

## CORPORATE FACT SHEET

### About Sun Hung Kai Financial Limited

Sun Hung Kai Financial Limited ("SHKFL"), founded in 1969, is a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86). Operating under the Sun Hung Kai Financial ("SHKF") brand as well as the SHK Private and SHK Direct sub-brands, SHKFL has three core business segments, which are Wealth Management and Brokerage, Capital Markets and Asset Management. They offer customised financial solutions for retail, corporate and institutional clients. SHKFL has an extensive branch and office network in Hong Kong, China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$72 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com).

\*Figures as of 30 June 2011

### Business Segments of SHKF

- Wealth Management & Brokerage
- Capital Markets
- Asset Management

### Our Vision

We intend to remain at the forefront of the region's financial services industry by maximising customer satisfaction and the strength of our name; aggressively expanding our customer asset base through constant product innovation, service enhancement and broadening our distribution network; ensuring a strong technological base to empower us and our customers, and finally, retaining and attracting the best talent by offering continuous training and career development in a collegiate and merit-based environment. We will implement this strategy by ensuring that we remain focused on our five guiding principles: Excellence; Integrity; Prudence; Professionalism; and Innovation, which will play a crucial role in ensuring our continued success.

### Our Community

We will continue to deepen our partnerships with a range of global and local charities, as we strive to improve the lives of others and play a leading role in the community, supporting those who have helped us become Hong Kong's leading non-bank financial institution. Moreover, we have established our own charitable foundation, Sun Hung Kai Financial Foundation, in March 2010, which serves a platform for us to engage our business associates and/or partners to contribute to improving the livelihood of under-privileged people in Hong Kong, as well as to promote a healthier and stronger community.

### Our Wealth of Spirit

For more than 40 years, SHKF has placed the customer at the heart of everything we do. Our steadfast commitment to our guiding principles has seen us evolve into a household name in Hong Kong. As we embark upon the next chapter in our history, we remain strongly positioned to capitalise on the region's growth opportunities and build on the qualities which have seen us consistently recognised as a market leader.



"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)



"Best Fund of Hedge Funds -  
Event Driven / Offshore"  
*Lipper Hedge Fund Awards*  
(2009)



"Best Securities Company"  
*Capital Magazine*  
(2011)



"Top 500  
Banking Brands"  
*The Banker*  
(2008)



"Trailblazer Award"  
*The Asset*  
(2008)



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



"Outstanding Hong Kong  
Brand Enterprise Award"  
*Capital Magazine*  
(2010)



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



"Yahoo! Big Idea Chair Awards  
- Best Display ROI Merit"  
*Yahoo! Hong Kong*  
(2011)



"5 Years Plus Caring  
Company"  
*The Hong Kong Council  
of Social Service*  
(2002-2010)

