



新鴻基金金融集團

SUN HUNG KAI FINANCIAL

您的利益 永遠第一

Your best interest is our top priority



專業致誠 創富全球
We serve with professional integrity



CORPORATE MILESTONES

主要里程碑

- 1969 Sun Hung Kai & Co. was formed by Mr. Fung King Hey, Mr. Kwok Tak Seng and Mr. Lee Shau Kee. In 1973, Sun Hung Kai Securities Limited (“SHKS”) was incorporated.
 - 1983 Sun Hung Kai & Co. Limited was formed and listed on the Hong Kong Stock Exchange.
 - 1991 Sun Hung Kai Investment Services Limited (“SHKIS”) became one of the first underwriters and approved overseas agents in the Shanghai and Shenzhen Stock Exchanges.
 - 1993 SHKIS was approved as a B-share seat holder of the Shanghai and Shenzhen Stock Exchanges.
 - 1997 SHKIS was approved as a Foreign Share Broker and Lead Underwriter by the China Securities Regulatory Commission.
 - 2000 SHKOnline.com was launched and was among the first batch of brokers offering straight-through Internet-based order processing.
 - 2002 Sun Hung Kai Financial (“SHKF”) diversified its operations by establishing wealth management and alternative investment businesses.
 - 2009 SHKF formally opened its flagship SHK Wealth Management Centre in Hong Kong.
 - 2010 SHKF relocated its business units to The Lee Gardens in Causeway Bay. SHKF formed strategic alliances with CVC Capital Partners, and Macquarie FX Investments Pty Limited, a subsidiary of Macquarie Bank Limited.
 - 2011 SHK Private, a signature account of Sun Hung Kai Financial, was established to provide customised wealth management services to high-net-worth clients. Sun Hung Kai Financial formed strategic alliance with Look’s Asset Management Limited.
- SHKS was renamed as Sun Hung Kai Financial Limited effective 1 December 2011 to align the corporate name with its Sun Hung Kai Financial brand.

- 1969 馮景禧先生、郭得勝先生及李兆基先生創立新鴻基公司。於1973年，新鴻基證券有限公司（「新鴻基証券」）成立。
 - 1983 新鴻基有限公司正式成立並於香港聯合交易所上市。
 - 1991 新鴻基投資服務有限公司（「新鴻基投資服務」）率先申請成為上海及深圳證券交易所之首批包銷商及核准海外代理人。
 - 1993 新鴻基投資服務分別在上海及深圳證券交易所獲得B股交易席位。
 - 1997 新鴻基投資服務獲中國證券監督管理委員會批准為外資股份經紀商及主承銷商。
 - 2000 「鴻財網」正式成立，是首批提供「一站式」網上股票買賣服務之證券行之一。
 - 2002 新鴻基金融集團（「新鴻基金融」）具多元化運作，成立財富管理業務及另類投資業務。
 - 2009 新鴻基金融於香港正式開設新鴻基財富管理中心旗艦店。
 - 2010 新鴻基金融遷至銅鑼灣利園，並分別與 CVC Capital Partners 及麥格理銀行的附屬公司 Macquarie FX Investments Pty Limited 締結策略聯盟。
 - 2011 新鴻基金融的旗艦品牌「新鴻基尊尚資本管理」正式推出，為高資產值客戶提供個人化的財富管理服務。新鴻基金融並與陸東資產管理有限公司締結策略聯盟。
- 新鴻基証券於2011年12月1日起正式更名為「新鴻基金融有限公司」，以配合其「新鴻基金融集團」品牌策略。

SUN HUNG KAI FINANCIAL: THE COMPANY

新鴻基金融集團：公司背景

Sun Hung Kai Financial (“SHKF”), a household brand in Hong Kong, operates three core businesses under Sun Hung Kai & Co. Limited (Stock Code: 86) and offers clients diversified and customised financial services.

OUR BUSINESS

Core areas of focus:

- Wealth Management and Brokerage
- Capital Markets
- Asset Management

SHKF has enjoyed record growth and profits since it was established in 1969. Our strengths come from our profound local expertise, the quality of our service and our ability to innovate and to serve our customers’ ever-changing financial needs.

VISION

- To become a leading wealth management company in Hong Kong and Mainland China serving affluent customers with an efficient all weather product proposition and a productive Independent Wealth Manager infra-structure.

MISSION

- To create wealth for customers across all market segments with our Independent Wealth Manager infra-structure and a wide range of investment products.

新鴻基金融集團（「新鴻基金融」）為本地知名品牌，經營母公司新鴻基有限公司（股份代號：86）旗下三項核心業務，致力為客戶提供多元化兼度身訂造的金融服務。

我們的業務

主要業務：

- 財富管理及經紀業務
- 資本市場業務
- 資產管理

自1969年成立以來，新鴻基金融的業績及利潤屢創新高，我們的優勢來自於豐厚的本地市場專業知識、優質的服務、及不斷創新的動力，務求以完美的服務來迎合不斷改變的市場需要。

願景

- 致力成為一家在香港及國內具領導地位的財富管理公司，透過適合不同市況的多種投資產品和獨立財富管理服務的配套，為富裕客戶提供優質的財富管理服務。

使命

- 憑藉我們獨立財富管理服務的配套及多元化的投資產品，為不同市場的客戶層創造財富。



Our strengths

Deep local expertise

- SHKF has in-depth knowledge of the Hong Kong market, having served our customers for more than 40 years with a wide range of financial products and services.

Quality service

- Consistent and reliable high-quality service is the key to our on-going business success. We take great care in looking after our customers by ensuring that we provide high levels of customer service across all our client channels in our organisation.

Innovation

- SHKF continually strives to be at the forefront of innovation in our products and services. In 2011, we launched SHK Global Payments, a revolutionary payment service for transferring our clients' money across the globe. In 2007, we launched the market's first Asian property derivative in Hong Kong with a leading international bank. These initiatives are just some of the many products in our wide range of financial solutions that we offer.
- Our deployment of the latest technology is aimed at enhancing execution speed, capacity as well as security to deliver a seamless service to our clients.



Our commitment

Continuous growth

- We aim to deliver our shareholders a steady return on equity, a disciplined balance sheet and consistent focus on profitability.
- We are also committed to growing our customer base, diversifying our business lines and exporting our expertise to the financial markets in the Greater China region.



Our people

- We value our people and regard them as our greatest asset. The quality and commitment of our people drive our continued success.
- We continue to enhance the professionalism of our employees through our staff recruitment, training and development.



The community

- We have set up the Sun Hung Kai Financial Foundation to formalise our community involvement.
- The Foundation focuses on several key areas such as investor education, community healthcare and environmental protection.



盡顯優勢

深厚本地知識

- 新鴻基金融擁有資深的香港本地市場經驗，為客戶服務逾40年，提供全面的金融產品及專業服務。

優質服務

- 持續可靠的優質服務是我們貫徹成功之道。我們通過各種渠道給客戶提供高水準的服務，以體現對客戶的關懷。

創新

- 新鴻基金融旨在致力成為研發創新金融產品和服務的表表者。2011年，我們推出新鴻基「匯款易」，一個創新的付款服務讓客戶可轉賬款項至全球各地。在2007年，我們與一家具領導地位的國際銀行率先在香港推出市場上首個亞洲區房地產衍生工具。此乃我們提供的芸芸財務方案中的一部分。
- 我們採用最新的技術，務求提升交易效率及容量，並加強系統保安，達至提供最順暢完善的服務。

堅守承諾

持續增長

- 我們的目標是為股東提供穩定的權益回報率，維持有紀律之收支及持續專注賺取利潤。
- 我們將不斷開拓客源、發展多元化產品及服務，並向大中華地區的金融市場提供我們的專業金融知識。

培育人才

- 我們一直以來都視員工為最寶貴的資產。員工的質素及工作承諾都是我們成功的關鍵。
- 透過招攬人才及培訓發展，我們不斷提升員工的專業水平。

回饋社會

- 我們成立了「新鴻基金融慈善基金」，以積極參與社區活動。
- 該慈善基金專注於投資者教育、社區保護及環境保護等範疇。



WEALTH MANAGEMENT & BROKERAGE

財富管理及經紀業務

Provides a one-stop investment platform

Through our properly SFC licensed and / or CIB / MPFA registered entities*, SHKF offers a broad range of retail brokerage products and services which includes:

- Securities and Warrants (local and foreign)
- Futures and Options
- Leveraged Foreign Exchange Contracts
- Bullion and Commodities
- Bonds
- IPO Subscription
- Margin Financing
- Mutual Funds
- Unit-linked Products
- Wealth Management
- Capital Investment Entrant Scheme (CIES)
- Mandatory Provident Fund (MPF)
- Discretionary Portfolio Management Services

SHKF is one of the market leaders in futures and options, IPO financing and margin financing. In addition, we offer around 2,000 mutual funds under distribution arrangements with more than 60 world-class providers. Other products such as unit-linked products and structured products are also available. We provide a one-stop investment platform with independent financial advisory services to provide our clients with customised solutions to their financial needs. We have a dedicated team that serves institutional clients, providing them with access to our unique position in the Hong Kong market.

As recognition of our achievements, we received significant industry recognition, including four consecutive years' "Best Broker in Hong Kong" (2007-2010) awards from *FinanceAsia*, one of the leading regional publications in Asia.

Investing your way

Service through multiple channels

We have a state-of-the-art online trading platform, automated phone transactions, operator-assisted services, branches and representative offices in Hong Kong, Macau, China and Singapore.

Personalised service with expert advice

We offer our clients personalised and expert advice through our professional team of Investment Consultants. Individual appointments can be made at our offices, our SHK Wealth Management Centre, any of our branches or through the telephone.

SHK Private, our signature account, is also launched to offer a full suite of one-stop premium and personalised investment and wealth management services for high-net-worth clients.

Do-it-yourself online trading service

For those customers who are web-savvy, we have a self-directed online execution service as an option. It is our do-it-yourself service for those interested in trading Hong Kong and foreign shares, futures and options, and it allows you to subscribe to new IPOs in a fast, reliable and secure manner.

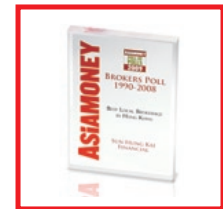
* SHK Online (Securities) Limited, Sun Hung Kai Commodities Limited, Sun Hung Kai Forex Limited, SHK Fund Management Limited, Sun Hung Kai International Limited, Sun Hung Kai Investment Services Limited and Sun Hung Kai Wealth Management Limited.



"Best Broker Hong Kong"
FinanceAsia
(2007-2010)



"Best Equity House Hong Kong"
FinanceAsia
(2009)



"Best Local Brokerage in Hong Kong"
Asiamoney Poll of Polls
(2009)



"Top 500 Banking Brands"
The Banker
(2008)



"Best Securities Company"
Capital Magazine
(2011, 2012)



"Outstanding Brand Award"
Economic Digest
(2008-2011)



"Excellent Services Brand Award"
Sing Tao Daily
(2007, 2008, 2011)

提供一站式投資平台

新鴻基金融透過旗下證監會持牌及/或香港保險顧問聯會/強制性公積金計劃管理局註冊公司*提供全面的零售經紀產品及服務，涵蓋範圍包括：

- 證券及認股證（本地及外地）
- 期貨及期權
- 槓桿式外匯
- 黃金及商品期貨
- 債券
- 首次公開售股認購
- 保證金買賣(孖展融資)
- 互惠基金
- 投資相連產品
- 財富管理
- 資本投資者入境計劃
- 強制性公積金
- 全權委託投資組合管理服務

新鴻基金融是期貨、期權及首次公開售股融資與孖展融資方面的表表者。此外，我們與超過60家國際知名的基金公司合作，提供約2,000隻不同種類的互惠基金。客戶亦可選擇其他投資產品，包括投資相連產品及結構性產品。我們亦提供一站式的投資平台，具備獨立的財務顧問服務條件，為客戶度身訂造理財方案，以達成客戶的個人需求。我們亦特別為公司客戶設立專門的服務團隊，以助他們運用我們在香港的優勢。

新鴻基金融憑著過去的傑出表現，連續四年(2007至2010年)獲亞洲區權威財經雜誌《金融亞洲》選為「香港最佳經紀商」。

投資方法由您控制

多種交易服務渠道選擇

我們擁有卓越的網上交易平台、互動語音交易系統、電話專人投資理財服務，以及在香港、澳門、中國及新加坡設有分行或辦事處。

個人化的專業投資顧問服務

我們的專業客戶經理為客戶提供個人化及專業的理財顧問服務。客戶可聯絡我們的辦事處、分行、新鴻基財富管理中心或透過客戶服務熱線安排個別會面事宜。

我們更推出旗艦品牌「新鴻基尊尚資本管理」(SHK Private)，為尊貴及高資產值客戶提供一站式優越及個人化的投資及財富管理服務。

自助式網上投資服務

對於已習慣在網上進行投資交易及較為自主的客戶，「鴻財網」絕對是投資者的最佳選擇。該網站提供快捷、可靠、安全的自助式服務，讓您在網上投資香港及外國股票、期貨、期權，以及進行首次公開售股認購。

* 新鴻基科網(證券)有限公司、新鴻基期貨有限公司、新鴻基外匯有限公司、新鴻基投資管理有限公司、新鴻基國際有限公司、新鴻基投資服務有限公司，以及新鴻基優越理財有限公司。



CAPITAL MARKETS

資本市場業務

Provides a comprehensive range of strategic capital-raising solutions

SHKF offers our clients full-fledged capital market services*, including initial public offerings, mergers and acquisitions, structured finance, corporate financial advisory and equity / debt fund raising exercise.

Our end-to-end services include:

Initial public offerings

We provide detailed guidance on what an initial listing exercise involves, assist our clients in the preparation and execution of initial share flotation and fund raising and provide professional advisory services on:

- Obtaining and maintaining a listing in Hong Kong
- Listing feasibility
- Pre-IPO corporate restructuring
- Regulatory requirements

Mergers & acquisitions

We are dedicated to provide our clients with tailor-made financial advisory and if necessary, structured financial assistance in accomplishing their short and long-term strategic objectives. Our services include:

- Mergers and acquisitions
- Structured finance
- Takeovers and privatization

Corporate financial advisory

We are a licensed corporate finance advisor representing listed companies on the regulatory requirements of The Stock Exchange of Hong Kong Limited (“SEHK”) and the Securities and Futures Commission (“SFC”) of Hong Kong. A wide range of corporate finance transaction services is available including:

- Notifiable transactions under the Rules Governing the Listing of Securities on SEHK
- Capital reorganisation
- Share split / consolidation and share repurchase

Equity / Debt fund raising exercise

We assist our clients in locating suitable financial partners through our network of strategic and institutional investors.

Our financing solutions range from placement of various equity and/ or debt instruments to initial public offerings.

* Through our SFC-licensed subsidiary, Sun Hung Kai International Limited.





提供全面的策略性融資方案

新鴻基金融致力為客戶提供全面的企業融資和財務顧問服務*，當中包括首次公開售股、收購合併、結構性融資、企業財務顧問及股本/債務融資。

我們的一站式服務包括以下各項：

首次公開售股

我們提供詳盡的上市指引，協助客戶籌備和執行上市計劃，並提供以下範疇之專業意見：

- 獲取和保持香港上市地位
- 上市的可行性
- 上市前企業重組
- 監管要求



收購合併

我們致力為客戶裁設財務建議和解決方案，並在有需要時提供結構性融資方案，以協助客戶達到短期及長遠目標。我們的服務包括：

- 收購合併
- 結構性融資
- 收購及私有化



企業財務顧問

作為註冊企業融資顧問，我們專責代表上市公司就香港證券及期貨事務監察委員會(「證監會」)和香港聯交所的監管規定，提供一系列的企業融資交易服務，包括：

- 聯交所證券上市規則所述的須予公佈交易
- 資本重組
- 股份拆細/合併及股份回購



股本/債務融資

透過我們專業投資者和機構投資者的網絡，我們協助客戶尋找合適的合作財務夥伴。

融資方式包括配售各種股本及/或債務工具，以及首次公開售股。



* 透過旗下的證監會持牌公司 — 新鴻基國際有限公司。



ASSET MANAGEMENT

資產管理

Your gateway to global and Asian hedge funds

SHKF* is a strategic partner to our Asian investors seeking global “best of breed” hedge funds and a specialist in Asian alternative investments. Our range of Asian hedge funds is managed by top-tier portfolio managers and their team of seasoned staff. We also partner with experienced investment managers providing Asian based institutions access to Sun Hung Kai branded global funds.

* Through SHK Fund Management Limited and its subsidiary / affiliates.

投資環球及亞洲對沖基金的橋梁

新鴻基金融*致力成為亞洲投資客戶的策略性合作夥伴，為客戶尋找全球最佳的對沖基金，我們亦是亞洲另類投資的專家。我們的亞洲對沖基金是由頂級的投資經理及其資深團隊管理。我們亦引薦了富經驗的投資經理，以夥伴形式為亞洲區投資者提供新鴻基環球對沖基金。

* 透過新鴻基投資管理有限公司及其子公司/附屬機構。



OUR CORPORATE VALUES 我們的價值觀

- Excellence
卓越
- Integrity
誠信
- Innovation
創新
- Prudence
謹慎
- Professionalism
專業

*Disclaimer and
Risk Disclosure:*

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新鴻基金融集團

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