

For Immediate Release**Explore CEPA Opportunities With BEA Group**

Comprehensive range of products and services are available to investors who wish to take full advantage of CEPA

Hong Kong, 8 December 2003 – The Bank of East Asia (“BEA”) today announces the availability of its one-stop solutions for companies and individuals who are interested in investing in the Mainland under the benefits of CEPA. One of the core strengths of BEA Group is its ability to provide a complete range of products and services for investors who wish to explore new opportunities that are now possible under the new landmark arrangement between Hong Kong and the Mainland. In addition to personal and corporate financial services, BEA Group’s services also include those of its subsidiary, Tricor Services Limited (“Tricor”), which is the largest provider of integrated business, corporate, and investor services in Hong Kong.

“We are excited to announce our one-stop financial solutions that are specifically tailor-made for CEPA,” stated Adrian Li, General Manager and Head of Corporate Banking Division for BEA. “Our extensive experience in Hong Kong and the Mainland, combined with our understanding of CEPA, translate into substantial value for investors keen to pursue the Mainland’s untapped potential.” BEA’s long history in Hong Kong dates back to 1918, and its presence in China is nearly as long, beginning with the opening of its first Mainland branch in Shanghai in 1920, which has continued its operations to the present day.

In addition to BEA’s legacy of banking excellence in the Mainland, the banking group has developed a significant presence throughout the country. “BEA covers the Mainland’s major urban centres, with eight branches, two sub-branches and six representative offices nationwide,” said Raymond Yu, General Manager and Head of China Division. “We provide our customers with convenient access, not to mention our strong on-line presence provided through Cyberbanking.” BEA will soon open a new sub-branch in Gubei, Shanghai in December 2003.

With Tricor, BEA rounds out its portfolio of services to investors in Hong Kong and the Mainland. “We serve as an ideal partner to assist companies in determining the most appropriate solutions required to both establish and support their China operations whilst providing flexibility and scalability to their operations,” said Johnny Ng, Tricor’s Chief Executive. “We provide a range of CEPA-related services that enable investors to

leverage our experience to make the most of CEPA in the Mainland.” With Tricor, companies can focus on their core business and outsource back office functions. Furthermore, Tricor provides CEPA support services in Hong Kong including business advisory services, corporate and business restructuring, work permit applications, executive recruitment, and more.

About The Bank of East Asia

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$189 billion (US\$24.3 billion) as of 30 June 2003. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customers’ needs. The BEA Group now operates over 100 branches in Hong Kong, with an extensive network throughout Greater China, and maintains a strong presence in the U.S.A., Canada, the U.K., the British Virgin Islands and Southeast Asia. For more information about BEA, please visit its website at: <http://www.hkbea.com>.

About Tricor Services Limited

Business, Corporate and Investor Services

Tricor Services Limited (Tricor), a member of BEA Group, is the largest provider of integrated business, corporate and investor services in Hong Kong. Its consolidated client base includes about 60 per cent of the companies listed on the Stock Exchange of Hong Kong. Tricor has built its operations through the acquisition of leading share registration, business administration and corporate secretarial service providers from the major international accounting firms.

Tricor assists clients manage corporate governance and compliance. Clients rely on Tricor’s professional expertise for the creation and management of their corporate and trust structures, and the administration of time-sensitive, detailed and confidential transactions. Tricor also supports corporate clients with their initial public offerings on the Stock Exchange of Hong Kong, and thereafter with maintenance of their shareholder registers and coordination of investor communications. Tricor’s business support outsourcing services, enable companies to operate their offices more efficiently and effectively, when commencing and conducting operations in Hong Kong and the Mainland.

- End -

For press enquiries, please contact the following parties:

The Bank of East Asia

Ms Mimi Kam
Head of Business Development Department
Tel. (852) 2823 9250

Tricor Services Limited

Ms Natalia Seng
Director of China and Corporate Services
Tel: (852) 2980 1688

Ms Shirley Tsang
Director of China and Business Services
Tel: (852) 2980 1298

Mr Paul Moyes
Director of Marketing and Practice Development
Tel: (852) 2289 3274