

Everbright's 2010 Annual Report Won Two International Awards

1 August 2011 - Everbright is pleased to announce that it has received the Bronze award for Overall Presentation in the Banking and Financial Services (Hong Kong and Mainland China) group and Honors for Overall Presentation in the Financial Services (General) group in the 2011 International ARC Awards.

Everbright places great importance on communication with its stakeholders, and the annual report is a crucial part of its efforts in this regard. “**The Solid Link**”, the theme of its 2010 annual report, illustrates its role as provider of comprehensive asset management services in the robust and promising financial markets of Hong Kong and mainland China. Leveraging its domestic and overseas investment funds as well as international asset management platform, Everbright captures opportunities to generate stable and profound returns for investors and shareholders. The company's fast-growing investment management platform highlights its role as a **Link** between the domestic and overseas financial markets.

Mr. Chen Shuang, CEO of Everbright, said, “As our most important channel for communication with the outside, the annual report is a focused display of our corporate culture. The ARC awards have encouraged and motivated us to enhance our annual reports and strengthen communication with investors and stakeholders.

In recent years, we continue to add new elements into our annual reports. This is to integrate our service philosophy “Making Wealth Simple” into the presentation, graphics and outlook of our reports, so that our readers can easily and effectively understand our changes and developments.”

The International ARC Awards is held by MerComm. Inc., an independent institution. It is celebrating its 25th year and is known as the "Academy Awards of Annual Reports" in the financial media. These competitions draw entries from over a thousand companies of various industries from nearly 60 countries world-wide. Judging is based on disclosure of corporate and financial information, effectiveness of communicating corporate philosophy, the clarity of writing and the use of design techniques. The awards have achieved world-wide recognition for their integrity and fairness. They set the highest execution and judgment standards for annual reports in the industry.



