjoy! It's from Europe" restaurant promotion in Guangzhou by inviting leading food and lifestyle KOLs and media. The team shot photos and videos on site that were shared on the campaign's social media channels: WeChat, Weibo, Douyin.

纵横公关集团为「享味欧洲」广州餐厅推广开业活动策划并执行了一系列的铺开式传播。该团队邀请到行业内顶尖的意见领袖和媒体现场体验分享，并全程跟踪拍摄了精美的活动照片和视频，通过多种线上社交媒体渠道（微信、微博、抖音）进行全方位传播分享。



Sports 体育



PUMA Malaysia organises a Spring/Summer 2020 press preview, to showcase some of its key collections.

马来西亚PUMA举办2020春夏传媒预览, 通过时装秀展示新装系列。



Sable is the leading brand of swimming goggles. It has entered the sports optic market with the introduction of a detachable design.

台湾水中近视眼镜领导品牌黑貂进军运动光学, 为近视族打造可拆装的近视运动眼镜。



PUMA Malaysia organises the "House Of Hustle", a first-of-its-kind sports and performance event endorsed by the Malaysian Ministry of Youth and Sports.

在马来西亚青年及体育部的支持下, 马来西亚PUMA举办了首个运动和表演项目「House Of Hustle」。



Germany's leading vision-correction brand, EuroEyes, reveals its future development plan in the PRC to the Shenzhen media after its successful listing on the HKEX.

德国眼科视力矫正行业领先品牌—德视佳成功登陆香港联合交易所后,在深圳与媒体见面并披露了未来在中国的发展新动向。

Beauty and Health 美容及健康



Taiwan "1,000 Love National Health Day" — 350 senior secondary students work as volunteers to help the elderly measure their blood pressure and waist circumference. Approximately 35 thousand people participated in the event.

台湾「千禧之爱全国健康日」—350名高中生担任志工为民众及长辈量测血压和腰围,吸引全国约3.5万民众参与。



In GE Healthcare's breast cancer prevention campaign, SPRG designed H5 with nearly 5,000 views, generated many forwards on WeChat moments and chatting groups.

纵横公关集团为GE医疗的乳腺癌防治活动,策划并设计互动H5,浏览量近5,000次,吸引朋友圈及微信群的大量转发。



ACT Genomics, a leading cancer precision treatment solution provider, opens its third Next Generation Sequencing laboratory in Asia at Hong Kong Science Park.

行业顶尖的癌症精准治疗方案供应商—行动基因,于亚洲的第三间次世代定序技术实验室于香港科学园开幕。



The first AI wearable assistive devices for visually impaired people — OrCam MyEye and OrCam MyReader, is launched in Taiwan, creating a ripple effect on the assistive product market.

全球首支为视障者打造的AI眼镜—OrCam MyEye及OrCam MyReader正式在台湾亮相,在辅具市场掀起前所未有的巨浪。



Zespri and John Tung Foundation announce the "Happy Body Index".

Zespri纽西兰奇异果和董氏基金会公布「身体快乐指数」。



Property 地产



"The Met. Acappella", a development of Wang On Properties, positions itself as a large-scale landscaping and green housing project complete with beautiful gardening designs.

宏安地产的「荟养」项目以大型园林绿化住宅为定位。



"maya", a residential project developed by Wang On Properties is fitted with top German brand home appliances.

宏安地产的住宅项目「曦台」引入德国顶级家电品牌。



SPRG manages an outreach campaign to raise awareness of Teringin @ Sri Ukay, an ultra luxury residential development.

纵横公关集团为豪华住宅项目Teringin @ Sri Ukay策划品牌推广活动。



SPRG brings the media to Cyberjaya during International Women's Day. Known as Malaysia's Silicon Valley, the master developer Setia Haruman is giving special attention to ensure a safe environment for the city, especially for the female community.

纵横公关集团在国际妇女节当天带领传媒参观由最大发展商 Setia Haruman开发的赛城项目。这个有马来西亚硅谷之称的城市对女性社群的安全性额外注重。



Fullsun International invites the media to the visit show flat and club house of its residential project La Salle Residence.

福晟国际向媒体展示住宅项目「晟林La Salle Residence」的样板房和会所。

Education 教育



“Roots - In Search of 100 Family Names”, a multi-media education project promoting the ethnic history of China, is initiated by SD Advocates. A group of students from Hong Kong Design Institute was engaged to create a 100 episode motion picture telling stories about the origin of specific Chinese surnames.

「百姓追寻」是持续智库主导的多媒体教育项目，旨在推广中国姓氏的根源。一群香港知专学院的学生参与制作100条一分钟动态影像短片，探索每一个中国姓氏的根源。



The first ST Yau High School Science Award (Asia) is held in Hong Kong. The award was founded by the internationally renowned mathematician Professor Shing-tung Yau (left) with the aim of promoting science and technology to the younger generation.

丘成桐中学科学奖(亚洲)首次在香港举行。国际知名数学家丘成桐(左)教授是奖项创办人，他希望藉此推动青少年探索科学的奥秘。



The Hong Kong Young Academy of Science is officially established and will serve as a chapter of The Hong Kong Academy of Sciences.

香港科学院辖下分会—香港青年科学院正式成立。



SPRG is engaged by Chu Hai College of Higher Education, Hong Kong, to raise brand awareness.

纵横公关集团助力香港珠海学院推升知名度。



IDEAS Education group kicks off the “Meeting the Future of Education” Experience Campaign in Qinhuangdao.

启行教育集团的「遇见 未来教育」启动仪式在秦皇岛展开。



Suga International donates HK\$8 million to The Hong Kong Polytechnic University for the establishment of the Suga Research Laboratory for Sustainable Urban Green Agriculture.

信佳国际向香港理工大学捐款八百万港元，设立「信佳城市绿色耕种研究实验室」。



Technology 科技



Over 4,000 passionate Chinese developers participate in the annual Google Developer Days China.

超过4,000名来自中国的开发者参加了2019谷歌开发者大会。



Kathy Lee, Regional Director for North Asia of Google Cloud, hosts the Hong Kong Cloud Summit.

Google云端北亚区总经理李孔源主持香港Cloud Summit。



Google Hong Kong releases the third edition of its *Smarter Digital City Whitepaper*

Google香港发表第三版《智慧数码城市白皮书》



The annual B2B event "Think with Google" enables Google to give talks on how its technologies, platforms and solutions can support Chinese businesses to build their brands in the global market and achieve business growth.

「Think with Google」中国年度B2B营销大会— Google向广告主和合作伙伴介绍了Google的技术、平台和解决方案将如何帮助中国企业在全球市场打造品牌和取得增长。



Together, SPRG and Singapore telco, giga, create a new brand voice through ATL, BTL and PR work.

纵横公关集团和新加坡电讯公司giga携手, 透过在线、线下和公关工作为品牌制造回响。



Being selected as the projection technology supplier by Guangzhou International Lighting Festival, Vivitek uses its leading products and technologies to make the city more colourful and attractive.

丽讯再次助力广州国际灯光节, 利用最新投影技术让花城更加绚烂多彩。



ADMIROR, a new collection of modern laptops is launched by International technology brand AVITA.

国际智能科技品牌AVITA推出全新型格笔记本电脑ADMIROR系列。



Nikyang Enterprise releases the world's first intelligent laboratory, which integrates innovation, intelligence and humanity, at Beijing Conference and Exhibition on Instrumental Analysis.

力扬企业于北京分析测试学术报告会暨展览会上发布了全球首个集创新、智能化和人性化于一体的智能型实验室。



The immersive performance "Yuedong Dunhuang", which uses Vivitek projection equipment, begins national tour to show the charm of Dunhuang ancient music.

由丽讯投影设备打造的大型沉浸式演出《乐动敦煌》踏上全国巡演之旅。



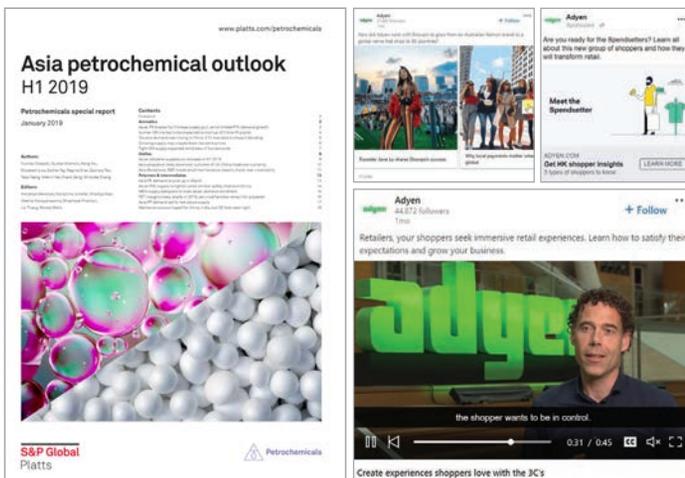
Digital and Social Media

数码及社交媒体



SPRG is tasked with devising the overall digital strategy for lead generation across all of PSB Academy schools.

纵横公关集团全权为新加坡私立高等教育机构PSB Academy所属学系的学员招收制订数码策略。



SPRG works with S&P Global Platts and Adyen respectively on digital campaign strategy and media buy. The former aims to drive new business in specific territories for its various commodities business units, while the latter endeavours to promote thought leadership in the payment platform arena.

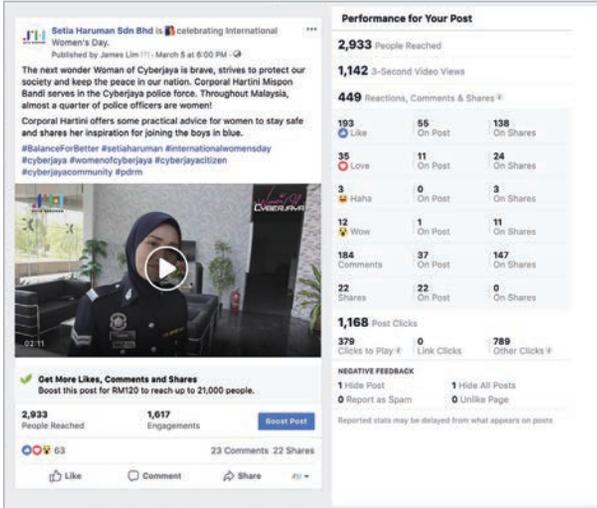
纵横公关集团分别为标普全球及Adyen制定数码营销和媒体采购策略。前者旨在为多个商品业务部门在不同地区推动新业务，后者则致力于在亚太地区的支付平台领域推广思维领导。



Filled with wacky commentator videos and hilarious opinion pieces, Football Siao is an English Premier League website for football fans written by football fans.

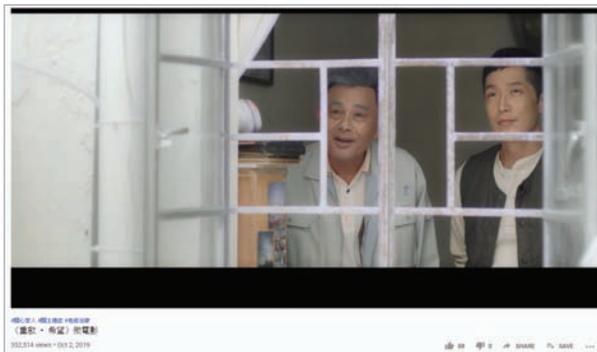
Launched at the start of the 2019/2020 EPL season, SPRG has developed editorials, video, and social media content as well as built the headless CMS platform for its growing online audience. Working in partnership with Singtel Media, the website has also created branded content for sponsors such as Ogawa.

Football Siao是一个专为英超联赛球迷创建的网站，把足球带到生活，并且以幽默和引人入胜的方式发布任何有关英超联赛的消息。Football Siao于2019/2020赛季开始时推出，纵横公关集团为不断增长的在线观众策划评论、影片和社交媒体内容。通过和新加坡电讯合作，Football Siao同时为奥佳华创作品牌内容。



Setia Haruman, Master Developer of Cyberjaya, appoints SPRG to strengthen the town's position as an attractive and comfortable community, in an effort to boost its population.

纵横公关集团协助赛城的主要发展商Setia Haruman加强赛城宜居城市的定位以增加其总人口。



SPRG is appointed by AstraZeneca to develop its search engine optimisation strategy. This included increasing the branded keyword search volume, as well as creating digital content in line with the company's brand building strategy; calling for the production of videos and social media promotions.

纵横公关集团为阿斯利康制定搜索引擎优化策略，提升品牌关键词的排名。并透过制作视频于社交平台宣传，以建立数码内容并加强品牌建构策略。



SPRG is the key partner of Merck KGaA and their "Curiosity" initiative in the PRC, which involves rebranding the company through a focus on innovation and technology. SPRG consequently developed a winning strategy that targeted regional stakeholders through both in-app and social platform advertising, as well as top B2B influencer channels. The strategy subsequently generated over 130 million impressions and click-through of 3.27 million for the campaign's mini site, surpassing all expectations, as well as creating tremendous buzz for the initiative.

作为默克公司在中国的主要合作伙伴，纵横公关集团「好奇心」活动制定了成功的战略，通过in-app广告和社交平台广告以及意见领袖合作有效触达目标人群。达到了1.3亿的曝光和327万的点击量，结果远超预期，「好奇心」活动在市场上产生了巨大的反响。



Governments and Public Bodies

政府及公营机构



SPRG assists Uruguayan XXI in promoting Uruguayan investment opportunities to potential Chinese investors during Uruguay Week in China, 2019 Beijing Expo and 2nd China International Import Expo.

纵横公关集团在「乌拉圭在中国」路演活动、北京世园会及第二届中国国际进口博览会期间，通过有效的媒体策略向中国投资者推介乌拉圭的投资机会。



Stryker's wholly owned subsidiary, Chuangsheng Medical Devices (China) is invited to participate in a media conference for coming up with new ideas for the development of famous enterprises of the Changzhou Municipal Government.

史赛克旗下企业获邀参加常州市政府重点民营企业发展新思路新闻发布会。



Europa Awards for Sustainability 2019 is the flagship programme of The EU-Malaysia Chamber of Commerce & Industry. The Awards recognise companies that have shown exemplary business excellence in the field of sustainability and have been generating long-term benefits for Malaysia's society and economy.

欧盟-马来西亚工商会的旗舰项目—Europa Awards for Sustainability 2019旨在表扬在可持续领域表现出色并且为马来西亚的社会和经济带来长远效益的企业。



EU-Malaysia Chamber of Commerce and Industry organises the annual trade and investment forum, titled "How will Malaysia withstand a global slowdown?" in Kuala Lumpur this year.

欧盟-马来西亚工商会今年以「马来西亚如何应对全球经济放缓?」为题,于吉隆坡举办一年一度的贸易及投资研讨会。



Deloitte China reviews the performance and development of the IPO markets of the PRC and Hong Kong in 2019. They also projected the outlook and opportunities for 2020.

德勤中国回顾2019年中国内地及香港首次公开招股市场的表现与发展,并展望来年的前景和机遇。

Financial Institutions and Professional Associations 金融与专业机构



Aside from participating in the opening ceremony of CTBC Bank Guangzhou and Xiamen Branch, SPRG also assists the CTBC Shenzhen Branch in holding an opening ceremony, media interviews, banquets and other activities during the year.

纵横公关集团协助中国信托商业银行广州、厦门分行的开业仪式后,今年再次助力深圳分行举办开业典礼、媒体采访、宴会等活动。



Pyrinas Real Estate Management hosts a luncheon presentation on the U.S. life sciences sector and related real estate development.

Pyrinas Real Estate Management 举办了一个关于美国生命科学领域与相关房地产发展的午餐会演讲。



Schroders 2020 Investment Insights Press Conference.

施罗德2020投资展望记者会。

Financial Institutions and Professional Associations 金融与专业机构



SPRG once again assists BDO in organising the second ESG Awards.
纵横公关集团再次协助BOD举办第二届环境、社会及管治大奖。



Yayasan Hasanah, an impact-based foundation of Khazanah Nasional Bhd, launches its first fully digital and interactive annual report which makes it easily accessible to a wider audience.

马来西亚国库控股旗下的哈桑娜基金会发布了首份电子和互动形式的年度报告,使它更容易接触广大受众。



Bank J Safra Sarasin presents its market outlook, investment strategies and ideas for 2019.

瑞士嘉盛银行发表对2019年市场前景的观点、投资策略及想法。



IR Magazine Greater China Conference and Awards.
大中华地区IR Magazine论坛暨颁奖典礼。



The First Master Insight Finance Forum.
灼见名家首届财经峰会。



UA Finance celebrates its 25th anniversary with media friends and announces the set up of its FinTech and Innovation Department.

亚洲联合财务与传媒朋友共同庆祝公司成立25周年,并宣布正式成立金融科技及创新部。



Themed “Healthy People=Healthy Business”, the 2019 Malaysia Health Forum is hosted by Mercer Marsh Benefits. 由美世达信员工福利举办的马来西亚健康论坛今年以「健康的员工=健康的企业」为题。

Hong Kong Investor Relations Association (HKIRA)
香港投资者关系协会



The “Shareholder Engagement and Activism in Hong Kong” conference. 「股东维权与积极主义」香港研讨会。



HKIRA IR Awards. 香港投资者关系大奖。



HKIRA IR Annual Symposium 2019. 2019 IR年度研讨会。



The Best Corporate Governance Awards, organised by Hong Kong Institute of Certified Accountants, proudly celebrates its 20th year. 由香港会计师公会举办的「最佳企业管治大奖」踏入第20届。



Cenergi, subsidiary of Malaysia’s sovereign wealth fund, enters into a RM 100 million term facility which will be used to fund its ten Biogas to Energy projects. 马来西亚国家主权基金的独资公司Cenergi获批一亿令吉的定期贷款，将用于十个转沼为能项目。



The Hong Kong Institute of Directors announces winners of Directors Of the Year Awards 2019 at its annual dinner. 香港董事学会于周年晚宴上公布2019年度杰出董事奖得奖者。



IPO Communications 新上市传讯



ESR Cayman (HKEX:1821), the largest APAC focused logistics real estate platform, raises approximately HK\$14 billion from its IPO, making it the third largest IPO in Hong Kong in 2019.

专注亚太区的最大物流地产平台ESR Cayman (股份代号:1821) 上市集资额约达140亿港元, 是2019年香港集资额第三大的上市项目。



EuroEyes (HKEX: 1846) is the first foreign entrant in the PRC vision correction services market as well as the first German eye clinic group to list in Hong Kong.

德视佳(股份代号: 1846)是最早进入中国视力矫正服务市场的境外参与者, 同时亦是首家于香港上市的德国眼科诊所。



JBB BUILDERS (HKEX: 1903), an established engineering contractor based in Malaysia that focuses on providing marine construction services as well as building and infrastructure services successfully goes public. In doing so, it becomes the first Malaysia-based enterprise in the related business to be listed on the Main Board of HKEX.

从事海上建筑和楼宇及基础设施服务的马来西亚工程承包商JBB BUILDERS (股份代号:1903) 成功于主板上市, 更是当地业界首家来港上市的企业。



Xinyi Energy (HKEX: 3868), a leading non-state owned solar farm owner and operator in the PRC, strives to become the first high-dividend and safe-haven new energy utility stock in Hong Kong.

中国领先的非国营太阳能电站拥有及营运商信义能源(股份代号: 3868)致力成为港股市场第一只高派息及避险型新能源公用股。



IVD Medical (HKEX: 1931), a leading tier 1 distributor of In Vitro Diagnostic ("IVD") products in the PRC, lists on the Main Board. The Group has thus become the first IVD products distributor to list in Hong Kong.

中国领先的体外诊断产品一级分销商华检医疗控股(股份代号: 1931)成为香港第一间同类上市企业。



Hong Kong Johnson Holdings (HKEX: 1955), a leading environmental hygiene service provider in Hong Kong successfully lists on HKEX.

香港庄臣控股(股份代号: 1955)是首屈一指的环境卫生服务供应商。



XD Inc. (HKEX: 2400) is a first mover among its Chinese peers when it comes to tapping the overseas game market. It also operates TapTap, the largest game community and platform in the PRC.

心动公司(股份代号: 2400)是进入海外市场中国游戏运营商中的先行者,亦掌控中国最大的游戏社区及平台TapTap。

IPO Communications

新上市传讯



SPRG is delighted to assist long-term marketing client Tai Hing (HKEX: 6811) in listing on the Main Board of HKEX. The well-planned and successful listing exercise is a testament to SPRG's extensive services which are all conducted under one roof.

纵横公关集团为太兴(股份代号:6811)筹划市场推广和品牌建设多年,今年更协助集团成功迈向主板上市。



Mr. Zhang Lianghong, Chairman of Kimou Environmental (HKEX: 6805), hosts the gong striking ceremony. The Group became the first large-scale electroplating industrial park developer and operator to list in Hong Kong.

金茂源环保(股份代号:6805)主席张梁洪先生于联交所内敲响铜锣,标志着集团成为首间于香港上市的大型电镀工业园区发展商及营运商。



The management of IntelliCentrics (HKEX: 6819) travels from abroad to celebrate its successful Hong Kong listing.

中智全球(股份代号:6819)管理层汇聚香港同贺上市新里程。



Analogue Holdings (HKEX: 1977), the largest E&M engineering service provider in Hong Kong and which engages in various signature projects, successfully lists on the Main Board of HKEX.

参与了多个著名项目的香港最大机电工程服务供应商安乐工程集团(股份代号:1977)成功上市。



Green Future Food Hydrocolloid Marine Science (HKEX: 1084), a leading seaweed-based and plant-based hydrocolloid producer in the PRC lists on the Main Board. Mr. Chan Kam Chung, Executive Director, Chairman and Chief Executive Officer (right) presents a souvenir to HKEX.

中国的领先海藻及植物性亲水胶体生产商绿新亲水胶体海洋科技(股份代号:1084)正式于主板挂牌。集团执行董事、主席兼行政总裁陈金淙先生(右)致送纪念品予港交所代表。



Mr. KONG Linglei, Chairman and Executive Director of Maikē Tube Industry (HKEX: 1553) (right) presents a souvenir to HKEX. The souvenir is a figurine of a runner with steel pipe in hand, which representing the Group's leadership in the industry, as well as its "dedication to top quality, setting the benchmark for excellence" operational philosophy.

迈科管业(股份代号:1553)主席兼执行董事孔令磊先生(右)致送纪念品予港交所代表。纪念品是手持钢管的奔跑者,寓意着迈科管业奋发向前,一直领跑行业,展现集团「追求深度品质的理念,指引卓越的风向标」的经营理念。



Centenary United (HKEX: 1959), the largest 4S dealership group in Zhongshan, lists successfully on the Hong Kong bourse.

中山市最大的4S经销集团世纪联合控股(股份代号:1959)宣布于主板挂牌。



Lever Style Corporation (HKEX:1346), the apparel engine behind digitally native and conventional premium fashion brands, presents a listing souvenir to HKEX.

网络原生品牌及传统高端时尚品牌背后的时尚工程师—利华控股(股份代号:1346)致送上市纪念品予港交所。



Wai Hung (HKEX: 3321) donates HK\$1 million to the Hong Kong Community Chest to commemorate its listing.

伟鸿(股份代号:3321)捐赠港币一百万元予香港公益金以纪念集团上市。



- 1 Tu Yi Holding 途屹 (HKEX:1701) 2 Contel Technology 康特隆科技 (HKEX:1912)
- 3 Sheng Ye Capital 盛业资本 (HKEX:6069) 4 Justin Allen 捷隆 (HKEX:1425)
- 5 Sun Kong 申港 (HKEX:8631) 6 Miricor 卓珈控股 (HKEX:1827)
- 7 IWS Group 国际永胜 (HKEX:8441) 8 KNT Holdings 嘉艺控股 (HKEX:1025)
- 9 Feiyang Group 飞扬集团 (HKEX:1901)

Investor Relations 投資者關係



Inno@ChunWo, established by Chun Wo, collaborates with universities and research companies to develop new technologies dedicated to enhancing construction efficiency and safety.

俊和成立的Inno@ChunWo宣布与大学及研究公司合作研发能提高效益及工程安全的新科技。



Victory Offices Limited (ASX: VOL), a flexible workspace provider listed on the Australian Stock Exchange, opens its first workspace in Hong Kong.

澳洲交易所上市的灵活工作空间供应商Victory Offices Limited (ASX: VOL), 在香港开设首个澳洲以外的工作空间。



Win Hanverky, an integrated manufacturer, distributor and retailer for internationally renowned sports, fashion and outdoor brands announces its 2019 interim results — its high-end fashion retailing business grows 51%.

国际著名运动、时装及户外品牌的综合运动服生产、分销及零售商永嘉公布2019年中期业绩,其高级时装零售业务攀升51%。



Despite market volatility, Xinyi Glass, Xinyi Solar and Xinyi Energy are able to develop steadily during the first half of 2019.

虽然市场波动,信义玻璃、信义光能及信义能源凭着领先的行业地位及可持续发展的业务模式,在2019年上半年皆呈平稳发展。



Tsui Wah continues to diversify its business under new brand names and leverages opportunities arising from both the Greater Bay Area and overseas markets.

翠华控股以新品牌作多元发展,把握大湾区及海外市场的机遇。



Congratulations to China Overseas on the great success of its 40th anniversary cocktail reception! The event was graced by the presence of more than 600 guests from the local political and business sectors and partners of the Group. All shared in the joy of the momentous occasion.

恭喜中国海外成立40周年纪念酒会圆满举行。这次酒会逾600名香港政商界名人和合作伙伴出席,分享集团的喜悦。



Blue-chip stock Sino Biopharmaceutical presents its 2019 interim results and announces the harvest period for its R&D efforts.

蓝筹股中国生物制药汇报2019年中期业绩,并宣布踏入新一轮研发收成期。



Mengniu's excellent results attract over 300 investors and reporters to its 2018 annual results presentation. They also tasted a variety of high-quality and innovative products firsthand.

蒙牛向300多位投资者和媒体汇报其优秀的全年业绩,同时以最新产品款待嘉宾。



AEON Stores, a long-standing client of SPRG, announces its 2018 annual results which included record-breaking revenue.

纵横公关集团的长期客户永旺百货公布2018年全年业绩,期内营业额创新高。



Chairman of Ten Pao Group introduces the group's products and explains current industry trends to media during the Hong Kong Electronics Fair (Autumn Edition) 2019.

天宝集团主席在2019香港秋季电子产品展中向传媒介绍产品和行业趋势。



Xtep forms a joint venture with Wolverine to market Merrell and Saucony products in the PRC, Hong Kong and Macau. Over 60 investors and media witnessed Xtep as it prepared for a new era of growth.

特步与Wolverine成立合资公司,携手在中国内地、香港及澳门经营迈乐和圣康尼。超过60名投资者及传媒朋友,共同见证特步昂首阔步迈进新的增长里程。



Xtep announces impressive 2018 annual results with record-high revenue and net profit up 61%. Mr. Ding Shui Po, Chairman and CEO of Xtep, explained the group's business strategies and growth drivers to nearly 300 investors and media.

特步在2018年取得亮眼业绩。收入创新高,净利润更增长61%。主席兼行政总裁丁水波先生向接近300名投资者和传媒讲解业务策略及未来增长动力。



China Aoyuan continues to make leaps and bounds with both contracted sales and operating results in the first half of 2019. It also kept strengthening its "one core business with vertical development" strategy for building a healthy lifestyle ecosystem.

2019年上半年,中国奥园实现合同销售及经营业绩的持续跨越发展,并继续深化「一业为主、纵向发展」的战略布局,构筑健康生活生态圈。

Investor Relations 投资者关系



K. Wah International records another year of strong contracted sales exceeding the HK\$10 billion mark for the fourth consecutive year. Dr. Lui Che-woo, Chairman, together with other senior management, explained the group's financial figures and growth strategies to the media.

嘉华国际合同销售连续四年突破百亿港元。主席吕志和博士联同高级管理团队向传媒讲解财务数据及未来增长策略。



China Education Group achieves satisfactory results in FY2019. The group operated 10 higher and vocational education institutions in the PRC and Australia.

中教控股2019年全年业绩表现理想。集团目前在中国和澳大利亚运营十所学校。



Canvest Environment Protection Group, a leading waste-to-energy provider in the PRC, receives five top accolades at the Hong Kong Investor Relations Association's Fifth Investor Relations Awards.

中国领先的垃圾焚烧发电企业—粤丰环保电力，于香港投资者关系协会举办的第五届投资者关系大奖中，勇夺五大奖项，实至名归。



Leo Paper Group has secured green loans totalling HK\$750 million in two years and has become the first company in Hong Kong to complete green loans for two consecutive years.

利奥纸品是香港首间连续两年成功完成绿色融资的企业，贷款总额达7.5亿港元。



CITIC Telecom presents its 2018 annual results and future prospects to investors.

中信国际电讯向投资者汇报2018年度业绩及未来前景。



Man Wah's net profit grows to over HK\$700 million in interim FY2020. The management explained the positive impact of expanding capacities in Vietnam to investors.

敏华控股2020财年上半年净利润增长至超过7亿港元。管理层向投资者阐述扩充越南厂房能推动集团发展。



Ronshine China has started reaping the harvest from its urban renewal land reserves, with net profit up by 26% year-on-year, a reflection of its steadily climbing profitability.

融信中国的旧改储备迈入收成期，刺激2019年中期纯利同比增长26%，盈利能力实现稳健提升。



Suga International organises a media booth visit at Pet Show 2019.

媒体参观信佳国际在2019宠物展的参展场地。



More than 200 shareholders attend the 2019 AGM of Nissin Foods. The group set up food stalls for shareholders to try its new products on the spot, which received overwhelming response.

逾200位股東出席日清食品2019年股東周年大會。集團更特意準備多個美食攤位，供股東們免費試食各款新產品，大獲好評。



Lenovo achieves record revenue for FY18/19 driven by success of intelligent transformation strategy.

联想集团成功推动智能化转型战略，带动18/19财年营业额创历史新高。



Goodbaby International, a global leading parenting products company, announces its 2018 annual results.

全球领先儿童用品公司好孩子国际公布2018年全年业绩。



VPower will continue to enrich its IBO project portfolio and strengthen its SI business to deliver the best returns to its shareholders.

伟能集团将致力丰富IBO组合和加强SI业务，为股东创造最大价值。



Investors and media attend Tai Hing Group's first post-listing interim results announcement. They also tried some new flavour of cakes provided by TeaWood Deluxe, one of the successful new brands of Tai Hing Group.

太兴集团于上市后举行首个中期业绩发布会，并以其中一个成功新品牌—茶木Deluxe的新口味甜品款待与会嘉宾。



China Resources Land presents its results for 2018. Turnover rose 18.9% to RMB121 billion while profit attributable to the shareholders of the Company increased 23.1% to RMB24.2 billion.

华润置地宣布于2018年全年录得营业额達人民币1,210亿元，同比增加18.9%；股東應占溢利達人民币242亿元，同比增长23.1%。



China Communications Services Corporation garners the Best IR website (small to mid-cap) award at the 2019 IR Magazine Forum cum Awards – Greater China.

中国通信服务在2019年大中华地区IR Magazine会议暨奖项颁奖典礼上，获颁「最佳投资者关系网站(中小型股)」殊荣。

Investor Relations 投资者关系



Redsun Properties achieves remarkable 2019 interim results, with contracted sales up significantly by 42.7% to RMB 30.25 billion.

弘阳地产2019中期业绩再创佳绩, 合约销售额上升42.7%达人民币302.5亿元。



Shareholders of Sansheng Holdings support the first round of asset injection by Sansheng Group. The land reserves and saleable project resources of Sansheng Holdings will thus increase, which will in turn bolster its operational performances, scale and profitability.

三盛控股的股东高票通过三盛集团的首轮注资。三盛控股的土地储备和可售项目资源将进一步增加, 运营绩效、资产规模和盈利能力方面亦可随之显著提升。



HSI constituent AAC Technologies announces its 2018 annual results, with the management sharing its latest developments with the media.

恒指成份股瑞声科技公布其2018年全年业绩, 管理层和传媒分享公司的最新发展。



China Lilang sees its 2019 interim net profit increase by 14%. The good performance attracted nearly 100 investors and reporters to its results presentation.

中国利郎2019年中期纯利上升14%, 优秀的业绩吸引近百名投资者及记者参加其业绩发布会。



Champion REIT presents its 2018 annual results and future prospects.

冠君产业信托介绍2018年度全年业绩及未来前景。



SPRG organises the Hong Kong stop of the global roadshow for the Nasdaq IPO of ATIF Holdings Limited. The event was a great success, with many investors attending the roadshow and even subscribe on-site. Based in the PRC, ATIF has helped dozens of Chinese companies list in the US!

纵横公关集团为亚洲时代控股有限公司NASDAQ上市举办的全球路演香港站圆满结束! 这次推介会吸引了许多投资者踊跃出席, 部分甚至即场认购。亚洲时代以中国为基地, 短短3年间已协助了数十家中国企业成功赴美上市。



Mr. YY Hung, Chairman and CEO of Regina Miracle, explains the group's strengthened production presence in Vietnam and optimised brand and product portfolio facilitating long-term business development during an FY2018/19 annual results investor presentation.

维珍妮主席、首席执行官洪游奕先生于2018/19财年全年业绩会上向投资者详细讲解在越南的产能布局 and 不断优化的品牌及产品组合, 为长远业务发展打好根基。



Transmit Entertainment officially announces its cooperation with various artistes, agents and scriptwriters at its corporate and business development briefing in Beijing.

传递娱乐在北京举行企业及业务发展发布会, 正式宣布与多位艺人、经纪人及编剧展开合作。



Mrs. Carrie Lam, Chief Executive of HKSAR, together with Ms. Orasa Livasiri, Chairman, and Mr. Lee Wai Kwong, CEO of ASMPT, host the grand opening ceremony of the ASMPT Hong Kong office.

ASMPT新的香港办公室隆重开幕。香港特别行政区行政长官林郑月娥、ASMPT主席Orasa Livasiri和行政总裁李伟光一同主持开幕典礼。



Hundreds of shareholders attend Esprit's 2019 AGM, hosted by Dr Raymond Or.

逾百名股東出席由柯清輝博士主持的思捷環球2019股東周年大會。



Apart from the brilliant results presented by the management, Sany International's 2019 interim results investor presentation also had a string quartet and an online interactive game session, bringing a lively atmosphere to the event.

三一國際舉行的2019年中期業績投資者推介會除了有管理層發布亮麗的業績外，更有弦樂四重奏及線上互動遊戲環節，為發布會帶來熱鬧氣氛。



Lee & Man Paper organises an AGM and media briefing.

理文造紙舉行股東周年大會及記者會。



AAG Energy, a leading independent coalbed methane producer in the PRC, presents its outstanding 2019 interim results and future prospects.

中國領先的煤層氣開發商亞美能源向投資者介紹集團亮麗業績及未來前景。



Fortune REIT reports 15 years of sustainable growth as part of its FY2018 annual results.

置富產業信託於2019財年業績中公布連續15年錄得增長。



Intron Technology announces the first annual results since its listing, with revenue from the new energy vehicle solutions business surging 102%.

英恒科技公布上市後首個全年業績，其中新能源汽車解決方案業務收入躍升102%。



Mr ZHANG Yong (middle), Chairman & Non-Executive Director of Sun Art Retail, speaks at the company's 2019 AGM.

高鑫零售舉行2019年股東周年大會，主席兼非執行董事張勇先生(中)於會上發言。



Nameson, an industry leader in knitwear manufacturing, holds its 2019 AGM.

針織品製造商的行業翹楚南旋控股舉行2019年度股東周年大會。



Jacobson Pharma continues to deliver a sound performance in FY2019, reporting an increase in profit attributable to shareholders of 23.9%.

雅各臣於2019財年繼續保持良好表現，股東應占利潤錄得23.9%的增長。



Techtronic achieves fabulous results. The group's total revenue increased for the ninth consecutive year.

創科實現理想業績，集團營業額連續第九年刷新紀錄。



Asiary shares its encouraging results with stock commentators and updates them on its new projects.

雅仕維管理層和股評家分享令人鼓舞的業績及新項目進展。



Travelling from Japan, the Board of Directors of Spring Asset Management joins the AGM of Spring Real Estate Investment Trust.

春泉資產管理之董事局成員專程由日本來港參與春泉產業信託之股東周年大會。



CSR 企业社会责任



The "Lifewire Run 2019" Charity Run cum Carnival is held successfully by Lifewire and Chun Wo, organiser and co-organiser respectively.

由Lifewire《护·联网》主办、俊和协办的「爱跑·城门河」慈善跑暨嘉年华圆满举行。



The CSR project of Nippon "COLOR WAY OF LOVE" celebrates its 10th anniversary!

立邦中国旗下企业社会责任项目「为爱上色」迎来十周年庆。



2019 Merdeka Award Grant for International Attachment.

2019国际实习补助金默迪卡奖。



SPRG assists the non-profit cancer charity organisation, Cansurvie Centre Malaysia Berhad in a fundraising drive for its annual conference. They also invited 500 cancer survivors and their families to watch a movie together.

纵横公关集团协助马来西亚非牟利癌症慈善机构Cansurvie Malaysia的年度会议筹款，并邀请500位癌症康复者及其家人一起欣赏电影。

Bringing a Landmark IPO to Hong Kong 香港IPO市场闪耀项目



ESR is the largest APAC-focused logistics real estate platform. The communication programme was tailored to highlight ESR's unique business model plus the growth potential of the APAC market, which is the most dynamic and fastest growing logistics market in the world.

Strategy:

Both the international and local financial media were not familiar with ESR and the logistics real estate industry then. Thus, media education sessions and meetings with opinion leaders were conducted. We also cooperated seamlessly with the underwriters in addressing investors' requests and arranged international roadshows in Hong Kong, Singapore, London and New York.

We successfully set ESR apart from its peers by drawing the spotlight onto its distinctive position including its solid leadership in various markets, strong track record like AUM and profit growth, as well as its network of world-class shareholders, capital partners and tenants.

ESR为专注亚太区的最大物流地产平台，纵横公关集团度身订造能突出ESR独特业务模式及亚太市场增长潜力的传讯方案，凸显出亚太市场为全球最具活力及增长速度最快的物流市场。

策略:

国际及本地财经媒体对ESR和物流地产行业并不熟悉，纵横公关集团举办前期教育活动，包括媒体交流、意见领袖会议，同时和包销商合作无间，分别在香港、新加坡、伦敦及纽约举办了国际路演以满足投资者需求。

通过努力，成功使各界聚焦ESR独特定位，包括在多个市场的领导地位、管理资产及盈利增长等卓越往绩，加上国际顶尖股东、资本合伙人及租户组成的网络，令ESR得以脱颖而出。

raised 筹集

HK\$14 billion 140亿港元

the **3rd**
 largest IPO in 2019 全年第三大IPO

 **5.4%**
 stock price rose on the 1st trading day
 首个交易日股价上升


 media value 媒体价值
over HK\$92 million
 超过9,200万港元

PUMA #CaliTravelog Southeast Asia Anchor Campaign

PUMA #CaliTravelog 东南亚代言人宣传项目



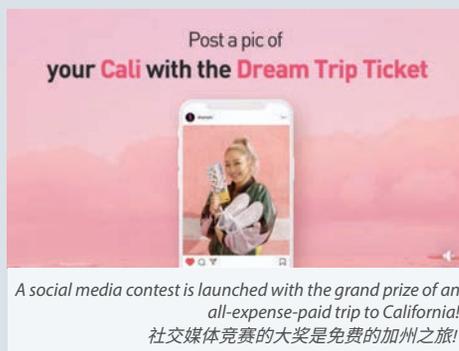
K-pop star, Hyolyn is the regional brand ambassador of PUMA Cali
知名韩国艺人孝琳成为PUMA Cali的东南亚形象代言人

The PUMA #CaliTravelog is one of PUMA Southeast Asia's biggest marketing campaigns of the year. The six-month-long campaign was developed to promote the relaunch of the iconic '80s sneakers, the PUMA Cali, across Malaysia, Singapore and Indonesia.

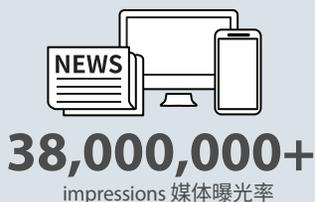
The market relaunch campaign took a multi-channel approach utilising a variety of online and offline platforms to successfully reintroduce the classic sneakers to the modern audience.

PUMA #CaliTravelog是PUMA于东南亚最大型的年度营销项目。为期6个月的推广项目重新推出于80年代极受欢迎的PUMA Cali球鞋，并于马来西亚、新加坡和印度尼西亚销售。

PUMA重新推出球鞋的宣传项目透过多个频道，利用多个在线和线下平台成功重新将复古的球鞋推荐给消费群众。



Accomplishment 成果:



SOLD OUT
售罄

within weeks
数周内

Recognition
奖项



Best Use of Multi-Channel Marketing
Best Use of Influencers

BAIC Zhidao U7 × “Starbucks Mobile Coffee Cart” 北汽智道U7 × 「星巴克移动咖啡车」惊现珠峰

In order to reinforce the core selling points of the BAIC Zhidao U7, attract young target audiences and arouse their interest, SPRG established “Comfortable Large Space” as the core message and planned the “Starbucks Mobile Coffee Cart” cross-over marketing event campaign.

为深化北汽智道U7的核心卖点，吸引年轻目标受众关注并引发兴趣，纵横公关集团选择「舒适大空间」为核心传播点，策划了「星巴克移动咖啡车惊现珠峰」事件。



A Starbucks super fan transform a Zhidao U7 into a “Starbucks Mobile Coffee Cart” for celebrating the 20th anniversary of Starbucks’ entry into the PRC.

星巴克的超级粉丝花费半个月，将智道U7改装成「星巴克移动咖啡车」，献礼星巴克入华20周年。



“Starbucks Mobile Coffee Cart” appears unexpectedly at Mt Everest and launches a charity environment campaign called “Garbage for Coffee”, which encourages climbers to protect the environment and to collect garbage for free coffee.

「星巴克移动咖啡车」现身珠峰大本营，面向登山者发起免费「咖啡换垃圾」环保行动。



The “Starbucks Mobile Coffee Cart” becomes the latest hot spot for photo shooting in Tibet.

「星巴克移动咖啡车」成为西藏最新网红打卡地。

Accomplishment 成果:



“Colours by Europe” Campaign 「源自欧洲的色彩」推广活动



This campaign is under the “Enjoy! It’s from Europe” umbrella, whereby the European Union initiates generic food marketing campaigns worldwide to promote food and beverages from EU countries. As China is the second-largest importer of food from the EU, expanding Chinese imports of high-value EU food and beverage products to the large market is a priority for the EU.

SPRG, in charge of the campaign’s social media component, set up WeChat, Weibo and Douyin platforms and created engaging and relevant content, including H5 games, sleek graphics and agency-produced videos. These efforts effectively delivered Safety, Quality and Authenticity key messages and invited consumers on a colourful gastronomic journey to explore the world of EU F&B. The campaign also includes cooperation with high-level food and lifestyle KOLs.

「源自欧洲的色彩」为「享味欧洲」旗下的推广活动，是欧盟在全球范围内发起的食品推广活动，旨在推广来自欧盟国家的食品和饮料。由于中国是欧盟食品的第二大进口国，扩大中国对欧盟优质食品和饮料的进口成为了欧盟的重中之重。

纵横公关集团主要负责此次推广的社交媒体运营，通过开通微信、微博和抖音官方账号，发布创意有趣的欧盟食品相关内容：其包含H5小游戏制作开发、创意视觉图片设计以及视频影音的录制剪辑。这些内容向大众有效地传递了欧盟食品具有安全性、高品质、真实性的关键信息，并邀请消费者一起踏上丰富多彩的美食之旅，共同探索欧盟食品与饮料的世界。推广周期内，纵横公关集团同时还与多名头部美食与生活方式博主合作，有效增加了欧盟食品的曝光度和影响力。



Developed attractive and informative WeChat mini-programme contents
开发有吸引力且内容丰富的微信小程序内容



Cooperated with top-notch chefs and sommeliers
与顶级厨师和侍酒师合作



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The logo for SPRG, featuring the letters 'S', 'P', 'R', and 'G' in a bold, blue, sans-serif font. The 'S' and 'G' are a darker blue, while the 'P' and 'R' are a lighter blue. The letters are closely spaced and have a slight shadow effect.

SPRG

www.sprg.asia