

 **BEA 東亞銀行**



**ANNUAL REPORT 2003**

**2003 年年報**

## BUILDING SUCCESS WITH BEA'S STRONG NETWORK

The cover of this Annual Report features an embroidered tree peony in full bloom on a fine piece of satin, accented by the tools for performing fine needlework.

In Chinese society, the tree peony symbolises a prosperous, auspicious and honourable state. The flower brocaded on the satin well represents the achievements that The Bank of East Asia has recorded in 2003.

Needle, golden thread and thimble are indispensable tools for crafting a fine piece of embroidery. Likewise, our customers require strong and reliable support services in order to help them achieve success. BEA provides the needed tools throughout its extensive network in Hong Kong, China and overseas. We always stand by our customers, for by serving our customers well, the Bank and its shareholders will prosper.

BEA is well poised to benefit from the recovery of the economy. Staff will redouble their commitment to serve customers with assurance and professionalism - the same attributes that a highly skilled craftsman brings to his task - and spare no effort to assist customers to achieve their goals.

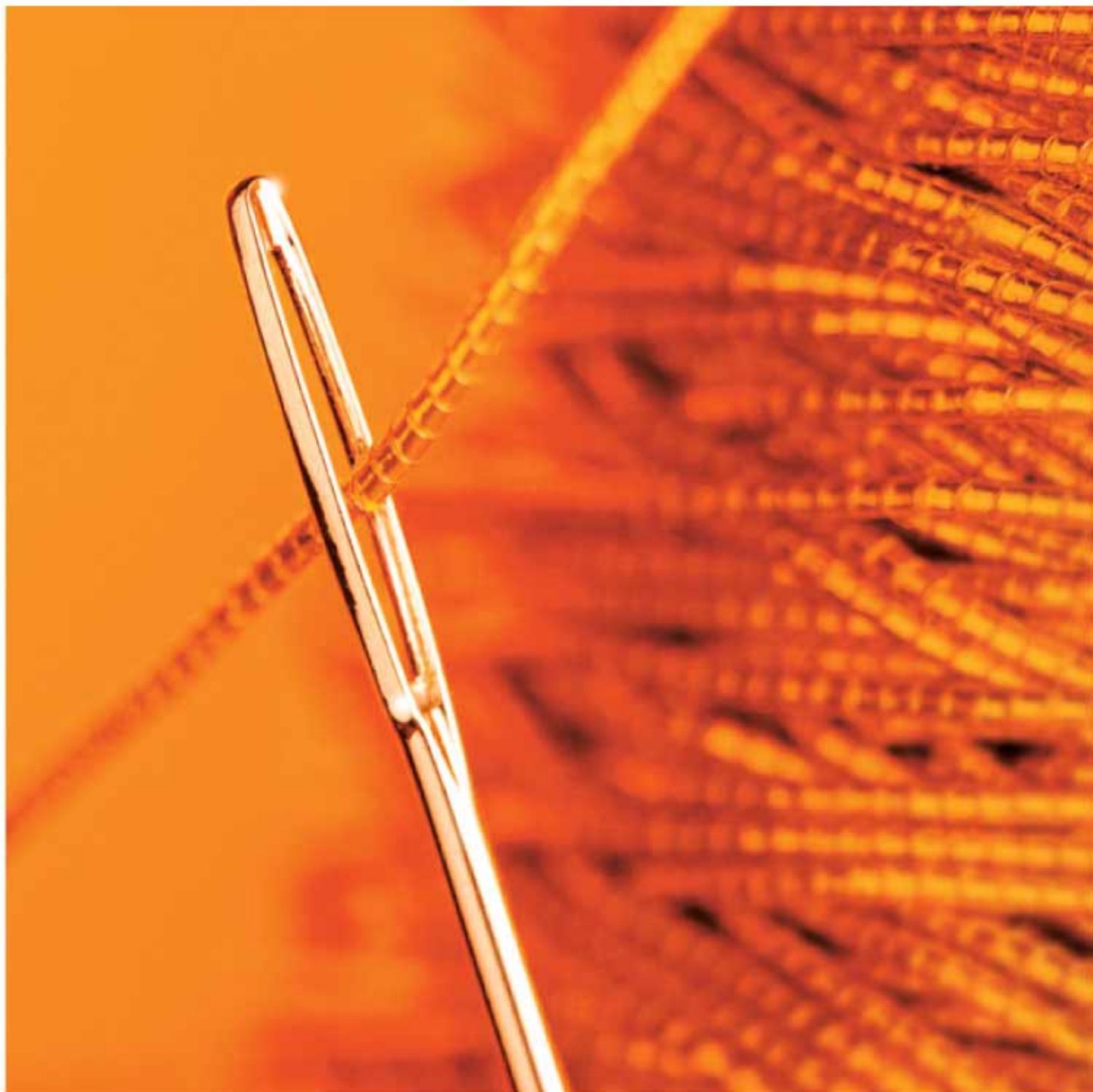
## 牡丹盛放 穿針引線

本年報以精巧的針帶工具，寓意「穿針引線」，並配以「牡丹盛放」的金黃繡繡圖案為封面設計。

牡丹乃富貴、榮譽的象徵。引用「牡丹盛放」之金黃繡繡繡面，代表東亞銀行過去一年的業績取得豐碩成果，前景鉤麗，尤其適逢中國經濟蓬勃發展，我們在拓展內地業務方面更具優勢。

利用鑄有東亞銀行企業標誌的頂針和根根絲線，正像我們憑藉香港、中國和海外的強大網絡，為每位客戶「穿針引線」，助其拓展業務宏圖，竭誠提供最佳服務，讓東亞銀行與客戶、股東一起來編織出秀麗的前景。

為貫徹年報的主題，本頁和分隔頁亦採用了不同的精工針帶及剪裁照片。比喻東亞銀行職員以殷勤周到和專業的精神，為客戶提供最切合其需要的服務。



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