

[For Immediate Release]

## **SHKF eMO! wins Gold Award for Best mCommerce Solution at Mob-Ex Awards 2012**

**Hong Kong, 9 January 2013** – We are pleased to announce that SHKF eMO! won the Gold Award for Best mCommerce Solution at the Mob-Ex Awards 2012 organised by Marketing Magazine, Hong Kong's premier event celebrating mobile excellence.

eMO! stood out with its powerful functions like Virtual Portfolio, Price Alerts, Charts, Research and News in this free native app. Users also loved eMO!'s user friendly interface and the smooth and stable performance of its operating system. These signature features have distinguished eMO! from other financial app providers. eMO! is also the only financial app awarded in the category and Samsung has even picked it as a featured finance app for its Galaxy S DUOS.

This award win came just in time to celebrate eMO!'s first anniversary and is its fourth award since eMO!'s launch. This award cements SHKF eMO!'s position as a leading mobile app in the industry that transforms customer experience and the way the company delivers its service to customers. eMO! is well-recognised not only by industry leaders but also highly-praised by local mobile commerce experts.

The Best mCommerce Solution Award recognises the best mobile mCommerce solution that enables consumers to easily browse digital and/or physical goods and services, and purchase them via their mobile devices.

Please visit the sites below for details of SHKF eMO!'s various award wins:

<b>Award</b>	<b>Organiser</b>	<b>Award Date</b>	<b>Website</b>
Gold Award - Best mCommerce Solution	Marketing magazine Mob-Ex Awards 2012	Nov 2012	<a href="http://mob-exawards.com/winners.html">mob-exawards.com/winners.html</a>
Silver Award – Mobile Trading Application Launch Campaign	Horizon Interactive Awards	Jul 2012	<a href="http://www.horizoninteractiveawards.com/winners/placement/Silver">www.horizoninteractiveawards.com/winners/placement/Silver</a>
Bronze Award – Mobile Trading Application	Horizon Interactive Awards	Jul 2012	<a href="http://www.horizoninteractiveawards.com/winners/placement/Bronze">www.horizoninteractiveawards.com/winners/placement/Bronze</a>
2012 Best Financial Services Mobile application	2012 Internet Advertising Competition (“IAC”)	Apr 2012	<a href="http://www.iacaward.org/iac/winner.asp?eid=8278">www.iacaward.org/iac/winner.asp?eid=8278</a>

- End -

## **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 two core business segments, Wealth Management & Brokerage, and Capital Markets. They offer customised financial solutions for retail, corporate and institutional clients. SHKFL has an extensive branch and office network in Hong Kong, Mainland China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$56 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com).

\*Figures as of 30 June 2012

For enquiries:

Juliana Chan (852) 3920 2511  
Maggie Chan (852) 3920 2513

[juliana.chan@shkf.com](mailto:juliana.chan@shkf.com)  
[maggie.chan@shkf.com](mailto:maggie.chan@shkf.com)