

**For Immediate Release**

## **BEA Announces the Opening of its Metropolis Branch**

**Hong Kong, 19 July 2004** – The Bank of East Asia (“BEA”) today announces the opening of its Metropolis Branch. With its close proximity to the KCRC Hunghom Station and Cross Harbour Tunnel, BEA’s new presence in Hunghom strengthens the Bank’s 100-strong 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, Hunghom offers huge business potential for the Bank. The new branch is strategically located in Metropolis Mall, which is at the hub of south Kowloon and is destined to become the largest shopping centre in the district. Given its prime location, the Metropolis Branch promises to serve as a convenient point for customers who wish to enjoy banking and financial services in the area.

With a total floor area of 3,500 sq. ft., the Metropolis Branch provides a complete range of banking and financial services for individuals and businesses, in keeping with BEA’s strategy of offering a total banking solution to each and every customer. Individual customers can also obtain information on personal investment services, including investment funds, securities trading, currency trading, insurance, unit trusts and safe deposit box.

BEA’s Metropolis Branch also offers dedicated counter service for members of its SupremeGold wealth management service. At the counter, SupremeGold customers can enjoy personalised attention and benefit from a wide spectrum of investment services. For more information on SupremeGold, please visit BEA’s website at [www.hkbea.com](http://www.hkbea.com).

The new branch is located at Shop Nos. 724-725, Level 7, The Metropolis Mall, 6 Metropolis Drive, Hunghom, Kowloon. Opening hours are from 9.00 am to 5.00 pm (Monday to Friday) and 9.00 am to 1.00 pm (Saturdays). For more details on the services available, please contact the Branch Manager, Mr Joseph Lui on 2365 1057.

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