

# Guotai Junan International Wins the “Best Performance Award in Wealth Management” and the “Sailing Family Office Service Award”

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[Hong Kong, 19 December 2024] The “2024 Golden Central Forum (2024 金中環論壇)” - the 6th Golden Central Financial Institution List, organized jointly by Zhitong Caijing (智通財經) and the Chinese Securities Association of Hong Kong, were recently released. Guotai Junan Securities (Hong Kong), a subsidiary of **Guotai Junan International Holdings Limited** (“**Guotai Junan International**” or the “**Company**”, stock code: **1788.HK**), won the 2024 Golden Central “**Best Performance Award in Wealth Management**” for its outstanding customer reputation, diversified investment and financing products and professional comprehensive services. Meanwhile, Guotai Junan International was awarded the “**Sailing Family Office Service Award**” at the Second China Overseas Fund Summit & Private Xinzhi Awards Ceremony hosted by Zhitong Caijing (智通財經) and inbfund.com (新智基金網).



As an important cross-border financial services institution in the Greater Bay Area, Guotai Junan International has continuously deepened its business layout in the Greater Bay Area in recent years, constantly innovating cross-border wealth management products and service models. Fully leveraging the advantages of Hong Kong as an international financial center, the Company officially launched the cross-border wealth management business on 4 December, dedicating to providing high-quality one-stop cross-border wealth management services and diversified cross-border investment and wealth management solutions for investors in the Guangdong-Hong Kong-Macao Greater Bay Area.



## **Innovating new forms of wealth management and vigorously developing digital marketing**

Having been deeply rooted in the Hong Kong market for over thirty years, Guotai Junan International is the pioneer and leader in the internationalization of Chinese securities companies. In recent years, Guotai Junan International has been exploring innovative forms of wealth management, enhancing technological capabilities, and leveraging AI and big data to launch a one-stop online business platform - Jun Hong Global Access APP (君弘全球通 APP). The “Cross-border Wealth Management Connect” section is now officially open, allowing customers to open accounts, make fund transfers, exchange foreign currencies, and purchase products entirely through the APP, enabling global investment without leaving home and supporting stable wealth growth. This is also another innovative initiative by Guotai Junan International, as a Chinese-funded institution in Hong Kong, to bravely stand at the forefront and actively explore new models for expanding retail business and wealth management in Hong Kong, providing a better service experience for clients.

Moreover, Guotai Junan International keeps pace with the transformation of wealth management by integrating new media into its retail business, continuously conducting investor education activities to popularize financial investment knowledge among the broad investor base. This year, the Company launched “Walking with You” series of investor education columns, and planned and launched video columns jointly with fund companies and research institutes, including the “Investment with Priority” and “Wealth Face to Face”, closely following global economic hotspots and current events, integrating education and entertainment to popularize financial knowledge.

## **Establishing a family office to facilitate global asset allocation**

Guotai Junan International is the first Chinese securities company in Hong Kong to systematically develop family office business. Leveraging a comprehensive range of overseas financial products, the Company provides robust and practical financial products and tools for the interaction and integration of Mainland and Hong Kong capital markets, efficiently serving clients’ full lifecycle wealth management needs.



The Company is committed to providing professional and comprehensive financial services to various family office clients. Currently, the external asset management team under the Company's wealth management department has established partnerships with 109 institutions, serving 138 end clients and providing them with long-term services and business support. Under the business opportunities of family offices, the Company has achieved revenue growth in this niche sector from multiple dimensions. In terms of partner institutions, the external asset management team's partner institutions have expanded from local Hong Kong institutions to regions such as Singapore and the Middle East, diversifying partner institutions and end clients, thereby bringing more growth points to the business. In the service domain, the business team has shifted from a role of execution to proactively providing family office clients with comprehensive investment plans and research support. By leveraging the wealth management department's extensive product line and integrated platform, the business team offers clients efficient and high-quality allocation options and quotation solutions. In terms of service methods, by optimizing and adjusting the external asset management team, it have simplified the client communication process, establishing clear advantages in the speed of implementing cooperation agreements, account opening execution efficiency and inquiry feedback. In addition, the Company actively engages with various family offices in Hong Kong to further enhance Guotai Junan International's comprehensive competitiveness and influence in the family office market.

Looking ahead, Guotai Junan International will, leveraging its international investment advantages, adhere to technology empowerment and be commit to meeting clients' global asset allocation needs and enhancing the service experience.

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## 關於國泰君安國際

國泰君安國際（股票代號：**1788.HK**）是中國證券公司國際化的先行者和引領者，公司是首家通過 IPO 於香港聯合交易所主板上市的中資證券公司。國泰君安國際以香港為業務基地，并在新加坡、越南和澳門設立子公司，為客戶境外資產配置提供高品質、多元化的綜合性金融服務，核心業務包括經紀、企業融資、資產管理、貸款及融資與金融產品等，業務覆蓋個人金融（財富管理）、機構金融（機構投資者服務與企業融資服務）與投資管理三大維度。目前，國泰君安國際已分別獲得穆迪和標準普爾授予“Baa2”及“BBB+”長期發行人評級，MSCI ESG“A”評級，Wind ESG“A”評級及商道融綠 ESG“A”評級，同時其標普道瓊斯指數 ESG 評分領先全球近 80% 同業。公司控股股東國泰君安證券（股票代號：**601211.SH/2611.HK**）為中國證券行業長期、持續、全面領先的綜合金融服務商。更多關於國泰君安國際的資訊請見：<https://www.gtjai.com>