

[For Immediate Release]

Sun Hung Kai Financial taps talent pool to expand quality sales network

Hong Kong, 12 December 2008 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, has unveiled a year-end recruitment campaign as a key element of the Group’s business development platform for 2009.

The two-day “We Partner To Excel” recruitment drive is aimed at tapping a growing pool of high-quality finance professionals in Hong Kong who are seeking their next professional challenge, and further building on the Group’s high levels of customer service. Focused on attracting a diverse range of financial professionals at the Vice President or Assistant Vice President level for roles across the company’s full suite of investment products and services, the Group is looking for experienced candidates, preferably investment and private bankers. The drive will be held at the Group’s SHK Wealth Management Centre in Causeway Bay, the first of several such Centres slated to open during the coming years.

This recruitment push reflects the Group’s strong financial position, and underscores its ability to leverage the opportunities presented by the current global turmoil with a view to further positioning the company for the next phase of growth.

Mr. Joseph Tong, Chief Executive Officer, Wealth Management, Brokerage & Capital Markets, Sun Hung Kai Financial, said: “As we prepare for what is expected to be a challenging 2009, we believe it is now the right time to carefully move forward with our preparation for further expansion over the next year. To resource this expansion and build on our high levels of customer service, we’re looking to grow our base of top quality professionals as the financial sector undergoes a period of transition. Our strong balance sheet, diversified business and market-leading position leave us well placed to actively pursue the best talent that Hong Kong has available, and ultimately, enable us to offer those successful candidates attractive levels of remuneration.”

A print and online advertising campaign promoting the recruitment drive launched last week, and will run until 20 December 2008. Interested applicants are welcome to attend either of the two sessions on consecutive Saturdays, 13 and 20 December, from 12:00 noon to 4:00pm.

Please visit www.shkf.com to view details of the “We Partner To Excel” recruitment campaign.

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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 about HK\$50 billion in assets under management, custody and/or advice, and approximately HK\$11 billion of shareholders' 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 has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

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