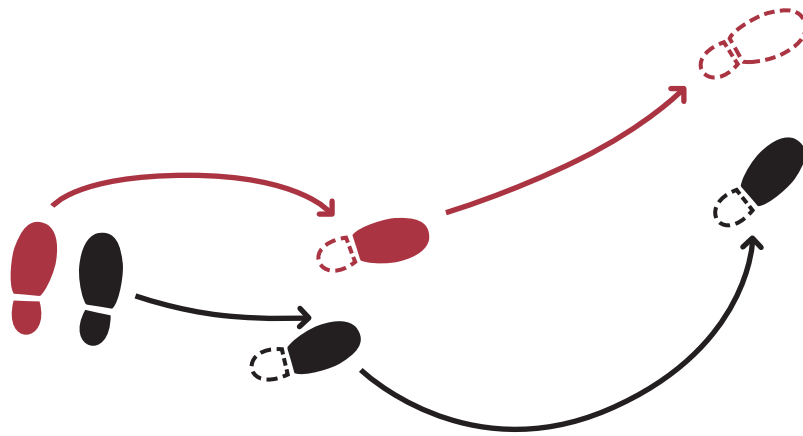




“We love to make words dance.”

W O R D S M I T H

WHO WE ARE

Wordsmith develops strategic communications for global financial institutions, multinational corporations, industry innovators and their leaders – working with clients throughout Asia on projects seen around the globe.

With decades of senior level experience in a wide range of industries, we understand your business and develop results-focused messaging designed for real world impact.

Wordsmith combines powerful communications psychology with *just the right words* to position your brand, engage your audiences and achieve your objectives.

We offer world class communications experience in:

- Banking & finance
- Government communications
- Hospitality
- Logistics & infrastructure
- Media relations
- Professional services
- Property development
- Technology

WHAT WE DO

Wordsmith's experienced writers and editors offer special expertise in:



Strategic message creation

Focus your key messages for maximum impact and results



Corporate communications

Reach out to customers, investors and business partners



Financial writing

Annual reports, investor communications, IPO marketing



Speeches and presentations

Connect with audiences and make a positive impression



Digital copywriting

Engaging readers through the web and social media

Although we'll happily write anything, our most common projects include:

- Advertisements
- Annual reports
- Articles
- Award submissions
- Brochures / Leaflets
- Corporate books
- Internal memos
- Newsletters
- Press releases
- Sales letters
- SEO copywriting
- Social media content
- Speeches / Presentations
- Video scripts
- Websites



“Speak clearly, if you speak at all;
carve every word before you let it fall.”

Oliver Wendell Holmes, Sr.

STRATEGIC MESSAGE CREATION

The message is the heart of any communication. Before we set pen to paper (or fingers to keyboards), we'll help you pinpoint exactly what you want to say – and find the best possible way to say it.

Wordsmith understands the unique communication needs of multi-national corporations and their senior leadership. Leveraging professional experience in a wide range of industries, we have the knowledge and real-world expertise to craft messages designed for strategic success.

With a reputation built on C-suite level counsel, reliability and fast turnaround, Wordsmith works closely with your management and communication teams – creating powerful messages to position your brand, people, products and services.

Call Wordsmith to crystalize your messages for dazzling results.



“Where do customers first come across your business?”

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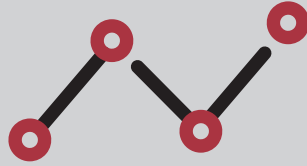
CORPORATE COMMUNICATIONS

Probably through your website. Maybe your corporate brochure...

Are you turning off potential clients with soul-crushingly boring text?

Wordsmith can help you create a powerful first impression that speaks to your unique corporate vision, culture and values. We also work with CEOs and senior executives to optimize business, government and internal communications for maximum clarity – and maximum results.

Communication is a business priority. Connect with Wordsmith to get it right.



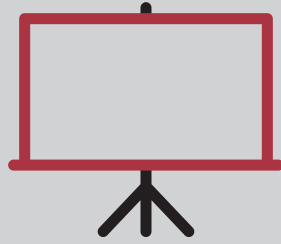
“We’re carefully attuned to the requirements of the investment community (and we’ve got the cufflinks to prove it).”

FINANCIAL WRITING

Wordsmith develops annual reports, investor presentations and IPO marketing collateral that showcase your company’s value and growth story to investors. With decades of experience in banking, finance and investor relations, we’ve learned:

- How investors think
- What they’re looking for; and
- How to make your investment proposal stand out from the crowd

The words you choose have a direct influence on your investment proposition. Wordsmith presents your business and growth potential in clear, professional language that speaks directly to the finance industry.



“Leaders sound like leaders.
They don’t just speak, they inspire.”

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SPEECHES & PRESENTATIONS

After 20 years of working with Chairmen, CEOs, Directors and Senior Executives of the world’s most respected organizations, we’re intimate with that unique tone of voice that sets leaders apart.

Wordsmith tailors each draft to your natural speech patterns, then coaches you to deliver a spot-on performance... that inspires.

We’ve crafted speeches and presentations for the captains of industry and global affairs, including:

Sir Li Ka-shing

*Chairman, Cheung Kong (Holdings) and
Hutchison Whampoa*

The Hon. Hubert Ingraham

Prime Minister of the Republic of the Bahamas

Dr. Marvin Cheung

Chairman, Airport Authority Hong Kong

Lord Mervyn Davies

*UK Minister of State, Chairman of
Standard Chartered Plc*

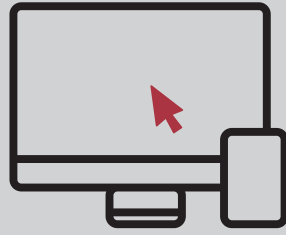
Dr. Geoffrey Yeh

Chairman, Hong Kong Futures Exchange

Ms. Katherine Tsang

Chairperson of Greater China, Standard Chartered Bank

Summon Wordsmith for stirring speeches that speak to the soul.



“In the age of social media, content is king.
Are you a leader or a follower?”

DIGITAL COPYWRITING

Writing for the web and social media requires a unique skillset and understanding of online audiences. As online channels play an increasingly important role in branding and marketing campaigns, an integrated messaging and content strategy is key to converting eyeballs into customers - and Google searches into sales.

Wordsmith's digital copy speaks to online audiences with crisp content structured for on-screen consumption – ensuring your messages come through clearly and concisely.

Our digital copywriting services include:

Web copy

Compelling words to reinforce branding and increase sales

Social media content creation

From tweets to long-form articles... and everything in between

Copy for mobile applications

Clean & concise - designed for on-the-go consumption

Micro content optimization

Optimizing critical content to drive data collection and sales

Email direct marketing

EDM with sharp subject lines, engaging content and persuasive calls to action

SEO copywriting

Google rules the net. We'll get you on their good side

Click with Wordsmith to monetize your online presence.

WORLD CLASS CLIENTS

Our clients include some of the biggest names in business – leading brands that appreciate the true value of effective copywriting...

AIA

AIG

Airport Authority
Hong Kong

American Express

ASIFMA (Asia Securities
Industry & Financial
Markets Association)

Cheung Kong Holdings

Chow Tai Fook

CLP (China Light &
Power)

Citi

The Community Chest
of Hong Kong

Dairy Farm International

Fidelity

HACTL (Hong Kong Air
Cargo Terminals)

Hang Lung Group

Hitachi Data Systems

Hong Kong Association
of Banks

Hong Kong International
Airport

Hong Kong Post

Hong Kong University

HSBC

IBM

Li & Fung

Manulife

Nan Fung Group

Noble Group

Octopus Cards

OIL (Offshore
Incorporations Limited)

Paul Y. Engineering
Group

Philips

Ronald McDonald House
Charities

Shui On Land

Standard Chartered Bank

Sun Hung Kai Properties

VTech

Wing Lung Bank

THE TEAM

Our team brings together advertising and PR professionals, corporate communications specialists, former journalists and social marketing gurus to offer a broad range of industry knowledge and expertise.

In addition to our award-winning team of in-house writers, we work with a select group of copywriters and editors from around the world - hand picked for their reliability, professionalism and expertise in their respective fields.

OUR FOUNDER

Our team is led by Wordsmith's Founder and Managing Director Larry Yu, a veteran communications professional with over 20 years of experience working with CEOs, Managing Directors and Board-level executives at global financial institutions, multinational corporations and major Asian conglomerates.

Prior to founding Wordsmith, Mr. Yu was the Head of Internal Communications, Northeast Asia for Standard Chartered Bank – responsible for the Bank's internal communications strategy in Greater China (including Hong Kong and Taiwan), Korea and Japan. He was also the personal speechwriter and editor for the Bank's global Chairman and CEO, Greater China Chairman and CEO and Hong Kong Chairman and CEO.

WINNING WORDS

We're pretty low-key people. We don't like singing our own praises.

But we're happy to showcase our clients' talents and achievements. Awards we've helped clients win include:

2015 International Business Awards

- Gold Stevie, Most Innovative Company in Asia, Australia and New Zealand
- Gold Stevie, Best New Product or Service – Software – Collaboration/Social/Networking Solution

Client: Ribose

2014 Asia Pacific Shopping Center Awards

- Silver Award, Public Relations & Events
- Finalist, Public Relations & Events
- Finalist, Integrated Digital Campaign

Client: Sun Hung Kai Properties

- Finalist, Public Relations & Events

Client: Henderson Land Group

2013 Asia Pacific Shopping Center Awards

- Silver Award, Sales Promotion and Events

Client: Sun Hung Kai Properties

2012 Asia Pacific Shopping Center Awards

- Gold Award, Sales Promotion and Events

Client: Sun Hung Kai Properties

2010 HKMA/TVB Award for Marketing Excellence

- Silver Award, Campaign
- Marketer of the Year
- Outstanding Marketing Professional

Client: Standard Chartered Bank

2004 Asia Pacific PR Awards

- Private Sector Department of the Year

Client: Standard Chartered Bank

2003 Hong Kong Eco-Business Awards

- Gold Award, Green Office Category

Client: Standard Chartered Bank

W O R D S M I T H

12A Shun Pont Commercial Building, 5-11 Thomson Road, Wan Chai, Hong Kong

Tel: +852 2116 2476 Fax: +852 2116 3518 Email: info@wordsmith.hk

<http://www.wordsmith.hk>