

For Immediate Release

**BEA Extends Branch Opening Hours**  
*Brings Greater Convenience to the Bank's Customers*

**Hong Kong, 13<sup>th</sup> July, 2006** - The Bank of East Asia ("BEA") today announces that it will extend business hours on weekends at the vast majority of its branches and at all of its SupremeGold Centres in Hong Kong. Nearly all branches will extend their operating hours to 5:00 pm on Saturdays, and six selected branches will also operate on Sundays. These new service enhancements, which have been designed to provide customers with greater convenience and flexibility, will come into effect on 4<sup>th</sup> September, 2006, the same day that the local banking sector implements its 5-day clearing week.

BEA's Chairman and Chief Executive, Dr. David K.P. Li, said, "As the local banking industry adopts a 5-day clearing week, we at BEA want to show our customers that we remain fully committed to meeting their banking and financial needs. To enable us to extend banking hours at branches and SupremeGold Centres on weekends, we will recruit approximately 180 new employees to serve as frontline representatives. With our increased manpower and longer service hours on weekends, we will be able to further enhance our services to customers."

Changes to BEA's services are as follows:

- **Extended branch service on Saturdays** – Nearly all BEA branches will extend their opening hours from 9:00 am to 5:00 pm on Saturdays. Wealth management services and most counter services will be available, including account opening / closure, cash deposits / withdrawals, fund transfers between BEA accounts, time deposits, gift cheques and safe deposit box services. As cheque clearing is not available on Saturdays, customers are advised to use the drop-in box for cheque deposits. Service will not be available at the Bank's eight branches on Saturdays, as they are less frequently visited on weekends (see note 1).
- **Selected branch service on Sundays** – Six selected branches in high traffic areas will be opened from 1:00 pm to 4:30 pm on Sundays to provide customers with a variety of banking and wealth management services. Counter service will not be available at these six branches on Sundays (see note 2).
- **Change of branch opening hours on weekdays** – BEA branches in the New Territories and on outlying islands currently operate from 8:30 am to 4:30 pm during weekdays. With the aim of providing customers with greater convenience and flexibility, those branches will change their service hours to 9:00 am - 5:00 pm Mondays to Fridays.

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

Note 2: The following six branches will provide banking and wealth management services on Sundays: Causeway Bay Branch, Festival Walk Branch, Ma On Shan Plaza Branch, Metro City Plaza Branch, Mongkok Branch, and Tuen Mun Town Plaza 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 HKD238.8 billion (USD30.79 billion) as of 31<sup>st</sup> December, 2005. The Bank is listed on the Stock Exchange of Hong Kong and is one of 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. 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 110 branches and SupremeGold Centres around town***