



## Patrick Yu

### Senior Vice President and Partner, Head Financial and Professional Services Sector Asia Pacific

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Patrick Yu is senior vice president and partner at FleishmanHillard Hong Kong and the head of financial and professional services in Asia Pacific for FleishmanHillard. Mr. Yu has a broad range of experience in strategic communications including reputation management, corporate marketing, senior media relations, and international communications program for financial institutions in Asia Pacific.

Mr. Yu provides senior communications counsel to financial institutions including Fidelity International, CFA Institute, GAM, Deutsche Bank, AIA, DBS Bank and Nikko Asset Management in Asia Pacific. His GMSS campaign for CFA Institute earned the *Diamond SABRE in the category for Superior Achievement in Research & Planning in 2015 SABRE Asia Pacific Award* and *Best Campaign – Finance in 2015 Marketing PR Award*.

In investor relations and transaction communications, Mr. Yu managed the listing of CSST in Nasdaq Dubai in 2008 (the first-ever Chinese company listed in the Middle East), secondary offering of CSST in NYSE in 2010, high-profile shareholder proxy fight of GOME in 2010, AT&T's divestiture of Japan's local operation in 2010, AT&T's divestiture of Tech Mahindra's stakes in India in 2010, and Caterpillar's acquisition of ERA Mining Machinery Limited in 2011. His work for GOME won the certificate of excellence for *Crisis or Issues Management Campaign of the Year in 2011 Campaign Asia Pacific PR Awards*.

In 2011, he was awarded FleishmanHillard's prestigious John D. Graham Award, which is given to counselors who demonstrate outstanding leadership and exemplify the firm's values.

Prior to FleishmanHillard, Mr. Yu was with a financial communications consultancy in Hong Kong. Mr. Yu has developed and serviced an extensive client base, mainly across Greater China, where over the years he has worked with Transpac Capital Limited, Xteam Software Limited, Omnicorp Limited, Bonjour Holdings Limited, CSI Properties Limited and Capital VC Limited. Patrick was also the team leader managing the listing of IIN International Limited, Netel Technology Limited and Ko Yo Ecological Agrotech Group Limited in Hong Kong.

Mr. Yu first commenced his public relations career in Worldcom Public Relations Group in Hong Kong, where he was a key member in developing and executing the communications strategy in support of TOM Group's initial public offering and managed several of its service launches. Mr. Yu was also the press manager for Prudential Asia during his tenure in Worldcom Group.

Mr. Yu holds a Bachelor of Business Administration degree from the University of Hong Kong. He is fluent in English, Cantonese and Mandarin.