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面對當前的挑戰，本行將會藉著持續增長的策略，以加強銀行本身的專有品牌地位和強化在市場的競爭力。 ”

**Dr. The Hon. David LI Kwok-po**  
*Chairman and Chief Executive*

主席兼行政總裁  
李國寶博士

In 2002, BEA Group achieved a profit attributable to shareholders of HK\$1,288 million, representing a decrease of HK\$312 million, or 19.5%, over that of HK\$1,600 million for 2001. Basic earnings per share were HK\$0.89. Return on average assets and return on average equity were 0.7% and 6.9% respectively.

As at 31st December, 2002, total consolidated assets were HK\$185,243 million, a slight increase of HK\$3,478 million over the position at the end of 2001. Advances to customers were HK\$108,409 million, representing 58.5% of total consolidated assets. Customer deposits were HK\$141,662 million, while the debt instruments issued stood at HK\$10,277 million. The loan to deposit ratio was 71.3%, compared with 72.3% at the end of 2001. Total capital resources increased by 2.9% to HK\$23,196 million.

At the forthcoming Annual General Meeting to be held on Tuesday 25th March, 2003, Mr. George Ho will retire in accordance with the Articles of Association and will not seek re-election. Mr. Ho was appointed a Director of the Bank in 1968 and has served BEA for 35 years. On behalf of the Board, I take this opportunity to extend our gratitude to Mr. Ho for his wise counsel and invaluable contribution to BEA during his tenure of service on the Board and wish him every happiness, good health and success for the future.

At the Annual General Meeting, the Directors will propose a final dividend of HK\$0.35 per share which, together with the interim dividend of HK\$0.21 per share paid in September 2002, will constitute a total dividend of HK\$0.56 per share for the full year. This represents an increase of 3.7% over the total dividend of HK\$0.54 per share for the year 2001. Shareholders whose names are on the Register of Members at the close of business on Tuesday, 4th March, 2003 will be entitled to the proposed final dividend. The final dividend will be paid in cash, with an option to receive new, fully paid shares in lieu of cash. This scrip dividend scheme is conditional upon the passing of the relevant resolution at the Annual General Meeting and the Listing Committee of The Stock Exchange of Hong Kong Limited granting the listing of and permission to deal in the new shares. The dividend warrants and the share certificates for

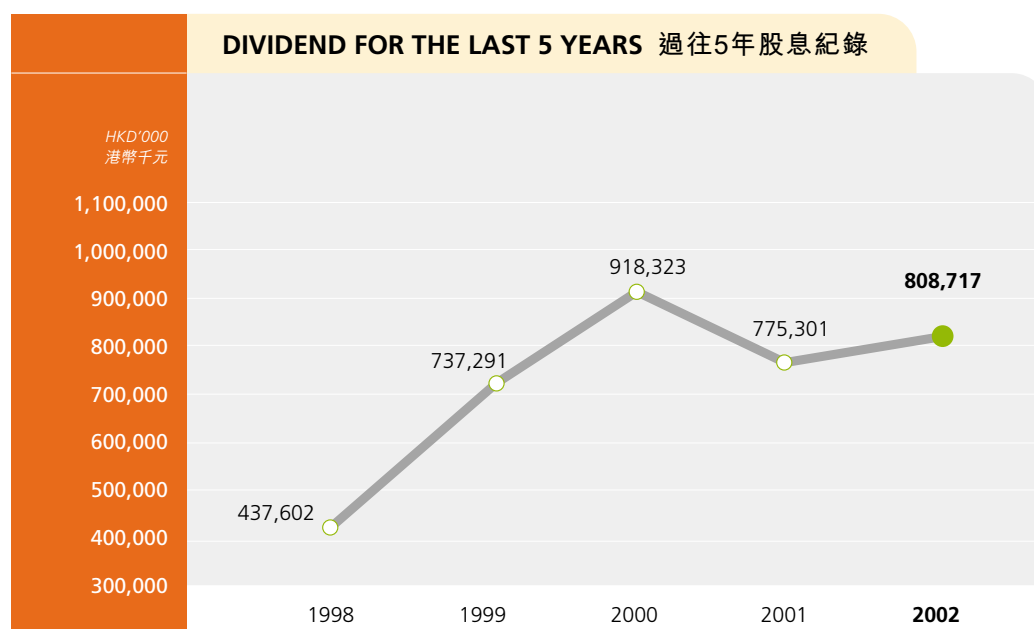
於2002年，東亞銀行集團錄得股東應佔溢利港幣1,288,000,000元，較2001年度的港幣1,600,000,000元，下跌港幣312,000,000元，即19.5%。每股基本盈利為港幣0.89元。平均資產回報率及平均股本回報率分別為0.7%及6.9%。

於2002年12月31日，集團綜合資產總額達港幣185,243,000,000元，較2001年年底數字微升港幣3,478,000,000元。客戶貸款為港幣108,409,000,000元，佔綜合資產總額的58.5%。客戶存款為港幣141,662,000,000元，而已發行債務工具達港幣10,277,000,000元。貸款對存款比率為71.3%，2001年年底則為72.3%。資本總額增加2.9%，至港幣23,196,000,000元。

於2003年3月25日星期二即將召開的股東周年常會上，何佐芝先生將根據組織章程輪值告退而不會膺選連任。何先生於1968年出任董事，服務本行長達35年。本人謹藉此機會代表董事會，對何先生在任以來作出的英明指導及寶貴貢獻，致以衷心謝意，並祝何先生榮休後身體健康，生活愉快。

在即將召開的股東周年常會上，董事會將建議派發末期股息每股港幣3角5仙。連同2002年9月已派發每股港幣2角1仙的中期股息，2002年度每股將合共派發股息港幣5角6仙，較2001年度所派發的股息每股港幣5角4仙，增加3.7%。於2003年3月4日星期二辦公時間結束時，在股東名冊上已登記的股東，將獲派發上述建議的末期股息。該末期股息將以現金派發，惟股東可選擇收取已繳足股款的新股以代替現金。是項以股代息計劃須待股東在周年常會上通過有關的決議案，並得香港聯合交易所有限公司上市委員會批准所建議發行的新股上市買賣方可作實。有關的股息單及以股代息的股票將約於2003年3月25日星期二以平郵寄予股東。是項以股代息的詳情，將連同有關選擇表格約於2003年3月4日星期二寄予各股東。

### DIVIDEND FOR THE LAST 5 YEARS 過往5年股息紀錄



the scrip dividend will be sent to shareholders by ordinary mail on or about Tuesday, 25th March, 2003. Details of the scrip dividend and the election form will be sent to shareholders on or about Tuesday, 4th March, 2003.

The year 2002 remained a difficult one for the Hong Kong banking industry. The pressure on margins did not subside, and profitability was adversely affected by sluggish loan demand, falling interest rates and the sharp rise in the number of personal bankruptcies. The outlook for 2003 remains challenging, despite an expected turn-around in the domestic economy. Competition among banks will continue to be keen, as they strive to maintain and expand their market positions. Banks will continue to look for new ways to use their capital effectively, and will be aggressive in exploring new revenue and profit streams. In view of the continuing difficult operating environment, there is likely to be further consolidation within the sector, as commercial pressures will benefit those with greater size and economies of scale.

BEA has maintained its strategic position as one of the most respected financial institutions in Hong Kong. In the face of the challenges, BEA will continue to pursue its proven strategy to enhance its franchise and strengthen its competitive position in the market. BEA strives to exploit new market opportunities and develop alternate income sources. It continues to seek potential acquisition and alliance opportunities as part of its growth strategy. In January 2002, BEA acquired a majority shareholding in Tengis Limited, a major provider of corporate services. BEA has subsequently brought Tengis and other related acquisitions together under Tricor Holdings Limited, building the largest provider of business, corporate and investor services, including share registration, corporate secretarial, trust and outsourced administration services, in Hong Kong. This business offers excellent cross-selling opportunities to the Group, and will be a significant fee income contributor to BEA in the coming years. In February 2002, BEA kicked off its new corporate identity initiative, with a dynamic brand image and new branch layouts tailored to the Group's strategy. To realise greater value from its extensive local branch network, BEA has repositioned itself as a comprehensive one-stop financial services centre and undertaken a broad programme to promote the sale of insurance, wealth management and other products at its branches.

Improving operating efficiencies has been a key focus in the Group's operations. BEA has undertaken a number of initiatives to achieve this objective. BEA successfully completed the merger with First Pacific Bank in April 2002, enhancing its efficiency and economies of scale. Rationalisation of the branch network has progressed as scheduled, and the number of branches was reduced to 105 by the end of 2002. BEA is also shifting certain back office operations in the areas of data entry, call centre services, computer programming and bills and credit card support to its lower-cost Guangzhou Operation Centre, which commenced operation in October 2002.

The China market forms an important element of BEA's growth strategy. The Bank has aggressively leveraged its well established presence in China to further enhance its position as a premier foreign bank. With an extensive branch and office network, BEA is well prepared to capitalise on the opportunities arising from the liberalisation of the banking industry following China's accession to the World Trade Organization. BEA will also explore strategic alliance opportunities in China to enhance its business development and opportunities.

With our unique position in the China market, the synergy of our corporate services and insurance businesses with our main banking business, the aggressive promotion of our brand identity and our strong customer base, we will continue to build for the future and enhance our franchise in Hong Kong, the Mainland and international markets.

**David Li Kwok-po**

*Chairman and Chief Executive*

Hong Kong, 11th February, 2003

2002年對於香港銀行業是持續困難的一年。在貸款需求呆滯、利率下調和個人破產個案急升的情況下，銀行盈利深受負面影響，邊際利潤持續受壓。展望2003年，本地經濟可望復甦，但經營環境依然充滿挑戰。各銀行為設法維持本身的競爭力和市場地位，相互間的競爭將持續激烈。銀行同業將會繼續尋求其他更佳的方法，以更有效地運用銀行資本和拓展新的收入和盈利來源。而有鑑於經營環境持續困難，相信收購合併仍將會是銀行為擴大規模和增加經濟效益的一個趨勢。

東亞銀行繼續維持其作為香港其中一家最被尊崇財務機構的策略地位。面對當前的挑戰，本行將會藉著持續增長的策略，以加強銀行本身的專有品牌地位和強化在市場的競爭力。本行矢志拓展新的市場商機和其他不同的收入來源。東亞銀行將繼續透過具潛質的收購及策略性聯盟，以實行其增長策略。在2002年1月，本行成功收購了主要的企業服務供應商登捷時有限公司的大部分股權。隨著是項收購，東亞銀行成功將登捷時及其他已收購的公司納入於卓佳集團旗下營運，得以在香港建立為一家最大的商務、企業及投資者服務公司之領導地位，提供證券登記、公司秘書、信託及外判支援行政工作等等的服務。對於整個集團而言，有關的業務更提供了極佳的交叉銷售之機會，並將成為本行在未來數年費用收入的一個重要來源。此外，在2002年2月，本行更推出了全新的企業形象，以充滿動感的品牌形象和全新的分行外貌以配合本集團的業務策略。為求從本行廣泛的本地分行網絡中獲取更大的價值，東亞銀行已開展了一項龐大的業務計劃，進一步加強分行在銷售保險、財富管理服務和其他產品的推廣工作，從而配合本行提供全面一站式金融服務的業務目標。

提升銀行營運效率一直是東亞銀行的運作重點。本行正在進行一連串的行動以達致此項目標。2002年4月，第一太平銀行成功與本行合併，合併後本行的效率和經濟效益皆有所增強。本地分行優化計劃亦如期進行，且進展良好；於2002年年底，分行數目已減至105間。同時，本行亦逐步將若干後勤工作包括資料輸入、熱線中心服務、電腦程式設計、押匯服務，以及信用卡支援等工序北移至運作成本較低的廣州後勤中心。該後勤中心已於2002年10月開始運作。

中國市場一直是東亞銀行增長策略的一個重要組成部分。國內市場前景龐大，本行已積極透過在國內強大地和發展良好的基礎，以穩固作為卓越外資銀行的地位。憑藉廣泛的分行網絡和營業據點，本行已作好充分準備，以爭取中國在加入世界貿易組織後，放寬銀行業所帶來的無限商機。東亞銀行亦將繼續尋求發展空間，在中國內地作策略性聯盟以拓展業務和商機。

憑藉本集團在中國的獨特優勢，結合了主體的銀行業務、潛力優厚的企業服務和保險業務，以及積極推廣的品牌形象，再加上強大的客戶基礎，東亞銀行將會繼續努力建設未來，並加強本行在香港、中國和國際市場中的獨有地位。

主席兼行政總裁

**李國寶**

香港，2003年2月11日