

Our Mission

To be the preferred financial services provider based in Greater China, with a clear client focus and international reach.

Our Core Values

At Kingsway Group, these values guide the way we conduct our business and relationships with our stakeholders including shareholders, clients, co-workers and communities.



- **Integrity** : Uncompromising integrity is our leading value.
- **Teamwork** : Our power is as a team and the extra value created by working collectively and co-operatively.
- **Respect** : We respect all our stakeholders.
- **Excellence** : We strive for excellence in our work and relationships.
- **Responsibility** : All members of our team are responsible and accountable for their actions.