

[For immediate release]

**Everbright Sun Hung Kai named
Sing Tao Daily Best “Securities Firm” for 10 straight years and
Metro Finance “Excellent Brand of Securities Firm” for the 8th time**

Hong Kong, March 25, 2021 — Everbright Sun Hung Kai Company Limited (“Everbright Sun Hung Kai”, “EBSHK” or the “Company”) takes pride in announcing that the Company, for the 10th straight year, is crowned the Best “Securities Firm” Service Award at *Sing Tao Daily*’s Sing Tao Service Awards. Further, it has won the title of “Excellent Brand of Securities Firm” for the 8th time while EBSHK Private, the Company’s sub-brand serving high net worth clients, is awarded for the 4th time “Excellent Brand of Private Asset Management” at Hong Kong Leaders’ Choice Awards by *Metro Finance*. Winning these three major financial awards from the media for years affirms that Everbright Sun Hung Kai puts its client-first philosophy into action consistently and it is committed to providing clients with professional, thoughtful and innovative wealth management products and services that are well received by investors.

With its solid foundation of over 50 years in Hong Kong, EBSHK, riding on its deep and wide financial experience and international perspectives, strives to provide clients with diversified, innovative and cost-effective investment solutions as clients’ trusted investment partner. In 2020, Everbright Sun Hung Kai partnered with Tricor Trust, one of the Big 4 independent trust companies in Hong Kong, to jointly offer integrated trust and wealth management solutions to meet the specific demand for asset planning and protection from high net worth individuals and corporations. This underscores EBSHK’s continuous innovation to offer clients more diversified, high-quality services, keeping up with the times as well as changing client needs.

Sing Tao Daily’s Sing Tao Service Awards aims to recognize companies that render superb products and services. The winning companies are judged by public voting and a professional judging panel based on consumer recognition of service quality, market positioning strategy, continuous competitive advantage, as well as continuous improvement and innovation, etc. Organized by *Metro Finance*, the accolades of Hong Kong Leaders’ Choice Awards are selected through voting by the station’s celebrity hosts, well-known business and industry leaders and more than 1,000 corporate leaders according to popularity, brand and corporate management, customers’ satisfaction, market recognition and marketing strategies.



Photo caption: Mr. Kevin Tai (right), Deputy CEO of EBSHK, receives the “Excellent Brand of Securities Firm” award from Mr. Michael Chan (left), Honorary Chairman of the Hong Kong Institute of Marketing, on behalf of EBSHK.



Photo caption: Mr. Alan Ko (right), Director of EBSHK Private, receives the “Excellent Brand of Private Asset Management” award from Mr. Justin Chiu (left), Executive Director of Cheung Kong (Holdings) Limited, 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 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[^] 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 Everbright Securities and China Everbright Group, 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\$134 billion. For more information, please visit www.ebshk.com.

[^] This refers to EBSHKCL, China Everbright Securities International Limited and their respective subsidiaries and affiliated companies.

* As of December 31, 2020

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