

For Immediate Release

BEA Celebrates the Opening of Tuen Mun Town Plaza Branch
The new branch also marks the opening of its 10th SupremeGold Centre

Hong Kong, 27 Oct 2003 – The Bank of East Asia (“BEA”) today celebrated the opening of Tuen Mun Town Plaza Branch and its tenth SupremeGold Centre. This popular location strengthens BEA’s 100-plus branch network in Hong Kong.

The new branch and SupremeGold Centre are strategically located in Tuen Mun Town Plaza, which is the largest shopping arcade in Tuen Mun district and which records heavy visitor flow daily. With a population of over 500,000, Tuen Mun offers huge business potential for the Bank. Tuen Mun Town Plaza Branch and Tuen Mun Town Plaza SupremeGold Centre will help BEA capture a larger market share in this important district.

Tuen Mun Town Plaza Branch has a total floor area of 3,700 sq. ft., offering a complete range of banking and financial services for individuals and business, in line with BEA’s strategy of offering customers a total banking solution.

At the exclusive Tuen Mun Town Plaza SupremeGold Centre, customers can seek information on a wide spectrum of personal investment services, including investment funds, securities trading, currency trading, insurance and unit trusts. The Centre 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 provide real-time financial market information and deliver updates on worldwide investment opportunities to help meet the investment needs of the members.

Since the opening of the first SupremeGold Centre in 2002, Centres have been established in various prime locations, including Tsimshatsui, Mongkok, Kwun Tong, Sheung Wan, Wanchai, Tsuen Wan, and Causeway Bay. The addition of this new SupremeGold Centre provides even greater convenience to SupremeGold members. BEA plans to expand the number of SupremeGold Centres to 15 by the end of 2003. For more information on SupremeGold, please visit BEA’s website at <http://www.hkbea.com>.

BEA’s Tuen Mun Town Plaza Branch also offers dedicated counter service for Supreme Account customers.

The new branch and SupremeGold Centre are located at Shop Nos. 2 -10, UG/F, Tuen Mun Town Plaza Phase II, 3 Tuen Lung Street, Tuen Mun. It is open for business from 8.30 to 16.30 (Monday to Friday) and 8.30 to 12.30 (Saturday). For more detailed information on services, please contact Branch Manager Ms Lorraine Wong on 2450 5003.

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