

[For Immediate Release]

Sun Hung Kai Financial and China Everbright Bank sign off on cross-border strategic cooperation agreement

Hong Kong, 20 June 2013 – Sun Hung Kai Financial Limited (SHKF) is pleased to announce that it entered into a long-term strategic cooperation agreement with China Everbright Bank Co., Ltd. (“China Everbright Bank”) in Beijing on 18 June 2013. Leveraging the partnership, China Everbright Bank’s high net worth customers will now have access to SHKF’s broad and comprehensive financial services platform for an array of overseas investment channels and asset allocation strategies, strengthening the China Everbright brand in cross-border financial services.

With about 16,400 private banking customers and a branch network of 775 outlets*, China Everbright Bank is one of the leading retail banks in mainland China. It is also among the first movers in the mainland’s wealth management market, commanding an advantageous position over its peers. An influential wealth management brand, China Everbright Bank has been named the best retail and wealth management bank in mainland China by domestic and global authoritative financial media and agencies in recent years.

In selecting SHKF as a long-term strategic partner, China Everbright Bank is convinced that the former’s reputable brand, its leadership position in wealth management and securities, as well as its various awards, such as the best broker award and outstanding brand award, won recently from local and overseas financial media, will complement the bank’s strategies in cross-border financial services.

According to William Leung, Chief Executive Officer of SHKF, the partnership will present high net worth individuals in the mainland with a total wealth management solution, offering them access to SHKF’s financial products and service platform via China Everbright Bank’s professional investment consultants and extensive branch network. Such collaboration is also set to spur development of mainland China’s offshore investment market, while expanding both parties’ wealth management portfolios.

Upon signing of the agreement, a joint task force will be set up to carry out the specific arrangements of the partnership. China Everbright Bank’s Retail Banking Department General Manager, Chen Changhong, believes that the collaboration will be mutually beneficial, bringing customers a more comprehensive investment platform and cementing the bank’s strong position in cross-border financial services.

* Latest figures provided by China Everbright Bank



Mr. William Leung, Chief Executive Officer of Sun Hung Kai Financial Limited (fifth from left), Mr. Lin Li, China Everbright Bank's Deputy Head (fourth from left), and Mr. Chen Changhong, China Everbright Bank's Retail Banking Department General Manager (third from left), sign off on cross-border strategic cooperation agreement in Beijing on 18 June 2013.

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\$63 billion** in assets under management, custody and/or advice. For more information, please visit www.shkf.com.

**Figures as of 31 December 2012

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