

**PRESS RELEASE**

**China Everbright Opens Branch in Hung Hom Whampoa**

**For One-stop “Securities Brokerage and Wealth Management” Services**

To: Editor of finance and investment pages

25<sup>th</sup> February 2008

China Everbright Limited (“Everbright” or “the Company”, stock code: 0165) has expanded its securities brokerage and wealth management business by launching a second branch in Hung Hom Whampoa on 18<sup>th</sup> February. This new branch aims to provide one-stop services in financial investment, personal wealth management and insurance service. Whilst seeking to leverage the growth potential of these services they are at the same time answering to market demand.

In response to the positive reception of its first branch in North Point launched last August, Everbright has opened its second branch at Shop A1, G/F , 27 Man Tai Street, Whampoa Estate, Hung Hom, to further expand its business and satisfy its customers’ increasing demand for securities services and wealth management products. As Mr. Eddy Lau, Managing Director of China Everbright Wealth Management observed, “Being a residential estate for middle-class and high-income earners, Whampoa represents a market of great potential with strong demand from our target customers for securities and wealth management products.”

To cater for local customers expecting quality services, the branch not only boasts sophisticated and abundant quoting facilities, but also offers an exceptional environment unmatched by local competitors.

According to Mr. Lau, Everbright recognizes the public’s increasing knowledge and demands for wealth management services, and is committed to expanding related businesses. To complement the North Point and Hung Hom Whampoa branches, the Company is planning to further extend its branch network. Establishing a new branch in the New Territories will attract local customers by providing a complete service on their doorstep. And to introduce diversified products to its customers, Everbright plans to establish strategic alliances with product providers in light of market conditions and launch financial products portfolios of greater varieties to suit its customers' investment needs.

In addition, the Hung Hom Whampoa branch offers all new customers a number of preferential discounts reciprocal to their supports. For details, please call the branch on 3960-9000.

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### **About China Everbright Limited**

Based in Hong Kong and Mainland China, China Everbright Limited (“Everbright” or “the Company”, stock code: 165) is a financial services holding company with primary businesses in commercial banking, investment banking and brokerage, direct investment, asset management and wealth management in the Greater China region. Listed on the Hong Kong Stock Exchange, the company has a strong balance sheet and significant financial strength. It also promotes a culture of high standards in corporate governance, transparency, professionalism and management excellence. We strive to be the leading financial conglomerate group in terms of operating efficiency, service quality, and high standards in the Hong Kong and Mainland China market. Customer-focused, we pledge to ensure mutual trust and benefit by providing an excellent service, with broad and diversified products. Our commitment to our employees’ growth and to the growth of their careers enables us to attract and retain the finest talents in the financial industry: it is our goal to possess a world-class and thoroughly professional team. An ongoing commitment to enhancing the company’s value is realized by boosting the returns of our shareholders and fulfilling our social responsibilities. For further details, please visit Everbright’s website at [www.everbright165.com.hk](http://www.everbright165.com.hk).

### **China Everbright Wealth Management Limited**

China Everbright Wealth Management Limited (“Everbright Wealth Management”) is a wholly-owned subsidiary of China Everbright Limited (“CEL”). The company is a member of the Hong Kong Confederation of Insurance Brokers. Through the synergies with strategic partners and the affiliated companies of the Group, Everbright Wealth Management is involved in a wide range of financial services including but not restricted to Hedge Funds, Unit Trusts, Hong Kong and Overseas Securities, Structured Products, Insurance Products, Forex and Gold Trading. In addition, the company is aggressively expanding the financial service coverage to Small and Medium Entrepreneurships and high-net worth individuals. Our individual and corporate clients can therefore benefit from our highly innovative and modern approach to banking and investment services. With teams of highly trained professional financial consultants, Everbright Wealth Management keeps a close eye on movements in the market, understands the financial goals and positions, as well as accurately predicts the suitable risk levels of our clients. By listening to clients’ needs

and applying their experience and knowledge, our professionals advise a series of tailor-made investment strategies with forward-thinking ideas and professional analyses. With these, Everbright Wealth Management takes the very best care of financial needs at our clients' convenience, in order to achieve the ultimate high value additions to their assets.

Caption:

(left to right) Mr. Chan Kam Hop, Mr. Frederick Tsang, Mr. Richard Tang and Mr. Eddy Lau of Everbright host the opening ceremony of the securities brokerage and wealth management operations of Hung Hom Whampoa branch.