

**For Immediate Release**

## **BEA Celebrates Opening of Mongkok North Branch**

**Hong Kong, 7 Aug 2003** – The Bank of East Asia (“BEA”) celebrated the opening of its new Mongkok North Branch and its eighth SupremeGold Centre today, bringing the complete BEA banking experience to residents and businesses in the neighbourhood of the Prince Edward MTR station.

Strategically located, Mongkok North Branch takes advantage of the high business and tourist flows in the district. The new branch is surrounded by shopping malls, commercial buildings, dining spots and retail outlets. In view of the Government’s recent efforts to beautify Mongkok district and improve the overall environment, BEA has strengthened its presence in Mongkok to capture new business opportunities.

With a total floor area of 4,600 sq. ft., Mongkok North Branch offers a complete range of banking and financial services for individuals and business, in line with the Bank’s strategy of offering customers a total banking solution. At the branch’s exclusive SupremeGold Centre, customers can seek information on a wide spectrum of personal investment services, including securities trading, currency trading, insurance, unit trusts and investment funds.

Similar to other SupremeGold Centres, the new SupremeGold Centre at Mongkok North Branch is staffed with experienced and knowledgeable personnel, ready to serve every banking and investment need of SupremeGold members quickly and professionally. Dedicated Relationship Managers are assigned to the members to provide assistance, relay real-time financial market information and deliver updates on worldwide investment opportunities.

BEA launched SupremeGold in late 2002. To date, SupremeGold Centres have been established at Tsimshatsui Branch, Mongkok Branch, One Peking Branch, Kwun Tong Branch, Sheung Wan Branch, BEA Harbour View Centre Branch and Tsuen Wan Branch. The addition of this new SupremeGold Centre provides even greater convenience to SupremeGold members. BEA plans to expand the SupremeGold Centres to a total of 15 by the year-end 2003. For more information on SupremeGold, please visit BEA’s website at <http://www.hkbea.com>.

BEA’s Mongkok North Branch also offers dedicated counter service for Supreme Account customers, delivering the ultimate in banking convenience.

Mongkok North Branch is located at G/F Kalok Building, 720-722 Nathan Road, Mongkok. It is open for business from 9.00 to 17.00 (Monday to Friday) and 9.00 to 13:00 (Saturday). For more detailed information on the services, please contact the Branch Manager, Mr. Jackson Chan, on 2399 6789.

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