

**EBSHK marks 30 years in Macau  
promotes asset allocation risk management via diversified products**

**Hong Kong, December 1, 2021** - Everbright Sun Hung Kai Company Limited (“EBSHK” or the “Company”) is proud to have been serving Macau for 30 years. The Company is committed to bringing comprehensive, high-quality financial services to investors in Macau. With the implementation of the Guangdong–Hong Kong–Macao Greater Bay Area (Greater Bay Area) development, EBSHK has been making every effort to upgrade its investment and wealth management service platform for Macau, including the introduction of fund and bond products. In addition, EBSHK plans to set up a “Wealth Management Academy” in Macau to promote investment and financial management education in the city. EBSHK Macau Branch will be actively expanding into the Greater Bay Area market, providing more international wealth management services to investors in the region.

Established in 1991, EBSHK Macau Branch’s product and service platform has grown from offering just the trading of Hong Kong stocks to today U.S. and overseas stocks, A and B shares, shares through Shanghai-Hong Kong Stock Connect and Shenzhen-Hong Kong Stock Connect, stock options, warrants and mutual funds, along with IPO share subscription, after three decades of development. EBSHK Macau Branch became one of Macau’s two licensed financial intermediaries in 2001, and in 2014, it received approval from the Monetary Authority of Macau to directly offer mutual fund investment services.

The implementation of the Greater Bay Area development has brought new opportunities to the economic development of Macau and the region, and the demand for wealth management has increased substantially. As it celebrates its 30th anniversary, EBSHK Macau Branch is vigorously enriching its investment and wealth management service platform so that it can meet the rising demand for wealth management products and services by investors in Macau and the Greater Bay Area. The first phase sees the widening of fund selection that nearly 1,000 funds from 14 fund companies are now available at the branch; at the same time, it is actively planning to add bond products to the platform to give investors in Macau further wealth management choices.

Regarding the future development of EBSHK Macau Branch, the Company’s Acting Head of Branch Operations, Wealth Management, Jeff Kong, who is responsible for managing EBSHK Hong Kong and Macau branch business, remarks that besides broadening the Macau branch’s wealth management product platform, the Company plans to establish a “Wealth Management Academy” in Macau with a view to promote investment and wealth management, raise the awareness of the importance of wealth management as well as deepen the public’s understanding of wealth management in the city. In the long run, EBSHK Macau Branch will continue to expand into the Greater Bay Area market riding on synergist effects with parent company Everbright Securities, which has established a strong foothold in many cities in the Greater Bay Area.

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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 five key business segments: Wealth Management, Corporate Finance & Capital Markets, Institutional Business, Asset Management, Investment & Financing, serving individual, corporate and institutional clients in Hong Kong, Macau, Mainland China and the United Kingdom.

As an international business platform of Everbright Securities Company Limited (“Everbright Securities”, SSE: 601788, HKEX: 6178), EBSHKCL together with its associated companies<sup>^</sup> operate under the Everbright Sun Hung Kai brand (“EBSHK”) and Everbright Securities brand, as well as the EBSHK Direct and EBSHK Private sub-brands.

Backed by China Everbright Group and Everbright Securities, coupled with its heritage in the financial industry beginning in 1969, EBSHKCL has emerged to be a full-fledged financial platform providing excellent global financial services with Moody’s “Baa3” long-term issuer and “Prime-3” short-term issuer credit ratings. The customer assets of EBSHKCL and its associated companies are currently about HK\$124 billion\*. For more information, please visit [www.ebshk.com](http://www.ebshk.com).

<sup>^</sup> *This refers to EBSHKCL, China Everbright Securities International Limited and their respective subsidiaries and affiliated companies.*

*\* As of September 30, 2021*

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