

Brand New CFSG Corporate Identity for Vibrant and Innovative Brand Keeping Abreast of Changing Times



We are excited to announce the launch of our new corporate identity celebrating the Group's 50th anniversary. Growing with the Hong Kong community, CFSG has been serving the city and Greater China region since 1972. As a long-established, reputable financial institution, with deep understanding of client needs in investment and wealth management, CFSG is one of few leading financial services institutions fully licensed in Hong Kong.

Committed to our clients' success, CFSG has been at the forefront of the market for the past 50 years through continuous innovation and breakthroughs in financial products and services. Among many ingenious services launched in the Hong Kong market, CFSG was the first to develop online securities trading back in 1998; first with a 3G trading platform in 2005; and first local broker to develop algorithmic trading in 2009.

Entering the golden jubilee year, we continue to stay proactive to meet market needs and expectations – successfully transforming into a wealth management expert providing a comprehensive range of services including both corporate and private wealth management, asset management and family office.

As this successful transformation of CFSG marks an important new milestone, our new corporate identity manifests the Group's core corporate value – "keeping pace with the times (與時並進)". A new corporate identity injects this more vibrant CFSG image to propel the Group forward.

The new logo and corporate identity represent:

(1) **Time** – as something that cannot be bought, with the new logo resembling hour and minute hands of a clock, we capably manage the wealth of our clients, allowing them more quality time with their family and loved ones!

(2) **Upward** motion – of the arrow sign, as a constant reminder to strive for continuous improvement, driving sustainable growth while accountable to all stakeholders, including our clients, business partners, colleagues, shareholders, community and the environment.

(3) **Golden cross** – indicating a bullish trend marking golden years ahead. A bespoke typeface of “時富金融 CFSG” contrasts with traditional “serifs”, adopting “san-serifs” for a youthful, fresh and energetic image. New corporate colours of zesty orange and bright yellow signify dynamic rejuvenation and vibrancy opening the Group’s new chapter.

(4) **Breakthrough** – denoted by one line shooting through another; reminding that in this day and age, innovation is critical to stay ahead – with continuous product development and service upgrade to remain as a leader in the market.

(5) **Cross paths** – emphasising a simple yet compelling notion that at CFSG we connect people, ideas, capital and opportunities for a sustainable and better future.

We are delighted that CFSG has ushered in an important developmental milestone in the golden jubilee. In addition to launching a new corporate identity, we will also actively expand our investment and wealth management business – creating wealth and added value to help our valuable clients achieve their ideal life goals.

CFSG is committed to becoming a trusted, first-class investment and wealth management partner “connecting people, ideas, capital and opportunities for the sustainable development of a better world”. Our team is dedicated to preserving, growing and managing generational wealth for our stakeholders by developing strong partnerships, achieving operational excellence, and delivering customer service excellence.

Going Forward

We have updated our digital content and marketing literature with the new corporate identity. In this regards, we would like to invite our business partners who are currently using our previous blue logo in their marketing materials to contact us at mkt@cash.com.hk so that we can send our new corporate identity guidelines for a consistent new image of CFSG. We thank you for your cooperation in advance.