

[For immediate release]

**EBSHK wins “Excellent Brand of Securities Firm” and Best “Securities Firm” awards**  
**EBSHK Private honored “Excellent Brand of Private Asset Management” award for the third time**

**Hong Kong, March 17, 2020** — Wealth management professional Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai”, “EBSHK” or the “Company”) has once again won multiple industry awards. At Metro Finance’s Hong Kong Leaders’ Choice Awards and Sing Tao News’ Service Awards, EBSHK is named “Excellent Brand of Securities Firm” for the seventh time and the Best “Securities Firm” for the 11<sup>th</sup> time, respectively. EBSHK Private, the Company’s sub-brand serving high net worth clients, is awarded “Excellent Brand of Private Asset Management” for the third time at Hong Kong Leaders’ Choice Awards.

As a leading wealth management institution, Everbright Sun Hung Kai has been providing customers with stellar investment and financial services for more than 50 years with its comprehensive product platform, professional customer service and forward-looking wealth management strategies. In 2019, the Company launched an enhanced version of Asset Power Account, an exclusive wealth management service tailored to high net worth investors to empower them with extended investment strengths for higher potential returns. Later in the same year, the Company introduced its artificial intelligence (AI) wealth management service “EBSHK Direct AI-Portfolio Investing” that uses smart analytics and quantitative research to help clients construct optimized asset allocations of Hong Kong stocks and Hong Kong stock ETFs in alignment with their investment profiles and risk appetites. Asset Power Account and EBSHK Direct AI-Portfolio Investing serve two clienteles with respective distinctive needs and expectations, underlining EBSHK’s comprehensive understanding of its clients, which drives the Company to continue innovating and providing new services and experiences for them.



Photo caption: (from left) Mr. Sung Man Hei, Managing Director of Metro Broadcast Corporation Limited presents the awards of "Excellent Brand of Securities Firm" and "Excellent Brand of Private Asset Management" to Mr. Kevin Tai, Deputy CEO of Everbright Sun Hung Kai and Mr. Alan Ko, Director of EBSHK Private.

Organized by Metro Finance, Hong Kong Leaders' Choice Awards is judged by the station's celebrity hosts, well-known business and industry leaders, and more than 1,000 corporate leaders participated in the related voting based on popularity and brand management, customers' satisfaction, market recognition and marketing strategies. Sing Tao Service Awards aims to honor outstanding business entities that deliver excellent products and services to customers. The winning companies are determined by a panel of professional judges and public voting according to eight judging criteria, including consumer acknowledgement on the service quality, market positioning strategy, sustainable competitive advantage, and continuous improvement and innovation.

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### **About Everbright Sun Hung Kai Company Limited**

Everbright Sun Hung Kai Company Limited ("EBSHKCL") is a leading wealth management institution with four 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\$124 billion\* in assets under management, custody and/or advice. For more information, please visit [www.ebshk.com](http://www.ebshk.com).

*\*As of December 31, 2019*

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