

**PRESS RELEASE**



**FOR IMMEDIATE RELEASE**

**Editor of Finance Section and Hong Kong News Section  
Fidelity Investments Management (Hong Kong) Limited**

**One in every three Hong Kong investors do not have a clear investment objective**

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**Fidelity urges investors to define their investment objectives early,  
in order to identify the right strategy and products to achieve investment goals**

**Hong Kong, September 26, 2005** – Under a Mandatory Provident Fund Scheme backdrop and with the recent economic recovery, the government, community organisations and financial institutions are encouraging Hong Kong citizens to actively get involved in investment planning to better prepare for the future.

Furthermore, with the current low interest rate environment, simply putting money in regular savings accounts may not give investors enough growth to beat inflation. The public has begun looking at personal investments as a choice to maximise personal asset growth.

In order to understand the level of investment knowledge and behaviour of the Hong Kong public, Fidelity Investments Management (Hong Kong) Limited (“Fidelity”) commissioned the Public Opinion Programme of the University of Hong Kong to conduct a market study on “Personal Investment Behaviour in Hong Kong” during August 10<sup>th</sup> – 16<sup>th</sup> this year to gauge perceptions and acceptance towards mutual fund investment. Five hundred Hong Kong residents aged between 25 and 55 were interviewed through telephone and the research findings were released in today’s press conference.

The research indicates that one in three (33%) of respondents do not have a stated investment objective. Amongst those who stated an objective, 30% of them are investing for retirement planning, while 16% are planning education fund for their children.

Regarding selection of investment tools, over one third (35%) of respondents still choose cash savings, reflecting the tendency to select conservative and comparatively low-return investment products to meet their investment goals.

Selina Chong, Executive Director of Fidelity Personal Investments explained, "Without a clear investment objective and investment horizon, it is difficult to map out a strategy to decide which products to include in one's investment portfolio. It makes a critical difference whether a person is investing for the long-term or short term because the risks they can tolerate on their investment choices will differ."

In the study, respondents also expressed they stop short at investing in mutual funds because they feel they lack investment market knowledge (22% of respondents), and product knowledge (8% of respondents). Critical decision factors on fund investment include stability of fund management companies (25% of respondents) and assistance from professional investment consultants in setting investment strategies (18% of respondents).

Selina Chong added, "It is important for an investor to take the time to identify a clear investment objective, map suitable strategies and identify products with the assistance of a reliable investment professional and start investing early. These are all essential steps that lead to the formation of a portfolio for long-term growth."

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### **About Fidelity**

Fidelity International Limited (Fidelity) was established nearly 40 years ago and operates in markets outside the Americas. The company and its subsidiaries now manage more than \$200 billion for millions\* of investors around the world - major institutions as well as private individuals. Our US affiliate, Fidelity Management and Research, was founded in Boston in 1946 and is one of the country's largest mutual fund companies.

Through combining a global reach with a local focus, we have become one of the most well-recognised mutual fund managers in the region. Our efforts in Hong Kong have resulted in us being awarded the "2004 Best Performing Fund Management Group in both 3-year and 10-year category" by South China Morning Post and Standard & Poors. Today, Fidelity in Hong Kong is also the largest provider of the ORSO (Occupational Retirement Scheme Ordinance) Member Choice Scheme in Hong Kong^.

Source:

\* As of June 30, 2005

^ Watson Wyatt Manager Watch, December 31, 2004

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