

## CORPORATE PROFILE

### 公司簡介



With its foundation dating back to 1969, Sun Hung Kai & Co. Limited (stock code: 86) operates under the name of “Sun Hung Kai Financial” to represent the diversified financial services under one umbrella. As of 31 December 2006, it has about HK\$40 billion of assets under management/custody/advice and over HK\$8 billion of equity attributable to equity holders and is currently capitalized at about HK\$10 billion. Sun Hung Kai Financial is one of the leading non-bank financial institutions in Hong Kong.

To meet the diverse financial needs of our broad base of retail, high net worth and institutional clients, we offer a wide range of financial products and services. Our areas of focus include wealth management and brokerage, asset management, capital markets, consumer finance as well as principal investments. We have over 1,300 dedicated professionals (excluding employees from our healthcare business) and an extensive branch and office network in over 50 locations in Hong Kong, Macau and Mainland China.

Our vision is to continue to be one of the leading financial services group in Hong Kong. In addition, our mission includes the following objectives:

- To maximize customer satisfaction, stakeholder value and the strength of our name.
- To aggressively expand our customer asset base by constant product innovation, service enhancement and enlargement of our distribution network.
- To ensure a strong technological base to empower us and our customers.

新鴻基有限公司（股份代號：86）建基於1969年，現以「新鴻基金融集團」之品牌覆蓋集團多元化的金融服務。截至2006年12月31日，新鴻基金融集團旗下管理/託管/提供顧問服務的資產總值逾400億港元，股東應佔權益逾80億港元。目前，集團市值約達100億港元，為香港其中一家領先之非銀行金融機構。

集團提供一系列金融產品及服務，務求全面滿足散戶、高資產值客戶及機構投資者的各種投資需要。主要業務範疇分別為財富管理及經紀、資產管理、資本市場、私人財務及主要投資。集團於香港、澳門及中國內地50多個地點設有分行及辦事處，聘有超過1,300名專業人才（不包括醫療保健業務之員工）。

我們的目標是繼續保持在香港金融界的領導地位，而我們的使命是：

- 盡量滿足客戶要求，為股東資產增值及強化集團品牌
- 持續創新投資產品，提升服務及拓展傾銷網絡，務求為客戶資產增值
- 鞏固及提供強而廣的資訊技術予客戶使用

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- To retain and attract the best talent by offering continuous training and career development in a collegiate and merit-based environment.

Finally, our dealings with our customers, employees, stakeholders, partners and the community are guided by our core values which are excellence, integrity, prudence, professionalism and innovation.

#### Wealth Management and Brokerage

- Securities Broking
- Leveraged Forex, Bullion, Commodities and Financial Futures
- Unit Linked and Mutual Fund Products
- Online Trading
- Structured and Margin Finance
- Equity Research

#### Asset Management

- Asian Hedge Funds
- Global Alternative Funds

#### Capital Markets

- Corporate Finance and Advisory
- Institutional Sales
- China Business Development

#### Consumer Finance

- Personal Loans
- Property Loans
- Overseas Workers Loans

#### Principal Investments

- 為員工提供持續培訓及事業發展，以保留和吸引優秀人才加入

我們一直以集團的主要價值觀—卓越、誠信、謹慎、專業及創新為原則，以對待客戶、員工、股東、合作夥伴及社群。

#### 財富管理及經紀

- 證券經紀
- 槓桿外匯、黃金、商品及金融期貨
- 投資相連產品及互惠基金
- 網上交易
- 結構性產品及證券放款
- 股票資料研究

#### 資產管理

- 亞洲對沖基金
- 環球另類投資基金

#### 資本市場

- 企業融資及顧問服務
- 機構銷售
- 中國業務發展

#### 私人財務

- 個人貸款
- 物業貸款
- 海外傭工貸款

#### 主要投資

