

[For Immediate Release]

Sun Hung Kai Financial launches new and enhanced online services with a chance to win HK\$100,000

Hong Kong, 8 September 2009 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, has unveiled its new www.SHKdirect.com online service in conjunction with an enhanced www.SHKFG.com platform, with an online promotional game giving players a chance to win HK\$100,000.

Featuring a host of new services and information, the two new-look portals include a convenient “Single Sign-on” facility, which allows customers to login to multiple accounts with just one user name and password. Both sites also incorporate a deeper range of product and service information, in addition to a broader selection of news and market updates. The new do-it-yourself service, SHKdirect.com, which replaces the previous SHKonline.com brand, will provide execution-only services to SHKF’s experienced and self-directed customers, while the revamped SHKFG.com portal will continue to offer personalised and tailored investment products and services, backed by the Group’s professional team of Investment Consultants.

Mr. Kevin Tai, Chief Operating Officer, Wealth Management & Brokerage, SHKF, said: “Almost 10 years ago, we became one of the first brokers to offer straight-through Internet-based order processing, in addition to a separate personalised Investment Consultant service, backed by a comprehensive online platform. It’s fitting that as we celebrate our 40th Anniversary in Hong Kong, we’ve now taken the next step in the evolution of our online customer services. These two new portals offer our customers an easy-to-use and convenient online architecture, supported by a wide range of products and services. Regardless of whether our customers are experienced, self-directed investors or are simply seeking a professional and experienced partner backed by a team of personalised Investment Consultants, each and every customer will benefit from the enhanced services offered by SHKdirect.com and SHKFG.com.”

The launch of SHKdirect.com and the revamped SHKFG.com portals is supported by a television and online advertising campaign, which launched across major television channels and online sites last night. To raise awareness of the new portals, the campaign also focuses on an eye-catching game, the “Bull Bear Challenge”, which gives players the chance to win HK\$100,000. For details of the online game, please visit www.shkf.com/game.

continued...

These enhanced online services are a significant milestone for the Group in its 40th Anniversary year, and follow a number of high-profile awards received during recent months, including its third consecutive *FinanceAsia* ‘Best Broker Hong Kong’ award and its first ‘Best Equity House Hong Kong’ award, along with *Asiamoney*’s ‘Best Broker Hong Kong 1990 – 2008’ award. 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. The Group’s Consumer Finance business, United Asia Finance Limited, was named ‘Best Consumer Finance Company’ for the fourth year running at *Capital*’s Capital Outstanding Enterprise Awards.

-- ENDS --

About Sun Hung Kai & Co. Limited & Sun Hung Kai Financial

Sun Hung Kai & Co. Limited (HKEx stock code: 86), which operates as Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. Founded in 1969, the Group offers tailored financial solutions to both retail and institutional clients. The Group’s core areas of focus consist of wealth management and brokerage, asset management, corporate finance, consumer finance and principal investments. Operating an extensive branch and office network across more than 60 locations in Hong Kong, China, Macau and Singapore, the Group currently has more than HK\$50 billion in assets under management, custody and/or advice and over HK\$12 billion in shareholders’ equity.

For enquiries:

Sun Hung Kai Financial

Marie Yung	+(852) 3920 2511	marie.yung@shkf.com
James Murphy	+(852) 3920 2510	james.murphy@shkf.com
Peony Cheng	+(852) 3920 2513	peony.cheng@shkf.com