

To Business Editors  
For immediate release

## **Taifook Securities Group and Firstrade Securities Inc. Reached Agreement to Expand Cross-border Online Trading Business**

(*Hong Kong, 12 April 2010*) Taifook Securities Company Limited, a wholly owned subsidiary of **Taifook Securities Group Limited** (“**Taifook**” or “**the Group**”; **Stock Code: 665**), has reached agreement with Firstrade Securities Inc. (“**Firstrade**”), an US online broker, to build strategic cooperation so as to facilitate mutual growth and prosperity of our cross-border securities trading business through exchange of expertise, skills, know-how, technology, and access to financial market news and information as well as other resources.

**Mr. Peter Wong, Deputy Chairman and Chief Executive of Taifook Securities Group**, said, “Globalization, combined with an increasingly sophisticated and fast-growing business environment, has resulted in clients’ increasing interest in products and services from other markets. Therefore, one aspect of the Group’s strategies has been to team up with leading securities firms across the world, including the U.S., Europe and the Asia Pacific region, to offer overseas products aiming at providing one-stop global investment services to investors. In return, our partners can offer their clients with our Group’s services and participate in Hong Kong and other markets at the same time.

Mr. Peter Wong continued, “Foreseeing the increasing investor demand for online U.S. stock trading service across Hong Kong, Mainland China and South East Asia, Taifook chooses the leading online brokerage firm, Firstrade, as our strategic partner, for its established brand among Chinese investors in the U.S., comprehensive trading platform, wide variety of premier information sources and many valuable features, including real time quote, immediate financial news, research reports, etc., that help investors to make informed investment decisions. Most importantly, it provides Chinese version for most of the content, an unrivalled advantage for us to promote their services to the Chinese community, in particular Hong Kong and Mainland China. On the other hand, Firstrade customers can trade Hong Kong stocks and China B-shares via Taifook. Thus the collaboration makes great sense for both parties.”

**Mr. John Liu, Chairman and CEO of Firstrade Securities Inc.**, said, “It is our great pleasure to cooperate with Taifook to develop overseas securities market. Taifook provides innovative and flexible securities trading and investment services in Hong Kong, China and the world over. The cooperation provides good value to our clients with Taifook’s unique insights based on their local knowledge, research and robust trading infrastructure. With Taifook’s famous brand, well-established business, extensive client base and strong support from its principal shareholder, Haitong Securities, I firmly believe that this co-operation will create great success to both parties and bring us promising growth potential in the long run.”

Commenting on the Group’s future business strategies, Mr. Peter Wong said, “Looking forward, Taifook will continue to pursue a strategy of diversification, such as expanding our product and service offerings, widening distribution network, and strengthening brokerage and online services to meet a broad range of client needs. Ultimately, the Group hopes to build a sophisticated global securities trading platform that will support a regional ‘financial supermarket’, providing one-stop global investment services. The Group will continue to dedicate its efforts in business development and investor education in different countries.”

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#### **About Taifook Securities Group Limited**

Taifook Securities Group Limited (“Taifook” or “the Group”; Stock Code: 665), as a subsidiary of Hai Tong (HK) Financial Holdings Limited (“Hai Tong (HK)”), receives strong shareholder support. Hai Tong (HK) is a company incorporated in Hong Kong and wholly owned by Haitong Securities Company Limited (“Haitong”). Listed on Shanghai Stock Exchange (SSE Stock Code: 600837.SH), Haitong is one of the leading securities companies in Mainland China, providing comprehensive financial services for over 3 million clients with its branches and sales offices spread across 67 cities.

Established in 1973, Taifook has been listed on the Hong Kong Stock Exchange since August 1996. Taifook is well known for providing total quality corporate finance, asset management and brokerage services to global and local institutional and corporate clients as well as individual investors, with the aim of becoming a global player in the financial services industry, and a leader in the Greater China region.

Taifook has the largest retail client base and the most extensive distribution network with 12 branches in Hong Kong and Macau. In Mainland China, the Group has 2 representative offices in Beijing and Shanghai and 6 investment consultancy centres in major cities including Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou and Xiamen. Looking forward, the Group will strive to establish more presence in strategic locations in Mainland China.

Over the years, the comprehensive and quality financial services delivered by Taifook have been widely recognized by the industry. As early as 1999, the Group was the first financial institution in Hong Kong and China to acquire ISO 9002 Quality Management System Certification; in 2004, the Group obtained BS 7799 Information Security Management System Certification. The accreditations were upgraded to ISO 9001:2008 Certification in 2009 and ISO 27001:2005 Certification in mid-2006 respectively. Furthermore, since 2000 Taifook has been named the “Best Equity House in Hong Kong” by numerous international, mainland and local institutions, including FinanceAsia, Asiamoney, Euromoney, Capital Magazine, Sing Tao Daily and QQ.COM. In addition, Taifook has been awarded “Hong Kong Top Brand Mark Scheme Registered Service Provider” by the Hong Kong Brand Development Council and the Chinese Manufacturers’ Association of Hong Kong.

For further information about Taifook, please visit [www.taifook.com](http://www.taifook.com).

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