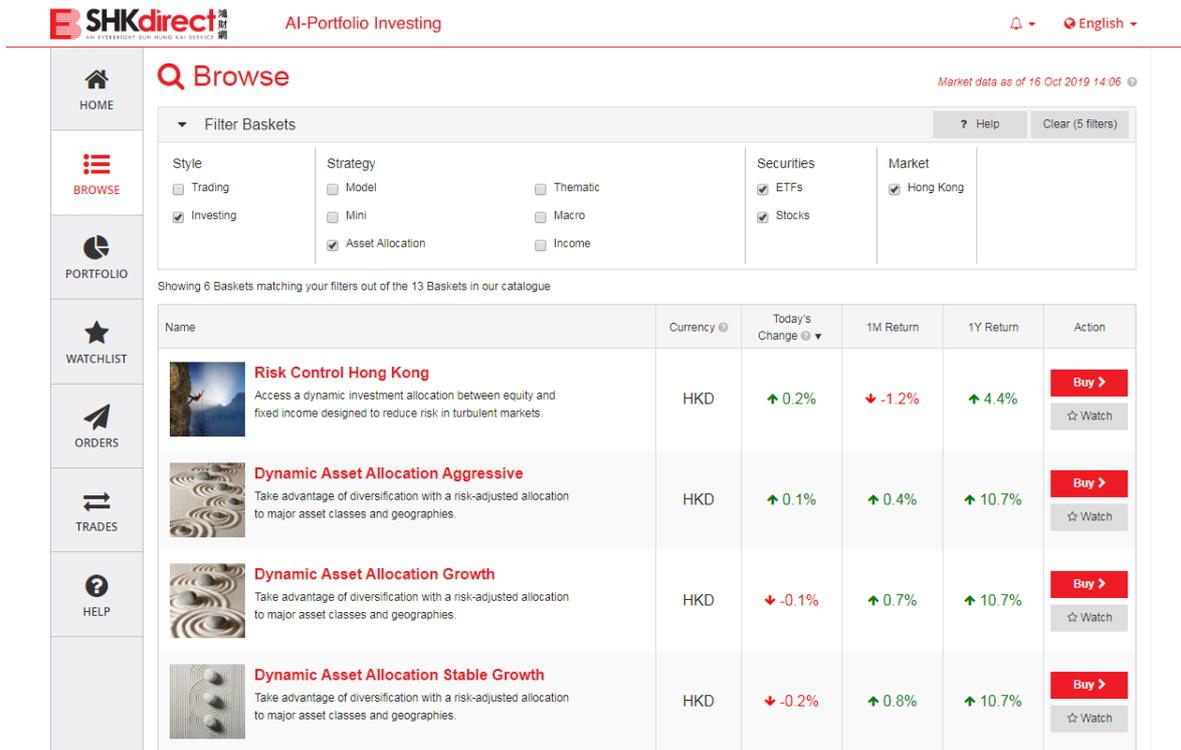


EBSHK Direct debuts “EBSHK Direct AI-Portfolio Investing” Opens up a new era of AI wealth management

Hong Kong, October 23, 2019 — Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai”, “EBSHK” or the “Company”) is pleased to announce that **EBSHK Direct**, the Company’s online investment service platform, is launching an artificial intelligence (AI) wealth management service “**EBSHK Direct AI-Portfolio Investing**”. Leveraging smart analytics and quantitative research, **EBSHK Direct AI-Portfolio Investing** helps clients construct optimized asset allocation mix of Hong Kong stocks and Hong Kong stock exchange-traded funds (ETFs) in a transparent and affordable way to align with their investment profiles and risk appetite. With 50 years of experience in the financial market, EBSHK is among the first batch of Hong Kong financial institutions to launch an AI investment service, once again opening up a new era of wealth management in Hong Kong.

Jonathan Hsu, Director, Head of EBSHK Direct and Digital Business, Wealth Management and Brokerage, EBSHK, said, “**EBSHK Direct AI-Portfolio Investing** empowers our clients who prefer to manage their wealth online and to stay ahead of the market with a self-manageable and affordable Hong Kong stock portfolio management solution that combines smart data analytics, qualitative and quantitative research. The launch reflects our relentless effort in service innovation for our clients, especially in the digital arena, just like what we have been doing in the past 50 years.”



The screenshot displays the EBSHK Direct AI-Portfolio Investing interface. At the top, there is a navigation bar with the EBSHK Direct logo, the text "AI-Portfolio Investing", and a language selector set to "English". Below the navigation bar is a sidebar with icons for HOME, BROWSE, PORTFOLIO, WATCHLIST, ORDERS, TRADES, and HELP. The main content area is titled "Browse" and features a "Filter Baskets" section with various filters for Style, Strategy, Securities, and Market. Below the filters, a table lists six investment baskets, each with a name, description, currency, and performance metrics (Today's Change, 1M Return, 1Y Return). Each basket also has a "Buy" button and a "Watch" button.

Name	Currency	Today's Change	1M Return	1Y Return	Action
Risk Control Hong Kong Access a dynamic investment allocation between equity and fixed income designed to reduce risk in turbulent markets.	HKD	↑ 0.2%	↓ -1.2%	↑ 4.4%	Buy Watch
Dynamic Asset Allocation Aggressive Take advantage of diversification with a risk-adjusted allocation to major asset classes and geographies.	HKD	↑ 0.1%	↑ 0.4%	↑ 10.7%	Buy Watch
Dynamic Asset Allocation Growth Take advantage of diversification with a risk-adjusted allocation to major asset classes and geographies.	HKD	↓ -0.1%	↑ 0.7%	↑ 10.7%	Buy Watch
Dynamic Asset Allocation Stable Growth Take advantage of diversification with a risk-adjusted allocation to major asset classes and geographies.	HKD	↓ -0.2%	↑ 0.8%	↑ 10.7%	Buy Watch

EBSHK Direct AI-Portfolio Investing is easy to use: Clients simply select their **most preferred investment theme and strategy** from preset options, and in an instant, they will be presented with **optimized portfolio of Hong Kong stocks and Hong Kong stock ETFs** that is built with algorithms and analytics by a data intelligence system, which is tailored to clients' chosen investment theme and preferences. The selected portfolios are regularly reviewed and notification of portfolio rebalancing alerts will be sent for clients' consideration to ensure clients' portfolios stay on course of a suitable asset allocation and risk exposure. With an initial investment as low as HK\$20,000, **EBSHK Direct AI-Portfolio Investing** enables clients to invest with flexible investment amounts so that clients can readily enjoy AI wealth management services that offer the all-round triple advantage of low-cost diversified investment, expert-level data analytics and automatic rebalancing. The platform is co-developed with Quantifeed, Asia's leading provider of digital wealth management solutions.

Alex Ypsilanti, Chief Executive Officer and Co-founder of Quantifeed, said, "We are very excited to have worked with Everbright Sun Hung Kai to bring a leading digital wealth management solution to retail investors in Hong Kong. Made to be easy, engaging and convenient, **EBSHK Direct AI-Portfolio Investing** serves as a great example of how technology can help financial institutions provide wealthcare – a customer-centric service focused on meeting everyone's wealth management needs."

EBSHK Direct AI-Portfolio Investing currently offers 13 investment portfolios of diverse themes that consist of optimized allocations and weightings. The portfolios are formulated by Quantifeed's professional team using data analytics, and EBSHK's in-house retail research. U.S. stocks and U.S. stock ETFs will be added to the set of portfolio themes to give clients more diversified portfolio choices offering extended growth opportunities and targeting individual investment goals.

New and existing clients of EBSHK Direct can enjoy the account opening offer of 0.0625% monthly fee until December 31, 2019. For details of **EBSHK Direct AI-Portfolio Investing** and account opening offer, please go to www.ebshkdirect.com or call 2822 5001.

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About EBSHK Direct

As the online investment service platform of Everbright Sun Hung Kai, EBSHK Direct was launched in 2000 and is among the first online brokers in Hong Kong offering a reliable, fast and secure do-it-yourself straight-through Internet-based trading platform for web-savvy and self-directed investors. Customers can trade on this award-winning platform HK shares, HK shares IPO, A-shares through the Shanghai and Hong Kong Stock Connect, margin financing, US shares, futures, stock options, warrants, forex trading, and money transfers. For more information about EBSHK Direct, please visit www.ebshkdirect.com

About Everbright Sun Hung Kai Company Limited

Everbright Sun Hung Kai Company Limited ("EBSHKCL") is a leading financial institution with four core businesses, Wealth Management and Brokerage, Corporate Finance and Capital Markets, Asset Management, Investment and Structured Financing. Operating under the Everbright Sun Hung Kai brand ("EBSHK") as well as the EBSHK Direct and EBSHK Private sub-brands, EBSHKCL is an international business platform of Everbright Securities Company Limited ("Everbright Securities", SSE: 601788, HKEX: 6178), and an affiliated company of Sun Hung Kai &

Co. Limited (HKEX: 86), serving individual, corporate and institutional clients in Hong Kong, Macau, Mainland China and the U.K.

Backed by Everbright Securities and China Everbright Group member companies, coupled with its heritage in the financial industry beginning in 1969, EBSHK has emerged to be a full-fledged financial platform providing excellent cross-border and global financial services with Moody's "Baa3" long-term issuer and "Prime-3" short-term issuer credit ratings. EBSHKCL, through its subsidiaries, currently has over HK\$121 billion* in assets under management, custody and/or advice. For more information, please visit www.ebshk.com.

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