

[For immediate release]

## **EBSHK Direct once again crowned “Outstanding Online Trading Platform”**

**Hong Kong, September 24, 2019** — Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai” or the “Company”) is pleased to announce its online securities trading platform **EBSHK Direct** is awarded “Outstanding Online Trading Platform” at Digital Brand Awards 2019. The award is a recognition that **EBSHK Direct** provides clients with a fast, reliable and suited online trading experience, and its strengths in innovation and technology are acknowledged by clients and peers.

With its foundation of 50 years in Hong Kong, Everbright Sun Hung Kai provides investors with comprehensive financial products and services. Over the decades, the Company has been bringing to investors innovative and well-suited, well-timed financial services that align with changes in the global market. It gives clients a competitive advantage in investment and financial management on the back of its strengths in financial technology. For **EBSHK Direct**, winning the “Outstanding Online Trading Platform” award is a testimony to the platform’s ability to provide clients with reliable, fast and secure online trading services, so that its clients enjoy a leading edge in investment services.

**EBSHK Direct** was launched in 2000 and was among the first brokers in Hong Kong to offer straight-through Internet-based stock trading services. Via **EBSHK Direct**, clients can buy and sell a wide range of investment products, including stocks, futures and foreign exchanges, anytime, anywhere. What’s more, clients can stay abreast of financial news as well as market movements. **EBSHK Direct** has a leading position in online trading with “**eMO!**”, its mobile trading app, combines the functionalities of professional Hong Kong stock trading, market information updates, professional research, virtual investment portfolio and AI voice assistant into one app to help clients make the most of the ever-changing securities market and create greater value of wealth. Looking forward, Everbright Sun Hung Kai will continue to advance in step with market trends and actively expand its financial technology capabilities to become the most reliable investment partner for clients.

Digital Brand Awards 2019 is co-organized by Metro Broadcast and the Chamber of Hong Kong Computer Industry. The judging criteria included a product’s appearance, functions, creativity and quality, selecting outstanding digital brands in five major categories, which includes, finance, living, hardware, software and mobile applications etc. The Digital Brand Awards aims to recognize digital brands that promote the development of innovative technologies based on fair and objective industry standards.

For further details of **EBSHK Direct** and **eMO!** mobile trading app, please visit:  
**EBSHK Direct:** <https://www.ebshkdirect.com/>  
**eMO!:** <https://www.ebshkdirect.com/emo/tc/index.html>



Photo caption: Mr. Jonathan Hsu (center), Director, Head of EBSHK Direct & Digital Business, Wealth Management & Brokerage, receives the award.

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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 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\$130 billion\* in assets under management, custody and/or advice. For more information, please visit [www.ebshk.com](http://www.ebshk.com).

*\*As of June 30, 2019*

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