

Transforming the Investing Experience

Futu used Hong Kong as its starting point for global development, offering a comprehensive suite of online financial services.



With the rise in advanced technology, online trading has boomed in popularity. Futu Securities International (Hong Kong) (Futu Hong Kong) was established in Hong Kong in 2012. It is a technology-driven brokerage firm. Futu provides global investors with a proprietary, powerful online investment platform to trade on the United States, Hong Kong and A-share markets through Stock Connect, as well as a wide variety of fund products.

Strictly adhering to its mission of “making investing easier and not alone”, the company has recently diversified its business by venturing into wealth management services, margin financing and corporate services. With its comprehensive financial products and services as well as solid technological capabilities, Futu Hong Kong offers a redefined investing experience for customers, and is well poised to seize new market opportunities in Hong Kong and global markets.

Hong Kong Creates Pathways to Business Growth

As Asia's leading financial centre, Hong Kong is the ideal place for business to many companies. Dennis Wu, Senior Partner cum Financial and Corporate Services – President of Futu Holdings, views Hong

Kong as a business-friendly city offering a raft of advantages. Wu stated, “Hong Kong is the global home for IPO. It attracts international issuers and investors, and provides a broad array of trading products. The dynamic and vibrant capital markets generate colossal prospects for the city's stock trading business to progress and blossom. It is the very reason why Futu has chosen Hong Kong as its bedrock for global development.”

Futu saw a gap in the market between traditional brokerages and investors' increasing demand for agile, stable, and secure online trading platforms, leading it to devise an ultimate one-stop, easy-to-navigate online financial services platform named Futubull. The platform employs state-of-the-art technologies to provide convenient and seamless investment experiences for customers, from account opening, fund transfer and trading execution to risk management. As of today, Futubull and its sister brand moomoo have served over 18 million users worldwide.

Bridging Mainland China and Global Markets

Wu said, “Hong Kong serves as a connector between the Mainland and overseas

capital markets thanks to its geographical advantages and strategic positioning. The “going out” of Chinese companies and investors' demand for overseas investment as well as global investors' enthusiasm for the Mainland market bring Futu Hong Kong massive opportunities.” He added that the company is foraying into international markets with its market leadership in Hong Kong. Currently, Futu has set up offices in the United States, Australia, Singapore, etc., pursuing to become a leading technology-driven, one-stop financial services platform worldwide. Rooted in Hong Kong, the company eyes the global market.

Looking forward, Futu Hong Kong plans to leverage its global scale and increase market share by enriching its investment products and services, and expanding its corporate and wealth management services under the brand Futu I&E and Futu Money Plus respectively. With technology permeating every aspect of its business, the game changer has helped shape a vibrant financial technology ecosystem and promote the development of financial services in Hong Kong.

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Dennis Wu
Senior Partner cum Financial and Corporate Services – President
Futu Holdings

Futu Hong Kong

- An online financial services company licensed and regulated by the Securities and Futures Commission of Hong Kong
- A wholly-owned subsidiary of Futu Holdings, which was listed on the NASDAQ exchange in the United States in 2019

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