

FOR IMMEDIATE RELEASE

Financial PR's PRC subsidiary becomes the first Investor Relations Firm to list on China's New Third Board

- **The PRC subsidiary, Shanghai Shihua Financial Information Service Co., Ltd., listed at RMB28.00 per share with a market capitalization of RMB560 million**
- **Group poised for further expansion with RMB56 million raised from new strategic cornerstone investors, Beijing ChuangJin, Qianhai Yajin (Shenzhen) and Qianhai Jianyuan (Shenzhen), representing 10% stake**
- **Group's business scope has expanded beyond investor relations to include also financial media management, new media brand communication, corporate restructuring and financial consultancy, brand management and event planning**
- **Clients from Singapore can benefit from Group's expanded network to better reach out to China and Hong Kong**

Singapore, 5 July 2016 – Homegrown Financial PR Group (“the Group”, “Financial PR”, “金融公关集团” or “金融公关”), a pan-Asian investor relations (“IR”) firm with offices in Singapore, Hong Kong, Taipei, Shanghai, Beijing and Shenzhen, has listed a subsidiary on China's New Third Board on 5 July 2016.

Its subsidiary, Shanghai Shihua Financial Information Service Co., Ltd. (“Shihua”, “上海狮华金融信息服务股份有限公司” or “狮华金服”), stock code 837778, is the first investor relations/financial communications enterprise to be listed on the New Third Board. Shihua is listed at RMB28.00 (approximately S\$5.66) per share with a market capitalization of RMB560 million (approximately S\$114 million).

Shihua raised RMB56 million (approximately S\$11.4 million) from new strategic cornerstone investors, Beijing ChuangJin (“创金兴业”), Qianhai Yajin (Shenzhen) (“前海亚金”) and Qianhai Jianyuan (Shenzhen) (“前海建元”), representing 10% stake.

Financial PR retains 58.49% stake with BlueFocus Communication Group Co., Ltd. (300058 SZ) (“BlueFocus”, “蓝色光标传播集团有限公司”, or “蓝色光标”), being Financial PR's second largest shareholder, holding 32.17% stake indirectly.

Shihua's main business is capital market planning and management, investor relations, corporate communication and brand management. Since it was established in 2011, it has served more than 150 public listed companies. Its wholly-owned subsidiary, Merlion Communications (“狮华沐鹤”), was involved in 70 IPO projects in China from January to November 2015 alone, 39 of which have successfully listed, representing 20.31% of all IPOs in China in 2015.

Ms. Kathy Zhang, Financial PR's Founder and Group Managing Director, commented, "Professional investor relations service is essential in mature capital markets as investors, like customers, are important stakeholders for listed companies for long term business sustainability. The China Securities Regulatory Commission ("CSRC") has also advocated listcos to enhance investor relations management to ensure that the interests of all shareholders, including minority shareholders, and has placed investor relations as one of the five core aspects of corporate governance. We believe the integration of A Shares to overseas capital markets is inevitable and hence are optimistic of the investor relations industry in China and this region."

Founded in Singapore 15 years ago, Financial PR has grown to be a leader in investor relations in Asia-Pacific. As a group, it serves more than 250 listed companies in four core mature and high-growth Asia-Pacific capital markets, namely Singapore, Hong Kong, Taiwan and China.

With the additional funds and the listco status, Financial PR Group is well poised to expand further its business in Greater China and other overseas markets. **Ms. Zhang added, "With the New Third Board platform, we can attract similar-minded enterprises to join the Group. Over the next few years, we intend to further internationalize our business, systemize and standardize our suite of services and explore acquisition opportunities to further expand our business."**

The Group business scope has expanded beyond investor relations to include also financial media management, new media brand communication, corporate restructuring and financial consultancy, brand management and event planning. **Ms Zhang concluded, "Our clients from Singapore can benefit from our expanded network in our markets and to better reach out to Greater China and Hong Kong. Over the last few years, we have organized cross-borders investor conferences and road shows, linking up companies and funds from the different geographical regions. As a pan-Asian IR Group, we are better able to customize services and products befitting to the latest theme such as the 'one belt one road' initiative."**

—END—

About Financial PR

Financial PR is an award-winning investor relations specialist with regional presence in Singapore, Hong Kong, Taiwan and The People's Republic of China. Backed by sector-focused knowledge in finance and investing, as well as extensive contacts in the media and investment community, the Group helps listed companies in the region to design and execute strategic investor relations programmes as well as to communicate with investment communities across Singapore, Hong Kong, Taiwan and the PRC.

Today, Financial PR is one of the leading investor relations brands in Asia. It is an associate company of BlueFocus Communication Group, a listed company on the Shenzhen Stock Exchange and the largest home-grown Public Relations agency in the PRC. BlueFocus is ranked 9th in The Holmes Report's Top 250 Global Rankings 2016.

Through its regional network and focus on continuous innovation, Financial PR is well-placed to bring its standards and best practices to thriving international markets as it aspires to become not just the No. 1 Investor Relations firm in Singapore, but across Asia and beyond.

For more information and updates, please visit our website at www.financialpr.com.sg or visit our LinkedIn page at <https://www.linkedin.com/company/financial-pr>.

Media Contact:

Kamal Ryan SAMUEL
Managing Director
kamal@financialpr.com.sg

EI LEE
Associate Director
el@financialpr.com.sg

Financial PR Pte Ltd
Tel: +65 6438 2990 | Fax: +65 6438 0064