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### **CFA Society Hong Kong and Metro Broadcast Corporation Ltd Signed MOU on Collaboration in Investor Education**

CFA Society Hong Kong (CFAHK) and Metro Broadcast Corporation Limited (METRO) signed a memorandum of understanding (MOU) at the Annual Dinner of CFA Society Hong Kong on 8 March 2024, with a view to enhancing collaboration in promoting investor education.

The MOU was signed by Dr. Alvin Ho, CFA, President of CFAHK, and Mr. Man-hei Sung, Managing Director of METRO. Witnessing the signing ceremony were Mr. Richard Mak, CFA, Immediate Past President of CFAHK, Mr. Wisely Ngai, CFA, Chair of Media Committee of CFAHK, Mr. Alaric Chu, General Manager – Program & Channel Operations of METRO, and Mr. Anthony Leung, General Manager – Business & Market Development of METRO.

Dr. Ho said, "CFAHK and METRO have been collaborating for ten years. Evergreen's flagship radio program, 'CFA Control Room' demonstrates our dedication to delivering investor education and enhancing financial literacy. Going forward, in addition to continuing to cooperate in producing this program, we have newly launched the 'CFA Control Room Alumni Network' to further promote financial education. Through high-quality financial programs, articles, and initiatives, the audience will thoroughly understand the professionalism and high ethical standards of CFA charterholders. In recent years, the rapid spread of financial disinformation and frequent occurrence of fraudulent investment products have further highlighted the importance of making informed investment decisions. The Society strives to tackle the challenges and continue to raise public awareness of financial education."

Mr. Sung continued, "In the past ten years, we have been collaborating with CFAHK to produce the well-received 'CFA Control Room' program. This year, Metro Finance and CFAHK also co-established a guest-host alliance, which proves that Metro Finance has always been a solid partner of CFAHK. The signing of the memorandum marks a closer collaboration between the two parties. To take our investor education initiative to the next level, the direction of our future collaboration will be centered on the development of family offices and high-net-worth asset allocation strategies. Together, CFAHK and METRO will build an excellent platform that combines both parties' diverse advantages to connect investors and financial experts through radio and digital programming, events planning, and other means."

The MOU aims to strengthen collaboration and encourage exchanging expertise and resources between CFAHK and METRO to promote investor education in the areas of financial radio programs, articles, seminars, competitions, awards, etc.

The 'CFA Control Room Alumni Network' (Network) was established by CFAHK in January 2024. Anchors of the CFA Control Room radio program for the past ten years, as well as the program's voluntary contributors from the financial industry including the guest anchors, guest speakers, program planners, and the editors of the related articles, are welcome to join the Network. So far, 49 members have signed up, including experienced financial industry practitioners and academics from various fields. The Network provides a platform for financial professionals to connect, collaborate and contribute to the financial community. The Network will also provide support for the intellectual content of the "Metro Finance Plus" platform initiated by METRO.

### **About CFA Society Hong Kong**

CFA Society Hong Kong (香港特許金融分析師學會) is a non-profit organization founded in 1992 by a group of CFA® charterholders. The Society shares the mission of CFA Institute in raising the professional and ethical standards of financial analysts and investment practitioners through our advocacy and continuing education efforts.

As of 30 June 2023, the Society had more than 6,300 members and is the fourth largest member society of CFA Institute, which has more than 190,000 members in over 160 markets. The Securities and Futures Commission ("SFC") recognizes the CFA® designation as an industry qualification for the licensing of Responsible Officers.

### **About Metro Broadcast Corporation Limited**

Metro Broadcast Corporation Limited operates a diverse range of informative and entertaining platforms, including three radio channels and multiple digital content websites.

Established in July 1991, the company currently manages three radio channels: Metro Finance (FM 104), Metro Info (FM 99.7), and Metro Plus (AM 1044). These channels offer a wide array of content, covering various topics such as local and global finance, music, lifestyle, entertainment, and cross-cultural exchange.

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## 香港特許金融分析師學會與新城廣播有限公司 簽署合作諒解備忘錄 共同推廣投資者教育

香港特許金融分析師學會與新城廣播有限公司於 2024 年 3 月 8 日的香港特許金融分析師學會周年晚宴上，共同簽署合作諒解備忘錄（備忘錄），就投資者教育方面促進交流與合作關係。

在香港特許金融分析師學會前會長麥勤創, CFA、傳媒委員會主席倪智承, CFA，以及新城廣播有限公司總經理（節目規劃及頻道運作）朱子昭、總經理（商務及市場拓展）梁耀宗的見證下，香港特許金融分析師學會會長何敏博士, CFA，和新城廣播有限公司董事總經理宋文禧簽署該備忘錄。

何敏博士表示：「香港特許金融分析師學會和新城廣播有限公司已經合作整整十年了。常青的旗艦廣播節目《CFA 指揮室》展示了我們對促進投資者教育和提升公眾理財能力的共同熱忱。繼往開來，我們將來除了會繼續合作炮製此節目，更新成立了《CFA 指揮室聯盟》接續推動金融知識的普及。透過高水平的財經節目、文章以及活動，受眾將會更進一步體會到特許金融分析師的專業水平及道德操守。近年金融虛假資訊快速傳播、不誠實的金融產品騙案頻生，更顯得明智理財的迫切需要。學會將形難而上，持續推動公眾對理財教育的關注。」

宋文禧續說：「過去十年與合作不斷的香港特許金融分析師學會，製作好評如潮的《CFA 指揮室》節目，到今年財經台更與學會協力成立嘉賓主持聯盟網絡，證明新城財經台，一向是香港特許金融分析師學會的中堅伙伴。今次簽署備忘錄，標誌著雙方更緊密合作。未來合作方向，將會朝著家族辦公室的發展動態，以及高端的資產配置策略，將投資者教育，推高到另一個層次。未來新城廣播與學會，繼續就廣播及數碼節目的內容，以及籌辦不同類型的活動，形成一個配合雙方優勢多元化、投資者與金融業界互動交流的優質平台。」

備忘錄旨在加強香港特許金融分析師學會與新城廣播有限公司的合作，鼓勵雙方透過金融及投資為主題的廣播節目、文章、研討會、比賽及獎項等領域進行交流及資源共享，以推動本地投資者教育工作。

由香港特許金融分析師學會於 2024 年 1 月成立的《CFA 指揮室聯盟》（聯盟），由以往十年來《CFA 指揮室》廣播節目的主持，以及來自財經界的客席主持、嘉賓、節目策劃以及相關文章編輯一同組成。到目前為止，有 49 位成員加入，當中包括來自不同領域的經驗豐富金融業從業員以及學者。聯盟為金融專業人士提供了一個聯繫、協作並為金融業界作出貢獻的平台。聯盟更將為新城廣播有限公司《新城理財+》平台的知識性內容提供支援。

## 關於香港特許金融分析師學會

香港特許金融分析師學會 (CFA Society Hong Kong) 於 1992 年由一群 CFA®持證人成立，是一個非牟利獨立專業團體。與 CFA 協會秉持相同理念，透過倡議與持續教育的工作，致力提升業界的專業水平及推動最嚴格的道德操守。

截至 2023 年 6 月 30 日，學會在港共有逾 6,300 名會員，屬於在全球逾 160 個國家和地區擁有超過 190,000 名會員的 CFA 協會之第四大分會。獲證券及期貨事務監察委員會認可的 CFA 認證，屬於負責人員獲發牌的業界資格之一。

## 關於新城廣播有限公司

新城廣播有限公司經營多種資訊和娛樂平台，包括三個廣播頻道和多個數位內容網站。

新城廣播有限公司成立於 1991 年 7 月，目前共營運 3 條頻道，分別為新城財經台(FM 104)、新城知訊台(FM 99.7)及新城采訊台(AM 1044)，同時提供 AM 及 FM 廣播。3 條頻道分別為聽眾提供環球財金、音樂、生活、娛樂、多元文化等資訊。聽眾可進入新城電台網址 [metroradio.com.hk](http://metroradio.com.hk) 或手機應用程式，即時收聽或重溫新城電台之節目，新城廣播之登記會員數目已接近 80 萬。

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## 傳媒聯絡

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