

**EBSHK Direct “TRADE IT UP” promotion  
“All you can trade for one fee and preferential margin rate!”**

**Hong Kong, July 26, 2019** — Everbright Sun Hung Kai Company Limited (“EBSHK” or the “Company”), in celebration of its golden 50<sup>th</sup> anniversary, is pleased to roll out the “**TRADE IT UP**” promotion program for its one-stop online wealth management platform **EBSHK Direct**, with which new clients\* can enjoy unlimited Hong Kong stock trading for an account service fee\* of as low as HK\$88\* together with a pre-approved preferential margin rate of 4.88%\* per annum\*, giving investors additional purchasing power and flexibility, and hence an extra edge in seizing potential returns and opportunities in the ever-changing stock market.

**EBSHK Direct “TRADE IT UP”** promotion program brings real online trading offers to Hong Kong stock investors. Comparing with other low-commission stock trading platforms that charge per-transaction fees, **EBSHK Direct “TRADE IT UP”** promotion program allows clients to conduct unlimited trading in Hong Kong stocks for a fixed monthly fee<sup>^</sup> — truly “**trade it up**”! What’s more, new clients can “**happily trade**” with the preferential margin interest rate of 4.88% per annum. Clients can enjoy **EBSHK Direct “TRADE IT UP”** promotion program from now until December 31, 2019.

**EBSHK Direct**, a sub-brand of EBSHK, was launched in 2000 and was among the first online securities dealers in Hong Kong to offer one-stop online stock trading services. On **EBSHK Direct**, clients can trade a diverse range of products as well as access service information, news and market updates. The platform provides clients with the convenience of 24/7 online account opening without the need to visit any office. A multiple award winner, **EBSHK Direct** is a leading online trading platform with comprehensive advantages, enabling clients to make the most of forefront investment services. Its mobile trading app, eMO!, offers an all-in-one suite of professional Hong Kong stock trading services, market information, professional research and functionalities including portfolio simulation and voice assistant.

For details of the “**TRADE IT UP**” promotion program, please call **EBSHK Direct** customer service hotline +852 2822 5001 or visit <https://www.ebshkdirect.com>.

\* The above services are subject to relevant terms and conditions. Please refer to relevant webpages for details.

<sup>^</sup> Platform, system usage and custody fees will not be charged.

## **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 an international business platform of Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788, HKEX: 6178), and an affiliated company of Sun Hung Kai & Co. Limited (HKEX: 86), 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\$130 billion\* in assets under management, custody and/or advice. For more information, please visit [www.ebshk.com](http://www.ebshk.com).

*\*As of June 30, 2019*

For enquiries:

Juliana Chan	+852 3920 2511	<a href="mailto:juliana.chan@ebshk.com">juliana.chan@ebshk.com</a>
Maggie Chan	+852 3920 2513	<a href="mailto:maggie.chan@ebshk.com">maggie.chan@ebshk.com</a>
Kit Chan	+852 3920 1863	<a href="mailto:kit.chan@ebshk.com">kit.chan@ebshk.com</a>