

[For Immediate Release]

Sun Hung Kai Financial named Caring Company for seventh consecutive year

Hong Kong, 30 December 2008 – Sun Hung Kai Financial (“SHKF” or the “Group”), Hong Kong’s leading non-bank financial institution, has been named a Caring Company by The Hong Kong Council of Social Service for the seventh consecutive year, reflecting the Group’s continued commitment to improving the well-being of the people of Hong Kong.

This recognition caps a busy and successful year for the Group’s evolving corporate social responsibility (“CSR”) platform, which has seen the company build and develop relationships with leading global and local charities. Some of the key initiatives undertaken during the year include supporting the annual charity campaigns for ORBIS Hong Kong and UNICEF; Ho-Sum’s “Blanket With Love” campaign; HOPE Worldwide Hong Kong’s photography campaign to support underprivileged children; Crossroads Foundation’s help center support day and partnering with Hong Kong Red Cross for an Internal Staff Appeal benefiting victims of the Sichuan Earthquake. This appeal, which saw SHKF match staff contributions on a dollar-for-dollar basis, ultimately raised more than HK\$2.5 million raised for victims of the quake.

Mr. Lee Seng Huang, Executive Chairman, Sun Hung Kai Financial, said: “It’s fitting that as we wrap up 2008 and head into next year - our 40th Anniversary in Hong Kong - we have again been recognised for our efforts in building a better Hong Kong. I’d like to say a heartfelt thank you to our many staff who selflessly gave up their time and money to improve the lives of those in Hong Kong and China. I’d also like to pay tribute to our many valued charity partners for helping us give back and demonstrate ‘Hong Kong’s Wealth of Spirit’. We look forward to complementing our anniversary celebrations with an even busier 2009 on the CSR front.”

The Caring Company award acknowledges the Group for its community involvement and its strong corporate citizenship credentials over the last 12 months, most notably for its programmes across the “Volunteering”, “Employee Friendly” and “Giving” categories.

SHKF was nominated for the award by ORBIS Hong Kong and Bring Me A Book Hong Kong.

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About Sun Hung Kai & Co. Limited and Sun Hung Kai Financial

With its foundation dating back to 1969, Sun Hung Kai & Co. Limited, which operates under the name Sun Hung Kai Financial, is the leading non-bank financial institution in Hong Kong. The Group currently has about HK\$50 billion in assets under management, custody and/or advice, and approximately HK\$11 billion of shareholders' equity. Its core areas of focus include wealth management and brokerage, asset management, corporate finance, consumer finance as well as principal investments. Listed on the HKEx (stock code: 86), the Group has an extensive branch and office network in over 60 locations in Hong Kong, Macau, China and Singapore.

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