

For Immediate Release

BEA Celebrates Opening of One Peking Branch in TST

Hong Kong, 5 June 2003 – At an opening ceremony held today, the Bank of East Asia (“BEA”) announced the commencement of business at its One Peking Branch in Tsim Sha Tsui. Bringing a new level of convenience to banking in Hong Kong, the spacious new branch incorporates a dedicated SupremeGold Centre for the exclusive use of BEA’s SupremeGold Account members, the third such centre in BEA’s 100-plus local branch network.

One Peking Branch is situated at Shop 202-203, L/F, One Peking, No.1 Peking Road, TST, with a floor area of over 3,200 sq. ft. Set at the hub of Hong Kong’s tourist and business district, One Peking Branch is surrounded by prominent commercial buildings, prestigious retail outlets and hotels. The new branch enjoys an ideal strategic location, and is just a few minutes walk from the nearby MTR station.

One Peking Branch offers a complete range of counter banking services in a friendly and comfortable environment. In addition, customers may explore a wide spectrum of personal financial services, including securities trading, currency trading, insurance, and investment funds.

For SupremeGold members, the new branch expands the network of BEA SupremeGold Centres, with dedicated staff ready to serve their every banking and investment need quickly and professionally. Through the establishment of SupremeGold centres, BEA provides middle- and upper-income families and individuals with one-stop premium banking and financial solutions. SupremeGold delivers maximum advantage, helping members earn higher returns on their asset portfolios. Dedicated Relationship Managers are assigned to SupremeGold members to provide assistance, relay real-time financial market information and deliver updates of investment opportunities available worldwide.

BEA launched SupremeGold in late 2002 to meet the increasing demand for premium banking and financial services. SupremeGold centres have previously been established at the Tsimshatsui and Mongkok branches. For more information on SupremeGold, please visit BEA’s website at <http://www.hkbea.com>.

The One Peking Branch also offers dedicated counter service for Supreme Account customers, delivering the ultimate in banking convenience.

One Peking Branch is open for business from 9.00 to 17.00 (Monday to Friday) and 9.00 to 13:00 (Saturday). For more details, please contact Branch Manager Ms Jessica Ng on 3417 3080.

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