



FOR IMMEDIATE RELEASE

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



(Hong Kong, 4 July 2022) – CFSG has announced the launch of its 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 its 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, CFSG continues 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, CFSG's 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, CFSG capably manages the wealth of its 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 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, people, ideas, capital and opportunities are connected 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,” says Jeffrey Kwan, Deputy Chief Executive Officer & Executive Director of CFSG.

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”. The Group is dedicated to preserving, growing and managing generational wealth for its stakeholders by developing strong partnerships, achieving operational excellence, and delivering customer service excellence.

Going Forward

CFSG has updated its digital content and marketing literature with the new corporate identity. In this regards, CFSG would like to invite its business partners who are currently using the



previous blue logo in their marketing materials to contact the Group at mkt@cash.com.hk so that the Group can send its new corporate identity guidelines for a consistent new image of CFSG. Thank you for your cooperation in advance.

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About CASH Financial Services Group (CFSG)

Headquartered and listed in Hong Kong (SEHK: 510), CASH Financial Services Group ("CFSG") has been committed to improving financial stability and planning asset inheritance for clients for 50 years. Founded in 1972, CFSG has evolved with the times into a leading FinTech group providing a comprehensive, pioneering range of technology-led global wealth management services in Hong Kong and the Greater Bay Area. CFSG's comprehensive range of state-of-the-art services includes investment and financial planning, corporate financial advisory, securities and futures brokerage, insurance, asset management, overseas property investment, immigration consultancy and estate planning. Upholding a respected, resilient corporate culture, we adhere to the philosophy of sustainable growth, integrity and innovation – serving various clients from corporations and financial institutions to independent investors with sincerity. For more information, please visit www.cfsg.com.hk.