

PRESS RELEASE

PTL GROUP WINS AGAIN AN ATTA AWARD



PTLGROUP

PTL Group wins the ATTA award for "Transformation Of 2012"

The ATTA Award ceremony was held in Hong Kong, on Friday, November 23rd. We are happy and proud to announce that we were awarded with a prize for the second year running:

"Transformation of 2012 - PTL Group Ltd for the business change and transformation of a foreign owned China joint venture."

PTL Group was invited to submit a case study for consideration. We took a unique approach in our presentation to the award committee, by presenting a number of transformation cases in order to change the perception of how to obtain turnaround projects.

We, in PTL Group, believe that rather than looking for companies with severe issues that need turnaround, ATTA members should offer preventative methods. They should identify problematic issues that most companies struggle with, before they reach the dire stages. Then they should offer steady transformation processes to improve their operations.

We highlighted a number of selected projects within the last year that were identified as part of performing soft audits. Those cases demonstrated that this methodology could be very beneficial for ATTA members. China is more about transformation rather than turnaround. Transformation is needed constantly - if companies stop transforming there's a chance they'll collapse. When we identify problems at an early stage, we encourage the managers to adopt or create change in the company.

