

[For Immediate Release]

Sun Hung Kai Financial in strong start to Year of the Ox with double brand honour

Hong Kong, 5 February 2009 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, has made a strong start to the Year of the Ox, debuting in *The Banker*’s “Top 500 Global Financial Brands” ranking for 2008, and receiving for the second year running *Sing Tao Daily*’s “Excellent Services Brand 2008” award in the Securities Firm category.

The Banker, a leading magazine for the investment, retail and commercial banking sectors globally and part of the Financial Times Group, recognised SHKF for its growing brand strength on the international scene. The honour places SHKF alongside other leading financial companies in the Top 500 list, including the likes of HSBC, JP Morgan, Goldman Sachs and Hang Seng Bank, among others. The “Top 500 Global Financial Brands” ranking is available in the February edition of *The Banker*.

Sing Tao Daily also awarded SHKF its “Excellent Services Brand 2008” award for the second year running following an extensive Readers’ Poll, in which members of the public overwhelmingly nominated SHKF as the leading Securities Firm when it comes to providing the highest levels of customer service. The judging criteria focused on brand identity and positioning, innovation in meeting customer needs, credibility and customer communication, among others. The official award presentation ceremony will be held in Hong Kong on 26 February 2009.

Mr. Lee Seng Huang, Executive Chairman, Sun Hung Kai Financial, said: “We’re delighted that our continued efforts to develop our brand and our relentless pursuit to drive our customer service standards have been recognised not just in Hong Kong, but indeed, internationally. This dual recognition acknowledges the strength and trustworthiness of our brand as well as the high quality of our customer services. It echoes the tremendously positive customer and community response to our recently announced voluntary Lehman Brothers Minibond repurchase initiative. As we begin the Year of the Ox and prepare to celebrate our 40th Anniversary this year, this honour fuels our mission to continually improve our infrastructure and provide the highest level of customer service that is expected of us as Hong Kong’s leading non-bank financial institution.”

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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 more than 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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