

**For Immediate Release**

**BEA Celebrates the Grand Opening of  
BEA Wealth Management (Taiwan)**

**Hong Kong, 11<sup>th</sup> August, 2009** – The Bank of East Asia (“BEA”) today celebrates the grand opening of BEA Wealth Management Services (Taiwan) Limited (“BEA Wealth Management (Taiwan)”), its newly-formed and wholly-owned subsidiary in Taiwan.

Dr. David K.P. Li, BEA’s Chairman & Chief Executive, Mr. Brian M.B. Li, BEA’s Deputy Chief Executive and Chairman of BEA Wealth Management (Taiwan), Mr. Sean Chen, Chairman of Financial Supervisory Commission, The Executive Yuan of Taiwan, Ms. Susan Chang, Chairperson of The Bankers Association of The Republic of China, Taiwan Financial Holding Company Limited and Bank of Taiwan, and Mr. Hwang Min-juh, Chairman of Taiwan Securities Association officiated at the opening ceremony held at Shangri-La’s Far Eastern Plaza Hotel, Taipei. Approximately 300 dignitaries from Taiwan’s government, regulatory authorities, and business and financial sectors attended the event.

Speaking at the opening ceremony, Dr. Li said: “BEA has long recognised the great potential of local and cross-strait investment. With the launch of BEA Wealth Management (Taiwan), we have the infrastructure to bring these opportunities to all the markets we serve.

“BEA Wealth Management (Taiwan) already has an established presence in Taiwan. We will build on this base, and significantly strengthen the company’s operations and services. BEA Wealth Management (Taiwan) will work closely with BEA Union Investment Management Limited in Hong Kong to develop new off-shore investment funds suitable for the Taiwan market,” Dr. Li added.

BEA announced on 19<sup>th</sup> June, 2009 that it had received approval from the regulators in Taiwan to acquire AIG Wealth Management Services (Taiwan) Limited. The transaction was successfully completed in late June and the entity was renamed to reflect the new ownership.

At today’s event, Dr. Li also announced that the BEA Group would donate NT\$2 million (approximately HK\$510,000) to assist those affected by Typhoon Morakot, which caused extensive destruction and flooding when it swept across Taiwan on 7<sup>th</sup> August, 2009. “My colleagues and I truly hope that our donation will bring some relief to those adversely affected by this recent disaster,” he said.

In addition to BEA Wealth Management (Taiwan), BEA operates branches in Taipei and Kaohsiung, which offer trade finance, corporate banking, and offshore banking services to both corporate and individual customers.

BEA Wealth Management (Taiwan) is located at 8<sup>th</sup> Floor, No. 2, Section 1, Dunhua South Road, Taipei City 10506, Taiwan. For more information about its services, please contact Ms. Hsu Hsiu-ling on (886-2) 8161 5000.

#### **About BEA Wealth Management Services (Taiwan)**

BEA Wealth Management (Taiwan) is a wholly-owned subsidiary of BEA and serves as the Bank's wealth management arm in Taiwan. In June 2009, BEA received approval from the Investment Commission of the Ministry of Economic Affairs in Taiwan to acquire AIG Wealth Management Services (Taiwan) Limited. Following this acquisition, the business was renamed BEA Wealth Management Services (Taiwan) Limited.

As the first foreign securities firm to secure a licence to offer wealth management services in Taiwan, BEA Wealth Management (Taiwan) offers clients a wide range of financial solutions including wealth management, investment funds, bond & equity dealing, structured products, and much more.

#### **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 HK\$415.3 billion (US\$53.58 billion) as of 31<sup>st</sup> December, 2008. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 240 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. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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***BEA – Serving customers through one of Hong Kong's largest banking networks, with over 130 branches and SupremeGold Centres around town***



Photo Caption:

Pictured at today's Opening Ceremony of BEA Wealth Management Services (Taiwan) Limited ("BEA Wealth Management (Taiwan)") were:

*(From left to right)* Mr. Kenneth Lo Chin-ming, Director, BEA; Mr. Hwang Min-juh, Chairman of Taiwan Securities Association; Mr. Sean Chen, Chairman of Financial Supervisory Commission, The Executive Yuan of Taiwan; Dr. David K.P. Li, Chairman & Chief Executive, BEA; Ms. Susan S. Chang, Chairperson of The Bankers Association of The Republic of China, Chairperson of Taiwan Financial Holding Co. Ltd. and Chairperson of Bank of Taiwan; Mr. Brian M.B. Li, Deputy Chief Executive, BEA and Chairman of BEA Wealth Management (Taiwan); and Ms. Hsu Hsiu-ling, Assistant to the Chairman of BEA Wealth Management (Taiwan).

11<sup>th</sup> August, 2009