

[For Immediate Release]

## **Sun Hung Kai Financial Wins 2012 Best Financial Services Mobile application**

### **\* \* \* SHKF eMO! for Android officially launched**

**Hong Kong, 3 April 2012** – We are pleased to announce that SHKF eMO! has won our very first internationally-recognised interactive award for the Best Financial Services Mobile App at the 2012 Internet Advertising Competition (“IAC”) organised by Web Marketing Association for our simple and convenient mobile app which offers a wide variety of investment tools such as Virtual Portfolio, Watch List with Price Alerts, News, Research, Charts and many more.

IAC started in 1999 to recognise outstanding Internet advertising, web and mobile development in all of its various forms worldwide. We’re proud to be one of the winners this year which also sees the creative winning entries from other global brands such as Coca-Cola, Toyota, Nissan and SEGA, to name a few. Please click [here](#) to view the award page dedicated to SHKF eMO!.

In line with receiving this prestigious award, we are excited to announce that the SHKF eMO! Android version is officially launched in Google Play today. The eMO! Android version brings you and your clients the same set of stunning trading features already available on the iPhone version, and it supports the major mobile devices of Samsung, HTC, Sony Ericsson and Motorola.

Click [here](#) to download the Android version now, or click [here](#) to know more about the device requirements.

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#### **About Sun Hung Kai Financial Limited**

Sun Hung Kai Financial Limited (“SHKFL”), founded in 1969, is a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86). Operating under the Sun Hung Kai Financial brand as well as the SHK Private and SHK Direct sub-brands, SHKFL has three core business segments, which are Wealth Management and Brokerage, Capital Markets and Asset Management. They offer customised financial solutions for retail, corporate and institutional clients. SHKFL has an extensive branch and office network in Hong Kong, China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$56 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com). (\*Figures as of 31 December 2011)

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