

For Immediate Release

BEA Celebrates the Opening of its Sai Wan Ho Branch

Hong Kong, 27 April 2004 – The Bank of East Asia (“BEA”) today celebrates the opening of its branch in Sai Wan Ho. This popular location further enhances the coverage of BEA’s extensive branch network in Hong Kong.

With the recent completion of large-scale commercial and residential property projects, plus an overall improvement in the transportation network in the district, Sai Wan Ho offers huge business potential for the Bank. Strategically located in the hub of Sai Wan Ho, the Branch takes advantage of its prime location near the Sai Wan Ho MTR station and the Eastern Corridor. In addition to providing local residents and businesses with convenient access to BEA’s banking services, the newly-opened Sai Wan Ho Branch also helps BEA to extend its catchment area in this important district.

With a total floor area of 2,000 sq. ft., Sai Wan Ho Branch provides a complete range of banking and financial services for individuals and businesses, in keeping with BEA’s strategy of offering customers a total banking solution. Individual customers can also obtain information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, insurance and unit trusts.

BEA’s Sai Wan Ho Branch also offers dedicated counter service for members of its SupremeGold wealth management service who wish to receive highly personalised financial assistance. For more information on SupremeGold, please visit BEA’s website at <http://www.hkbea.com>.

The new branch is located at Shop No. G1-G2, G/F, Tai On Building, No. 57-87 Shaukiwan Road. It is open for business from 9.00 am to 5.00 pm (Monday to Friday) and 9.00 am to 1.00 pm (Saturday). For more detailed information on branch services, please contact the Branch Manager, Ms Lana Tsung on 2568 8718.

- End -

For press enquiries, please contact:

Mr Simon Lau
Head of Branch Distribution Department, BEA

Tel: 3407 2088