



## For Immediate Release

### **Dao Heng Securities allies with White Pacific Securities, the largest Asian-American brokerage, to launch trans-Pacific Internet trading**

*Hong Kong (August 31, 2000) - Dao Heng Securities Limited (DHS)* has launched a reciprocal Internet trading alliance with *White Pacific Securities (WPS)*, a San Francisco-based brokerage with the largest Asian-American clientele, to allow Hong Kong and US investors ready access to markets across the Pacific.

Under the arrangement, WPS customers will be among the first investors in the US to be given direct access to the Hong Kong stock market via Internet. Also for the first time, Hong Kong investors will be able to trade US equities using a Chinese Web site complete with research reports, and supported by the hot line service of Chinese-speaking, US-based brokers. For those who prefer English, [www.dhs.marketrade.com](http://www.dhs.marketrade.com) is also available in that language.

A subsidiary of Mandarin Holding Group, Inc, WPS has a definite Asian niche with nine branches in the US serving 50,000 Asian investors. "It was this cultural affinity that facilitated the alliance between us," said DHS Managing Director, Mr Tan Lim Heng. "We believe that with the help of a bilingual trading site and the support of Chinese-speaking staff, Hong Kong investors will find it easier to diversify into the US market."

"On our end, we view this linkup as providing value-added service to our mostly Chinese customers, whose roots will draw them to the Hong Kong market," said Mr Steven C. Lee, WPS Chairman and Chief Executive Officer. "Moreover, this linkup will give us an opportunity to tap into the largest and fastest-growing Chinese Internet audience, the PRC itself."

Both houses have customised their sites to make it easier for investors to enter a new market. Both will make special offers to kick off the alliance. Hong Kong investors trying their hand in US equities may conduct five transactions for free within the first 30 days of opening an account, while US-based investors will enjoy three months' worth of real-time stock quotes and financial data for the cost of one.

### **About Dao Heng Securities Limited**

Dao Heng Securities Limited (DHS) is a full-service investment house with broking, research and corporate finance capabilities and nearly two decades of presence in Hong Kong. As a wholly owned subsidiary of Hong Kong's major financial conglomerate the Guoco Group and a sister company of blue chip Dao Heng Bank Group, DHS is in a good position to offer one-stop investment services to a wide range of clientele. It is also among the first Hong Kong brokerages to offer customers online delivery channels to take advantage of new technology.

### **About White Pacific Securities, Inc**

White Pacific Securities, Inc (WPS) and Internet trading division MarkeTrade.com are subsidiaries of Mandarin Holding Group, Inc, a US-based investment house that specialises in serving Asian communities in that country. WPS has brokers and customer service representatives who speak major Asian languages and various Chinese dialects while MarkeTrade.com features English-Chinese trading portals to meet Asian investors' specific needs. The group is a catalyst to industry globalisation in terms of leveraging existing investment solutions in partnerships with key Asian investment firms. It is providing B2B securities procurement solutions with multi-market trading solutions to various Asian markets.

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