

Press Release

May 4, 2000

First Shanghai Group Launches High-Security Internet Trading Portal

First eFinance Ltd., the online finance arm of First Shanghai Group, today unveiled an innovative bilingual online stock trading service -- called **myStockHK.com** -- offering the highest level of encryption security available locally, together with a unique automated financial information updating system.

myStockHK.com uses non-browser java 'push' server technology, which safely delivers instantaneous stock price changes into a customer's portfolio. All customers have to do is login, keeping the windows opened, and the program automatically updates without having to refresh repeatedly. Because the java applet allows for the use of 128-bit encryption technology, which is the highest online security available in the world outside the US.

In addition, **myStockHK.com** provides an attractive and comprehensive brokerage service because it offers trade executions directly in a low commission, cost-saving manner. The technology instantaneously employs the latest Java programming tools to provide real-time stock quotes for clients.

This user-friendly and powerful electronic service is supported by news and information assistance for customers, making important investment decisions more informed. **myStockHK.com** is designed to provide value-added services for stock traders throughout the Greater China region.

First eFinance Ltd. is the Hong Kong-based, online finance arm of First Shanghai Group. The company's primary focus is to provide financial services to Chinese investors based in Hong Kong, as well as in the mainland and overseas. **First eFinance Ltd.** is an indirect wholly owned subsidiary of First Shanghai Investments Ltd., a Hong Kong listed company.

"Information technology has been progressing at an impressive pace. We believe that it will shape the way tomorrow's enterprises develop. Our goal is to serve our clients in the Greater China Region with a high standard of professionalism by developing long-term relationships with them," said Mr. Ted Chan Ying-tat, Executive Director, First eFinance Ltd.

First eFinance Ltd. provides a thorough range of online financial products and services to answer the changing needs of clients. Primary products include online stock brokerage, initial public offerings and bond trading. In addition, **First eFinance Ltd.** offers expedient consultancy services to corporate clients. Besides the online securities trading service, **First eFinance Ltd.** also provides e-commerce solutions together with strategic partners from both the IT and financial sectors.

First Shanghai Investments Limited (0227.hk) ("First Shanghai"), publicly listed in Hong Kong, is engaged as an investment holding company with principal activities in corporate financing in Hong Kong, and Internet financial services and direct investment in the PRC. First Shanghai has direct investment in the area of cargo forwarding, container warehousing, children's products and auto parts.

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