

[For Immediate Release]

Sun Hung Kai Financial celebrates 40th Anniversary with “Wealth 40” new customer promotion

Hong Kong, 2 March 2009 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, has officially launched its “*Creating Your Wealth For 40 Years*” celebration platform, with an attractive promotion that could save new customers up to HK\$400,000 in brokerage commission fees.

The SHKF “Wealth 40 ▪ HK\$400,000 Free Commission” New Customer Promotion* marks the official start of the Group’s anniversary celebrations. It seeks to raise awareness of the company’s 40-year history in Hong Kong, while at the same time it will support the Group’s broader customer recruitment strategy, which last year saw approximately 8,500 new accounts opened.

Through this promotion, new customers who open an account during the promotion period, which runs from 2 March to 30 April 2009, will enjoy waived brokerage commission fees for Hong Kong equities, up to a maximum of HK\$400,000. The commission fees are initially payable by the customer, but will be refunded by the Group in June 2009. A promotion for the Group’s existing customers will be running in parallel with this new customer recruitment initiative. To support the promotion, an integrated advertising campaign will launch on 2 March 2009.

Mr. Lee Seng Huang, Executive Chairman, Sun Hung Kai Financial, said: “Our Wealth 40 customer promotion is our way of celebrating our 40th birthday and thanking our customers and the people of Hong Kong for their invaluable support over the last 40 years. At the same time, it ensures that we do not lose sight of our core objective - growing our business. In the years since 1969, we’ve evolved from a small stockbroker to the diversified and dynamic financial institution that we are today, and we recognise that without this tremendous support, our growth and success would not have been possible. That’s why we’ll continue to place our customers at the heart of everything we do.”

The Group’s 40th Anniversary got off to a strong start in 2009, after it was recently included by *The Banker*, a leading magazine for the investment, retail and commercial banking sectors globally and part of the Financial Times Group, in its “Top 500 Global Financial Brands” ranking. In addition, *Sing Tao Daily* recognised the Group with its “Excellent Services Brand 2008” award for the second year running, and the Hong Kong Council of Social Service awarded the Group “Caring Company” status for the seventh consecutive year, adding to SHKF’s consecutive “Best Broker Hong Kong” awards from *FinanceAsia*.

About Sun Hung Kai & Co. Limited and Sun Hung Kai Financial

With its foundation dating back to 1969, Sun Hung Kai & Co. Limited, which operates under the name Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. The Group currently has more than HK\$50 billion in assets under management, custody and/or advice, and approximately HK\$11 billion of shareholders' equity. Its core areas of focus include wealth management and brokerage, asset management, corporate finance, consumer finance as well as principal investments. Listed on the HKEx (stock code: 86), the Group has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

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