

# CORPORATE PROFILE

## OUR MISSION 使命宣言

We at BEA strive to provide best in class financial services, always demanding the highest standard of professionalism and integrity of ourselves. With a commitment to quality of service, we focus on satisfying customer needs. We aim to grow, together with our customers, our shareholders and our colleagues.

東亞銀行竭力提供最卓越的金融服務，遵行最高之專業和誠信準則。我們承諾提高服務質素，致力滿足客戶之需要。並以與客戶、股東、員工與時並進為目標。

Since its incorporation in Hong Kong in 1918, The Bank of East Asia ("BEA") has dedicated itself to serving the financial needs of the people of Hong Kong, and to providing business and personal banking services in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HK\$198 billion (US\$25 billion) as of 31st December, 2003. BEA is listed on The Stock Exchange of Hong Kong, and is one of the constituent stocks of the Hang Seng Index.

The BEA Group now operates more than 130 outlets worldwide, including over 100 branches and SupremeGold Centres in Hong Kong, 20 outlets in Greater China and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands and Southeast Asia.

BEA offers a full spectrum of wholesale and retail banking services through its corporate banking, personal banking, investment banking and China services units. These include deposit-taking, foreign currency savings, premium banking services, mortgage loans, consumer loans, credit cards, Cyberbanking, Mandatory Provident Fund services, trade finance, syndication loans, remittances and foreign exchange margin trading.

In addition, the BEA Group provides comprehensive insurance services through its subsidiary Blue Cross (Asia-Pacific) Insurance Limited, and business, corporate and investor services via the Tricor Group.

The Bank will continue to enhance its position in Hong Kong, China and around the world.

**東亞銀行**於1918年在香港成立，一直以來致力服務香港客戶，滿足其財務需要，並於中國及海外提供企業及個人銀行服務。現時為全港最大的獨立本地銀行，於2003年12月31日的資產總額達港幣1,980億元(250億美元)。東亞銀行於香港聯合交易所上市，並為恒生指數成份股之一。

東亞銀行集團在全球設有超過130間分行及代表處，包括遍布全港逾100間分行和顯卓理財中心、在大中華區的20個營業據點，和遍及美國、加拿大、英國、英屬處女群島以及東南亞國家等的國際網絡。

東亞銀行一直緊貼市場情況，以滿足客戶不斷轉變的需求。透過企業銀行、個人銀行、投資銀行及中國業務等部門，本行提供全面的批發及零售銀行服務和產品，包括存款、外幣儲蓄、尊貴理財服務、樓宇按揭貸款、私人貸款、信用卡產品、電子網絡銀行服務、強制性公積金服務、貿易融資、銀團貸款、匯款及外匯孖展交易等。

此外，集團亦透過其附屬公司藍十字(亞太)保險有限公司，提供完善的保險服務；另一附屬機構卓佳集團則為客戶提供全面而專業的商務、企業及投資者服務。

東亞銀行將持續為香港、中國及海外客戶竭誠服務，致力提高其作為香港主要金融機構之一的地位。

