



東亞銀行
THE BANK OF EAST ASIA

Sustained Growth

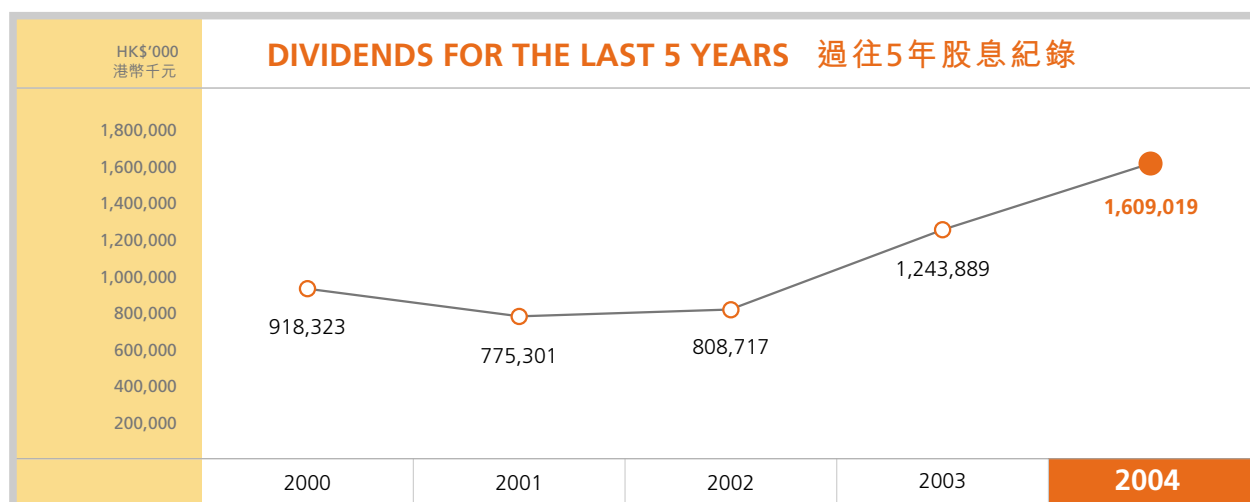
持續發展



Since 1918, we at BEA have combined a commitment to traditional values and a spirit of innovation in the service of the people of Hong Kong and Greater China. Over the years, we have expanded to serve Chinese communities worldwide. But one thing has not changed: Our determination to provide the highest standard of banking services to all our customers.

東亞銀行自 1918 年成立以來，一直秉承優良傳統，同時亦貫徹不斷創新的精神，全力為香港和大中華區的客戶服務。本行業務網絡持續擴展，覆蓋世界各地華人居地。始終不變的，是我們為客戶提供優質服務的恆久信念。

主席報告書



本人欣然 向各位股東宣布，東亞銀行已於2004年12月1日委任陳文裘先生為本行獨立非執行董事和審核委員會委員。陳先生現為德勤·關黃陳方會計師行的顧問。我很有信心陳先生定能為本行作出寶貴貢獻，協助本行臻取更輝煌成就。

2004年，東亞銀行集團錄得股東應佔溢利港幣2,424,000,000元，較2003年度的港幣1,922,000,000元，增加港幣502,000,000元，即26.1%。每股基本盈利為港幣1.64元。平均資產回報率和平均股本回報率分別為1.2%和11.9%。

本集團於2004年12月31日的綜合資產總額達港幣210,370,000,000元，較2003年同日數字上升港幣11,894,000,000元。客戶貸款為港幣117,259,000,000元，佔綜合資產總額的55.7%。客戶存款為港幣163,738,000,000元，而已發行債務工具總額達港幣4,179,000,000元。2004年年底的貸款對存款比率為69.8%，2003年年底則為63.9%。資本總額增加7.3%，至港幣26,164,000,000元。

在2005年4月8日星期五召開的股東周年常會上，董事會將建議派發末期股息每股港幣8角。連同2004年9月已派發的中期股息每股港幣2角8仙，2004年度每股將合共派發股息港幣1元8仙，較2003年度全年派發的股息每股港幣8角5仙，增加27.1%。在2005年3月16日星期三辦公時間結束時名列本行股東名冊的股東，將獲派發上述建議的末期股息。該末期股息將以現金派發，惟股東可選擇收取已繳足股款的新股以代替現金。是項以股代息計劃須待股東在周年常會上通過有關決議案，並得香港聯合交易所有限公司上市委員會批准所建議發行的新股上市買賣方可作實。有關股息單和以股代息的股票將約於2005年4月9日星期六以平郵寄發予股東。是項以股代息的詳情，將連同有關選擇表格約於2005年3月16日星期三寄發予各股東。

The year 2004 continued to be a challenging year for the Hong Kong banking industry, as banks grappled with high liquidity in the banking system and soft loan demand. Nevertheless, the overall asset quality of retail banks improved in 2004, as the property market gradually recovered and the bad debt overhang cleared in tandem with improving economic conditions. As a result, there is a general feeling of cautious optimism as we enter 2005. Banks in Hong Kong will continue to seek new revenue sources in view of the keen competition. In addition, due to the forthcoming implementation of new Basel Capital Accord requirements, banks will continue to devote more resources to their overall risk management framework and approaches.

BEA continued to grow and expand in 2004. The Bank's proven growth strategy enabled it to enhance its franchise and strengthen its competitive position in the market, despite the weak loan demand. The Bank will continue to explore new market opportunities and develop alternate income sources. A range of innovative products has been developed to serve customers needs. In particular, aggressive expansion of the Bank's wealth management business through the SupremeGold brand will be maintained. In addition, the Bank will further leverage its leading position in business, corporate and investor services through Tricor Holdings Limited, and similar opportunities in insurance business through Blue Cross (Asia-Pacific) Insurance Limited. Furthermore, the Bank will continue to seek potential acquisition and alliance opportunities.

The Bank will further enhance operating efficiencies. The Bank has conducted a number of initiatives to date, including branch rationalisation, shifting of certain back-office operations to Mainland China and the much anticipated office centralisation project. This project, which will consolidate Hong Kong back office operations at "Millennium City 5" in Kwun Tong, has been progressing smoothly. The office tower was ready for occupation in the fourth quarter of 2004, and the Bank intends to complete relocation of its support operations to the tower within the first half of 2005.

The China market remains a key focus of the Bank's strategy. Following further expansion of its branch and office network on the Mainland in 2004, the Bank is well equipped to capture the opportunities arising from the liberalisation of the banking sector and continued growth of Renminbi business.

With the Bank's well-developed market presence and good business prospects in China, the growing contribution to profits from corporate services and insurance businesses, as well as on-going efforts to improve operating efficiencies, BEA will continue to build for the future and strengthen its franchise in Hong Kong, the Mainland and international markets.

David Li Kwok-po

Chairman and Chief Executive

Hong Kong, 3rd February, 2005

對香港銀行界而言，2004年依然是充滿挑戰的一年：銀行體系內資金充裕，加上貸款市場需求依然偏軟，銀行業可謂備受考驗。猶幸，受惠於經濟好轉，年內物業市道徐徐復蘇，銀行業面對的有關壞賬問題亦隨之得以解決，零售銀行業的整體資產素質因而有所改善。踏入2005年，銀行界普遍對前景樂觀，但取態仍然審慎。鑒於香港銀行業競爭激烈，業界需要繼續開拓新收入來源。《巴塞爾新資本協定》實施在即，銀行業亦需持續調撥更多資源，以更新整體風險管理架構和各式方案。

年內，東亞銀行業務續有增長，規模不斷壯大。儘管貸款需求持續疲弱，本行藉著卓有成效的持續增長策略，在成功提升專有品牌地位之餘，還增強了我們在市場的競爭力。本行致力不斷探索新的市場機遇，並開拓更多收入來源；除已開發一系列具創意的產品以應客戶所需外，更會維持既定策略，以顯卓理財的品牌，銳意擴展財富管理業務。另外，本行將會透過東亞銀行集團成員卓佳集團，進一步鞏固我們在商業、企業和投資者服務的領導地位；同樣，我們亦會通過藍十字（亞太）保險有限公司，在保險業拓展商機，並且持續在市場探求收購和結盟的良機。

本行繼續落力提高營運效率，截至目前，已為此推行的連串措施包括：「分行優化計劃」、將若干後勤工序北移中國內地，以及期待快將完成的「支援運作辦公室集中計劃」。後者旨在把本行的支援作業集中於觀塘創紀之城5期，計劃推行以來一直進展順利。本行已於2004年第4季起，陸續把支援運作遷往該幢辦公大樓，預計可於2005年上半年內大功告成。

本行貫徹大力拓展內地市場的重點策略，於年內擴闊了內地分行和業務網絡，進一步強化業務根基，因而能夠掌握內地市場開放和人民幣業務持續增長所帶來的種種契機。

東亞銀行擁有雄厚的市場實力，連帶內地業務前景秀麗、企業服務和保險業務盈利貢獻遞增，而本行亦為提升營運效率，努力不懈；因此，我們必能憑藉這些利好因素，締造更美好的未來，並進一步鞏固本行在香港、內地以至國際銀行領域的優勢。

主席兼行政總裁

李國寶

香港，2005年2月3日