

[For Immediate Release]

## **Sun Hung Kai Financial announces company name change for business and brand alignment**

**Hong Kong, 5 December 2011** – Sun Hung Kai Securities Limited (together with its subsidiaries collectively known as "SHKF" or the "Group"), a wholly-owned subsidiary of Sun Hung Kai & Co. Limited (Stock Code: 86), is pleased to announce that its company name has been changed to "Sun Hung Kai Financial Limited" effective 1 December 2011 to better align the corporate name with its business scope and Sun Hung Kai Financial ("SHKF") brand.

The new name "Sun Hung Kai Financial Limited" more accurately reflects the Group's three core business segments, which are wealth management and brokerage, capital markets and asset management while better aligning with the SHKF brand under which the Group serves its customers.

Mr. Lee Seng Huang, Group Executive Chairman, Sun Hung Kai & Co. Limited, said: "The new name reflects the Group's diversified business model and broad range of financial products and services."

SHKF's business contacts, including correspondence address, telephone, fax, email, website and Customer Service Hotline, remain unchanged.

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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\$72 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com).

*\*Figures as of 30 June 2011*

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