

For Immediate Release

BEA China Celebrates the Grand Opening of Shijiazhuang Branch
First Locally-incorporated Foreign Bank to Open a Branch in Hebei Province

Hong Kong, 31st March, 2010 – The Bank of East Asia (“BEA”) announces that its wholly-owned subsidiary, The Bank of East Asia (China) Limited (“BEA China”) celebrated the grand opening of its Shijiazhuang Branch earlier today by holding a ceremony at Zhongmao Haiyue Hotel in Shijiazhuang, Hebei Province. Dr. David K.P. Li, Chairman & Chief Executive of BEA and Chairman of BEA China, and Mr. Chan Kay-cheung, Vice Chairman of BEA China, officiated at the ceremony, which was attended by more than 200 guests, including dignitaries from the provincial and municipal governments, as well as the region’s business and financial sectors.

Speaking at the opening ceremony, Dr. Li said: “The establishment of our Shijiazhuang Branch clearly demonstrates our commitment to promoting business development in Northern China, and to serving our customers nationwide. We are delighted to bring our extensive range of retail and commercial banking services to the people of Hebei Province, and we look forward to working closely with them to help them achieve their financial goals.”

As the provincial capital of Hebei Province, Shijiazhuang is a major industrial city as well as an important political and economic centre in Northern China. Shijiazhuang has also played a leading role in the economic development of modern China; the city was the original location of the People’s Bank of China’s headquarters and the place where the first Renminbi banknote was issued in China.

With the opening of Shijiazhuang Branch, BEA China is well positioned to further develop its business in Northern China, as well as to contribute to the region’s fast-growing economy.

BEA China’s Shijiazhuang Branch provides comprehensive foreign currency and Renminbi banking services to all customers. These services include account and deposit services, loans and advances, bill acceptance and discounting, documentary credit and bank guarantees, remittance and settlement, and foreign exchange, etc.

For more details on BEA China’s Shijiazhuang Branch, please contact Mr. Zhang Gaohao, General Manager of Shijiazhuang Branch at 1/F- 2/F, Block A, China Business Centre, 188 West Zhongshan Road, Shijiazhuang, Hebei Province, China [tel.: (86 311) 6678 8000; fax: (86 311) 6678 8111]. Enquiries may also be directed to BEA’s China Division in Hong Kong on tel.: (852) 3608 3007 or fax: (852) 3608 6212.

About BEA in China

BEA China operates one of the most extensive branch networks of any China-incorporated foreign bank on the mainland. Headquartered in Shanghai, BEA China has a network of 75 outlets that includes 19 branches and 55 sub-branches in Shanghai, Beijing, Tianjin, Dalian, Shenyang, Qingdao, Shijiazhuang, Urumqi, Hangzhou, Nanjing, Chengdu, Chongqing, Wuhan, Hefei, Xi'an, Shenzhen, Guangzhou, Zhuhai, Xiamen, Foshan, Zhongshan, and Huizhou. BEA China also operates nine 24-hour self-service banking centres and 360 automatic teller machines in major urban areas nationwide. BEA China is authorised to provide a full range of personal and corporate banking services as well as overseas investment services to all customers. For more details on BEA China, please visit www.hkbea.com.cn.

In addition to the BEA China network, BEA operates a branch in Shanghai, through which it conducts its foreign exchange wholesale banking business. BEA also operates three representative offices in Fuzhou, Suzhou and Dongguan.

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, and other major markets around the world. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$434.1 billion (US\$56.0 billion) as of 31st December, 2009. 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 240 outlets worldwide, BEA operates an extensive international network covering Hong Kong and the rest of Greater China, North America, 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.

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BEA – Serving customers through one of Hong Kong's largest banking networks, with 140 branches and SupremeGold Centres around town





BEA China's Shijiazhuang Branch