



Press Release

27 July 2012

AFP™ Certification Examination Result Release Pass Rate Remain Amid Rise in Number of Examinees

(Hong Kong — 27 July, 2012) The Institute of Financial Planners of Hong Kong (“IFPHK”) today proudly announces the statistics of the fourth AFP certification examination, with a pass rate of 67%. Seven examinees have attained merit status in the AFP certification examination.

The fourth AFP certification examination took place on 24 June 2012. The examination has attracted around 160 applicants. 142 examinees were present, with the majority possessing a bachelor degree or above (80%). More than half of them are 20-29 years old (55%) and many examinees are in the independent financial advisory sector (52%).

“IFPHK is delighted to see that the pass rate of the AFP certification examination could remain at almost 70% when the number of examinees has increased. It demonstrates that the examinees are high caliber financial planning professionals. The satisfactory result of the examination is also a tribute to the support by the employers and companies.

The AFP certification is the new professional qualification that has been well received by three major financial sectors including banking, independent financial advisory and insurance. We are confident that it can serve as a gateway for financial planners to further their career opportunities,” said Dennis Lau, Chief Executive Officer of IFPHK.

Launched last year, the AFP certification program is the foremost milestone towards the highest standard in the financial planning industry – CFP certification. In line with international requirements, individuals must go through the “4Es” process to attain AFP certification (“4Es” includes Education, Examination, Experience and Ethics).

For AFP examinees profile, performance and other details, please refer to the Appendix. For results of the AFP certification examination in June 2012, please click [here](#).

The fifth AFP certification examination will take place on 15 September, 2012. For details, please click [here](#).



About IFPHK

IFPHK was established in June 2000 as a non-profit organisation for the fast-growing financial industry. It aims to be recognised in the region as the premier professional body representing financial planners dedicated to upholding the highest professional standards.

The Institute is the sole licensing body in Hong Kong authorised by Financial Planning Standards Board Limited to grant the much-coveted and internationally-recognized CFP^{CM} certification and AFPTM certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 10,000 financial planning practitioners in Hong Kong from such diverse professional backgrounds as banking, insurance, independent financial advisory, stockbroking, accounting, and legal services.

Currently there are more than 139,000 CFP certifiants in 24 countries/regions; the majority of these professionals are in the U.S., Canada, China, Australia and Japan, with more than 4,500 CFP certifiants in Hong Kong.

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Appendix – June 2012 AFP Certification Examination

Examinee Performance – Pass Rate

The examination pass rate reached 66.9%, with seven examinees attaining 'Merit' status.

Examination Result Statistics	%
Passed	66.90
Failed	33.10
Total	100.00

Examinee Performance – Ranking by Subject Area

Subject Area	Rank
Retirement Planning	1
Financial Planning Principles	2
Financial Management	3
Insurance Planning/Risk Management	4
Investment Planning/Asset Management	5

Examination Information – Distribution of Examination Questions

Subject Areas	No. of Questions	%
Financial Planning Principles	27	27
Insurance Planning/Risk Management	20	20
Investment Planning/Asset Management	20	20
Financial Management	23	23
Retirement Planning	10	10
Total	100	100

Examinee Profile – Examination Language

Examination Language	No. of Examinees	%
Chinese	106	74.65
English	36	25.35
Total	142	100.00

Examinee Profile – Examinees by Gender

Examination Language	No. of Examinees	%
Male	83	58.45
Female	59	41.55
Total	142	100.00



Examinee Profile – Age

Age	No. of Examinees	%
<20	0	0.00
20-29	78	54.93
30-39	52	36.62
40-49	9	6.34
50-59	3	2.11
≥60	0	0.00
Total	142	100.00

Examinee Profile – Education Level

Education Level	No. of Examinees	%
Secondary or below	10	7.04
Tertiary education	17	11.97
Bachelor's degree	98	69.02
Master's degree or above	16	11.27
No Response	1	0.70
Total	142	100.00

Examinee Profile – Industry

Industry	No. of Examinees	%
Independent Financial Advisory	74	52.12
Life Insurance	32	22.54
Retail Banking	19	13.38
Asset Management	3	2.11
General Insurance	1	0.70
Investment Banking	1	0.70
Securities Brokerage	1	0.70
Others	11	7.75
Total	142	100.00

Examinee Profile – Years of Experience

Years of Experience in Financial Services Industry	No. of Examinees	%
0	46	32.39
1-3	53	37.32
4-6	32	22.54
7-9	6	4.23
≥ 10	5	3.52
Total	142	100.00