

# Corporate Fact Sheet

## About Sun Hung Kai Financial Limited

Sun Hung Kai Financial Limited ("SHKFL"), with its foundation dating back to 1969, is a 70%-owned subsidiary of Everbright Securities Company Limited ("Everbright Securities", SSE: 601788, HKEX: 6178). Operating under the Sun Hung Kai Financial ("SHKF") brand as well as the SHK Direct and SHK Private sub-brands, SHKFL has two core business segments, Wealth Management and Brokerage, and Capital Markets. It offers customised wealth management and investment solutions for retail, corporate and institutional clients. Backed by Everbright Securities, SHKFL provides greater access for Hong Kong and Mainland investors to a broad range of products and services. SHKFL has an extensive branch and office network in Hong Kong, Macau and Mainland China, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has about HK\$96.3 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com).

\*As of 31 March 2017

## Business Segments

- Wealth Management and Brokerage
- Capital Markets

## Our Vision

We intend to stay at the forefront of the financial services industry in the region by maximising customer satisfaction and the strength of our name; aggressively expanding our customer asset base through constant product innovation, service enhancement and broadening our distribution network; ensuring a strong technological base to empower us and our customers; and retaining and attracting the best talent by offering continuous training and career development in a collegiate and merit-based environment. We will head towards this vision by ensuring that we remain focused on our five guiding principles: Excellence, Integrity, Innovation, Prudence and Professionalism, which will play a crucial role in ensuring our continued success.

## Our Community

As one of the leading financial institutions in Hong Kong, we partner with a range of charitable organisations across the areas of education, healthcare, arts and culture, and environment as we strive to contribute back to the community where we operate and grow our business to where we are today. We were one of the first companies to be named a Caring Company by the Hong Kong Council of Social Service, a recognition of our commitment to improving the lives of the underprivileged in Hong Kong. As we look to the future, we will continue to devote our time, resources and capital to fostering a stronger and sustainable Hong Kong.

## Your Best Interests Are Our Top Priority

For more than 45 years, SHKF has placed the customer at the heart of everything we do. Our steadfast commitment to our guiding principles has seen us evolve into a household name in Hong Kong. As we embark upon the next chapter in our history, we remain strongly positioned to capitalise on the region's growth opportunities and build on the qualities that have made us a market leader.

Brand and services awards:



Wealth Management Platform – Excellence (2017)



Best Local Brokerage in Hong Kong (2009 and 2014)



Best Broker Hong Kong (2007-2010, 2012)



Best Brokerage House Hong Kong (2012)



Best Equity House Hong Kong (2009)



Best-in-Class – Client Servicing (2013)



Excellent Brand of Securities Firm (2014-2017)



The Outstanding Securities Company (2011-2017)



The Best "Securities Firm" Service Award (2007-2008, 2011-2016)



Outstanding Brand Award – Securities Company (2008-2013)



Customer Marketing – Outstanding Broker Category (2013)

Business and other awards:



15 Years Plus Caring Company (2002-2017)



Manpower Developer (2016-2018)



Good MPF Employer Award (2014-2016)

Best Country Deals Awards – Hong Kong & Regional Capital Markets Awards – Best IPO Award GlobalCapital Asia/Asiamoney (2015)

Best Hong Kong Deal – FinanceAsia Achievement Awards (2015)

Favourite Mobile Securities Trading Platform (2016)



We serve with professional integrity

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