





Passion for  
Customer  
Service  
竭誠待客

We at BEA place great value on our customer relationships. We understand the importance of knowing our customers and their needs. Throughout our history, we have stood by our customers, assisting them to achieve their goals.

東亞銀行非常重視與客戶的關係，深知明瞭客戶及其所需乃至為重要，因此我們一直致力給予客戶強大支援，協助他們實現理想，邁向成功。

# EXECUTIVE DIRECTORS' REPORT

## FINANCIAL REVIEW

### Financial Performance

The Hong Kong economy continued to improve in 2004.

The property market became much more active during the year, and property prices increased at a moderate and healthy pace. The rise in property prices greatly reduced the number of home owners in negative equity, and this contributed to a general pick-up in consumer confidence. Coupled with the influx of Mainland tourists, the demand for consumer goods in Hong Kong increased. The long deflationary period came to an end in mid-year, while the unemployment rate eased.

Despite the improving economy, competition within the banking industry remained fierce. In this challenging operating environment, the BEA Group achieved a profit attributable to shareholders of HK\$2,424 million for the year ended 31st December, 2004, a growth of 26.1% as compared with 2003. Total operating income increased by 1.8% to HK\$5,496 million. A decrease in the net charge for bad and doubtful debts resulted in an increase in operating profit after provisions of 5.5% to HK\$2,503 million.

Net interest income increased by HK\$32 million, or 0.9%, from HK\$3,596 million, largely due to careful management of assets and liabilities. Non-interest income increased by HK\$68 million, or 3.8%, when compared with 2003, mainly due to the diversification of fee based income sources and improvement in the securities market. As a result, total operating income increased by HK\$100 million, or 1.8%, from HK\$5,396 million in 2003 to HK\$5,496 million in 2004.

Total operating expenses increased by 7.7% over the corresponding figure in 2003 to HK\$2,720 million. The increase was mainly due to increases in staff costs and advertising and promotion expenses. Thus, the cost-to-income ratio increased from 46.8% in 2003 to 49.5% in 2004.

Operating profit before provisions was HK\$2,775 million for the year ended 31st December, 2004, a decrease of HK\$96 million, or 3.3%, over the HK\$2,871 million attained in 2003.

The combined effect of the economic upturn and the precautionary measures undertaken by the Group to minimise potential losses on loans and advances contributed to an improvement in asset quality. The charge for bad and doubtful debts decreased by HK\$226 million, or 45.3%, compared to 2003, to HK\$273 million. Non-performing loans ratio dropped to 1.2%, from 2.5% at the end of the prior year.

As a result of the decrease in the net charge for bad and doubtful debt, operating profit after provisions recorded an increase of 5.5% to HK\$2,503 million.

The considerable rise in property prices in 2004 allowed BEA to record a revaluation surplus for investment properties of HK\$228 million and a write-back of impairment losses on bank premises of HK\$19 million.

Share of profits less losses from associates decreased by HK\$49 million to HK\$64 million.

Minority interests increased by HK\$6 million to HK\$25 million. After taking into account taxation and minority interests, profit attributable to shareholders was HK\$2,424 million, an 26.1% increase over the HK\$1,922 million recorded in the previous year.

### Financial Position

Total consolidated assets of the BEA Group were HK\$210,370 million at the end of 2004, representing a rise of 6.0% from HK\$198,476 million at the end of 2003. Advances to customers increased by 13.9% to HK\$117,259 million.

Total deposits increased by 4.3% to HK\$167,916 million, while customer deposits rose by HK\$8,317 million, or 5.4%, to HK\$163,738 million. Demand deposits and current accounts grew by a combined HK\$2,306 million, or 24.0%, to HK\$11,919 million at year-end 2004, as compared with HK\$9,613 million at the previous year-end. Savings accounts increased by HK\$11,176 million to HK\$48,730 million. Time deposits at year-end 2004 stood at HK\$103,089 million, a decrease of HK\$5,165 million, or 4.8%, when compared with the balance at year-end 2003.

# 執行董事報告書

## 財務回顧

### 財務表現

**香港經濟**於 2004 年持續向好。

年內，物業市場較 2003 年更顯活躍，物業價格已以穩健步伐回升，使負資產業主數量大幅減少，繼而支持消費信心普遍恢復；再者，來港內地旅客量迅速增加，亦助長了香港消費品的需求。歷時甚久的通縮周期終於 2004 年年中結束，年內失業率亦見紓緩。

然而，縱使經濟續有改善，銀行業競爭依然熾烈。在如此困難的經營環境下，東亞銀行集團於截至 2004 年 12 月 31 日止年度，錄得股東應佔溢利較 2003 年度增長 26.1%，至港幣 2,424,000,000 元。經營收入總額上升 1.8%，達港幣 5,496,000,000 元。已扣除準備的經營溢利增加 5.5%，至港幣 2,503,000,000 元，壞賬和呆賬支出則有所下降。

本行有賴推行審慎的資產和負債管理政策，淨利息收入上升 0.9%，較 2003 年錄得的港幣 3,596,000,000 元，增加港幣 32,000,000 元，與 2003 年比較，非利息收入增加港幣 68,000,000 元，即 3.8%；這主要歸因於服務費收入來源增加，以及證券市場

轉旺。2004 年的經營收入總額達港幣 5,496,000,000 元，相比 2003 年錄得的港幣 5,396,000,000 元，增加港幣 100,000,000 元，即 1.8%。

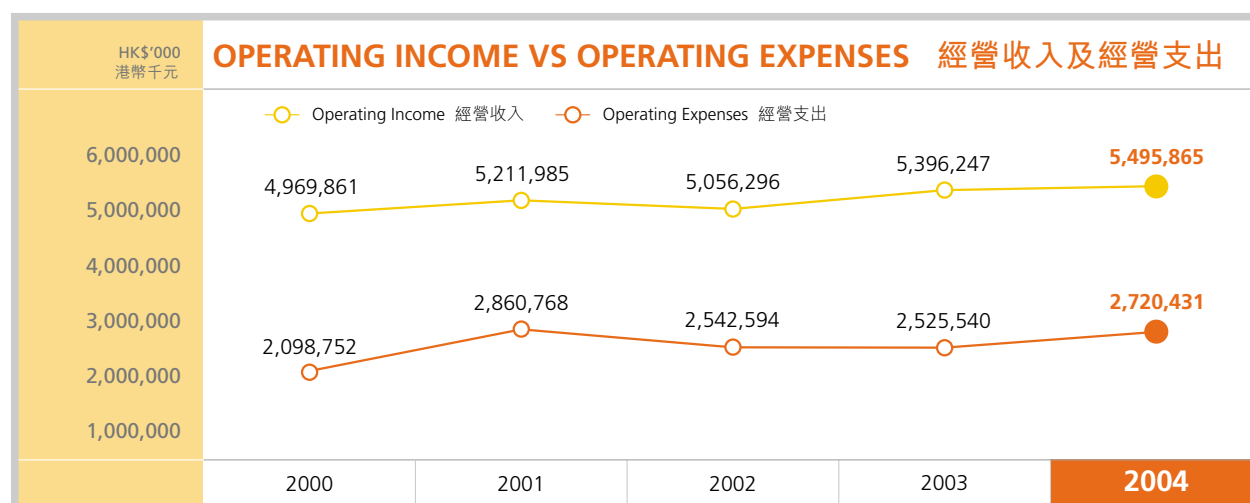
主要由於員工成本和廣告宣傳支出上漲，2004 年的經營支出總額達港幣 2,720,000,000 元，相較 2003 年上升 7.7%，成本相對收入比率因此由 2003 年的 46.8%，增至 2004 年的 49.5%。

截至 2004 年 12 月 31 日止，未扣除準備的經營溢利達港幣 2,775,000,000 元，較 2003 年錄得的港幣 2,871,000,000 元，減少港幣 96,000,000 元，即 3.3%。

經濟轉旺，加上本集團採取了多項預防措施，以減低信貸虧損的風險，故此本行資產素質有所改善。壞賬和呆賬支出相對 2003 年下調港幣 226,000,000 元，即 45.3%，至港幣 273,000,000 元。不履行貸款比率則由 2003 年度的 2.5%，進一步下降至 1.2%。

由於年內壞賬和呆賬支出減少，2004 年已扣除準備的經營溢利增加 5.5%，達港幣 2,503,000,000 元。

受惠於年內物業價格顯著反彈，本行投資物業價值錄得港幣 228,000,000 元的回升，而減值損失方面則撥回港幣 19,000,000 元。



During the year, BEA issued floating rate certificates of deposit with a face value of HK\$1,500 million, and fixed rate certificates of deposits with a face value totalling HK\$500 million and TW\$2,585 million. The Bank redeemed certificates of deposit amounting to HK\$3,161 million and TW\$1,265 million upon maturity, repurchased a quantity of its own certificates of deposit amounting to HK\$256 million equivalent, and called back retail callable certificates of deposit totalling HK\$392 million.

At the end of December 2004, the face value of the outstanding debt portfolio was HK\$4,288 million, with the carrying amount equal to HK\$4,179 million.

After taking into account all debt instruments issued, the loan-to-deposit ratio was 69.8%, being 5.9% higher than the 63.9% reported at the end of 2003.

As at 31st December, 2004, the shareholders' fund stood at HK\$21,727 million, an increase of HK\$1,625 million, or 8.1%, when compared with HK\$20,102 million at the end of 2003.

#### Maturity Profile of Debts Issued

As at 31st December, 2004

(All expressed in millions of dollars)

	Currency	Total Face Value	Year of Maturity			
			2005	2006	2007	2008
<b>Floating Rate Certificates of Deposit</b>						
Issued in 2004	HKD	1,500	1,500			
<b>Fixed Rate Certificates of Deposit</b>						
Issued in 2004	TWD	1,320	1,320			
Issued in 2004	HKD	500	500			
<b>Discounted Certificates of Deposit</b>						
Issued in 2002	HKD	341		341		
Issued in 2002	USD	88			88	
Issued in 2003	AUD	51		51		
Issued in 2003	NZD	45		45		
<b>Step Up Certificates of Deposit</b>						
Issued in 2003	USD	49				49
<b>Total Debts issued in HKD equivalent</b>		<b>4,288</b>	<b>2,323</b>	<b>903</b>	<b>681</b>	<b>381</b>

## 執行董事報告書(續)

應佔聯營公司的溢利經減除虧損後，減少港幣49,000,000元，至港幣64,000,000元。

少數股東權益增加港幣6,000,000元，至港幣25,000,000元。經計及稅項支出和少數股東權益後，股東應佔溢利為港幣2,424,000,000元，較2003年的港幣1,922,000,000元，增加26.1%。

### 財務狀況

東亞銀行集團於2004年年底的綜合資產總額，由2003年年底的港幣198,476,000,000元，增加6.0%至港幣210,370,000,000元。客戶貸款增加13.9%至港幣117,259,000,000元。

存款總額上升4.3%至港幣167,916,000,000元，客戶存款則增加港幣8,317,000,000元，即5.4%，至港幣163,738,000,000元。活期和往來賬戶存款合共增加港幣2,306,000,000元，比對上年度年底的港幣9,613,000,000元，上升24.0%，達港幣11,919,000,000元。儲蓄存款增加港幣11,176,000,000元，至港幣48,730,000,000元。迄2004年年底，存放於本行的定期存款為港幣103,089,000,000元，比較上年度同期的結存下跌港幣5,165,000,000元，減幅為4.8%。

本行於2004年內發行面值港幣1,500,000,000元的浮息存款證，以及面值港幣500,000,000元和台幣2,585,000,000元的定息存款證，並於到期時贖回港幣3,161,000,000元和台幣1,265,000,000元的存款證；購回其等值港幣256,000,000元的各類存款證，及行使其權利贖回零售可贖回存款證共港幣392,000,000元。

已發行債務證券的年期

2004年12月31日

(以百萬元位列示)

	貨幣	總面值	到期年份			
			2005	2006	2007	2008
<b>浮息存款證</b>						
2004年發行	港幣	1,500	1,500			
<b>定息存款證</b>						
2004年發行	台幣	1,320	1,320			
2004年發行	港幣	500	500			
<b>貼現存款證</b>						
2002年發行	港幣	341		341		
2002年發行	美元	88			88	
2003年發行	澳元	51		51		
2003年發行	紐元	45		45		
<b>步陞存款證</b>						
2003年發行	美元	49				49
<b>所有已發行債務證券(相等於港幣)</b>						
		4,288	2,323	903	681	381

## Risk Management

BEA has established comprehensive risk management procedures that enable it to identify, measure, monitor and control the various types of risk it faces, and, where appropriate, to allocate capital against those risks. All risk management policies have been approved by the Board of Directors. Risk management mechanisms have been established at different levels throughout the Group. This is supplemented by active management involvement, effective internal controls and comprehensive audits in the best interests of BEA.

## OPERATIONS REVIEW

### Improvement to Operations

#### Office Centralisation

Fit-out of the Bank's new office space in "Millennium City 5" in Kwun Tong was completed in early 2005. With the relocation of most departments to the new premises by mid 2005, the Bank will be able to introduce operational improvement initiatives to tap the full benefits of the centralised operation centre.

#### Core Banking System

In early 2004, the Project Definition and Planning phase of the core banking system project was completed. Development work commenced shortly thereafter, and the first phase, which covered Customer Information File and System Architecture, was completed in December 2004. This phase was rolled out in January 2005. Meanwhile, the functional and technical design work for the second and the third phases, which cover Deposits and Loans Business, respectively, are under way. These are expected to be finalised in the first quarter of 2005.

## Information Technology

In the second half of 2004, the Bank launched the new Treasury and Trade Finance systems, to improve efficiency in the treasury and trade finance operations.

## Personal Banking

### Cyberbanking

During the year, BEA consolidated the Bank's online banking services and became the first bank in Hong Kong to provide a totally telecom-independent mobile phone and Personal Digital Assistant ("PDA") banking service.

In May 2004, the Bank won The Asian Banker's "Excellence in Retail Financial Services Award 2003" in the "Product/Service Excellence in Retail Financial Services" category for Cyberbanking's CyberWealth Internet wealth management service. BEA has also received Hongkong Post's "Distinguished Partnership Award", in recognition of the Bank's dedication to promoting e-Business and e-Cert to the community at large.

The Cyberbanking Renminbi Card was launched in August 2004. Customers may use the card to withdraw Renminbi cash at over 50,000 ATMs and make payments at more than 400,000 merchant outlets displaying "China UnionPay" logo within China.

Corporate Cyberbanking recorded steady growth in customer numbers in 2004. By the end of 2004, over 13,600 corporate customers had registered with BEA's Corporate Cyberbanking, representing a 46% increase as compared to the end of 2003.



With the relocation of most departments to the new BEA Tower Millennium City 5 in Kwun Tong, the Bank will be able to introduce enhanced operational initiatives.

隨著本行將大部分部門遷往觀塘創紀之城5期後，營運效率將進一步獲得改善。

截至2004年年底，本行的債務組合總額面值為港幣4,288,000,000元，其賬面值則為港幣4,179,000,000元。

經計入所有已發行的債務證券後，本行貸款對存款比率為69.8%，較2003年年底的63.9%上升5.9%。

2004年12月31日的股東資金為港幣21,727,000,000元，增加港幣1,625,000,000元，即8.1%，2003年同日數字則為港幣20,102,000,000元。

### 風險管理

東亞銀行已建立一套完善的風險管理程序，以識別、衡量、監察和控制本行所承受各類風險，並在適當情況下分配資本以抵禦該等風險。所有風險管理政策均經董事會批准。本集團已在各業務層面建立風險管理機制，並結合管理層的適當參與、有效的內部監控和完善的稽核程序，藉以確保本行最大的利益。

### 業務回顧

#### 營運改善措施

##### 支援運作辦公室集中計劃

東亞銀行將於2005年年初完成設於觀塘創紀之城5期新辦公大樓的裝修工程。在2005年年中完成大部分部門的遷入後，本行可隨而推行更多營運改善措施，務求充分發揮集中支援作業於同一幢辦公大樓的好處。

##### 核心銀行系統

2004年年初，東亞銀行於完成核心銀行系統計劃的「項目界定和籌劃」階段後不久，隨即啟動有關開發工作。2004年12月，首階

段開發工作完結，當中涵蓋客戶資料檔案和系統的結構。本行已於2005年1月推行此階段的成果，同時亦正進行第2和第3階段開發工作的功能和技術設計，當中覆蓋存款和貸款業務，預期可於2005年首季內竣工。

##### 資訊科技

本行於2004年下半年啟用新的庫務和押匯服務系統，從而提升該兩項業務的經營效率。

### 個人銀行業務

#### 電子網絡銀行服務

2004年，東亞銀行進一步鞏固網上銀行業務基礎，成為香港首家銀行，提供完全適用於所有電訊公司的流動電話和電子手帳之理財服務。

2004年5月，本行電子網絡銀行服務中的 CyberWealth 網上財富管理服務，榮獲《The Asian Banker》雜誌「2003零售金融服務卓越大獎」之「產品／服務卓越獎」；此外，亦獲得香港郵政局頒發 Distinguished Partnership Award，藉以彰顯本行積極向公眾推廣電子商務和電子證書的貢獻。

電子網絡人民幣卡於2004年8月推出市場，客戶可於內地超過5萬台貼有「銀聯」標誌的櫃員機提取人民幣，並於內地逾40萬家參與「銀聯」的商戶刷卡消費。

企業電子網絡銀行服務的客戶量於2004年穩步上揚，至年底已有超過13,600名企業客戶登記使用該項服務，相比2003年年底增加46%。



The Cyberbanking Renminbi Card provides customers with superior spending and financial convenience. 電子網絡人民幣卡讓客戶享受到超卓的消費理財便利。



In August 2004, BEA became the first bank in Hong Kong to provide telecom independent mobile phone and PDA banking services to customers.

2004年8月，本行在香港率先推出適用於所有電訊公司的流動電話和電子手帳理財服務。



### Branch Distribution

BEA made further progress on the Branch Rationalisation Programme during the year. A total of five new branches were opened, 12 branches closed and merged with nearby branches and three branches relocated to more prominent sites. At the end of January 2005, the total number of branches in Hong Kong stood at 92.

Meanwhile, the Bank opened an additional nine SupremeGold Centres during 2004, and a further Centre in the first month of 2005, bringing the total number to 23 by the end of January 2005. The Bank plans to open five more SupremeGold Centres in 2005.

Management continues to enhance the Bank's image through the Branch Renewal Programme. The bright and spacious design standard introduces a comfortable environment that allows sales staff to serve customers more effectively. The new image has been well received by the public and more branches will be renovated in the years to come.

The Bank endeavours to meet the banking needs of its diversified clientele through a wide spectrum of financial and investment services. In February 2004, BEA launched Personal Renminbi Services for Hong Kong residents.

In June 2004, BEA became the first bank in Hong Kong, and the sole agent of Global Refund Holdings in Hong Kong, to provide a Value Added Tax ("VAT") cash refund service. This offers travellers and Hong Kong residents a convenient means to receive VAT refunds on items purchased overseas.

WealthPlus, a sophisticated wealth management tool, was implemented in branches in October 2004. WealthPlus supports branch staff with a powerful interactive on-line system, helping them to perform investment and financial analysis and to identify bank products that match customers' investment strategies.

A series of Kid Master open days were organised at selected branches to promote Education Insurance. On-site promotions at schools and companies were also held to market insurance products. In addition, two Travel Insurance Summer Promotions and a New Year Promotion were conducted to stimulate the sales of general insurance. To further strengthen the relationship between BEA and customers and to explore more business opportunities, the Bank offered various insurance privileges to SupremeGold, Employee Benefit Scheme for Corporate Customers, and Exclusive Privilege Scheme customers.

### Property Loans

Improved economic fundamentals provided a favourable environment for a rebound in the property market in 2004. Despite the revival, competition for mortgage business remains intense.

In response to the stern competition, BEA developed a variety of loan products to better meet the needs of customers. For instance, in anticipation of a rise in interest rates, BEA pioneered in teaming up with The Hong Kong Mortgage Corporation Limited to launch the "90% Fixed Rate Mortgage Scheme" in January 2004.

BEA held a grand opening ceremony at its new United Centre SupremeGold Centre. The Bank plans to increase the number of SupremeGold Centres to 28 in 2005.

東亞銀行為全新的統一中心顯卓理財中心舉行隆重開幕儀式。本行計劃於2005年內將顯卓理財中心的數目增至28間。



### 分行業務

年內，東亞銀行在「分行優化計劃」的推行上，取得新進展，除有5間新分行開業外，本行亦關閉了12間分行，將之與鄰近位置更佳的分行合併，而另外3間分行則已遷移至更顯著的地點。截至2005年1月底，香港分行總數已達92間。

本行於2004年內開設了9間顯卓理財中心，又於2005年首月增設1間，故截至2005年1月底，顯卓理財中心的總數已達23間。本行計劃於2005年內再加開5間顯卓理財中心。

本行管理層持續推行「分行更新計劃」，以提升企業形象，就此採用了全新的設計概念，為分行營造寬敞明亮的環境，從而提高分行職員的銷售效率，令客戶對本行服務更感稱心。此全新形象廣受公眾歡迎，本行將於未來數年繼續裝修更多分行。

本行著力提供多元化的金融投資服務，全面滿足不同客戶群的獨特理財需要。這從本行於2004年2月為香港居民推出個人人民幣銀行服務，可見一斑。

2004年6月，東亞銀行成為全球回報集團(Global Refund Holdings)的香港獨家代理，率先在本港銀行領域中推出增值稅退稅服務，方便旅客和本港居民就其於海外所購物品，在港領回退稅款項。

2004年10月，本行透過旗下全線分行推出「增值庫」財富管理工具。分行職員憑此功能卓越的網上互動金融投資分析系統，更易因應客戶的投資策略，向他們推介合適的銀行產品。

本行年內在多間特選分行舉行一系列「理財小博士」開放日，藉以推銷「寶寶儲蓄寶」教育基金，並於多間學校和公司進行實地推廣，以銷售保險產品。另外，本行亦於夏季推行了兩項旅遊保險宣傳活動，又於新年推行了一項同類活動，目的是提高本行一般保險產品的銷量。為鞏固東亞銀行與客戶的關係，並廣拓商機，本行亦提供了多項投保優惠，專為顯卓理財客戶、「企業客戶僱員優惠計劃」中的僱員和「專享優惠計劃」的客戶而設。

### 樓宇按揭貸款

香港經濟基本因素改善，有利2004年樓市明顯反彈。然而，銀行按揭貸款業務的競爭仍呈白熱化。

因此，東亞銀行推出了多項嶄新貸款產品，全力切合客戶所需，當中包括於2004年1月與香港按揭證券有限公司攜手推出「置合意」9成定息按揭計劃，以配合市場對息率上升的預期。

2004年8月，本行與市區重建局合作推行「自願樓宇復修試驗計劃」。



To encourage children to develop good savings habits at an early age, BEA has developed the Kid Master children's plan, which offers a host of banking and educational benefits.

為鼓勵小孩及早培養良好的儲蓄習慣，本行特別推出「理財小博士」兒童計劃，提供豐富的理財和教育優惠。

In August 2004, BEA joined the Urban Renewal Authority in the "Building Rehabilitation Trial Scheme".

BEA has also actively participated in a number of major primary market projects, providing a comprehensive mortgage loan service.

#### Consumer Loans

Capitalising on the revival of the economy in 2004, BEA launched a series of loan programmes with innovative product features. These included personalised interest rate based on a customer's credit standing; payment holidays; and attractive tax loan packages. These received an encouraging market response, and successfully attracted numerous new customers to the Bank.

#### Credit Cards

During the past year, particular emphasis was put on strengthening the Bank's credit card business. New co-branded card programmes, namely St. James Settlement MasterCard and Henderson Club Credit Card, were introduced in 2004. Moreover, BEA was among the pioneers in the Renminbi Credit Card business, targeting frequent Hong Kong travellers to China. Launched with the cooperation of China UnionPay, the Bank is optimistic about both the acquiring business and Renminbi card issuance.

As a brand-building strategy, cardholder privileges were expanded to encourage card usage. At the same time, cross-selling opportunities were enhanced to enlarge the customer base. BEA commenced merchant acquiring service with JCB International Company Limited in December 2004 to further extend business coverage.

Careful risk management proved effective in managing the credit card charge-off ratio. Looking ahead, continual improvement in loan quality is expected, laying the base for aggressive business development.

#### Blue Cross Insurance

Blue Cross continued to develop general insurance and life insurance businesses through its well-established distribution network. Blue Cross offered a wide array of products, ranging from life, medical, and hospitalisation to general insurance coverage, via over 100 BEA branches and SupremeGold Centres. Other distribution channels included insurance agents, brokers, allied partners, and both the BEA and Blue Cross on-line websites.

In 2004, Blue Cross's gross premium income grew by 15%. Life insurance business increased by 65%, while general insurance and travel insurance premium income rose by 5%.

In September 2004, the Company launched a new series of medical insurance plans, Super Series, offering specific healthcare and preventive care services for individual medical customers.

Another initiative, Super Care, was developed to make it easier to access personal claims records and information on the medical provider network. Super Care is accessible by both group and individual members over the Internet.



The Henderson Club Credit Card was launched in partnership with Henderson Land Development Company Limited, enabling BEA to broaden its customer base.

本行與恒基兆業地產有限公司攜手推出「恒地會信用卡」，進一步拓展信用卡客戶基礎。



The BEA Renminbi Credit Card offers added financial convenience to consumers who frequently travel to the Mainland. 東亞銀行人民幣信用卡為經常往返內地的香港居民帶來理財消費便利。

此外，東亞銀行還積極參與多項一手市場發展項目，為有關買家提供周全的按揭貸款服務。

#### 私人貸款

東亞銀行把握2004年經濟復蘇的勢頭，推出一系列設計創新的個人貸款計劃，箇中特色包括：根據客戶實際信貸狀況而釐定的個人化利率、豁免還款期和別具吸引力的稅貸組合計劃。此等計劃推出後市場反應令人鼓舞，本行因此成功網羅了不少新客戶。

#### 信用卡業務

年內，本行尤為重視加強信用卡業務的拓展，除發行「聖雅各福群會萬事達卡」、「恒地會信用卡」等聯營信用卡外，亦為香港首批開辦人民幣信用卡業務的金融機構之一，以往返內地的香港旅客為服務對象。本行能與中國銀聯攜手合作，對於在香港提供人民幣卡收單服務和發行人民幣卡的前景，感到樂觀。

為配合本行拓展本身品牌優勢的策略，本行不斷為信用卡客戶增添專享優惠，以進一步提高本行信用卡的使用率。同時，本行亦不斷探索跨業務銷售機會，從而擴大整體客源。2004年12月，東亞銀行與 JCB International 聯手開展商戶收單服務，藉以進一步拓展業務領域。

本行採取審慎的風險管理措施，對信用卡撇賬率的控制成效顯著。本行預期來年信貸素質可望持續改善，為本行日後積極壯大業務打好基礎。

#### 藍十字保險

藍十字竭力透過穩健的分銷網絡，持續擴充一般保險和人壽保險業務；年內通過東亞銀行在香港的逾100間分行和顯卓理財中心，以及保險代理、經紀、聯盟夥伴、本行和藍十字網站等多重渠道，銷售範圍廣泛的保險產品，由人壽、醫療、住院至一般保險，包羅萬有。

藍十字於2004年錄得總保費收入增加達15%。人壽保險業務錄得65%的增長，一般保險和旅遊保險的保費收入增幅則為5%。

2004年9月，藍十字推出全新的「超卓醫療保險系列」，按照個別醫療保險客戶的需求而提供合適的保健醫療服務。

年內，藍十字更開發了 Super Care 網站，方便團體和個人客戶在網上查閱有關個人索償和醫療服務網絡的資料，靈活簡便。



Blue Cross has developed its new "Super Care" portal to provide medical customers with 24-hour access to information and services.

藍十字推出Super Care網站，為醫療保險客戶提供24小時資訊和服務。

## Corporate Banking

### Corporate Lending

BEA has always maintained a strong position in the local syndication and corporate lending market, by actively arranging and underwriting syndicated and/or club deals for quality corporate customers.

During the year, BEA upheld its strong presence in the syndicated loan market by co-arranging numerous deals, including a HK\$5,500 million facility to Sun Hung Kai Properties, a HK\$10,000 million facility to Henderson Land Development Company Limited/Henderson Investment Limited as well as a US\$360 million facility to Huawei Technologies Company Limited.

In the future, BEA will continue to improve its bottom line by providing high quality tailor-made products to customers in Hong Kong and the Asia-Pacific region. In particular, the Bank will seek to expand its exposure to well-managed medium-sized companies by arranging corporate loans and/or syndicated facilities to meet their specific funding needs.

As China continues to dismantle trade barriers in line with the WTO Accession Agreement timetable, overseas investors are expected to further step up their activity. This Bank intends to place particular attention on niche markets and the launch of new products, in order to enhance returns.

The strong recovery of the economy during the year helped to improve the equity position of many SMEs. The Bank stepped up the marketing of specialised financial packages to SMEs, in line with the changing business environment. For example, the "Corporate Tax Loan" package offered greater flexibility on the loan amount, as well as other offers.

The Corporate Tax Loan Programme offers corporate customers highly competitive and flexible terms to suit their diverse cash flow needs.

「企業稅務貸款計劃」迎合企業客戶各種資金調配的需要。

### Asset Based Finance

The loan balance in the asset based lending portfolio recorded overall growth of 21% in 2004. The growth came mainly from the segments machinery loans and private car and commercial vehicle loans. The machinery loan portfolio grew a strong 150%, as a result of increased marketing efforts and the acquisition of the loan portfolio of Trilease International Limited, an associated company of BEA. The private car and commercial vehicle loan portfolio saw an encouraging 22% rise.

The taxi and public light bus lending market remains highly competitive, amid sharp increases in refinancing activity and renewed appreciation in the value of taxi and public light bus licences. BEA continued to maintain a strong presence in the market, while adopting a more prudent lending and pricing approach.

### Securities Lending

Benefiting from an aggressive posture in the active Initial Public Offering ("IPO") market in 2004, BEA raised its market share in Receiving Bank services, successfully completing eight Receiving Bank projects. The Bank has also participated actively in stagging loan business for subscription of new shares at IPO, successfully expanding its portfolio. Establishing a stronger foothold in this business is a priority of this bank.

### Bank of East Asia (Trustees) Limited

#### Mandatory Provident Fund

Bank of East Asia (Trustees) Limited is one of two approved trustees under the Mandatory Provident Fund ("MPF") Schemes Ordinance licensed to offer both the Master Trust Scheme and



## 企業銀行業務

### 企業貸款

東亞銀行一直在本地銀團貸款和企業貸款市場保持強勢，積極為優質客戶安排和包銷銀團貸款及／或小型銀團貸款。

年內，本行通過聯合安排多項銀團貸款，穩佔市場份額，其中包括為新鴻基地產安排涉資港幣5,500,000,000元的貸款；為恒基兆業地產有限公司／恒基兆業發展有限公司安排涉資港幣10,000,000,000元的貸款，以及為華為技術有限公司安排涉資360,000,000美元的貸款。

展望未來，東亞銀行會繼續為香港和亞太區的客戶，度身訂造優質產品，以進一步改善經營業績，尤其是致力爭取一些管理有道的中型客戶，為其安排企業貸款及／或銀團貸款，照顧他們特殊的融資需求。

中國依據《入世議定書》持續開放貿易，海外投資者紛紛渴望能藉此機遇擴大在內地的投資。本行會將著眼點放於開拓獨特市場領域和推出更多新產品，藉以提高收益。

2004年，本港經濟強勁復蘇，有助改善不少中小企業的資產狀況。本行因應營商環境的轉變，加強對中小企業推廣各種專門的融資綜合計劃，助其拓展生意。其中一項名為「企業稅務貸款」綜合計劃，不但在貸款額上更富彈性，還提供多項其他優惠。

### 資產融資

2004年，東亞銀行各項資產融資貸款合共錄得21%的理想升幅，主要為機器融資貸款和私家車及商用汽車貸款業務所帶動。由於本行加強推廣，並收購了聯營機構鼎協租賃國際有限公司的整個貸款投資組合，機器融資貸款業務表現尤為出色，增長率高達150%。私家車及商用汽車貸款業務表現亦見突出，增幅為22%。

在再融資活動急增和的士及公共小巴經營牌照造價回升下，的士及公共小巴貸款市場競爭依然激烈。本行在採取更審慎貸款和定價政策的同時，亦著力維持強大的市場佔有率。

### 證券貸款

年內，東亞銀行受惠於新股招售蓬勃，在收票銀行服務方面提升了市場份額，成功擔任8個新股上市項目的收票銀行；同時，亦大力發展新股認購貸款業務，使整體業務更具規模。本行日後仍會著重於證券貸款業務領域佔據更顯赫的市場位置。

### 東亞銀行(信託)有限公司

#### 強制性公積金

東亞銀行(信託)有限公司乃根據《強制性公積金計劃條例》，在香港同時經營集成信託計劃和行業計劃的兩個核准受託人之一。儘管強積金市場漸趨成熟，本行仍於2004年在強積金計劃成員人數和資產方面，分別錄得13%和35%的增長。東亞銀行強積金計劃所有成分基金均於年內錄得優於市場的投資回報，這實有賴本行的投資經理竭誠專業，貢獻匪淺。



BEA increased its market share in Receiving Bank services, successfully completing eight Receiving Bank projects in 2004.

東亞銀行在收票銀行服務方面提升了市場份額，於2004年成功擔任8個新股上市項目的收票銀行。

Industry Scheme in Hong Kong. BEA expanded its MPF membership and assets in 2004 by 13% and 35% respectively, despite a relatively mature market. With the employment of a dedicated team of professional investment managers, all constituent funds of BEA MPF schemes recorded above-market investment returns in 2004.

#### Trust Service

In addition to MPF services, Bank of East Asia (Trustees) Limited also offers a wide range of trustee services, including acting as executor or trustee of wills, trustee of family trusts, investment funds, unit trusts, charities and public funds. In 2004, two sub-funds of BEA Capital Growth Fund, which is under the trusteeship of the Company, namely BEA Global Bond Fund and BEA Hong Kong Growth Fund, were successfully launched in March and December, respectively.

#### Business Development

As part of an ongoing effort to foster stronger customer relationships, BEA organised its annual forum in June under the theme: "BEA Forum 2004: Helping You Stay Ahead". Five distinguished business leaders were invited to share their personal insights and real-life experience with forum participants.

In October 2004, the Bank organised a seminar on the topic: "A Comprehensive Approach to E-Commerce Business". Representatives from Hong Kong Internet Registration Corporation Ltd., Hong Kong Productivity Council, VISA International, and a market leader in e-commerce spoke on the key concerns when building up an online business.

## Wealth Management

Established with the mission of providing customers with superior financial planning services in an ever-changing investment environment, the new Wealth Management Division commenced operation in July 2004. The Division made an immediate impact by streamlining and diversifying the Bank's offerings in structured deposit based investment products and in unit trusts. These measures contributed to an above 70% increase in investment product related commission income in 2004, compared to the previous year.

The Wealth Management Division caters in particular for clients who are searching for secure investments that offer better rewards than bank deposits within the current low-interest rate environment. As such, BEA was among the front runners in developing principal guaranteed structured deposits. These feature strong upside potential with low risk, as they are linked to a variety of asset classes and security instruments. The Division also pioneered several multi-manager retail unit trusts, and an absolute return focused hedge fund of funds.

#### Structured Products

Continuing from the success of Currency and Equity Linked Deposit products, the Bank further promoted three distinct series of non-principal protected Basket Equity Linked Deposits to cater for different investors' needs, namely the Fixed Coupon Series, the Target Coupon Potential Bonus Series and the Potential Booster Coupon Series. These were all well-received and broadened the product offerings of the Bank. Furthermore, a total of seven principal protected linked deposits were launched in 2004 and generated an aggregate subscription



Distinguished business leaders shared their insight and experience with forum participants at "BEA Forum 2004 – Helping You Stay Ahead".

傑出商界領袖在以「掌握優勢 早佔先機」為題的「東亞論壇2004」與參加者分享其精闢見解和營商經驗。

### 信託管理服務

除強積金服務外，東亞銀行(信託)有限公司亦為客戶提供廣泛系列的信託服務，包括擔任遺囑執行人或信託人、家庭信託基金信託人、投資基金信託人、單位信託基金信託人、慈善基金信託人、公用基金信託人等。作為本行「東亞資本增長基金」的信託人，該公司分別於2004年3月和12月成功推出兩個成分基金，分別為「東亞環球債券基金」和「東亞香港增長基金」。

### 業務拓展

本行一向致力鞏固與客戶的關係，於2004年6月再次舉行了一年一度的「東亞論壇」，是次主題為「掌握優勢 早佔先機」，邀得5位傑出商界領袖，與參加者分享其精闢見解和營商經驗。

2004年10月，本行舉辦「全方位認識電子商貿」研討會，由香港互聯網註冊管理有限公司、香港生產力促進局、VISA International的代表和資深的電子商貿經營者，和與會者分享電子商貿的經營要點。

### 財富管理

東亞銀行新設的財富管理處於2004年7月啟業，主力實踐本行為客戶提供優越理財服務的信念，助其駕馭日新月異的投資環境。該處首項任務為整合本行的結構性存款投資產品和單位信託基金產品，並使有關產品種類更趨多元化，就此推行的措施均成效卓著，令2004年的投資產品相關佣金收入，相比2003年激增70%以上。

在目前的低息環境下，客戶每每渴求一些能較銀行存款帶來更大回報，兼能提供保障的投資產品。年內，該處針對客戶的需求，開創多項保本的結構性存款產品。這些產品分別與不同類別的資產和證券掛鈎，不但具增值潛力，而且投資風險亦相對較低。另外，該處還在本港率先引入採用多元經理管理模式的零售單位信託基金，以及強調提供絕對回報及採用了基金中的基金組合模式的對沖基金產品。

### 結構性產品

本行承接推出貨幣和股票掛鈎存款產品的傑出成績，進一步開創了三個非保本籃子股票掛鈎存款系列，以切合投資者獨特的需要，分別為「定息系列」、「目標回報潛在紅利系列」和「疊疊升潛在紅利系列」，均廣受市場歡迎，亦擴大了本行結構性投資產品的選擇範疇。此外，本行亦於2004年先後推出7個保本掛鈎存款產品，認購總額為2003年數字的4.8倍；全年掛鈎存款業務所得收入則增長1.5倍。



BEA successfully launched a series of Currency and Equity Linked Deposit products. The series has broadened the product offering of the Bank and was well received.

本行成功推出多種貨幣和股票掛鈎存款產品，擴大了本行結構性投資產品的選擇範疇，更廣受市場歡迎。



amount that was 4.8 times that in 2003. Overall, the income derived from dealing in linked deposits grew by 1.5 times in 2004.

#### Asset Management

Joining hands with one of the world's premier asset consultant companies, the Russell Investment Group, BEA was proud to introduce the BEA Signature Portfolio Funds in November 2004. These feature a multi-manager institutional investment approach, spreading risk and offering a sound investment strategy for those seeking to accumulate wealth over the long term. Market response to the Funds has been encouraging, with over HK\$800 million raised during the initial launch period. This not only demonstrated the capability of BEA in conveying sophisticated investment ideas to retail customers, but also reflected the innovative spirit of the Bank. Responding to the needs of the market, the Bank intends to continue to offer a greater range of funds for different risk appetites, as well as to capitalise on asset management business opportunities within China.

Asset under management of MPF and unit trust businesses grew by 35% and 89% respectively during 2004. These increases led to a more than 35% rise in profits at the Bank's investment management subsidiary, East Asia Asset Management Company, Limited.

#### Bancassurance

To strengthen the life insurance business, BEA life insurance products were re-branded in the first quarter of 2004. The new brand, "BEA Life Insurance Series", has successfully captured the attention of both customers and the general public alike.

The Bank also extended the spectrum of insurance products offered, to good response. Happy Target Savings Insurance and Valuable Saving Insurance provide wealth accumulation options. Elder Plus Insurance offers extra care for senior customers.

Together with the launch of new products, various on-site and off-site marketing programmes were carried out. These not only helped customers build their assets, but also contributed to a significant rise in Bancassurance business in 2004. In particular, life insurance business grew by 65%.

#### Investment Banking and Services

##### East Asia Securities Company Limited

##### – Securities Cybertrading

For the year 2004, East Asia Securities benefited from improving local market sentiment and growing investor confidence.

The Company continues to raise its standard of service, in order to meet and exceed the growing sophistication of its customers and the marketplace. The Company registered a 26% rise in the number of Cybertrading accounts during the year. As of 31st December, 2004, more than 43% of the Company's securities clients had subscribed to the Internet Trading Service.

East Asia Securities has instituted various incentive schemes to encourage clients to execute trades via its user-friendly electronic trading platform. The schemes have generated strong positive response from clients. Currently, the volume of transactions executed via the Cybertrading System, expressed as a percentage of total turnover, accounts for some 49% of trades and 36% of transaction value.



Newly launched products in 2004 included BEA Signature Portfolio Funds, which was designed to deliver superior, longer-term returns through expert multi-manager fund management.

本行在2004年新推出的產品包括「東亞尊享組合基金」，其投資目標是透過專業的多元基金經理所管理，為客戶帶來可觀的長遠回報。

### 資產管理

2004年11月，東亞銀行與全球領先資產顧問公司Russell Investment Group 合作推出「東亞尊享組合基金」。此產品採用多元經理投資模式，並以有效的分散風險和投資策略，為客戶帶來長遠的財富增長。基金推出後市場反應熱烈，在首次推售期內已集得逾港幣8億元。此舉不僅突顯本行向零售客戶推介高深投資理念的實力，還反映本行力求創新的精神。為迎合市場上的各種需求，本行會繼續提供配合不同程度風險的基金產品選擇，同時力拓內地資產管理市場的商機。

本行強積金和單位信託基金業務轄下所管理的資產，於2004年分別增加約35%和89%，亦使本行專責投資管理的附屬機構——東亞資產管理有限公司年內溢利錄得逾35%的理想增長。

### 銀行保險業務

為增強東亞銀行的人壽保險業務，本行於2004年上半年內重新包裝屬下人壽保險產品，推出全新的「東亞人壽保險系列」品牌，成功吸引客戶和公眾注意。

本行更拓闊現有保險產品範疇，推出旨在提供財富累積選擇的「開心儲蓄寶」和「增值儲蓄寶」，以及專為高齡客戶提供額外保障的「耆康寶」。

除推出新產品外，本行亦推行了形形色色的市場推廣計劃，不但有助客戶累積資產，還令本行保險業務於2004年取得可觀增長，人壽保險方面的業績尤其彪炳，增幅更高達65%。

### 投資銀行服務

#### 東亞證券有限公司

##### — 電子網絡股票買賣服務

2004年，東亞證券有限公司得益於本地市場氣氛好轉和投資信心恢復，業務續有增長。

該公司不斷提升服務水平，務求配合甚至超越客戶和市場的更高要求。年內，該公司的電子網絡股票買賣服務賬戶數目上升26%；於2004年12月31日，已有43%以上的證券客戶選用該項服務。

為鼓勵客戶使用本行操作簡易的電子交易平台買賣股票，該公司已提供各項優惠安排，並得到客戶廣泛支持。現時，透過電子網絡股票買賣系統完成的交易，分別佔本行錄得總成交宗數和總成交金額的49%和36%。

為進一步提升電子網絡股票買賣服務的水平，該公司於2004年8月引入互聯網「定點」即時股票報價服務。該項新服務類似市面上現有的「串流」式同類服務，但收費則更相宜。此外，該公司亦計劃於2005年上半年引入電子手帳為網上股票買賣渠道之一，並進一步提升「話音識別」電話買賣系統服務。



BEA successfully launched its new brand, "BEA Life Insurance Series", thereby expanding its range of insurance products.

本行於年內推出全新的「東亞人壽保險系列」品牌，進一步拓闊現有保險產品範圍。

With a view to further enhancing the Cybertrading Service, East Asia Securities introduced the "Snapshot" real-time Internet stock price quote service in August 2004. The snapshot price quote system offers a similar level of service as the existing "streaming" real-time stock price quote service, but at a much lower cost. East Asia Securities plans to expand its online electronic trading channels to include PDA and to further enhance its Interactive Voice Recognition Trading System in the first half of 2005.

### Corporate Services

The BEA Group, through Group member Tricor Holdings Limited ("Tricor"), is a leading provider of business, corporate and investor services in Hong Kong and South East Asia. These services include accounting, company formation, corporate compliance and company secretarial, executive search and selection, initial public offerings and share registration, payroll outsourcing and fund and trust administration.

Tricor's performance for the year has shown significant progress, mainly as a result of continual business expansion, successful cost control measures and the synergies obtained from successful integration of the units that had been acquired from third parties over the past few years.

The Company's new businesses – Tricor Executive Resources Limited (the former Executive Search and Selection practice of PricewaterhouseCoopers, Hong Kong) and East Asia Corporate Services (BVI) Limited in the British Virgin Islands, both of which Tricor acquired in late 2003 – have also performed well during the year.

In September 2004, Tricor opened its second China office in Shanghai in response to the growing demand for corporate services on the Mainland. Furthermore, in October 2004, Tricor acquired the company secretarial, client accounting, payroll outsourcing and share registration businesses of PricewaterhouseCoopers in Singapore, in line with Tricor's ambition to become the leading regional player. The acquisition will help Tricor to propel its businesses into South East Asia.

As market leader in business, corporate and investor services, Tricor will continue to look for business opportunities in Hong Kong, China and other countries within the region.

### China Operations

BEA Chengdu Branch and Shenzhen Luohu Sub-branch commenced business in the second half of 2004. At present, BEA has a total of 18 outlets in China, providing a wide range of quality banking services to its growing customer base. Further expansion is planned for 2005, with the opening of Hangzhou Branch and Suzhou Representative Office.

BEA Xi'an Branch and Xiamen Branch were granted a Renminbi business licence in December 2004 and January 2005 respectively, joining BEA branches in Shanghai, Shenzhen, Dalian, Guangzhou and Zhuhai to provide Renminbi banking services. In addition, BEA has submitted an application for Renminbi business licence for its Beijing branch. It is expected that related approval will soon be granted.



Through its subsidiary, Tricor Group, the BEA Group is well on its way to becoming the leading regional player in the corporate service business.

東亞銀行透過集團成員卓佳集團·銳意發展成為區內具領導地位的企業服務供應商。

## 企業服務

東亞銀行透過集團成員卓佳集團，成為香港和東南亞商務、企業及投資者服務行業的最大供應商。該等服務包括會計、公司成立、企業法規監管及公司秘書、行政人員招聘、首次公開招股及股份登記、支薪外判及基金和信託行政管理等。

由於卓佳業務持續壯大，成本控制措施卓見成效，而卓佳亦成功把近數年來從其他機構收購所得業務單位整合，因此年內業績有顯著進展。

卓佳於2003年年底收購的兩項新業務 — Tricor Executive Resources Limited (原為羅兵咸永道會計師事務所在香港的行政人員徵聘業務) 和位於英屬處女群島的 East Asia Corporate Services (BVI) Limited，年內均表現良好。

2004年9月，卓佳看準內地企業服務需求愈益殷切，在上海開設第2間內地辦事處；同年10月，收購羅兵咸永道會計師事務所在新加坡的公司秘書、客戶會計、支薪外判和股份登記業務，有助卓佳進軍東南亞市場，實現其發展為區內業界翹楚的宏圖。

卓佳作為此行業的市場領袖，將會繼續著眼於探索香港、內地和區內其他國家的商機。

## 中國業務

東亞銀行深圳羅湖支行和成都分行相繼於2004年下半年內啟業，將本行在內地的業務據點總數增至18個，為不斷擴大的內地客戶群提供多元而優質的銀行服務。本行計劃於2005年開設杭州分行和蘇州代表處，進一步拓展內地業務。

本行西安分行和廈門分行分別於2004年12月及2005年1月獲發人民幣業務經營牌照，連同上海、深圳、大連、廣州和珠海各分行，合力提供人民幣銀行服務。同時，本行北京分行已提出申請開展人民幣業務，預計有關申請快將批核。

東亞銀行亦於2004年12月獲得中國銀行業監督管理委員會批准，在內地推售衍生投資產品。本行將於2005年在內地引入一連串具創意的個人銀行和投資產品，藉以維持在內地外資銀行中的領導地位。

2004年，本行內地、澳門和台灣分行業務的貸款組合共錄得50%的升幅，淨經營溢利增幅則為43%。



Additional branches in China received licences to conduct Renminbi business with local companies, further strengthening the Bank's Renminbi banking services on the Mainland.

隨著更多內地分行獲發對內地企業的人民幣業務經營牌照，本行的人民幣銀行服務進一步加強。

In December 2004, BEA obtained approval from the China Banking Regulatory Commission to market derivative products in China. To maintain its leading position in China, BEA will introduce a series of innovative personal banking and investment products to the market in 2005.

BEA's branches in China, Macau and Taiwan achieved combined growth of 50% in the loan portfolio and 43% in net profit in 2004.

### Overseas Operations

In 2004, BEA continued to expand and enhance the quality of its overseas banking services. A new Information Technology Platform was launched for U.S. operations in June to improve operational efficiency. In July, the West Coast Regional Office was relocated to a new building in Alhambra, California.

To strengthen BEA's presence in the U.S., The Bank of East Asia (USA) NA is now preparing to open new branches in Brooklyn, New York and Torrance, California.

In April, The Bank of East Asia (Canada) launched Cyberbanking Service for customers in Canada. The Bank is also preparing to open a new branch in Vancouver, British Columbia.

In 2004, BEA overseas business units saw net profits increase by 21%, while the loan portfolio grew by 20%. The overseas business units will continue to work toward improving profitability and providing quality niche banking services to Asian customers in their locations.

**David LI Kwok-po**  
*Chairman and Chief Executive*

Hong Kong, 3rd February, 2005

**Joseph PANG Yuk-wing**  
*Executive Director*

**CHAN Kay-cheung**  
*Executive Director*

### Human Resources

The Bank of East Asia Group employees at the end of December 2004:

Hong Kong	4,301
Other Greater China	1,074
Overseas	396
<b>Total</b>	<b>5,771</b>

The Bank treasures its human capital, and a series of initiatives were implemented during the year to promote professional competence, commitment and effectiveness within the workforce.

As part of this strategy, the Bank revitalised its training programmes in 2004, and identified core subjects for all staff. The Bank also expanded its employee care and recreation programmes, to enhance staff morale and team building.

After a multi-year salary freeze necessitated by the deflationary environment in Hong Kong, a salary increment was awarded to top performers in April 2004, followed by a market catch up exercise for selected positions in August. A new Senior Executive Bonus Plan was also implemented in 2004.

### 海外分行業務

2004年，東亞銀行持續擴展海外銀行服務和提升服務素質，繼於6月在美國推出嶄新資訊科技平台以提升當地業務的營運效率後，又於7月將西岸地區辦事處遷往加州亞罕布拉市 (Alhambra) 一幢新建大樓。

為拓展本行在美國市場的佔有率，美國東亞銀行正部署於紐約布魯克林 (Brooklyn) 和加州托倫斯市 (Torrance) 開設新分行。

2004年4月，加拿大東亞銀行推出電子網絡銀行服務。該行亦正籌備於英屬哥倫比亞省溫哥華市開設分行。

海外分行業務於2004年的淨經營溢利增長21%，貸款組合則增長20%。東亞銀行各海外分行均著意持續改善盈利能力，為所屬地區的亞裔客戶提供優質銀行服務。

### 人力資源

東亞銀行集團於2004年12月31日的員工數目如下：

香港	4,301人
大中華其他地區	1,074人
海外	396人
合共	5,771人

東亞銀行視人才為重要資產，於年內推行了一系列計劃以加強員工的專業才能、承擔感和工作效益。

為配合此策略的推行，本行於2004年重新設計員工的培訓課程，包括為全體員工釐定核心培訓項目；另外，亦擴大了員工關懷和康樂活動的範圍，藉此提高工作士氣和團隊精神。

本行因應香港通縮環境而凍薪多年後，於2004年4月調升了工作表現優良員工的薪酬，繼而於8月把部分職位的薪酬調高，以配合市場情況。年內，本行還推行了新的「高級行政人員花紅計劃」。

主席兼行政總裁  
李國寶

執行董事  
彭玉榮

執行董事  
陳棋昌

香港，2005年2月3日