

For Immediate Release

**BEA Celebrates the Opening of Newly-Renovated Yuen Long Branch
and its 11th SupremeGold Centre**

Hong Kong, 11 December 2003 – The Bank of East Asia (“BEA”) celebrated the opening of newly-renovated Yuen Long Branch and its eleventh SupremeGold Centre today, bringing BEA’s one-stop and complete banking experience to residents and businesses in this district.

Strategically located in the centre of Yuen Long, the Branch and new SupremeGold Centre take advantage of heavy pedestrian flow. With a population of over 450,000, Yuen Long is well connected by transportation such as light rail transit and Route 3. The completion of the West Rail will further facilitate the development of commercial activities between Yuen Long and the rest of the territory, offering huge business potential for BEA. The renovated Yuen Long Branch and the new Yuen Long SupremeGold Centre help BEA tap the business opportunities in the district.

With a total floor area of 4,300 sq. ft., Yuen Long Branch provides a complete range of banking and financial services to individuals and business, in line with the Bank’s strategy of offering customers a total banking solution.

At the exclusive Yuen Long 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. It 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, 11 SupremeGold Centres have been established in prime districts including Tsimshatsui, Mongkok, Kwun Tong, Sheung Wan, Wanchai, Tsuen Wan, Causeway Bay, Tuen Mun and Yuen Long. The addition of this new Yuen Long SupremeGold Centre provides even greater convenience to SupremeGold members. BEA plans to expand the SupremeGold Centres to a total of 14 by the year-end 2003. For more information on SupremeGold, please visit BEA’s website at <http://www.hkbea.com>.

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

The Branch and new SupremeGold Centre are located at 77 Castle Peak Road, Yuen Long, New Territories. 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 the services, please contact the Branch Manager, Mr. Pang Wah Hing on 2443 5546.

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