

[For Immediate Release]

Sun Hung Kai Financial's innovative product scoops The Asset's 'Trailblazer 2008' award

Hong Kong, 17 July 2008 – Sun Hung Kai Financial (“SHKF”), Hong Kong’s leading non-bank financial institution, has landed leading financial publication *The Asset*’s ‘Trailblazer 2008’ award, recognising the Group’s innovation in launching the region’s first property derivative last year.

The initiative, which saw SHKF collaborate with ABN AMRO and GFI Colliers International, was based on the Hong Kong Island Residential Price Index developed by the University of Hong Kong.

The commendation, which reinforces SHKF’s pioneering position in terms of product innovation, was accepted by Mr. Joseph Tong, Executive Director and CEO, Wealth Management, Capital Markets & Brokerage, SHKF (centre); Ms. Muse Kwong, Managing Director and Head of Financial Market Sales, ABN AMRO (right); and Mr. Stephen Moore, Head of Asia-Pacific Property Derivatives, GFI Colliers International (left).



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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 over HK\$60 billion in assets under management, custody and/or advice, and more than HK\$12 billion of attributable 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 is currently capitalised at approximately HK\$12 billion (as at June 2008). It employs over 1,500 dedicated financial professionals and has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

For enquiries:

Sun Hung Kai Financial

Marie Yung	+(852) 3920 2511	marie.yung@shkf.com
James Murphy	+(852) 3920 2510	james.murphy@shkf.com
Peony Cheng	+(852) 3920 2513	peony.cheng@shkf.com

Financial Dynamics International

Wendy Yeung	+(852) 3716 9828	wendy.yeung@fd.com
Cindy Hui	+(852) 3716 9811	cindy.hui@fd.com
Phyllis Cheung	+(852) 3716 9822	phyllis.cheung@fd.com