

[For Immediate Release]

SHK Direct wins the Merit Award at the Yahoo! Big Idea Chair Awards 2011

Hong Kong, 13 December 2011 – SHK Direct, a sub-brand of Sun Hung Kai Financial (“SHKF”), was presented the “Best Display ROI Merit Award” by Yahoo! Hong Kong at the “Yahoo! Big Idea Chair Awards 2011”* (“Yahoo! BIC Awards 2011”) which is considered a top honor in Hong Kong’s online advertising industry.

Yahoo! Hong Kong has presented the Award to SHK Direct in recognition of its creative online campaign launched during October 2010 to October 2011 to promote its comprehensive product suite with successful results.

Ms. Mun Shing Cheong, Head of E-Business of Sun Hung Kai Financial said, “We are pleased to have been presented our first ever prestigious award from a leading online community in Asia. SHK Direct successfully reaped the award competing against hundreds of entries from advertisers in Asia, acknowledging the hard work from our talented and creative team.”

* Originated from Yahoo! Inc., the Yahoo! Big Idea Chair Awards is a leading global event which has travelled around the globe from the US to UK, Canada, Russia, India, Japan, Brazil, Italy, Mexico, and Taiwan and was successfully launched in Hong Kong in 2009. The Yahoo! BIC Awards celebrates the remarkable advertising campaigns and ideas on Yahoo! Hong Kong, and the contributions that agencies and brands have made in the online advertising industry throughout the previous year.

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About Sun Hung Kai Financial Limited

Sun Hung Kai Financial Limited (“SHKFL”), founded in 1969, is a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86).

Operating under the Sun Hung Kai Financial brand as well as the SHK Private and SHK Direct sub-brands, SHKFL has three core business segments, which are Wealth Management and Brokerage, Capital Markets and Asset Management. They offer customised financial solutions for retail, corporate and institutional clients.

SHKFL has an extensive branch and office network in Hong Kong, China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$72 billion* in assets under management, custody and/or advice. For more information, please visit www.shkf.com.

**Figures as of 30 June 2011*

For enquiries:

Sun Hung Kai Financial

Juliana Chan	(852) 3920 2511	juliana.chan@shkf.com
Grace Lau	(852) 3920 2513	grace.lau@shkf.com
Sannie Pang	(852) 3920 2509	sannie.pang@shkf.com