

[For Immediate Release]

## **Sun Hung Kai Financial Unveils a New Multimedia Branding Campaign**

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### **Launching a New Tag Line “We Serve with Professional Integrity”**

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#### **TV Commercial Features Renowned Actor Jim Chim**

**Hong Kong, 23 April 2012** – Sun Hung Kai Financial (“SHKF” or “the Company”) is pleased to announce the launch of the Company’s 2012 multimedia branding campaign theme, “Sales Target”. The highlight of the campaign, a television commercial featuring the well-known theatre and movie actor Mr. Jim Chim, will be launched on the evening of 23 April. A new tagline, “We serve with professional integrity” which reflects the Company’s service quality, will also be launched to complement the campaign.

With Mr. Chim playing the role of a frontline staff member who needs to meet high sales targets, the TV commercial highlights SHKF’s long-established commitment to the spirit of placing customers first.

“We aim to highlight the strategic focus of SHKF’s business direction.” Commenting on the creative rationale of the campaign, Mr. William Leung, Chief Executive Officer of SHKF, explained, “We always put our clients’ best interests first. Our frontline staff focuses solely on clients’ needs and thus will be able to offer objective investment advice based on their professional investment knowledge and our all-weather product platform which enables us to offer our customers the right products at the right time.”

The new campaign, which further strengthens SHKF’s brand perception, also targets to help the Company recruit more Investment Consultants as part of its strategy to transform into a wealth management company.

“Our new tagline, ‘We serve with Professional Integrity’, speaks for itself effectively. It not only reflects the level of service we offer in SHKF, but also, emphasises the qualities we expect from the investment consultants we are looking for, professionalism and integrity.” Mr. Leung said.

The campaign is to be spearheaded by a TV commercial on TVB Jade and TVB iNews during prime time starting from 23 April. TV commercial on TVB Pearl, print advertisement and online advertisement will also be released after that.

## **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, Mainland China and Macau, and offers a diversified financial trading platform to its customers. SHKFL, through its subsidiaries, currently has over HK\$56 billion\* in assets under management, custody and/or advice. For more information, please visit [www.shkf.com](http://www.shkf.com).

*\*Figures as of 31 December 2011*

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