

[For immediate release]

**Everbright Sun Hung Kai launches new multimedia branding advertisement  
Showcase new brand image  
“Everbright Sun Hung Kai – the hub of investment edges”**

**Hong Kong, November 12, 2018** – Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai” or the “Company”) is pleased to announce that the Company’s new TV commercial “**Winning Advantage**”, which is built on the brand concept “**Everbright Sun Hung Kai – the hub of investment edges**”, is officially launched today. The “Winning Advantage” TV commercial interprets from multiple angles the Everbright Sun Hung Kai brand advantage: **Strike FAST, Pick RIGHT, Glow IN POWER AND LIGHT** – Everbright Sun Hung Kai is the financial partner of individual, corporate, and institutional investors.

The new “**Winning Advantage**” brand image advertisement showcases Everbright Sun Hung Kai marrying the strengths and well-established business network of China’s financial leader Everbright Securities with Hong Kong’s legendary financial institution Sun Hung Kai Financial to create the three major advantages of Everbright Sun Hung Kai: **Strike FAST, Pick RIGHT, Glow IN POWER AND LIGHT**, and enable Everbright Sun Hung Kai to excel in the Company’s four core businesses: Wealth Management and Brokerage; Corporate Finance and Capital Markets; Asset Management; Investment and Structured Financing, ushering in boundless opportunities and potential gains for clients to help clients enjoy winning edges in all market conditions.

Everbright Sun Hung Kai Executive Director and CEO, Dr. Li Bingtao remarks, “Everbright Sun Hung Kai has a foundation of nearly 50 years in Hong Kong. The Company has been innovating financial services and increasing its core competitive advantages. Hand in hand in half a century of ever-growing business, Everbright Sun Hung Kai has won numerous awards in different fields, forging powerful brand influence. This latest launch of the Company’s new brand image advertisement symbolizes we are ready to stride towards the next milestone – ‘Be a forerunner in the financial industry with international footprints’. Everbright Sun Hung Kai, as a comprehensive financial service platform with globalized strategy, will continue to provide clients with innovative and diverse financial service experiences, paving roads to winning for them.”

Everbright Sun Hung Kai’s new brand image advertisement “**Winning Advantage**” starts to be aired on November 12 during the prime time on TVB Jade and TVB News Channel, followed by newspaper, online advertising and radio advertisement.

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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 a subsidiary of Everbright Securities Company Limited (“Everbright Securities”, SSE:

601788, HKEX: 6178), with Sun Hung Kai & Co. Limited (HKEX: 86) as its substantial shareholder, 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\$140 billion\* in assets under management, custody and/or advice. For more information, please visit [www.ebshk.com](http://www.ebshk.com).

*\*As of September 30, 2018*

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