

[For immediate release]

SHKF celebrates 45th anniversary with numerous awards

Hong Kong, 23 October 2014 – Sun Hung Kai Financial ("SHKF") is pleased to be named Hong Kong's "Best Local Brokerage" over the past 25 years in the Poll of Polls award organised by Asiamoney, one of Asia-Pacific's leading monthly financial publications. The judging criteria were based on the poll results of the Best Local Brokerage category during the past 25 years. SHKF achieved the top overall rating in this long established category and was chosen as the winner.

Mr William Leung, Executive Director and Chief Executive Officer, Sun Hung Kai Financial Limited, said, "The award is a recognition of our unwavering commitment over the decades to providing our clients with the best-in-class wealth management experience, which is featured by our independent wealth manager model backed by a wide range of financial products, and informative, timely research. This year marks our 45th anniversary and it is such uncompromised service quality that has brought us to where we are today, and the years to come."

The recognition adds to multiple industry awards honoured earlier this year, including SHKF's fourth consecutive *Capital Outstanding Enterprise Awards - The Outstanding Securities Company*; its fifth *Sing Tao Service Award - The Best "Securities Firm" Service Award*; and its first *Metro Finance & Metro Finance Digital Hong Kong's Leaders' Choice Award - Excellent Brand of Securities Firm*.

These awards affirm SHKF's position as one of the leading financial institutions in Hong Kong, acknowledging its continued efforts and commitment to its motto "Customers' best interests are our top priority". Apart from these business awards, SHKF is named a "10 Years Plus Caring Company" again by the Hong Kong Council of Social Service, a recognition of the Company's ongoing support and contribution as a responsible corporate citizen.

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About Sun Hung Kai Financial Limited

Sun Hung Kai Financial Limited ("SHKFL"), with its foundation dating back to 1969, is a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86).

Operating under the Sun Hung Kai Financial brand as well as the SHK Private and SHK Direct sub-brands, SHKFL has two core business segments, Wealth Management and Brokerage, and Capital Markets. They offer customised financial solutions for retail, corporate and institutional clients.

SHKFL has an extensive branch and office network in Hong Kong, Macau and Mainland China, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$73.7 billion* in assets under management, custody and/or advice. For more information, please visit www.shkf.com.

*Figures as of 30 June 2014

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