

Everbright Sun Hung Kai crowned “Breakthrough Broker of the Year” by HKEX Northbound Stock Connect trading volume hits record high

Hong Kong, December 20, 2019 — Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai” or the “Company”) is delighted to announce it is crowned a “Breakthrough Broker of the Year” at Stock Connect Awards 2019 by Hong Kong Exchanges and Clearing Limited (“HKEX”), in recognition of the Company’s total improvement of ranking as top 3 in trading Northbound Stock Connect based on total turnover from November 28, 2018 to November 29, 2019. The award highlights the outstanding achievement of Everbright Sun Hung Kai, a top-performing market participant in Stock Connect, in facilitating trade volumes in Northbound Stock Connect in the past year. Everbright Sun Hung Kai, as a leading cross-border wealth management platform with a solid foundation of 50 years in the Hong Kong securities industry, is proud to be joining forces with other market participants, of which, as a result, 2019 has emerged as a record-high year on Northbound Stock Connect in trade volume — a new milestone for the mutual market access mechanism linking the equity markets in Hong Kong and the Mainland.

The amount of investment enters the Mainland and Hong Kong stock market channeled via Stock Connect has been breaking one record high after another since the program was established in 2014, underscoring that Stock Connect has become the preferred platform for international investors to invest in the Mainland stock market. Everbright Sun Hung Kai, a leading cross-border wealth management platform, provides clients with diversified cross-border investment services to help them weather challenges and seize opportunities in the market using its deep investment experience, keen market insights, high professional ethics and standardized business processes. The Company continuously launches new services, including “Asset Power”, a wealth management service tailored for high-net-worth investors to give them enhanced investment power as well as return potential. Recently, Everbright Sun Hung Kai’s one-stop online investment services platform EBSHK Direct has rolled out “EBSHK Direct AI-Portfolio Investing”, placing the Company among the first in Hong Kong to offer artificial intelligence (AI) wealth management services. EBSHK Direct’s AI-Portfolio Investing, utilizing intelligent data analysis and quantitative research, is dedicated to assisting clients to build their suited portfolio allocations of Hong Kong stocks and Hong Kong exchange-traded funds (ETFs) according to their individual investment preferences and risk profiles.

The Stock Connect Awards scheme was inaugurated in 2018. The Awards honor market participants who contribute significantly to both Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect. The Stock Connect Awards for 2019 were presented to brokers with the highest Northbound trade flows and Special Segregated Account (“SPSA”) participation, and the best improvement in their own ranking, along with custodian banks with the largest amount of Stock Connect Northbound trading depository assets during the year.



Photo caption: (left) Mr. Kevin Tai, Deputy CEO, receives the award on behalf of EBSHK.

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About Everbright Sun Hung Kai Company Limited

Everbright Sun Hung Kai Company Limited (“EBSHKCL”) is a leading wealth management institution with four 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\$121 billion* in assets under management, custody and/or advice. For more information, please visit www.ebshk.com.

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