



To Business Editors
For immediate release

Haitong International Celebrates its 38th Anniversary With Opening of Central and Kwun Tong Branches To Eye Business Expansion

(*Hong Kong, 30 March 2011*) **Haitong International Securities Group Limited** (“**Haitong International**” or “**the Group**”; **Stock Code: 665.HK**) celebrated today the official opening of its Central and Kwun Tong Branches, as an integral part of the publicity campaign to celebrate its 38th anniversary. The brand new Central Branch, being Haitong International’s thirteen branch across Hong Kong and Macau, affirms the Group’s unshaken move to establish itself as a local market leader by actively expanding its branch network, while pursuing its ambitious goal of becoming an international financial institution.

Haitong International Central Branch is located in the bustling Central District at 6/F, Wings Building, No.110-116 Queen’s Road Central, while the Kwun Tong Branch is relocated to Flat G, 30/F, Legend Tower, 7 Shing Yip Street, Kwun Tong, Kowloon. To keep in step with the evolving customer needs for one-stop global investment services, each branch of the Group is equipped with advanced trading facilities and manned by professional investment consultants and customer service managers, and above all conveniently located, aiming to create a warm and relaxing environment for customers to manage their worldwide investments.

Mr. Chan Tak-chor, BBS, MH, JP, Chairman of Central & Western District Council, was invited as a guest of honour to officiate at the Central Branch’s opening ceremony.

Mr. Peter Wong, Deputy Chairman and Chief Executive of Haitong International Securities Group Limited, officiating at the Central Branch’s opening ceremony, said, “Established in 1973, the year of 2011 marks the 38th anniversary of Haitong International. During the past 38 years, the Group has evolved from a small-sized securities firm to become a sizable listed company, thanks to the professional management team who leads it with profound experience in corporate governance, risk management and business growth, and the strenuous efforts and close collaboration of our colleagues. To celebrate our 38th anniversary of establishment, we have opened the Central Branch, our thirteen branch across Hong Kong and Macau, which means we are building a very wide network in place that covers virtually every corner of Hong Kong to serve investors from different districts.”

The Group has been offering a wide range of investment products and services to customers, including global securities and derivatives, futures and options, forex and bullion, IPO applications, online trading, margin financing, wealth management, fund management, nominee and custodian services, and research.

Commenting on the Group’s business development, **Mr. Peter Wong** explained, “On 22 November 2010, we officially changed our name to Haitong International Securities Group Limited, and rolled out a new brand, Haitong International. The new brand signifies our ambitious goal of becoming a global player in the financial services industry, and a leader in the Greater China region. Concurrent with pursuing the internationalization goal, one of our long-term development strategies is to widen local market share by expanding branch network. Hence, as you can see, Haitong International will continue



to pursue a strategy of diversification, expanding product and service offerings, widening our branch network, and strengthening brokerage and online services to meet a broad range of client needs.”

– End –

Haitong International Securities Group Limited

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

Established in 1973, Haitong International has been listed on the Hong Kong Stock Exchange since August 1996. The Group 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. In more than three decades, the Group has managed to acquire profound international knowledge and experience in this constantly evolving global financial market. Leveraging its years of professionalism, innovation, solid foundation and reputation, Haitong International strives to become a leading global player in the industry, and a leader in the Greater China region.

Haitong International has a broad retail client base and extensive distribution network, with 13 branches in Hong Kong and Macau. In 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 China.

The comprehensive and quality financial services delivered by Haitong International have been widely recognized by the industry. In 1999, the Group was the first financial institution in Hong Kong and China to attain ISO 9002 Quality Management System Certification; in 2004, the Group obtained BS 7799 Information Security Management System Certification. These accreditations were later upgraded to ISO 9001:2008 Certification in 2009 and ISO 27001:2005 Certification in mid-2006, respectively. In addition, the Group has been named the “Best Equity House in Hong Kong” by numerous international, mainland and local institutions for 11 consecutive years since the year 2000, including FinanceAsia, Asiamoney, Euromoney, Capital Magazine, Sing Tao Daily and QQ.COM.

For further information about Haitong International, please visit: www.htisec.com.

For further information, please contact:

Haitong International Securities Group Limited

Mr. George Lau / Ms. Peggy Mak

Tel: (852) 2213 8970 / 2213 8570

Mobile: (852) 9213 9030 / 9288 3796

Email: cylau3@htisec.com / kmmak@htisec.com