

SHKF offers customers chance to win luxury Mercedes-Benz with launch of “Opportunities” brand campaign

Hong Kong, 17 June 2010 – Sun Hung Kai Financial (“SHKF”), Hong Kong’s leading non-bank financial institution, is giving new and existing customers the chance to win a luxury Mercedes-Benz following the launch of its 2010 “Opportunities” corporate brand campaign.

The “Opportunities” television commercial (“TVC”), which is spearheading the campaign, launched as an upbeat 60-second spot on TVB Jade, TVB iNews and Cable TV last week. The thematic TVC positions SHKF as a long-term partner in wealth creation, which empowers its customers and helps them capitalise on future opportunities by providing a full suite of innovative financial solutions. Set to a cheerful song, “He’s got the whole world in his hands”, the commercial features a man leveraging a series of opportunities to “move upwards” and ultimately realise his highest dreams.

Echoing the corporate campaign’s theme, SHKF is pleased to today unveil an “Opportunities” Customer Lucky Draw* promotion which gives both new and existing customers a chance to win a Mercedes-Benz, along with other fabulous prizes. New customers who open an account will receive 10 Lucky Draw chances per successful account opening, while existing customers will receive 1 Lucky Draw chance for each trade (buy/sell) that they make. The Lucky Draw is being promoted through a second phase tag-on to the main corporate advertisement, and is running across television, outdoor ad hotspots, leading Hong Kong newspapers and popular online platforms.

Mr. Lee Seng Huang, Executive Chairman, SHKF, said: “Sun Hung Kai Financial remains committed to placing our customers first. Each and every day we draw on our wide range of products and services to tailor solutions for our customers, and we go the extra mile when it comes to empowering our clients with the opportunities they need to reach their highest goals. This Mercedes-Benz Lucky Draw, combined with our new corporate brand campaign, serves to heighten awareness of our position as Hong Kong’s leading non-bank financial institution while thanking the people of Hong Kong for their ongoing support over the last 40 years.”

The promotion will run until 31 August 2010. Full Terms and Conditions of the “Opportunities” Customer Lucky Draw are available at www.shkf.com. For enquiries, please contact SHKF’s Customer Service Hotline on (852) 2822 5001.

-- ENDS --

About Sun Hung Kai & Co. Limited and Sun Hung Kai Financial

Sun Hung Kai & Co. Limited (HKEx stock code: 86), which operates as Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. Founded in 1969, the Group offers tailored financial solutions to retail, corporate and institutional clients. The Group's core areas of focus consist of wealth management and brokerage, asset management, corporate finance, consumer finance and principal investments. Operating an extensive branch and office network across 87 locations in Hong Kong, China, Macau and Singapore, the Group currently has over HK\$60 billion[#] in assets under management, custody and/or advice and more than HK\$12.5 billion[#] in shareholders' equity. ([#]Figures as at 31 December 2009)

For enquiries:

Sun Hung Kai Financial

Marie Yung	+(852) 3920 2511	marie.yung@shkf.com
James Murphy	+(852) 3920 2510	james.murphy@shkf.com
Ada Kwong	+(852) 3920 2509	ada.kwong@shkf.com

* The SHKF "Opportunities" Customer Lucky Draw is being conducted with the approval of The Government of the Hong Kong Special Administrative Region's Television and Entertainment Licensing Authority (Trade Promotion Competition Licence Numbers: 034134 and 034135).