

For Immediate Release

**BEA Offers eIPO Service for
Lianhua Supermarket Holdings Share Offer**

Hong Kong, 16 June 2003 – Applicants for new shares in the upcoming Initial Public Offering (“IPO”) for Lianhua Supermarket Holdings Company Limited (“Lianhua”) will be pleased to learn that the Bank of East Asia (“BEA”) and East Asia Securities Company Limited (“EAS”), a member of BEA Group, are providing a special Electronic Initial Public Offering (“eIPO”) service for subscription to new shares in Lianhua.

BEA is the only bank in Hong Kong that is providing an online subscription service for shares in the Lianhua IPO. EIPO is the most convenient way for investors to take advantage of this new share offering, allowing them to subscribe from the comfort of their own homes.

From 9.00 am on 17 June to 12.00 noon on 20 June 2003 (closing time for EAS’s acceptance of applications: 5.00 pm on 19 June 2003), investors can access the following websites to use the convenient eIPO service:

Cyberbanking : www.hkbea-cyberbanking.com
East Asia Securities : www.easecurities.com.hk
BEA : www.hkbea.com

All BEA and non-BEA customers are welcome to apply for shares in the Lianhua public offering using the eIPO service. BEA customers may settle the subscription payment by fund transfer via BEA’s Cyberbanking service. Customers who do not currently have a BEA account may open an i-Account, free of charge, to settle the payment.

Detailed information on the service is available by calling BEA Customer Service Hotline on 2211 1333.

Important Note: This press release is intended solely to provide information on the eIPO service offered by The Bank of East Asia, Limited and East Asia Securities Company Limited. It does not constitute a solicitation or recommendation to purchase shares in any company. The Bank of East Asia and East Asia Securities assume no responsibility whatsoever for any loss incurred by relying on the whole or any part of this article.

Note: Investors should note that the price of securities and any income there from may go up as well as down.

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