

[For immediate release]

SHKF eMO! wins “Favourite Mobile Securities Trading Platform” at Metro Awards

Hong Kong, 8 July 2016 – The mobile trading app of Sun Hung Kai Financial (“SHKF”), SHKF eMO!, has won “Favourite Mobile Securities Trading Platform” (我最愛上。流動證券交易平台) at Metro Radio’s Metro Awards. Selected by public voting and a panel of judges comprising prominent individuals, the award recognises SHKF eMO!’s popularity among investors who favour online trading, a result of its stable operation system, user-friendly interface and superior functionality to keep investors abreast of market conditions.

Mr William Leung, Chief Executive Officer, SHKF, said, “SHKF understands customers nowadays have diversified trading styles using various digital gadgets. We pioneered investment on-the-go by launching our brainchild SHKF eMO! in 2011. Our ambition to raise our service level will not stop, and this award is a great motivation for us to keep doing better.”

Investors who prefer to invest online can experience simple and secure mobile trading with SHKF eMO!’s comprehensive functions, such as real-time stock quotes, top ten stock movers in volume and turnover, and free commentaries from SHKF. Moreover, SHKF is pleased to announce that an enhanced SHKF eMO! (AAStocks) app has been launched for heavier-trading investors.

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About Sun Hung Kai Financial Limited

Sun Hung Kai Financial Limited (“SHKFL”), with its foundation dating back to 1969, is a 70%-owned subsidiary of Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788).

Operating under the Sun Hung Kai Financial brand as well as the SHK Direct and SHK Private sub-brands, SHKFL has two core business segments, Wealth Management and Brokerage, and Capital Markets. It offers customised wealth management and investment solutions for retail, corporate and institutional clients. Backed by Everbright Securities, SHKFL provides greater access for Hong Kong and Mainland investors to a broad range of products and services.

SHKFL has an extensive branch and office network in Hong Kong, Macau and Mainland China, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has about HK\$82 billion* in assets under management, custody and/or advice. For more information, please visit www.shkf.com.

*As of 31 March 2016

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