



Press Release

25 October 2012

AFP™ Certification Examination Result Release

(Hong Kong — 25 October, 2012) The Institute of Financial Planners of Hong Kong (“IFPHK”) today announces the statistics of the fifth AFP certification examination, with a pass rate of 55%. Seven examinees have attained merit status in the AFP certification examination. The majority of examinees are new entrants to the financial planning industry.

The fifth AFP certification examination took place on 15 September 2012. The examination has attracted around 120 applicants, with the majority possessing a bachelor’s degree or above (83%). More than half of them are 20-29 years old (64%), and many examinees are in the independent financial advisory sector (41%).

“IFPHK is delighted to see a brand new group of quality practitioners entering the financial planning industry. It proves that the AFP certification has helped to promote financial planning as a reliable and professional industry, having seen more new talents willing to commit their time and effort. We are confident that by attaining AFP certification, practitioners may climb up their career ladder steadily with the sound knowledge and concrete concepts gained from the certification,” 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 September 2012, please click [here](#).

The sixth AFP certification examination will take place on 9 December, 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-recognised CFP^{CM} certification and AFPTM certification to qualified financial planning professionals in Hong Kong and Macau.

It represents more than 6,800 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 – September 2012 AFP Certification Examination

Examinee Performance – Pass Rate

The examination pass rate reached 55.46%, with seven examinees attaining 'Merit' status.

Examination Result Statistics	%
Passed	55.46
Failed	44.54
Total	100.00

Examinee Performance – Ranking by Subject Area

Subject Area	Rank
Financial Planning Principles	1
Insurance Planning/ Risk Management	2
Financial Management	3
Investment Planning/ Asset Management	4
Retirement Planning	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	95	79.83
English	24	20.17
Total	119	100.00

Examinee Profile – Examinees by Gender

Examinees Gender	No. of Examinees	%
Male	79	66.39
Female	40	33.61
Total	119	100.00



Examinee Profile – Age

Age	No. of Examinees	%
<20	0	0.00
20-29	77	64.71
30-39	34	28.57
40-49	7	5.88
50-59	1	0.84
≥60	0	0.00
Total	119	100.00

Examinee Profile – Education Level

Education Level	No. of Examinees	%
Secondary or below	10	8.41
Tertiary education	9	7.56
Bachelor's degree	90	75.63
Master's degree or above	9	7.56
No Response	1	0.84
Total	119	100.00

Examinee Profile – Industry

Industry	No. of Examinees	%
Independent Financial Advisory	49	41.18
Retail Banking	35	29.41
Life Insurance	11	9.24
Private Banking	3	2.52
General Insurance	2	1.68
Investment Banking	1	0.84
Asset Management	1	0.84
Others	17	14.29
Total	119	100.00

Examinee Profile – Years of Experience

Years of Experience in Financial Services Industry	No. of Examinees	%
0	54	45.38
1-3	37	31.09
4-6	15	12.61
7-9	3	2.52
≥ 10	3	2.52
No Response	7	5.88
Total	119	100.00