

**For Immediate Release**

## **BEA's Wanchai Branch Opens for Business**

*The Bank Celebrates the Relocation of  
its Branch and SupremeGold Centre in Wanchai*

**Hong Kong, 1<sup>st</sup> December, 2005** – The Bank of East Asia (“BEA”) today announces the grand opening of its newly relocated Wanchai Branch and Wanchai SupremeGold Centre. BEA's Director, Mr. Winston Lo Yau-lai, officiated as Guest of Honour and was joined by BEA's Chairman and Chief Executive, Dr. David K.P. Li, as well as other directors and senior executives of the Bank in a ribbon cutting ceremony, which was followed by a cocktail reception.

Strategically located in the centre of Wanchai, BEA's Wanchai Branch and SupremeGold Centre will support customers in one of Hong Kong's major commercial and residential areas. With a total floor area of 16,068 sq. ft., the new branch provides a complete range of services to a diverse clientele, in line with the Bank's strategy of offering a total banking solution to its customers.

At the exclusive Wanchai SupremeGold Centre, customers can obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, and insurance. The centre is staffed by highly seasoned personnel, and dedicated Relationship Managers are also available to meet individual banking and financial needs.

BEA launched SupremeGold in late 2002. SupremeGold Centres have been established in Hong Kong's prime districts including Central, Admiralty, Causeway Bay, North Point, Sheung Wan, Wanchai, Taikoo Shing, and Shaukiwan on Hong Kong Island; Hung Hom, Jordan, Kwun Tong, Mongkok, San Po Kong, Tsim Sha Tsui, and Yaumatei in Kowloon; and Shatin, Tsuen Wan, Tuen Mun, and Yuen Long in the New Territories. The opening of the SupremeGold Centre will enable customers living and working in the area to enjoy easy access to BEA's wealth management services. For more information on SupremeGold, please visit BEA's website at <http://www.hkbea.com>.

The new branch and SupremeGold Centre are located at Shop Nos. A-C, G/F., Easey Commercial Building, 253-261 Hennessy Road, Wanchai, Hong Kong. Both are open for business from 9:00 am to 5:00 pm (Monday to Friday) and 9:00 am to 1:00 pm (Saturday). For more information on the services available, please contact the Branch Manager, Mr. Tam Tze-man on 3609 1318.

BEA operates a large branch network in Hong Kong. With the opening of the new branch and SupremeGold Centre in Wanchai, the Bank maintains a total of 90 branches and 25 SupremeGold Centres that serve the diverse banking needs of people from all walks of life.

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