

## We Educate



“Education is the best defence against dishonest behaviour and it is better to start early.”

**THE** laws of Hong Kong, the statutory objectives of the SFC and our codes and guidelines set the overall regulatory framework. However, well-informed and financially literate investors are the first line of defence against fraud and bad practice. We will continue our strong efforts in investor education and communication.

## Educate

### Last year, we

- ✓ introduced the theme of "Before you invest, ask the right questions", complete with a new television commercial
- ✓ re-named the investor website InvestEd for a clearer identity and with stronger content
- ✓ surveyed retail investors, in particular warrant investors, to gauge levels of knowledge and understanding
- ✓ attracted 8,000 people to 79 education seminars

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Prepara  
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Arrose un petit peu,  
mais régulièrement.  
Tu pour cultiver  
la réussite  
de ta vie...