

[For immediate release]

Sun Hung Kai Financial Limited renamed as Everbright Sun Hung Kai Company Limited
Mr. Li Bingtao appointed as CEO
Global financial services provided under new brand Everbright Sun Hung Kai

Hong Kong, December 18, 2017 – Sun Hung Kai Financial Limited is pleased to announce its name change to **Everbright Sun Hung Kai Company Limited (“EBSHKCL”)** (the “Company”), subsequent to which all its businesses will offer global financial services to customers under the new brand **“Everbright Sun Hung Kai” (“EBSHK”)**, effective as of today. Moreover, Mr. Li Bingtao has been appointed as Chief Executive Officer, who will lead the Company into a new, even more successful era. The new company and brand names reflect the Company’s identity as a subsidiary of the Hong Kong-Shanghai dual-listed Everbright Securities Company Limited (“Everbright Securities”) and heritage of Hong Kong financial legend Sun Hung Kai & Co. Limited.

Everbright Securities’ spokesperson says, “The company name change to Everbright Sun Hung Kai Company Limited marks a milestone for Everbright Securities as it symbolizes Everbright Securities’ sound foundation in Hong Kong with services reaching out to customers globally. This is a further key achievement in the strategic internationalization of Everbright Securities. Sun Hung Kai Financial has been a gold-standard Hong Kong financial brand reputed for its long history and all-round services; the marrying with Everbright Securities, which has deep financial strengths and business capacity, represents two dynamic forces coming together, and under the leadership of Chief Executive Officer Mr. Li Bingtao, Everbright Sun Hung Kai will definitely become one of the largest and most influential financial institutions in Asia.”

Mr. Li Bingtao is currently a senior management of Everbright Securities’ overseas business, the General Manager of its wholly-owned subsidiary Everbright Securities Financial Holdings Limited (“Everbright Securities Financial”), the Executive Director and Chief Executive Officer of China Everbright Securities International Limited (“Everbright Securities International”), and the Director of EBSHKCL. Mr. Li is a master’s degree holder in economics. He has immense financial experience, having worked at J.P. Morgan Chase & Co. in the U.S., the China Securities Regulatory Commission, and China Everbright Group. Under the baton of Mr. Li, EBSHKCL, based on its inherited global financial experience accumulated over nearly 50 years, and through its four core businesses of Wealth Management and Brokerage, Corporate Finance and Capital Markets, Asset Management, and Investment and Financing, will continue to provide full-fledged cross-border and global financial products and services to individual, corporate, and institutional clients in Hong Kong, Macau, Mainland China, and the U.K. under its principal brand “Everbright Sun Hung Kai” and two sub-brands “EBSHK Direct” and “EBSHK Private”.

Everbright Sun Hung Kai Company Limited will continue to provide investors with professional and extensive financial products and services after the name change. New contact details of EBSHKCL are as follows:

Unchanged	New email/website addresses and CS Hotline (Mainland)	
	Existing	New
Main Office Address: 28/F, Lee Garden One, 33 Hysan Avenue, Causeway Bay, Hong Kong Main Telephone Number: +852 3920 2888 Main Fax Number: +852 3920 2789 Customer Service Hotline (HK): +852 2822 5001 Anti-fraud Helpline: +852 3920 2980	Email: e.g. david.chan@shkf.com Corporate website: shkf.com Major trade portals: shkfg.com shkdirect.com shkprivate.com	david.chan@ebshk.com ebshk.com → ebshkfg.com ebshkdirect.com ebshkprivate.com Customer Service Hotline (Mainland): +86 4001 208 828

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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, and Investment and Financing. Operating under the Everbright Sun Hung Kai brand (“EBSHK”) as well as the EBSHK Direct and EBSHK Private sub-brands, EBSHKCL is a subsidiary of Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788, HKEX: 6178), with Sun Hung Kai & Co. Limited (HKEX: 86) as its substantial shareholder, 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 with excellent cross-border and global financial services. EBSHKCL, through its subsidiaries, currently has about HK\$105 billion* in assets under management, custody, and/or advice. For more information, please visit www.ebshk.com.

*As of September 30, 2017

For enquiries:

Juliana Chan	+852 3920 2511	juliana.chan@ebshk.com
Maggie Chan	+852 3920 2513	maggie.chan@ebshk.com
Janice Cheung	+852 3920 1863	janice.cheung@ebshk.com