

Sun Hung Kai Financial launches “SHKF eMO!” Mobile Trading Application

Hong Kong, 12 December 2011 – Sun Hung Kai Financial (“SHKF”) launches a custom-developed new mobile trading application (“app”) **“SHKF eMO!”**, offering investors the flexibility and power to seize investment opportunities on the go.

“SHKF eMO!” is compatible with iPhone® and iPod Touch, which is a reliable mobile trading application with comprehensive functions featuring a user-friendly interface. Apart from real-time stock quotes, stock trading, indices updates, live forex rates, interactive technical charts, real-time market and stock news, proprietary research reports, top movers list, customers can enjoy additional services such as custom watchlist, price alerts, virtual portfolio and latest promotion news, amongst others.

To celebrate the launch of its first **“SHKF eMO!”** app, SHKF unveils a series of promotion campaigns with fabulous prizes. During the promotion period*, new customers can enjoy a flat commission rate at 0.088% for trading HK Shares via **“SHKF eMO!”** while the customer with the highest trading volume in HK shares via **“SHKF eMO!”** would win an iPhone 4S.

SHKF has also launched the **“Love iPhone® · Love SHKF eMO!” Testimonial Contest** on Facebook. **“SHKF eMO!”** users can share their experience in using the app via video or text (in 300 words). The most creative three entries will each be awarded an iPhone 4S.

Ms. Mun Shing Cheong, Head of E-Business of Sun Hung Kai Financial said, “We believe the future is mobile, or in fact tablet is the future. The next big revolution will come in the mobile/tablet space. It is with this vision and foresight that SHKF is riding this wave into the future of financial services with the introduction of eMO!”

“While some financial institutions in Hong Kong may have their own mobile applications, most are focused on personal banking rather than investment. The newly launched **“SHKF eMO!”** stands out by being a comprehensive, end-to-end investment application, custom-developed with the keen investor in mind.” Ms. Cheong added.

Full Terms and Conditions of the promotion campaign are available at below website:

▪ “SHKF eMO!” website : www.shkf.com/eMO

▪ SHKF Facebook :



<http://www.facebook.com/SunHungKaiFinancial>

▪ Facebook search keyword : emo

▪ Apple App Store search keyword : emo

▪ Apple App Store download link :



<http://www.shkf.com/eMO/iPhone>

**Terms & conditions apply.*

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.

**Figures as of 30 June 2011*



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SUN HUNG KAI FINANCIAL

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