

Sun Hung Kai Financial named Hong Kong's 'Best Local Brokerage 1990 – 2008' by *Asiamoney*

Hong Kong, 29 July 2009 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, has been named Hong Kong’s ‘Best Local Brokerage 1990 – 2008’ by *Asiamoney*, one of Asia Pacific’s leading monthly financial publications.

Announced in *Asiamoney*’s recent 20th Anniversary issue as part of the publication’s anniversary-themed ‘2009 Poll of Polls’ awards, the ‘Best Local Brokerage 1990 – 2008’ award recognises SHKF for its strong and consistent performance across its equities research platform and its core brokerage business over the years. Paying tribute to the consistency of the sector’s top performers, *Asiamoney* noted: “Given the unforgiving nature of the finance industry, the names of the leading players have regularly changed or disappeared over the past two decades.”

Mr. Lee Seng Huang, Executive Chairman, Sun Hung Kai Financial, said: “We are indeed honoured to have received this prestigious award from *Asiamoney*, which comes at a particularly important time for us as we celebrate our 40th Anniversary in Hong Kong. This award underlines the core strength of our broking platform and our long-standing commitment to identifying opportunities for our customers.”

This recognition follows numerous awards for SHKF during 2009, including the Group’s third consecutive *FinanceAsia* ‘Best Broker Hong Kong’ award and its first ‘Best Equity House Hong Kong’ honour. Earlier this year, SHKF was also named a ‘Top 500 Global Financial Brand’ by *The Banker*, a leading magazine for the investment, retail and commercial banking sectors globally and part of the Financial Times Group; received its second consecutive ‘Outstanding Brand Award’ from *Economic Digest* and again picked up *Sing Tao Daily*’s ‘Excellent Services Brand Award’, among others.

“During times of both adversity and prosperity over the last 40 years, Sun Hung Kai Financial has continued to focus on delivering the highest levels of customer service, a commitment which has played a key role in our success. Looking further ahead, our customers will remain our number one priority as we build our business, and we plan to work even harder to ensure we consolidate our position as Hong Kong’s leading non-bank financial institution,” concluded Mr. Lee.

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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 approximately HK\$50 billion in assets under management, custody and/or advice, and more than 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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