

[For immediate release]

## **Everbright Sun Hung Kai debuts new TV commercial Clients enjoy exclusive stellar wealth management services**

**Hong Kong, March 18, 2019** – Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai” or the “Company”) today (March 18, 2019) debuts the new TV commercial series for its Wealth Management and Brokerage business — “Stellar Wealth Management Services”, which highlights the Company’s outstanding wealth management services comparable to private bank offerings and yet with a more flexible entrance threshold. This latest TV commercial, once again starring talented female artiste Mayanne Mak, further deepens the market positioning of “More Than Securities” TV commercial launched in 2017 to provide clients with five-star wealth management experiences.

“Stellar Wealth Management Services”, Everbright Sun Hung Kai’s freshly launched TV commercial, draws parallels between investment and luxury cuisine: Good ingredients need five-star culinary skills to bring out their best; the same with investing, only a star-studded wealth management team has what it takes to unleash the potential of wealth. The stellar Everbright Sun Hung Kai wealth management team truly embraces customer-centricity as it provides prestigious, flexible services “with deep and acute analysis, a perfect match to my taste”, as remarked by Mayanne in the TV commercial, living up to “refined wealth management, stellar execution”.

The “Stellar Wealth Management Services” TV commercial series starts to run from March 18 during prime time on TVB Jade, TVB News, TVB Pearl, Now TV News, Now TV Finance and Star Chinese Movies, alongside the Everbright Sun Hung Kai corporate branding TV commercial “Winning Advantage”.

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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, 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 December 31, 2018*

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