



# Case Study



**Client**  
The SCMP Group

## BILINGUAL ANNUAL REPORTS FOR PUBLICLY TRADED COMPANIES

### ABOUT OUR CLIENT

The SCMP Group is a publicly listed company in Hong Kong that comprises a diversified portfolio of businesses that deliver news, information, and entertainment across many platforms, to the people of Hong Kong, China and the world.

### MYL's MISSION

Accurately translate the contents of the SCMP Group's annual report from English to Traditional Chinese for SCMP's shareholders and for stock exchange listing requirements.

### OUR SOLUTION

The production of SCMP's annual report was a major undertaking, involving editing and translating over 10,000 words from English to Traditional Chinese. To prepare for the project, MYL coordinated extensively with the SCMP Group regarding requirements and timing, eventually developing a schedule of staggered delivery of copy and additional requirements. MYL then arranged for different translators to work on different parts of the report, and gave SCMP their choice of translators, based on the work submitted. This helped identify the most suitable translators and whose work suited SCMP's style.

Once the project commenced, MYL project managers kept in close contact with SCMP to ensure that the project was on track and to get any feedback. The client's comments were quickly delivered to the translators, keeping both parties in sync and the work progressing on time for this time sensitive project.

### RESULTS

MYL's efficient management of time and resources ensured the successful and timely completion of the SCMP Group's annual report, as well the production of other materials, including newsletters, opening speeches, and statements from the chairman. MYL also showed that excellent results can be achieved with the effective combination of a committed client service team, highly capable translators, and flexible work processes.



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