

# CORPORATE PROFILE

## 本行簡介

## 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。

**Incorporated** in 1918, The Bank of East Asia ("BEA") is dedicated to serving the people of Hong Kong, as well as its ever-growing customer base in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HK\$210 billion (US\$27.1 billion) as of 31st December, 2004. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 5,700 employees around the world, BEA now operates a global network of over 150 outlets covering Hong Kong and the rest of Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

BEA delivers retail and wholesale banking services through its Personal Banking, Corporate Banking, Wealth Management, Investment Banking, and China divisions. Products and services include deposit-taking, foreign currency savings, retail investment and wealth management services, mortgage loans, consumer loans, credit cards, Cyberbanking, bancassurance, Mandatory Provident Fund services, trade finance, syndication loans, remittances, and foreign exchange margin trading.

In addition to the Bank's core products and services, the BEA Group's major subsidiaries further enhance BEA's total offering to both individuals and companies. Blue Cross (Asia-Pacific) Insurance Limited provides comprehensive insurance coverage and Tricor Group enables customers to build their businesses through a complete range of integrated business, corporate, and investor services.

BEA is well positioned to achieve its vision to be the preferred bank linking Hong Kong, Mainland China, Taiwan, and overseas Chinese communities.

**東亞銀行**自1918年成立以來，一直竭誠服務香港客戶，以及日益擴大的內地和海外客戶群；現為全港最大的獨立本地銀行，於2004年12月31日的資產總額達港幣2,100億元（271億美元）。本行於香港聯合交易所上市，為恒生指數成份股之一。

本行在全球設有150多個據點，遍及香港、大中華區、美國、加拿大、英國、英屬處女群島和東南亞國家，組成龐大的服務網絡，共聘用逾5,700名員工。

本行以提供全面的零售和批發銀行服務稱著，透過個人銀行、企業銀行、財富管理、投資銀行、中國業務等部門，全力滿足客戶的理財和投資需要。產品和服務範圍涵蓋存款、外幣儲蓄、零售投資和財富管理服務、樓宇按揭貸款、私人貸款、信用卡產品、電子網絡銀行服務、銀行保險產品、強制性公積金服務、貿易融資、銀團貸款、匯款和外匯孖展交易等。

除上述核心產品和服務外，本行亦透過集團附屬公司——藍十字（亞太）保險有限公司，提供完善的保險服務，而另一附屬公司——卓佳集團，則專注提供完備的商業、企業和投資者綜合服務。

本行將持續發揮優勢，致力實現成為香港、內地、台灣以至海外各地華人首選銀行的長期目標。