

CORPORATE HIGHLIGHTS

Awards and Achievements

With a fine reputation built on integrity and quality, the Group's achievements in area of superb service have been widely recognized by professional organizations both locally and internationally.

As one of the leading securities firms in Hong Kong, Tai Fook is always dedicated to providing total quality services to its customers and the investing public at all levels. With a fine reputation built on integrity and quality, the Group's achievements in area of superb service have been widely recognized by professional organizations both locally and internationally.

Through the actualization of Total Quality Management System, Tai Fook has continued to improve on its service standards. In addition to being the first securities firm and the first online brokerage in Hong Kong and the PRC to be awarded ISO certification, Tai Fook has been awarded "The Best Local Equity House" for three consecutive years since 2000 by renowned international and regional publications including Asiamoney, FinanceAsia and Euromoney Magazine, just to name a few.

Tai Fook is dedicated to running the Company in the best interest of its shareholders, customers, employees and the community through the adoption of well-established corporate governance policies. The Company has made substantial efforts in this area; its achievement in winning the Diamond Award of Best Corporate

Governance Disclosure Award 2001 in the Non Hang Seng Index category organized by the Hong Kong Society of Accountants was a valid proof of such efforts.

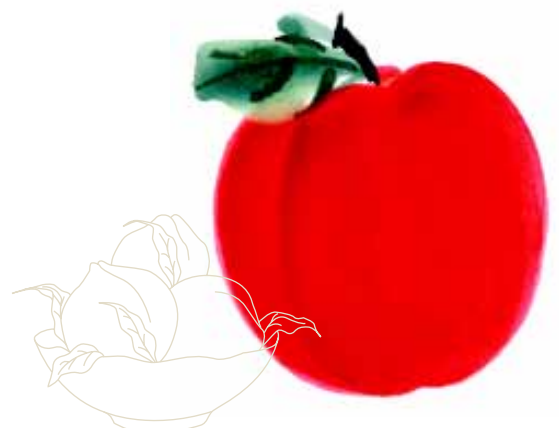
The successful implementation of the Total Quality Management (TQM) System has helped raise the Group's service standard to higher plateau, empowering all staff at Tai Fook to meet challenges brought above by competitions in the market-place.



Asiamoney presents "Best Local Equity House Award" to Tai Fook.

Reward

Our efforts made in areas of total quality service reap fruitful rewards.



Strong Business Focus in the Mainland China

To grasp the golden opportunities brought by China's admission to WTO and to reap the fruitful rewards it offers, we have developed strong business partnerships with major PRC securities firms and forged strong alliances with key PRC financial institutions.

We are always moving with the times. With "Rooted in Hong Kong and Outreaching to China" as our corporate philosophy, the Group has made tremendous progress in the expansion of its business in the Mainland China.

In line with our mission statement to be a leader in the Greater China region, we have established representative offices in Beijing and Shanghai, and our Shenzhen office will become fully operational in the second half this year to further enhance the Group's presence in China.

To grasp the golden opportunities brought by China's admission to WTO and to reap the fruitful rewards it offers, we have developed strong business partnerships with major PRC securities firms and forged strong alliances with key PRC financial institutions. The Group has signed a cooperative agreement with Homeway to jointly develop an online trading platform in China.

In addition, Tai Fook has also been actively organizing brand and image building events in major cities of the PRC, such as Beijing, Shanghai, Guangzhou and Shenzhen. These activities cover a variety of investment seminars and large-scaled exhibitions. It is extremely

encouraging to see that most of these events achieve full house attendance not only signifying tremendous market potential but also great demand for educational investment seminars.

The Group has planned more China networking initiatives in the coming months in second or third liner cities to further enhance Tai Fook's brand awareness.



Tai Fook participated in July 2002 "The 3rd China International Internet Exhibition" held in Shenzhen.

Agglomeration

We are able to grasp the golden opportunity brought by China's entry to the WTO through the agglomeration of our professionalism and intelligence.

Staff Training and Development

Tai Fook is proud to take the lead in setting a good industry practice in regard to the nurture and development of staff. We believe the Group is well placed for any future challenges.

Tai Fook provides superb service to its customers through an extensive service delivery chain formed by a combination of expertise, talents and intelligence. To well equip our intelligent professionals to excel over stiff competition in the financial world, and propel ourselves to a higher level of service standards, we provide intensive training and development programmes to all staff at Tai Fook. This is the Company's unique way to grow the competence of its staff in areas of skills, knowledge and special techniques required for the job.

The training hours provided to our staff exceed the basic five continuous professional training hours' requirements of the Securities and Futures Commission (SFC) in Hong Kong as we are committed to provide 40 training hours per staff per year.

We have provided a total of 16,288 training hours to our 400 staff over the past financial year included both internal and external training sessions and covering a wide range of subjects from personal skill to industrial knowledge.

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The Group provides a wide range of training workshops to grow the competence of its staff.

Resilience

Our resilience enables us to excel in hard times.