

Nomination: 21210

## Triumph Lenovo's Investor Journey: Building Confidence, Driving Growth

### Page: General Information

#### Name of Organization / Company

SPRG

#### Logo

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#### Web Site Address

<https://sprg.asia/?route=about> (<https://sprg.asia/?route=about>)

### Page: Entry Information

#### Entry Title

Triumph Lenovo's Investor Journey: Building Confidence, Driving Growth

#### Category

C01 - C12 Award for Innovation in Communications / PR > C02. Award for Innovation in Investor Relations

#### Submission Format

An Essay of up to 625 Words

## Essay

Lenovo is a US\$57 billion revenue global technology powerhouse, ranked #248 in the Fortune Global 500. To accelerate its ongoing global strategic transformation, capitalizing on the growth momentum of the Middle East and Africa (MEA) region, Lenovo signed a Strategic Collaboration Framework Agreement with Alat, a wholly owned subsidiary of the Public Investment Fund, the sovereign wealth fund of the Kingdom of Saudi Arabia, in May 2024.

This collaboration, alongside a proposed US\$2 billion in zero-coupon convertible bonds to Alat, which will further drive Lenovo's into a solutions and services-led business. Meanwhile, its Board also proposed an issuance of 1,150,000,000 three-year warrants at an issue price of HK\$1.43 per warrant, raising additional funds to support future growth.

Both resolutions were subject to shareholders' approval at the General Meeting, with the largest shareholder abstaining. Our objective was to guide investor focus toward voting in favor of these strategic actions, emphasizing the mid-to-long term growth potential, particularly for the bond issuance, despite its dilution effects.

### Planning: Unveil Lenovo's True Potential

Given the complexity of the deal and the need for shareholders of all levels to support, we had to explain Lenovo's intention, objectives and the mid-to-long term impacts and upside potential to the Group overall in detail.

We focused on leveraging influential voices in the financial community and maximizing media exposure to ensure a clear explanation, broad understanding and approval.

### Goal Setting:

Education period: Ensure institutional and retail investors understand the strategic benefits of the Alat collaboration and bond issuance.

Reassure market confidence: Highlight Lenovo's strong financial position and growth prospects in the MEA region.

Secure shareholders' approval: Gain majority support from both institutional and retail shareholders at the General Meeting.

### Execution: Optimal Messages Delivery with Investment Community

- ☐ Arranged institutional investors calls immediately after the announcements were published on 29 May and 19 Aug 2024, respectively, to provide insights and address concerns, assuring the market confidence
- ☐ Distributed releases about the strategic collaboration with Alat to all targeted financial media
- ☐ Prepared factsheet to elaborate the deals, and shared it with financial KOLs and media
- ☐ Organised media roundtable to generate organic coverage
- ☐ Organised luncheons with financial KOLs to convey favourable messages, leverage their respective influence among the retail tranche and recommend Lenovo across various platforms, maximising exposure
- ☐ Organised two online presentations, one for brokers and one for general investors, to reiterate the rationale and to reach out to as many retail shareholders as possible
- ☐ Shared favourable research reports over the course with the media to encourage coverage

### Results:

Outline the activities and concrete results of this campaign or program. (up to 200 words).

### Resolutions Overwhelmingly Passed Without Doubt

- ☐ Won overwhelming support from shareholders, as 96.64% of the participating shareholders voted for the bond issuance and 89.11% voted for the warrants issuance, and the two resolutions have been smoothly passed without doubt
- ☐ Over 1,000 news clippings generated across Hong Kong, China and international media, comprising positive news
- ☐ Over 500 participants joined the institutional investors calls arranged
- ☐ Three luncheons with financial KOLs were arranged, meeting a total of 21 KOLs, securing over 20 recommendations, with coverage out across different media platforms, bolstering Lenovo's status within the industry
- ☐ Arranged media roundtable with 8 media, conducted effective communications on its potential
- ☐ 21 research reports mentioning the potential of Alat were published with over 80% of them giving a buy or outperform rating, raising their respective target share price
- ☐ Recorded over 40,000 live views and close to 50,000 record views from an online presentation held on the renowned stock trading platform
- ☐ Over 10 brokers attended a brokers' presentation
- ☐ No negative news issued

### For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

### Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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No

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