

[For immediate release]

SHK Direct named Outstanding Online Trading Platform

Hong Kong, 19 October 2017 – Sun Hung Kai Financial (“SHKF”) is pleased to announce that its online trading platform, SHK Direct, has recently won two awards, namely the Outstanding Online Trading Platform at Hong Kong Digital Brand Awards 2017 by Metro Broadcast and The Chamber of Hong Kong Computer Industry, and the silver award for the Best E-Commerce Merchant – Financial Services at eCommAs Awards 2017 organised by *Marketing Magazine*. The two awards recognise SHK Direct’s exclusive online trading experience that provides clients with an extra edge in investment.

Along with the two accolades, SHK Direct recently launched its online wealth management page, another effort aimed at offering innovative customer experience. This pioneering function helps clients explore their portfolios and access first-hand market information related to their investments from a fund management perspective. It provides functions including portfolio overview, sector weighting and quantitative risk management, in which it offers useful measures of investment risk in terms of the P/E ratio and dividend yield of a portfolio, allowing clients to perform portfolio analysis for better risk management.

Launched in 2000, SHK Direct offers straight-through Internet-based order processing with innovative online wealth management tools and an array of service information, news and market updates. Experience it today on <https://www.SHKdirect.com>.

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About Sun Hung Kai Financial

Sun Hung Kai Financial, with its foundation dating back to 1969, is 70% owned by Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788, HKEX: 6178).

Sun Hung Kai Financial 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, Sun Hung Kai Financial provides greater access for Hong Kong and Mainland investors to a broad range of products and services.

Sun Hung Kai Financial has an extensive branch and office network in Hong Kong, Macau and Mainland China, and offers a diversified financial trading platform to its customers. Sun Hung Kai Financial’s group of companies currently has about HK\$104.4 billion* in assets under management, custody and/or advice. For more information, please visit www.shkf.com.

*As of 30 September 2017

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