

[For Immediate Release]

## **Sun Hung Kai Financial joins with child prodigy's father for wealth management parenting seminar**

**Hong Kong, 4 June 2008** – Hong Kong's leading non-bank financial institution, Sun Hung Kai Financial ("SHKF"), is building on its almost 40-year history in Hong Kong and embracing its 'Wealth of Spirit' positioning, through a new wealth management initiative aimed at helping Hong Kong parents raise their children. As part of the official launch of the 'Embracing Our Children's Future' platform, SHKF has announced it will host a parenting seminar spearheaded by Mr. Tony Boedihardjo, the father of a local child prodigy.

The lineup of professional speakers also includes Dr Raymond Tang, Chartered Educational Psychologist; famous actress and presenter, Ms. Astrid Chan, and Mr. Jeff Kong, Vice President, Sales and Business Development, Sun Hung Kai Wealth Management Limited. The panel will share their valuable advice on raising children and discovering and nurturing their talents, as well as their financial management tips. The seminar will be held at The Hong Kong Polytechnic University's Jockey Club Auditorium at 7:45 p.m. on 14 July 2008.

Mr. Kevin Tai, Managing Director of Wealth Management, Sun Hung Kai Financial, said: "At Sun Hung Kai Financial, we truly understand that Hong Kong parents are committed to providing their children with nothing less than the very best. We share the same belief that successful parenting can help a child explore their potential and prosper beyond even our wildest imagination. Over the years, the Group has been providing Hong Kong families with a wide range of innovative wealth management products and services, helping them achieve their wealth creation goals and raise Hong Kong's next generation."

In support of its parenting initiative, SHKF has rolled out an "Incredible Tomorrow" advertising campaign across major media channels, and has launched an innovative online "University Fee" calculator to help parents plan ahead and set aside adequate financial resources for their children's education.

Mr. Tai remarked: “Hong Kong people have become more sophisticated in their knowledge and acceptance of wealth management services. In light of this growing demand for professional, high-quality financial planning services, our Wealth Management business has recorded strong growth in recent years. We will continue to expand our customer touch points and explore wealth management business opportunities, and this strategy will receive a major boost over the summer with the opening of our flagship wealth management centre in Causeway Bay.”

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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 more than HK\$12 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: 86), the Group is currently capitalised at approximately HK\$13 billion (as of 28 May 2008). It employs over 1,500 dedicated financial professionals and has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

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