

For Immediate Release

## BEA Extends Branch Operating Hours on Weekdays

**Hong Kong, 27<sup>th</sup> December, 2006** - The Bank of East Asia (“BEA”) today announces that it will extend business hours to 5:30 pm on weekdays at the vast majority of its branches and SupremeGold Centres in Hong Kong. This new service enhancement will become effective starting from 2<sup>nd</sup> January, 2007, and is in response to the growing need of customers for extended banking services on weekdays. Six branches located on university campuses and three branches located on outlying islands will remain in operation Monday to Friday from 9:00 am to 5:00 pm.

Business hours at nearly all BEA branches will also be revised on Saturdays, with standard operating hours from 9:00 am to 1:00 pm, effective 6<sup>th</sup> January, 2007.

BEA’s Chairman and Chief Executive, Dr. David K.P. Li, said, “We at BEA have closely monitored customer feedback and assessed the needs and preferences of our branch customers. We have concluded that by extending our service hours from Monday to Friday, we will be able to serve our customers even more effectively and maximise cost efficiency.”

Changes to BEA’s services are as follows:

- **Extended branch service, Monday to Friday** – nearly all BEA branches will extend their opening hours from 9:00 am to 5:30 pm from Monday to Friday. Most counter services will be available till 5:30 pm, including account opening / closure, cash deposits / withdrawals, fund transfers between BEA accounts, time deposits, cashier’s orders, gift cheques, and card collection.
- **Branch service on Saturday mornings** – Nearly all branches will be open from 9:00 am to 1:00 pm on Saturdays to provide customers with a variety of banking and wealth management services including counter services.
- **University campuses and some outlying island branches** – six branches located on university campuses and three branches located on outlying islands (see note 1) will be open from 9:00 am to 5:00 pm Monday to Friday and closed on Saturdays.

Note 1: The following nine branches will be open Monday to Friday and closed on Saturdays: The University of Hong Kong Branch, Lingnan University Branch, The Hong Kong Institution of Education Branch, Hong Kong Baptist University Branch, The Hong Kong Polytechnic University Branch, The Chinese University of Hong Kong Branch, Cheung Chau Branch, Silvermine Bay Branch and Tai O Branch.

## About The Bank of East Asia

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HKD263.3 billion (USD33.91 billion) as of 30<sup>th</sup> June, 2006. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 170 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

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***BEA – Serving customers through one of Hong Kong's largest banking networks, with over 110 branches and SupremeGold Centres around town***