

Financial PR clients account for more than 10% of Forbes China's Best CEOs list

Hong Kong, 27 September 2018 – 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 announced today that more than 10% of the 2018 Forbes China's best CEO list comprised of the Group's clients.

The Group's clients which made it to the list include the CEOs from China Oriental Group (00581.HK), SAIC Motor (600104.SH), Shenzhen Sunway (300136.SZ), Stone Medicine Group (01093.HK), LONGi Green Energy Technology Co Ltd (601012.SH), Leyard (300296.SZ) and Xinyi Glass (00868.HK).

This year, Forbes China highlighted that improvements in market capitalisation has become an important factor of measuring CEO performance. Financial PR's subsidiary, Shanghai Shihua Financial Information Service Co. Ltd., which is listed on China's Third Board (stock code 837778), is the only cross-border investor relations firm which has consistently delivered effective Performance Investor Relations (“PIR”) campaigns that have enhanced the market valuation of its clients across China and Hong Kong.

Utilising in-depth research, strategic positioning, target marketing and strategic news flows, the Group's PIR methodology, established since 2007, has allowed the Group to achieve better valuations for its clients. Furthermore, since 2013, Financial PR is the first non-brokerage firm in Shenzhen to host listed companies specifically for institutional investors keen on the Shenzhen-Hong Kong Stock Connect, a cross-boundary investment channel that connects the Shenzhen Stock Exchange and the Hong Kong Stock Exchange.

Leveraging on its cross-border network, the Group identified an opportunity in Hong Kong to bridge the valuation gap between A-shares and H-shares by utilising its PIR methodologies. China Oriental Group (00581.HK) and Xinyi Glass (00868.HK) are two successful case studies which demonstrated improved market capitalisation, higher trading volume, bridging the gap between peers in terms of valuation and increasing participation from Mainland Chinese investors.

The proportion of Mainland Chinese investors investing southbound has been increasing since the onset of the Shenzhen-Hong Kong Stock Connect. In the case of China Oriental Group, the increase in the proportion of Mainland Chinese investor holdings in the company was 2.8x the increase in the proportion of total southbound investments. Consequently, China Oriental Group's share price rose from HKD3.01 in 2017 to a high of HKD6.78. Concurrently, the counter's price to earnings multiple rose from 5.2x to 9.2x. This impact stemming from increasing Mainland Chinese investor participation, leveraging on the Group's extensive regional network, is indisputable.

For the case of Xinyi Glass, within its first year with Financial PR, its share price increased from HKD6.58 to HKD11.22, valuations improved from 7.95x to 11.09x earnings and its market value rose from HKD25.7 billion to HKD45.1 billion. The team at Financial PR was able to secure four analyst reports while Mainland Chinese investor participation rose to 10.87% of the company's holdings. Dong Qingshi, Chief Executive Officer of Xinyi Glass, ranked 37th on Forbes' list of Best CEO of listed companies in China.

Ms Kathy Zhang, Chairwoman and Founder of Financial PR said, “In the past 10 years, the Financial PR group has drove performance investor relations initiatives centered upon enhancing the market value of our clients in Singapore, China and Hong Kong. Our tried and tested methodologies have allowed our clients to generate higher interest from the investment

community, more media exposure and a fairer valuation. We are pleased that our efforts have materialised in helping our clients improve their market capitalisation, an increasingly important key performance indicator for listed companies, according to Forbes. We would like to congratulate our clients who were listed in the Forbes best CEO list and look forward to charting new milestones as we enter the final quarter of 2018 and beyond.”

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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>.

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