

[For Immediate Release]

## **Sun Hung Kai Financial strengthens management team as Poon takes on Group COO role**

**Hong Kong, 18 February 2008** – Sun Hung Kai Financial (“SHKF”), Hong Kong’s leading non-bank financial institution, has appointed Patrick Poon Mo Yiu to the position of Group Chief Operating Officer, a role he will take on in addition to his current Chief Financial Officer duties. The promotion, effective immediately, formalises Mr. Poon’s expanded role at the helm of the Group’s operations.

As Group COO, Mr. Poon will manage the Finance, Technology, Administration and Secretarial departments, along with heading numerous operation improvement initiatives.

Mr. Poon will continue to report to SHKF Executive Chairman, Mr. Lee Seng Huang, who said: “Patrick has been working on operational projects on an ad hoc basis for some time. This change will formalise his role and will provide greater management leadership, communication and cooperation to the various departments, in driving strategic initiatives to improve front and back office efficiencies, and ensure the long-term development of our business. In an increasingly competitive market, these initiatives will become an integral part in securing a competitive advantage and providing a strong platform for Sun Hung Kai Financial to move forward.”

Commenting on his appointment, Mr. Poon said: “I’m tremendously honoured to have been given an opportunity to play an even greater role in the development of Sun Hung Kai Financial. As a Group, we’re moving forward at a tremendous pace, with new business initiatives and innovative products constantly coming to market. It’s truly an exciting time to be a part of this growth, alongside some of the best people in the business.”

Mr. Poon joined the Group in November 2005, assuming the role of Chief Financial Officer in January 2006. Mr. Poon is also a Director of United Asia Finance Limited, a subsidiary of Sun Hung Kai & Co. Limited (stock code: 00086). Prior to joining the Group, Mr. Poon was with JPMorgan Chase Bank as Vice President in Finance, and he was the Group Financial Controller of Jardine Fleming Group in Asia prior to its merger with JPMorgan Chase Bank.

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## **About Sun Hung Kai & Co. Limited and Sun Hung Kai Financial**

With its foundation dating back to 1969, Sun Hung Kai & Co. Limited, which operates under the name Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. The Group currently has over HK\$60 billion in assets under management, custody and/or advice, and over HK\$11 billion of attributable equity. Its core areas of focus include wealth management and brokerage, asset management, corporate finance, consumer finance as well as principal investments. Listed on the HKEx (stock code: 00086), the Group is currently capitalised at over HK\$16 billion. It employs over 1,300 dedicated professionals and has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

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