

[For immediate release]

**Everbright Sun Hung Kai debuts Asset Power Account**  
**A brand-new wealth management service to**  
**unleash all-round wealth potential**

Hong Kong, May 8, 2018 – Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai” or the “Company”) today announces the launch of its **Asset Power** Account (“Asset Power”), an exclusive wealth management service tailored to high net worth investors\* to empower them with extended investment strengths for higher potential returns and hence financial goal achievement.

**Asset Power** is a wealth management service that provides prestigious, diverse, and flexible investment services. **Asset Power** remarkably offers clients investment allocation choices by efficiently setting in motion financing flexibility of the portfolio to clients’ advantage with the aim to increase investment returns. **Asset Power** Account endows clients with exclusive financing flexibility, through which **Asset Power** clients can master the best strategy choices and funding options that can bridge them to their long-term financial goals, making the most of investment opportunities.

Mr. Kevin Tai, Deputy CEO of Everbright Sun Hung Kai, remarks, “**Asset Power** is an exclusive wealth management account specially crafted bespoke for high net worth investors by Everbright Sun Hung Kai to unleash the true potential of their wealth. We understand that high net worth clients have keen demand for in-depth wealth management services. Besides securities trading, high net worth clients attach great importance to the diversity of products, the flexibility of financing, and the prestige of services. **Asset Power** is aligned with their needs. We hope to help them accomplish optimal investment allocation with our substantial financial strengths and broad and deep product platform. **Asset Power** represents another significant strategic move of Everbright Sun Hung Kai to expand its wealth management business.”

**Asset Power** features three powerful advantages: prestige, diversity, and flexibility. First, it offers investment choices, including mutual funds, bonds, and structured products such as equity-linked investments (ELIs) and equity-linked notes (ELNs), assisting clients to maintain an optimally diversified portfolio for more balanced risks and returns. Concurrently, **Asset Power** provides clients with access to extra financing facilities, giving clients extra investment strengths. Furthermore, **Asset Power** presents clients with an array of privileges, including exclusive rewards, and VIP offers and services such as competitive financing rates, preferential IPO subscription interest rates, and favorable exchange rates at Global Payments, Everbright Sun Hung Kai’s online remittance service, in addition to fabulous gifts presented from time to time. To open an **Asset Power** Account and enjoy the superior services and prestigious experience, high net worth investors only need to maintain a portfolio value of HK\$3 million or above with Everbright Sun Hung Kai.

For more details of **Asset Power**, please call the Everbright Sun Hung Kai Customer Service Hotline at +852 2822 5001 or visit the Company’s website at [www.ebshk.com](http://www.ebshk.com).

\* A “high net worth investor” refers to an investor with total investable assets of HK\$8 million or above.

\*\* Note: The above services are subject to relevant terms and conditions. Please refer to corresponding product leaflets for details.



Photo Caption: Mr. Kevin Tai, Deputy CEO of Everbright Sun Hung Kai, officiates the launch ceremony of EBSHK's brand-new wealth management service – **Asset Power**.

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### **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 a subsidiary of Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788, HKEX: 6178), with Sun Hung Kai & Co. Limited (HKEX: 86) as its substantial shareholder, 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\$138 billion\* in assets under management, custody, and/or advice. For more information, please visit [www.ebshk.com](http://www.ebshk.com).

\*As of March 31, 2018

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