

To Business Editors
For immediate release

Haitong International Celebrates its 38th Anniversary With New Tsim Sha Tsui Branch Opening For Business Expansion

(Hong Kong, 29 August 2011) Haitong International Securities Group Limited (“Haitong International” or “the Group”; Stock Code: 665.HK) celebrated today the official opening of its Tsim Sha Tsui Branch (“TST Branch”), as an integral part of its publicity campaign to celebrate its 38th anniversary. The brand new TST Branch, being Haitong International’s thirteenth branch across Hong Kong and Macau, affirms the Group’s unshaken strategy 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 TST Branch is located in the bustling Tsim Sha Tsui district at 8/F, Zhangda Building, 38-40 Haiphong Road, which aims to seek effective expansion of client base. To keep in step with evolving customer needs for global investment services, each branch of the Group is equipped with advanced trading facilities and manned by professional investment consultants and customer service managers, aiming to create a warm and relaxing environment for customers to manage their worldwide investments.

Mr. William Lee, Group Executive Director and Joint Managing Director of Haitong International Securities Group, officiating at the TST 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, combined with the strenuous efforts and close collaboration of our colleagues. In recent years, the Group has made strenuous efforts to develop RMB business, striving to be a leader in this arena, with the ultimate goal of becoming a global player in the financial services industry, and a leader in the Greater China region. To celebrate our 38th anniversary of establishment, we have now opened the TST Branch - our thirteenth branch across Hong Kong and Macau - after the Central Branch back in March, 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.”

“We choose to set up our new branch in the Tsim Sha Tsui district for two main reasons: Firstly, it is conveniently situated in the heart of the territory, where a dazzling number of high-end branded shops are lined to draw high pedestrian traffic, including overseas and mainland visitors who will be our potential target clients. Secondly, few securities firms build up their presence around here so it gives us the first-mover advantage to attract and serve the clients in this locality. As such, we believe TST Branch will contribute to the Group’s client base and business expansion,” **Mr. William Lee** added.

Commenting on the Group’s business development, **Mr. William Lee** explained, “We’ve set our ambitious goal of becoming a global player in the financial services industry. Concurrent with pursuing the internationalization goal, one of our long-term development strategies is to increase 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, raising service standards, widening our branch network, and strengthening brokerage and online services to meet a broad range of client needs.”

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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 12 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: george.cy.lau@htisec.com / peggy.km.mak@htisec.com