

**For Immediate Release**

## **BEA Celebrates the Opening of iSQUARE Branch and SupremeGold Centre**

**Hong Kong, 27<sup>th</sup> July, 2010** – The Bank of East Asia (“BEA”) has today celebrated the opening of its iSQUARE Branch and SupremeGold Centre in the Tsim Sha Tsui district. BEA Director and officiating guest of honour, Mr. Valiant Cheung Kin-piu, was joined by BEA's Chairman & Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank as well as more than 150 guests at today's opening ceremony.

"We are very pleased to unveil our new iSQUARE Branch and SupremeGold Centre in the heart of Tsim Sha Tsui, one of the busiest retail and commercial areas in Hong Kong," said Dr. Li. "The new Branch will strengthen BEA's presence in the area, and enhance our ability to serve our retail and commercial banking customers in the neighbourhood," he added. BEA currently operates a total of 87 branches and 52 SupremeGold Centres throughout the territory, one of the largest networks of any bank in Hong Kong.

The operations of BEA's former branch in nearby Jordan have been relocated to the iSQUARE Branch. With a total floor area of 3,450 square feet, the spacious new branch and SupremeGold Centre will provide customers with a comfortable environment that enhances their banking experience.

Highly personalised wealth management services are available at the new iSQUARE SupremeGold Centre, which offers a wide range of personal financial and investment services including investment funds, linked deposits, securities trading, currency trading, insurance, consumer loans, mortgage loans, and much more.

Located at Shop UG01, iSQUARE, 63 Nathan Road, Tsim Sha Tsui, Kowloon, the iSQUARE Branch and SupremeGold Centre are open for business from 9:00 a.m. to 5:00 p.m. (Monday to Friday) and from 9:00 a.m. to 1:00 p.m. (Saturday). For more information on the services available, please contact the Branch Manager, Mr. Fu Ping-sing, on (852) 3609 2645.

### **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 31<sup>st</sup> 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, 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 139 branches and SupremeGold Centres around town***

