

Sun Hung Kai Financial Launches SHK MasterChoice Discretionary Portfolio Management Services*

Hong Kong, 4 May 2011 – Sun Hung Kai Financial (“SHKF”) today announced the launch of SHK MasterChoice Discretionary Portfolio Management Services, and the appointment of Look’s Asset Management Limited (“Look’s Asset Management”), founded by Mr. Andrew Look, as the investment adviser on a non-exclusive basis. This service is offered by SHK Fund Management Limited (“SHK Fund Management”), a member of SHKF, and is exclusively to its clients.



SHK MasterChoice Discretionary Portfolio Management Services offers SHK Fund Management’s expertise alongside the professional advice of Mr. Look. Based on the individual’s needs and expectations, the investment manager will construct a customised investment portfolio comprising long and short term investments in the Greater China equity markets. To optimize investment returns, other financial products such as index futures, exchange traded funds (ETF), sovereign and corporate bonds, options, futures and warrants may also be considered.

Given its minimum investment amount of HK\$2 million, this new service will cater to a broader base of investors. As a premier financial institution providing private wealth management services to the wider investor community, SHKF is demonstrating its commitment to driving growth through innovation.

Mr. Rizal Wijono, Managing Director of SHK Fund Management said, “The recent local survey showed that there were over 500,000 millionaires found in 2010, the highest number since 2003. Given the current economic situation in Hong Kong and the mainland, we believe more millionaires are to be created; therefore a strong demand for priority services and innovative wealth management solutions is expected to increase. Therefore there couldn’t be a better time to roll out our new discretionary services to these affluent investors.”

Mr. Wijono continued, “We’re delighted to collaborate with Look’s Asset Management as our investment adviser. Mr. Look is an award-winning investment strategist with over 20 years of experience in equity investment analysis and portfolio management for the Hong Kong and China stock markets. Leveraging his investment wisdom and enviable track record of outstanding performance, we will provide our clients highly customised investment portfolios with absolute returns.”



Mr. Andrew Look, Chief Investment Officer and Managing Director of Look's Asset Management Limited said, "Partnering with Sun Hung Kai Financial, one of the most competitive and forward-looking financial services providers in the region will certainly draw mutual interests for the both parties. We look forward to sharing our expertise with SHKF and helping their clients to capture high growth opportunities in the Greater China."

Mr. Look was ranked the top analyst by Asiamoney in 2001, 2002, 2003, 2005, 2006 and 2007. Mr. Look applies a disciplined investment process to construct sound portfolios, driven by price risk and scale of return rather than progression of momentum. He employs his proprietary quantitative models but only uses them to screen and narrow down conceivable investment products within the universe to back up fundamental arguments.

**SHK MasterChoice Discretionary Portfolio Management Services refer to the discretionary portfolio investment management services provided by SHK Fund Management Limited pursuant to the Discretionary Segregated Managed Account Agreement.*

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

Sun Hung Kai & Co. Limited (the "Company") is the leading non-bank financial institution in Hong Kong. Founded in 1969 and listed on the Stock Exchange of Hong Kong Limited in 1983 (Stock Code: 86), the Company offers customised financial solutions to retail, corporate and institutional clients. Its core business areas consist of wealth management and brokerage, asset management, corporate finance, consumer finance, and principal investments. Operating under the brands of Sun Hung Kai Financial, SHK Private, SHK Direct, UA Finance and SHK Finance, with an extensive branch and office network of approximately 100 locations in Hong Kong, China, Macau and Singapore, the Group currently has over HK\$70 billion** in assets under management, custody and/or advice and more than HK\$11 billion** in shareholders equity. (**Figures as at 31 December 2010).

About Look's Asset Management Limited

Founded by Mr. Andrew Look in 2009, Look's Asset Management is a Hong Kong based and SFC licensed asset management company. The firm currently manages and/or advises approximately US\$319 million*** of assets. (***)Figures as at 31 December, 2010)

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Disclosure Statement and Disclaimer:

Investment involves risk. The prices of securities and futures contracts in an investor's portfolio and its net asset value may move down and up, sometimes dramatically. These price movements could mean that losses may be incurred as well as profits made, and there is the possibility that the investor may suffer significant loss in relation to the investor's investment portfolio if the value of any securities or futures contracts in the investor's portfolio/account suffers a significant or complete loss in its value. Investments in securities and/or futures contracts are not suitable for all types of investors. There can be no assurance that the investment objective of the investor will be achieved. Before making any decision regarding the SHK MasterChoice Discretionary Portfolio Management Services, the investor is strongly advised to consider the investor's own financial resources and circumstances and ability to bear losses, in addition to consulting the investor's own independent financial adviser. If in doubt, the investor should seek professional advice.

This press release relates to the SHK MasterChoice Discretionary Portfolio Management Services to be provided by SHK Fund Management Limited and should not be construed as constituting any recommendation, offer, solicitation, advice or suggestion to any investor concerning particular securities or futures contracts. The terms of the agreement governing the SHK MasterChoice Discretionary Portfolio Management Services are set out in the Discretionary Segregated Managed Account Agreement.

This press release is issued by SHK Fund Management Limited which is licensed for Types 1 (dealing in securities), 4 (advising on securities) and 9 (asset management) regulated activities under the Securities and Futures Ordinance of Hong Kong (with CE Number AAI432). Look's Asset Management Limited is licensed for Types 4 (advising on securities) and 9 (asset management) regulated activities under the Securities and Futures Ordinance of Hong Kong (with CE Number AUM670).