

**[For Immediate Release]**

**Sun Hung Kai Financial launches 2016 branding campaign  
featuring customer-centric culture**

**Hong Kong, 22 February 2016** – Sun Hung Kai Financial (“SHKF” or “the Company”) is pleased to announce the launch of its branding campaign for 2016 which features the Company’s customer-centric culture, one of its building blocks of success for the past 47 years. The campaign’s highlight, a television commercial starring the well-known theatre and movie actor Mr Jim Chim, will debut tonight (22 February 2016) on major TV channels.

This brand-new "Customer First" branding campaign, a sequel to its preceding version, underscores SHKF’s key value proposition of its promise to put customers’ interests ahead of the Company’s. Continuing his salesman role in the advertisement, Mr Jim Chim again arrives at SHKF for a job interview, and yet his wrong mindset of serving customers does not earn him an offer because SHKF believes customers’ best interests are the Company’s best interest.

Mr William Leung, Chief Executive Officer of SHKF, said, “We use a light-hearted approach to emphasise the difference between our business principles and those of others, that is, our unrelenting promise to put customers’ interests before ours. This is beneficial to customers as they can rest assured that their interests are well taken care of; at the same time, talent in the industry should find our values agreeable.”

To accompany the TV commercial, a print advertisement will be launched. The advertisement will present the three SHKF unique edges on how customer interests are upheld: comprehensive product suite, a customer-first corporate culture and clear and fair brokerage commission package.

Starting tonight, the branding campaign will be spearheaded by the TV commercial on TVB Jade, TVB iNews, TVB Pearl and Cable TV channels. The print advertisements, together with a radio commercial and promotions on social media platforms, will be rolled out on the coming 23 February.

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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 70%-owned subsidiary of Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788).

Operating under the Sun Hung Kai Financial (“SHKF”) brand as well as the SHK Direct and SHK Private sub-brands, SHKFL has two core business segments, Wealth Management and Brokerage, and Capital Markets. It offers customised wealth management and investment solutions for retail, corporate and institutional clients. Backed

by Everbright Securities, SHKFL provides greater access for Hong Kong and Mainland investors to a broad range of products and services.

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 about HK\$87.2 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com).

*\*Figures as of 31 December 2015*

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